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Bayline Magazine is published monthly in the interests of all segments of the apartment industry. Opinions expressed are those of the authors and do not reflect the opinion of the Bay Area Apartment Association unless specifically stated as such. We invite the contribution of articles or information that would be of interest to the multifamily housing industry.

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Finding Solutions for the Valet Trash Dilemma

By Robert Griffiths, BAAA Government Affairs Director

Apartment communities are in the middle of working to find an answer to recent concerns that have been raised about the bins used for valet trash pick up. There have been a couple of areas where the local fire marshal has tried to stop the valet trash vendors from allowing the collection bins to be set outside of the unit doors, stating that this would create a fire safety concern.

After meetings with the local fire marshals about this issue, they were okay with them being set outside the unit

doors, but now the vendors are being asked to provide fire retardant collection bins that meet the state Fire Marshal's Code.

To date, the vendors have not been able to provide any bins that will pass the code, but are working on continued testing to locate a bin that meets the state's requirements. The trash bins are only set out for a specific number of hours – then the trash is picked up and the bins are to be taken back inside the units as described by the rules that are per

agreement to the written amendment to each residents lease.

The State fire marshal had a meeting on July 26th, to hear and discuss the status of where the vendors are at in their efforts to find an acceptable bin and show the level of their testing efforts to date. The need to have fire retardant bins at all has been raised, because there have been no major fires where the bins have been the cause.

We are hoping to be engaged in future discussions to come up with a compromise that will be acceptable to the Fire Marshal, and the bin vendor suppliers. This will impact all of Florida, and may go on to be regulated through the entire United States.

So far, the local fire marshals are not demanding that the valet trash vendors meet the fire code for the bins, and are waiting to see what conclusions were reached at the July 26th meeting.

Life safety is the number one issue with all parties involved and we hopeful that there is a resolution that all can live with. We will continue to work with the State, and local fire marshals to come up with a solution that allows our residents to continue to enjoy the valet trash pick-up services provided.

We will report the conclusions of the July 26th meeting as quickly as possible. This could impact how all our valet trash service vendors do business and could have a very expensive outcome. •

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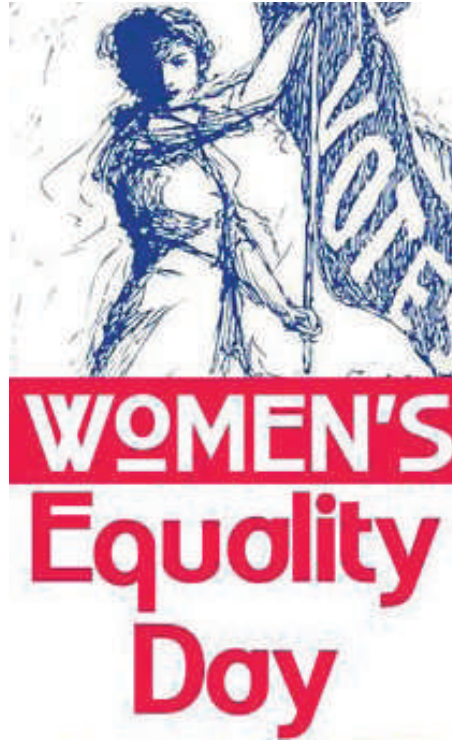


From Suffragette to CEO... 97 Years and Counting

Women's Equality Day on August 26th commemorates the ratification of the 19th Amendment to the Constitution granting American women the right to vote in 1920. This occasion has been celebrated since 1973 by Presidential Proclamation after a bill introduced by Congresswoman Bella Abzug. Women's Equality Day is an opportunity to celebrate the victories for equality that women have won, and to rededicate our commitment to eliminate discrimination against women.

This day marks a turning point in the history of the struggle for equal treatment of women and women's rights.

In 1920, the day finalized 72 years



of campaigning dating back to 1878 by a determined group of civil rights advocates, both men and women who were dedicated to improving the lives of women in this country.

Over the last century, great women have proved just what they are capable of achieving, from the likes of Rosa Parks and Eleanor Roosevelt fighting for civil rights and equality to great scientists such as Marie Curie, Rosalind Franklin and Jane Goodall.

National Equality Day is much more than the right to the vote. It's the continued effort worldwide to provide women across the globe with equal opportunities for a good education and meaningful employment. Even though women make up at least half the population, women and girls have suffered at the hands of society for thousands of years. They have been treated as the property of their husbands or fathers, couldn't own land, vote or go to school and often beaten and abused.

Over the last hundred years, much progress has been made to gain equal rights for women around the world, but many still live without the rights to which all people are entitled.

Spend some time in the next year working with women and/or girls that need help to understand and embrace the meaning of equality and how to use it to become part of the ongoing "Change Movement" that will benefit all women.

Excerpted with thanks from www.timeanddate.com and www.wikipedia.com •

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How May We Help You?

At House of Floors we believe "We are better because we care!" Unlike our competitors, House of Floors is the only non-national flooring company that can service the entire state of Florida. Our success can be directly attributed to the way we do business. We offer the highest level of Customer Service, Coverage Area, and Turnaround Time, Quality, Competitive Pricing, and Environmental Responsibility.

Service

Does the company you are currently using, offer online, fax, phone and email ordering? Does your flooring company offer you online reporting capabilities that allow you to manage all of your ordering history?

House of Floors appreciates how important your time is; therefore we strive to make every interaction with us as seamless as possible. We give every customer the ability to order in the way that is most convenient to them. Online ordering, over the phone, email, or via fax, we will take your order accurately and professionally no matter the modality you choose. We also understand the importance of "ease of doing business." Your time is important to us. That is why we offer a full array of

reporting tools to assist your company in controlling costs through our web based application.

Do you ever come across a situation where a renter didn't care for their flooring like they should have and it did not last its typical lifespan?

Have you ever had to determine what the prorated amount would be? Do you ever just need information about what was done and when? We have you covered! With a few simple clicks, you can access your Order History, Invoice History, Budget and Analysis tools, which can help you, control your capital expenditures.

Coverage Area & Turnaround Time

Do you have multiple properties across the state of Florida? Are they all serviced without additional trip charges or fees?

With 8 locations across the state of Florida, we can service your property with Guaranteed Next Day Installations from the panhandle, to sunny Miami and every area in-between.

Can the company you are currently using offer you same day and next day service?

House of Floors provides, "Guaranteed Next Day", and "Emergency Same Day", and Saturday services to meet all of your flooring needs, and best of all you no longer have to pay additional trip charges that other flooring companies charge.

Does the company you are using have a fully stocked warehouse to meet ALL of your flooring necessities, no matter how demanding?

If you need something done now or 6 months from now, we are

ready and waiting with a fully stocked warehouse and showroom to provide you with the best in quality and service according to your demanding schedule and always at the same competitive price.

Quality

Does your carpet company provide you with licensed and insured, uniformed installers?

With over 350 professional installers in Florida, we know how to guarantee the highest quality of work and materials. Our installers are prompt, efficient and highly skilled in flooring installations. From the moment a House of Floors uniformed installer arrives on your property, you can be assured that they will conduct themselves professionally and with as little disruption as possible to your property's residents and to your staff. Best of all, you can rely on the quality of our work. Our installers are fully licensed and bonded. Do you know if the company that you currently use can promise that?

Do they have a quality assurance program, to ensure consistent quality work, every time?

House of Floors has a quality assurance program to ensure our installations and materials always meet or exceed our quality assurance standards. Our installers are consistently graded on every aspect of their work, from the appearance, to timeliness and quality of installation. If you choose House of Floors, you can rely on the work to be completed on time, with the highest quality materials. House of Floors will not cut corners at the expense of your company or your residents - every time, guaranteed!

Peace of Mind

Do they provide lifetime installation warranties for the life of the carpet?

If not, why are you still using them? House of Floors will change the way you handle your flooring needs! As repairs arise not related to normal "wear and tear," all you need to do is contact us and we will take care of it, free of charge, for as long as you continue to do business with our company! How much money could that add to your bottom line?

Competitive Pricing

Does your flooring company offer competitive statewide pricing across every property?

Every proposal and installation is accompanied with 1/4" scale seaming diagrams. These plans are drawn to provide you with consistent yardage and cost savings. For companies with multiple locations, House of Floors is also proud to offer volume pricing in the event your property is undergoing a rehab or capital improvement upgrades.

Environmental Responsibility

Is your current company environmentally responsible? Are you aware your environmental impact?

It is up to all of us to ensure we minimize our environmental impact as much as possible, so this planet can be left for future generations to enjoy as we have. We are doing our part with an industry changing initiative to provide "cradle to cradle" solutions for your flooring needs. We provide materials that are environmentally friendly and will never enter a Florida landfill. Our exclusive "Eco" line of carpet provides your company with a way to control your company's environmental footprint. To learn more about our "cradle to cradle" philosophy look us up online at www.houseoffloors.com

Don't wait, contact us today!

We at House of Floors only know how to conduct business one way and it starts with honesty. We can appreciate competition in our industry, and understand that you have a choice in which company you decide to use, so whether you are looking for the best service, coverage area, turnaround time, quality, competitive pricing or the most environmentally friendly company, you will find everything you're looking for with House of Floors!



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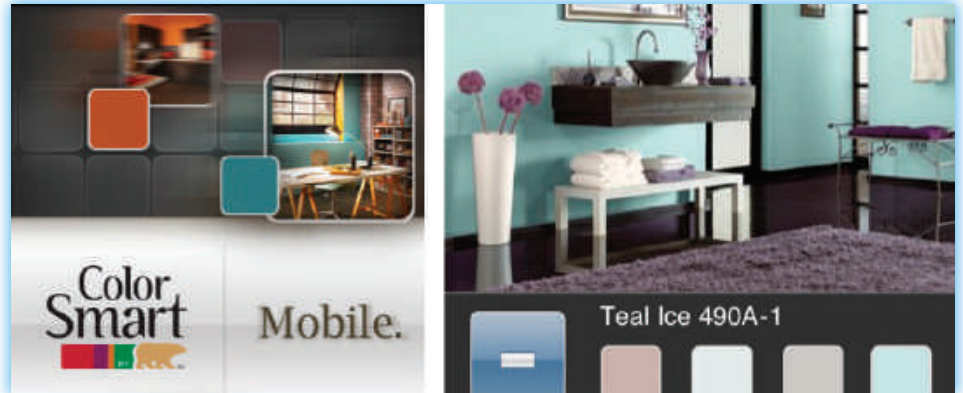
There's an APP for That!

For most maintenance support teams, the days of going to a file cabinet to pull out a folder, a text book or repair manual are long gone. Today, everything you need is no farther away than the closest computer or smart phone. Now, the 'Search' key is everyone's guide to finding out how to measure space, choose paint, repair a leaky toilet, check voltage or replace a broken tile.

All you need is an "App" to download into your cell phone or tablet – then like magic, you've got a maintenance repair shop in the palm of your hand. Smart phones have become powerful enough to perform more than just the features that were built into the phone. There are many choices available that are centered around the daily maintenance projects that the on-site staff spend their day completing.

This month we'll take a quick look at what's available in the "App" world to make your job easier. Many of BAAA's supplier partners may have App's developed just for their company – be sure to check with them.

The App list is in random order and not sorted by price or ratings.



Behr Color Smart

The Behr ColorSmart app (iPhone/Android, free) lets you preview colors within generic room images as well as calculate how much paint you'll need.

Benjamin Moore Color Capture

The app will match the colors in any photo and also show the next four closest shades. You can save, e-mail, post to Facebook, or tweet out the color you find.

Sherwin-Williams Color Snap

You can create color palettes and match colors to a photo in your phone. The app's color match feature will pick out the colors in the photo and create a palette with those colors.

The Home Depot App

The Home Depot app (iPhone/Android, free) is a shopping app with a Toolbox utility feature to measure for flooring, insulation, drywall and paint.

The Lowe's App

Lowe's has recently updated their app (iPhone/Android, free) with a convenient Quick List option. They offer many helpful and easy to use how to videos and include their catalog.

The WikiHow App

The wikiHow app (iPhone/iPad, free) has over 150,000 how to guides and articles on all kinds of topics with step by step instructions and photos. Includes an Emergency Survival Kit.

The Family Handyman DIY Tip Genius

This app (iPhone/Android, free) is full of tips, tricks and ideas for maintenance issues. The free app is just a preview of the full \$5 "pro" version that is available.

How Your House Works

This app (\$2.99 iPhone/Android) is overflowing with everything from air conditioning to plumbing know how. It's written by home improvement experts, with easy to follow illustrations and loaded with "how-to" tips to keep everything running smoothly. •

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“Survey Says”

A review of the current 2017 first quarter survey indicates 46.65% of multi-family apartments in the Bay Area are over 31 years old. These properties are prime candidates for renovation and modernization projects. BAAA is fortunate to have many active Associate members who are valuable resources for finding a multitude of products, services and new technology to assist owners who are ready to begin updating their properties.

The table below is excerpted and condensed to show the overall Bay Area totals and the individual county totals. The survey is published twice yearly and

is available in digital and print format. Each issue contains 90 pages of information with maps, charts and graphics that is divided by county and includes any sub-markets. You can order the current issue at www.baaahq.org or call the BAAA office a 81882-0222 for more information.

BAAA’s survey provider, MyRent-Comps.com currently shows a total of 176,493 rental multi-family units of 100 units or more within BAAA’s geographic charter. Properties included in the survey are located in Hillsborough, Pinellas, Pasco, and Polk counties and represent market rate rentals, recently completed

new construction that is certified for occupancy, fractured condo conversions, affordable housing, Bond and Low Income Housing Tax Credit properties.

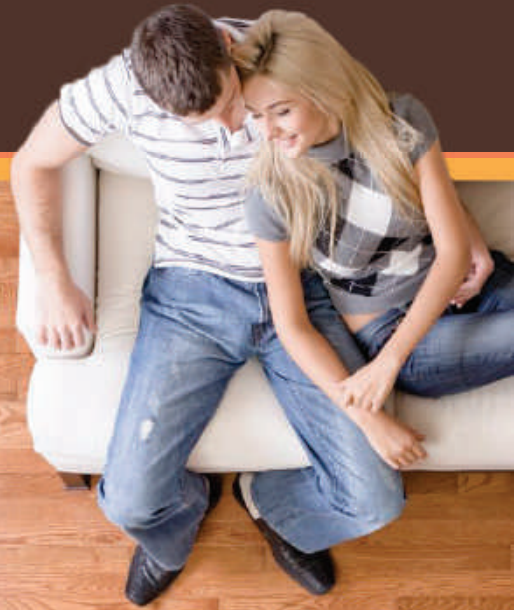
Thanks to the cooperation and support of BAAA’s survey participants, specifically the on-site personnel at the properties, the asset and management companies serving these properties and the owners of these properties, we were able to obtain survey responses from 147,070 units representing 83.3% of the units within the entire Tampa Bay Area study group. •

Analysis Area	Total # Properties	Total # Units	# Units Age Unknown	# Units 31+ Years	# Units 21-30 Years	# Units 11-20 Years	# Units 6-10 Years	# Units 0-5 Years
Tampa Bay Area	649	176,493	1,170	83,330	24,460	43,295	13,818	11,420
County Totals	373	103,013	544	44,939	15,170	26,359	9,282	1,216
County Totals	42	10,125	0	2,564	1,114	3,609	1,622	1,216
County Totals	175	47,640	352	29,731	5,960	7,050	1,062	3,485
County Totals	59	15,715	274	5,096	2,216	6,277	1,852	0



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We are proud to announce that we have recently changed our name from Lifestyle Carpets, Inc to Lifestyle Flooring, Inc. We have introduced a new logo and plan to unveil a new website in the coming months. The name change reflects the expansion of our business activities which include product lines beyond traditional carpets.

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Connecting with Prospects Using Social Media

Social media is a powerful tool to connect with multiple generations. Each generation uses one or more social platforms more than others.

Remember, social media is about hearing your audience rather than traditional marketing which is about “pushing” your message out there. The goal is to engage with them and hear what they are actually interested in hearing and learning more about.

FAVORITE PLATFORMS PER GENERATION:

Gen Z (13 to 19) – Instagram

We need to shift focus to Gen Z as they are starting to lease apartments. They do not need to know what they do not know because they can find the information at their fingertips. They adapt easily, therefore you must focus on the message you are sending, regardless of the platform. This generation represents \$44 billion in purchasing power and the average attention span is 8 seconds. A fun fact is that they do not like Facebook and are very visual. They want to read things quickly and express themselves through visual means and this means they are going to want this same type of communication from you.

Millennials (20 to 35) – Facebook

This generation is fully invested in Facebook. If your residents are Millennials, this is where you need to be to reach them. All of our milestones are stored on this platform, which means we are so fully invested, we are not going to leave

Facebook. A total of 87% of Millennials are using this platform. For Millennials, written content is more valuable than branded content, so if your residents are Millennials, Facebook is where your ad dollars need to be focused.

Gen X (36 to 49) – Pinterest

Of Pinterest users, 36% are between 30-44 years old. They use Pinterest to plan everything from meals to weddings. Pinterest represents a beautiful story of what you want your life to be. Pinners also love visual images, yet only 8% of Gen X use Instagram. Social media is a place to be informed, not just look at pretty pictures. About 40% of the Gen X population prefer to view information on their laptop versus their smart phone. They do a lot of online shopping and they are comfortable getting information online.

Baby Boomers (50 to 65+) – Variety

Baby Boomers are curious about social media, yet are still very formal and professional with their profiles. A total of 84% of Baby Boomers have Facebook accounts and 41% have Pinterest accounts. They are not afraid of social media, it just took them awhile to get familiar with it. Remember, 75% of the US income is held by this generation. They are more receptive to branded information and they have smart phones too! As a result, Baby Boomers are no longer relying on their kids to get information.

Choosing right platform will help you determine which platforms will work best for marketing based on who lives in

your community.

Instagram

- 90% of Instagram users are younger than 35
- 400 million users
- Over 80 million photos are uploaded every single day
- 70% of hashtags are branded

Twitter

- 500 million tweets are sent each day
- Check your mentions
- Twitter users expect you to respond within an hour

Pinterest

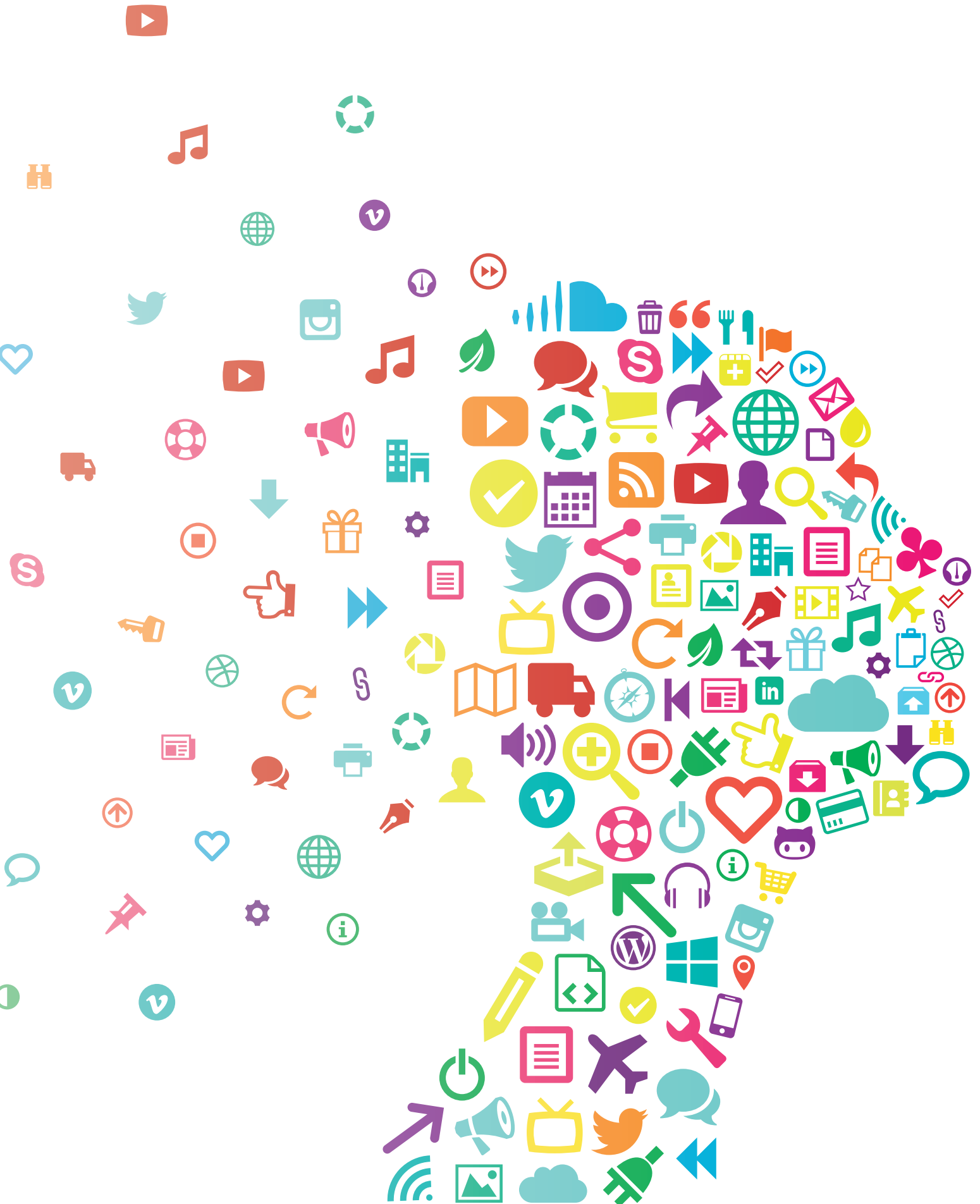
- 42% of all women online use Pinterest
- 100 million users
- 60% of branded content comes from Brands
- 75% of activity on Pinterest take place on mobile devices

YouTube

- Over 100 billion users
- Over 300 hours of video uploaded every minute
- Only 2% of small businesses use YouTube

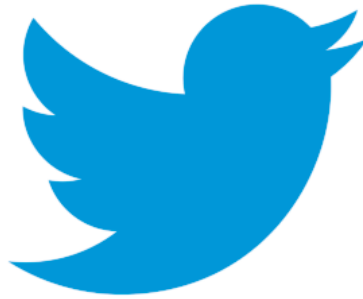
Your prospects are on social media; Americans check their social media accounts 17+ times per day! Make sure you are on the right platform and they see your content rather than your competitor's information.

*Excerpted with thanks from
www.EPMSOnline.com •*



Tweet Etiquette...

Things a Little Birdie Told Me



Other forms of social media have over the years developed rules that govern their use, but with Twitter etiquette can sometimes be difficult to know, learn, or follow.

Some Twitter rules are smart, sensible, and should always be followed. Others are smart, sensible, and should usually be followed. While it's important to know the rules, it's just as important to know when to break them – and what happens when you do. These suggested rules are based on work based tweets.

1. DON'T SPAM

This is one rule you can't break. Spammers don't build followers so they don't survive long on Twitter.

2. FOLLOW STYLE RULES

Twitter is not the same as SMS messaging. That means the language needs to look more like real words than the usual SMS style abbreviations. Typing in uppercase letters looks like you're shouting, spell out words completely and avoid using numbers instead of letters whenever possible. That might mean a little more typing, but the reasoning is sensible. "Heading 2 town l8. Don't nowot 4" is hard for the reader to understand. It makes good marketing sense for you to

be professional when you're reaching out to potential residents.

3. GIVE CREDIT FOR RETWEETS

One of the things that makes Twitter such a powerful tool is the fact that information placed on the site can quickly go viral. When one person spots a good tweet, they can pass that message on to their own followers, and soon it's spreading right across the Twitter universe.

If your tweets are interesting enough, people will share them with their friends and followers and those friends and followers will come to your page to find out who you are.

4. STICK TO 140 CHARACTERS

You have to stick to 140 characters, right? Well, yes and no. Twitter gives you 140 characters because that's all that can fit through SMS systems. If mobile phone companies could handle messages of 200 characters, then that's probably how long our tweets would be.

5. FOLLOW PEOPLE WHO FOLLOW YOU

Be selective in choosing who you want to follow. That may sound a little rude, but when you're at work, you will want to focus on conversations that relate to your job, whether it's a prospect, resident or vendor.

Spend any time on Twitter and you're going to come across plenty of other rules too. Some purists, for example, argue that your tweets should only describe what you're doing – that may be a bit much. If you have a conversation going and you've captured your followers attention it's okay to share what's on your mind.

On the job, try always to think first before reacting to any tweet. If you're building followers and they're responding to what you're writing, you're following the right rules.

Information for this article provided in part from www.Wikipedia.com •

Make your Next Meeting Worth It!

Whether you love meetings or hate them, they're a necessary part of day-to-day life in the professional world. Most of us have sat through a wide variety of meetings that range from very effective to a complete waste of time. Check out these ideas to freshen up your next meeting.

TRY MIXING UP HOW YOU DO YOUR REGULAR MEETINGS.

Short stand-up meetings, walking meetings, and ice breakers at the beginning of meetings have become popular. Your goal should be to have the most productive meeting in the shortest time necessary without disrupting the work flow of a busy property.

SPEND TIME DETERMINING WHERE AND WHEN YOU WANT TO HOLD THE MEETING.

Create an agenda for yourself with your goals, expected outcomes, pertinent information and notes to help prepare yourself for the day of the meeting. Post a copy of the general agenda to anyone who will be invited to participate.

INVITE ONLY WHO IS NECESSARY.

A good way to start a meeting off on the right foot is ensuring that you have the right people in the room. Ask yourself if everyone really needs to be there. If someone isn't completely necessary, take them off the list – they'll be grateful to have the time back in their day. This will make it easier to keep discussion focused on what you are trying to accomplish.

DON'T TAKE YOUR CELL PHONE TO THE MEETING WITH YOU.

Even if you have it on silent or buzz

mode, you may be distracted and momentarily lose your train of thought. Begin and end on time. Welcome everyone and make any necessary announcements that don't necessarily impact the purpose of the meeting. Appoint someone to take notes about the major points that will be addressed.

FOCUS ON DISCUSSION, NOT OVERVIEW.

Avoid wasting time reading materials off a paper that could have been distributed before the meeting started. Make your goals and expectations clear as soon as possible. That way your team members can participate in the discussion with you and add their own ideas to help achieve the goals you have outlined. Give your

audience a short break if needed to absorb what has taken place.

CLOSE BY REINFORCING ONE OR TWO KEY POINTS FROM THE DAYS DISCUSSION AND SHARE WHAT THE NEXT STEPS WILL INVOLVE.

Thank everyone for investing the time to attend. Create a recap of what was accomplished during the meeting and list any action items that need to be initiated to assure that the goals can be met. Post the recap to anyone who was at the meeting and make it available to anyone who wasn't at the meeting but still needs to be informed about what happened in it. •



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CKT Asset Management
Complete Climate Control
CORT
Dogwood Building Supply
Elements Restoration
ET & T Distributors
Fabio Galazzo
Fleetwash Facilities
ForRent
Franklin Street Management
GMS Group
Grand Oaks Apartments
Grand Reserve at Tampa Palms
Greater Quality Pool Service
HD Supply
House of Floors
Ideal Collection Services
Interstate Restoration
Lansbrook Village
Maintenance Supply Headquarters

Massey Services
Mezzo of Tampa Palms
Michaelson Group/Carlyle at Waters
Milestone Management
MS Carpet
On-Site
Providence Painting
Quality Restoration
Quality Roofing
RealFloors
RentDebt Automated Collections
RentPath
Robbins Electra
S & O Greenworks
Seaglass Fine Art Photography
Sherwin-Williams
South Oxford Management
Stonegate Apartments
Switch Electric
Valet Living
Wayne Automatic Fire and Sprinklers
West Park Village
Windtree Apartments

CASH DONATIONS

Chris Koback
Grand Oaks Apartments
Grand Reserve @ Tampa Palms
Jeff Reynolds @ Massey Services
Linda Norris
Lisa Dailey
Meadow Wood Property Company
RentDebt Automated Collections
Stonegate Apartments



AUCTION PHOTOS



AUCTION PHOTOS



AUCTION PHOTOS



AUCTION PHOTOS

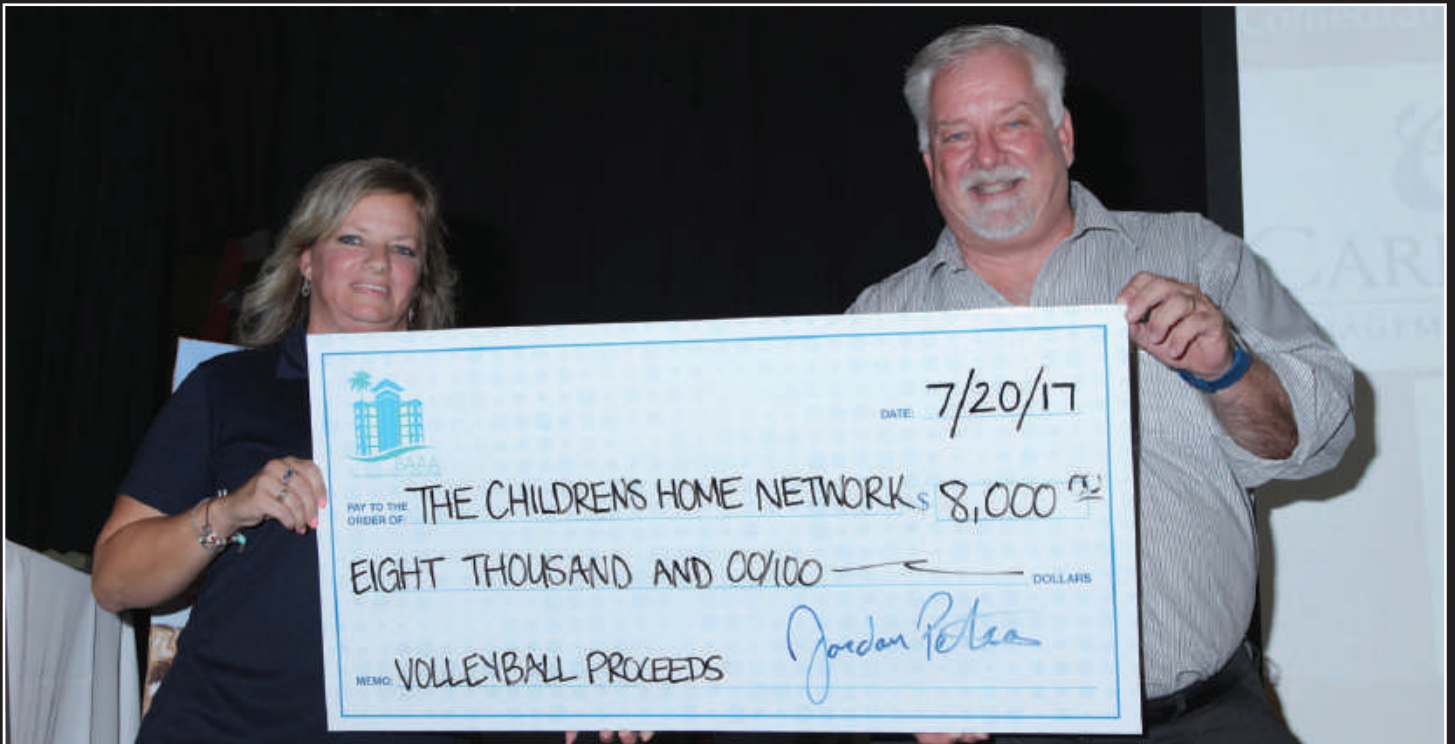




AUCTION PHOTOS



AUCTION PHOTOS



AUCTION PHOTOS



Good Things Come in Small Packages

–Aesop

Editor's Note: *Special thanks to Wesley Aleshire who created “Everyone’s LMS” – a micro-learning education platform. Mr. Aleshire is a highly respected industry trainer and speaker. He provided information and inspiration about learning to use this effective new learning platform. BAAA has added this new and dynamic learning opportunity to their educational offerings.*

We live in a “go fast”, “no time” to do anything distracted human attention span world. We’re struggling to focus on the overload of information. On-line training has been one way to approach the sharing and transfer of information. Training modules were written to give the learner everything they need to understand and use the new information.

Rather than the comprehensive approach to learning, sometimes it’s more effective to break a defined, targeted idea or concept up into small, focused tid-bits, which can be completed within just a few minutes. This is micro-learning, and it’s perfect for today’s learners! These mini-size educ-bites gives the learner a chance to complete the task in a short time (usually three to fifteen minutes max) when they gets a chance.

Quite often, these sessions are presenting information that the team member has already learned and they serve as a super charged review/re-wind. Micro-learning is a great way to provide just in time or need it now training so team members can absorb the desired information there and then and put the positive outcome into practice right away.

BAAA is pleased to add Everyone’s LMS to the comprehensive list of educational on-line training courses offered. Check out all the details below. For more information, please go to www.baaahq.org or contact BAAA Education Director, Debra DeSmidt at debra@baaahq.org or the BAAA office at 813-882-0222 ext 4.

Whether you are new to the industry or have years of experience – This is the place for you! •



Everyone's LMS
By InnoCom AR, LLC

Everyone's LMS

- BAAA's newest resource for targeted education on the go.
- Micro Learning ... 3 to 15 minute mini learning sessions ranging from \$5 to \$15.
- A variety of multi family topics accessible from any computer or mobile device.
- Many courses now available in Spanish!
- Need NAA CEC's for designation renewal? You can get them here.
- Programs for On-site, Management, and Associate Members.
- Register for your first class at www.everyoneslms.com

Take a bite off...



**Email Debra@baaahq.org
for 25% off one course.
Offer expires August 31st, 2017**



SUPPLIER SUCCESS COURSE



Take your first step toward building apartment industry business!

2017 BAAA Schedule:

OCTOBER 23rd

9:00am – 3:00pm

BAAA Member/ \$79

If you're a new or experienced **supplier of apartment products or services** we recommend this course!

As a requirement to earning the **Certified Apartment Supplier (CAS)** credential, the Supplier Success course is designed to offer an overview of the apartment industry, and it recommends ways for suppliers to maximize partnerships with apartment owners, apartment management companies, and apartment association members.

"If you are new to the industry or a veteran supplier partner, this session will provide you with the tools to up your game."

*Charles Stroud, CAS
2016 Chairman
NAA-National Suppliers Council,
Irving, TX*

You'll learn about:

- Apartment associations and building lines of business
- Apartment management company structures
- Types of multifamily housing, apartment ownership, and property management
- Defining product or service value
- Apartment community performance measurements
- Using property performance measurements to demonstrate product value



Available in person and online!

For more information, visit www.BAAAHQ.org

Debra@BAAAHQ.org – 813-882-0222 x8

BAAA Director of Education





TOBACCO FREE HOUSING ...Where Do We Start?

SEPTEMBER 19, 2017

8:30am - 11:30am

TAMPA HOUSING AUTHORITY

5301 West Cypress St. Tampa, 33607

EARLY BIRD PRICING TILL September 11

\$29 MEMBER/\$49 NON-MEMBER

REGISTER AT:

<https://www.baaahq.org/events/tobacco-free-housing-where-do-we-start>

Get answers to these questions...

- What works – doesn't work?
- How has it effected your bottom-line?
- Resident response to the change.
- How does ADA and Fair Housing fit in?
- FREE Program help: Signage, Branding, Cessation and more...

Here from people who know...

- Panel of communities that have gone from smoking to smoke-free!
- Experts from Tobacco Free Florida
- Florida Apartment Association – Get your "Smoke Free Certification"

START Your Smoke Free Plan TODAY!



THANK YOU TO OUR SPONSORS:





BAAA's Education Committee presents:

SEPTEMBER

“Morning Motivators”

Join your surrounding Community Managers and Staff for breakfast, networking and education (**earn 1-CEC**). Host location, sponsors and topic will change monthly.

September 26, 2017(4th Tuesday): 9:00am - 10:30am

JOIN US for this FREE Event!

Location: VICTORIA LANDING Apartments

Address: 3685 Victoria Manor Dr., Lakeland, FL 33805

Reservations Required by 9/22/2017(Friday prior)

Please RSVP to ensure seating and food - www.BAAAHQ.org



Topic: “Fair Housing Updates”

Speaker: Laura Policy

ABT

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MEADOW WOOD PROPERTY COMPANY

Need more info? (813) 882-0222 x4 or Debra@BAAAHQ.org

Build your skills and advance!

CERTIFICATE FOR APARTMENT MAINTENANCE TECHNICIANS

Earning your CAMT validates your knowledge, enhances your reputation and credibility, boosts your confidence, and earns you respect! If you're a maintenance technician, porter, housekeeper, or groundskeeper ready for advancement we recommend this course!



***NOTE: Meet NEW FL Statute effective 06.01.2016 – Communities of 100+ need a CAMT on-site to make HVAC/Hot Water Heater repairs of under \$1000 (repairs only-NO replacements).**

You'll learn about:

- Processing timely work orders correctly and to residents' satisfaction
- Electrical services and repairs
- Plumbing services and repairs
- HVAC services and repairs
- Painting services
- Construction services and repairs
- Mechanical services and repairs
- Appliance services and repairs
- Lock and key services and repairs
- Customer service and performing maintenance tasks according to company policy and procedures
- Minimizing personal and property damage while safely performing maintenance activities
- Fair housing regulation compliance
- Environmental responsibility and regulatory compliance
- Reporting and documentation of maintenance activities in compliance with company policy and regulation
- Curb appeal
- Property inspection, and daily maintenance
- Established procedures for maintaining recreational facilities and common areas
- Implementation of a preventive maintenance schedule
- Product repair and replacement decisions
- Professional behavior patterns, communication skills, and appearance
- Clear and respectful communication with residents, team members, and contractors you respect.

REGISTRATION DEADLINE: August 31, 2017

PRICE: Member \$839/Non-Member \$939

DATES: 6-Day course – Sept 27-28, Oct 17-18, Nov 14-15

LOCATION: 5115 Joanne Kearney Blvd, Tampa 33619

REGISTER: <https://www.baaahq.org/events/fall-camt-course-part-1-of-3>



CONTACT: Debra@BAAAHQ.org | (813) 882-0222 x8



“Property Management Practices, Procedures, Pitfalls & Law”

...From Applications to Writ Procedures
And everything in between

With Attorney Harry Heist



Early termination law, applications, inspections, deposit laws, tricks, abandonment, in-depth notice studies, eviction avoidance tips, lease clauses, inspections, FDCPA, FCRA, collections, screening, mold strategies, security deposit pitfalls, terminations, success through forms and notices, liability avoidance, pet issues, rent withholding, releases, checklists, occupancy, lease breaks, procedures, streamlining, stipulations, abandoned property, letters, corporate tenants, writ procedures, documentation, employee evictions, Fair Housing, renewals and more! **LEARN FROM THE EXPERT!**

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★ ★ ★ ★
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THANK YOU SILVER SPONSORS!

WINDTREE Apartments

REGISTER NOW...

<https://www.baaahq.org/events/property-management-pitfalls-and-law>

EGYPT SHRINERS HALL

4050 Dana Shores Dr.
Tampa, FL 33634

AUGUST 25 (FRIDAY)

8:30am – 9:00am

Check-In/Coffee

9:00am – 4:00pm

PROGRAM

*Lunch Provided

EARLY REGISTRATION

Until August 18th:

BAAA Member - \$29

Non-Member - \$49

Register at:

www.BAAAHQ.org

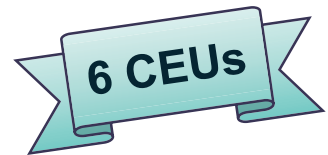
Late Registration

Aug 19-22:

Member \$39*

Non-Member \$59*

*Aug 23-25th Add \$10



SPONSOR THIS EVENT...

Visit www.BAAAHQ.org

or contact Debra at:

Debra@baaahq.org

(813) 882-0222 x8

AUGUST 3 **EPA/UNIVERSAL** **CERTIFICATION CLASS**

8:30am to 4:00pm
Chadwell

5115 Joanne Kearney Boulevard
Tampa, FL 33619
\$169 Members
\$199 Non-Members
Includes Lunch
Registration and full
payment by July 28, 2017

NEW EPA rules: Certification
required to handle
ALL types of FREON!

The Federal Clean Air Act, Section 608, requires that persons who service air conditioning and refrigeration systems containing certain regulated refrigerants be certified under an approved Federal Environmental Protection Agency (EPA) approved course. Through the ESCO Institute, Chadwell Supply is able to offer this Universal Certification. Only certified technicians may purchase any regulated refrigerants or pre-charged part with a regulated refrigerant from Chadwell Supply or other HVAC suppliers. Presented by: Vann Flippen (Chadwell Supply)

AUGUST 8 **CALLING ALL HEROES** **BOWLING FOR CHARITY**

5:30pm to 9:00pm
Terrace Sports

5311 East Busch Boulevard
Temple Terrace, FL 33617

Full Bowling Team – \$60.00
\$60 includes event admission, shoe rental and bowling for 6 people. \$30 from every team admission goes toward school supplies for local schools in need.

General Admission
(Bowling) – \$10.00
\$10 includes event admission, shoe rental and bowling. \$5 from every admission goes toward school supplies for local schools.

General Admission
(Not Bowling) – \$10.00
\$10 includes event admission. \$5 from every admission goes toward school supplies for local schools in need.

Gift Card Raffle
Prize Sponsor – \$25.00
Gift cards to be raffled off to all attendees during event. Signage and verbal recognition at event included.

Food Sponsor – \$500.00
Includes signage at event, on website and social media.

Lane Sponsor - \$100.00
Includes signage at event, on website and social media.



AUGUST 17 **ANNUAL GOLF OUTING**

11:00am to 4:00pm

Top Golf Tampa
10690 Palm River Road
Tampa, FL 33619

11am to 12pm
Registration & Warm Up

12pm to 4pm
Golf, Networking,
Lunch & Awards

Check the website for pricing

Anyone can play Top Golf!
If you can make contact with the ball, chances are you'll score points!

AUGUST 25 **PROPERTY MANAGEMENT** **PRACTICES, PROCEDURES,** **PITFALLS & LAW** **WITH ATTORNEY**

HARRY HEIST

8:30am to 4:00pm
Egypt Shriners Hall
4050 Dana Shores Drive
Tampa, FL 33634

\$29.00 Members
\$49.00 Non-Members
Includes Lunch

Early termination law, applications, inspections, deposit laws, tricks, abandonment, in-depth notice studies, eviction avoidance tips, lease clauses, inspections, FDCPA, FCRA, collections, screening, mold strategies, security deposit pitfalls, terminations, success through forms and notices, liability avoidance, pet issues, rent withholding, releases, checklists, occupancy, lease breaks, procedures, streamlining, stipulations, abandoned property, letters, corporate tenants, writ procedures, documentation, employee evictions, Fair Housing, renewals and more!

AUGUST 29 **MORNING MOTIVATORS**

Your Best Leasing-
Marketing-Renewal Tips!

9:00 to 10:30am

Windtree Apartments
8540 Robilina Road
Port Richey, FL 34668

Learn more about BAAA's Education, Events and more. Each month our Breakfast Sponsor will hold a 30-minute mini-education seminar. RSVP Required to insure breakfast for everyone. Please note: This event is for communities/management companies. Vendors/Suppliers can only attend if they are sponsoring the event.

AUGUST 31
BOARD OF DIRECTORS
MEETING

4:30 to 5:45pm
Tampa Housing Authority
5301 West Cypress Street
Tampa, FL 33607

All members are welcome to attend. If you plan on attending, please register.

SEPTEMBER 7-10
ANNUAL CRUISE
Nassau, Bahamas

SEPTEMBER 19
TOBACCO FREE HOUSING
...WHERE DO WE START?

9:00 to 11:30am
Tampa Housing Authority
5301 West Cypress Street
Tampa, FL 33607

Early Bird Member by 9/11/17
\$49.00
Non-Member Walk-in
Registration Opens 9/16/17
\$69.00
Late - Non-Member
Registration Opens 9/12/17
\$59.00
Member - Walk-in
Registration Opens 9/16/17
\$49.00

Get answers to these questions...

- What works – doesn't work?
- How has it effected your bottom-line?
- Resident response to the change.
- How does ADA and Fair Housing fit in?
- FREE Program help: Signage, Branding, Cessation and more...

Hear from people who know...

- Panel of communities that have gone from smoking to smoke-free!
- Experts from Tobacco Free Florida
- Florida Apartment Association – Get your "Smoke Free Certification"

SEPTEMBER 21 & 22
CERTIFIED POOL
OPERATOR (CPO)
2 DAY COURSE

8:00am to 5:00pm
Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619
Members: \$279.00
Non-Members: \$309.00
Registration/full payment deadline:
September 14, 2017

This CPO course covers Florida (and many other states) Law 64E-9.018 - Public Pool Service Technician Certification. Offered through the National Swimming Pool Foundation (NSPF) with a certified NSPF Instructor. Certified Pool Instructor: Vann Flippin National Swimming Pool Foundation, Lic# 32*100914.

SEPTEMBER 21
MEMBERSHIP MEETING

6:30 to 8:30pm
Location and Topic TBD
\$45 Members
\$55 Non-Members

SEPTEMBER 26
MORNING MOTIVATORS

Fair Housing Updates
Guest Speaker Laura Policy,
NAAEI Faculty
9:00 to 10:30am
Victoria Landing Apartments
3685 Victoria Manor Dr.
Lakeland, 33805

Learn more about BAAA's Education, Events and more. Each month our Breakfast Sponsor will hold a 30-minute mini-education seminar. RSVP Required to insure breakfast for everyone. Please note: This event is for communities/management companies. Vendors/Suppliers can only attend if they are sponsoring the event.

SEPTEMBER 27 & 28
CAMT

6-day Course continuing on
October 17 & 18, November 14 & 15
8:00am to 5:00pm
(Lunch Provided)
Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619
Members: \$839.00
Non-Members: \$939.00
Registration/full payment deadline:
September 8, 2017

New Florida Law effective July 1, 2016: An on-site Credentialed CAMT for communities of 100-units or more can now perform/supervise repairs only (No replacements) of up to \$1000 on Hot Water Heaters and HVAC Systems. Maintenance expenses are the single largest controllable element in any operating budget. This course is designed as an introduction for new maintenance professionals or as a refresher for the veteran employee, to give these professionals the knowledge and tools necessary to run an effective maintenance program.

Qualification Requirements: One year of apartment/rental housing maintenance experience before Final Exam. Successfully complete all required classroom courses and online content listed above. Meet requirements above and pass Final Exam within 12-months of NAAEI registration for CAMT Course.

Register
for any event at
www.BAAAhq.org

Reservations and cancellations
accepted up to 48 hours before
event. No shows and non-cancelled
reservations will be invoiced.

CALENDAR

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST

AUGUST 3

EPA/Universal Certification Class

8:30am to 4:00pm @ Chadwell

AUGUST 8

Calling All Heroes Bowling for Charity

5:30pm to 9:00pm @ Terrace Sports

AUGUST 17

Annual Golf Outing

11:00am to 4:00pm @ Top Golf

AUGUST 25

**Property Management Practices, Procedures, Pitfalls & Law
with Attorney Harry Heist**

8:30am to 4:00pm @ Egypt Shriners Hall

AUGUST 29

Morning Motivators

Your Best Leasing-Marketing-Renewal Tips!

9:00 to 10:30am @ Windtree Apartments

AUGUST 31

Board of Directors Meeting

4:30 to 5:45pm @ Tampa Housing Authority

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

SEPTEMBER

SEPTEMBER 4

Labor Day. *BAAA offices will be closed.*

SEPTEMBER 7-10

Annual Cruise to Nassau, Bahamas

SEPTEMBER 19

Tobacco Free Housing...Where Do We Start?

9:00 to 11:30am @ Tampa Housing Authority

SEPTEMBER 21 & 22

Certified Pool Operator (CPO)

8:00am to 5:00pm @ Chadwell Supply

SEPTEMBER 21

Membership Meeting

6:30 to 8:30pm - Location and Topic TBD

SEPTEMBER 27 & 28

CAMT

8:00am to 5:00pm @ Chadwell Supply

**You can register for any event at www.BAAAhq.org
Members must log in to the website to receive member pricing.**



GOLF OUTING

THURSDAY | AUGUST 17, 2017



TOPGOLF®

Topgolf | 10690 Palm River Road | Tampa, FL 33619

11am to 12pm - Registration • 12pm to 4pm - Golf, Networking, Lunch & Awards

\$135 Per Player Members • \$160 Per Player Non-Members

Includes: Golf, Prizes for 1st Place, Open Bar, Gourmet Lunch and Awards Presentation



Golf skills are NOT REQUIRED to have fun!

Anyone can play Topgolf!
If you can make contact with the ball,
chances are you'll score points!

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COMMUNITIES

Carlyle at Waters

8415 North Armenia Avenue
Tampa FL 33604
(813) 933-6265 Units: 392

Manor House, LLC

400 West Beacon Road
Lakeland FL 33803
(868) 682-8734 Units: 88

Oasis at Highwoods Preserve

18311 Highwoods Preserve Parkway
Tampa FL 33647
(844) 577-4538 Units: 295

PROPERTY MANAGEMENT

Bridge Real Estate

7284 W Palmetto Park Rd
Boca Raton FL 33433
(561) 826-3917



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Switch Electric	5
United Renovations Southeast	11

For ad info call BAAA at 813-882-0222.

DIRECTORY UPDATE

The Member Directory is accessible on the website at www.BAAAHQ.org. Please check your listing carefully. If you find something that is not right, complete the form below and return it to us. Please use this form for ALL changes or corrections to *Bayline*.

Company/Property _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____ Page # _____

Comments: _____

FAX TO: (813) 884-0326
E-MAIL: STAFF@BAAAHQ.ORG

MAIL TO:
BAY AREA APARTMENT ASSOCIATION
19031 N. DALE MABRY HWY
LUTZ, FL 33548

RESERVE YOUR 2017 FIRST QUARTER SURVEY NOW



Now owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2017 First Quarter Survey which is now available for purchase.

The myrentcomps.com on-line market survey software is designed specifically for property managers and owners to report their comps on-line and eliminate the need for making multiple phone calls that often go unreturned. Properties participating in the survey receive custom reports for their property, a free web-site and other benefits to encourage nearby properties to send in their information on a regular basis.

The Bay Area Apartment Association publishes the completed survey after the first and third quarter of each calendar year. The survey includes over 90 pages of detailed information in Hillsborough, Pasco, Pinellas and Polk Counties with both current and historic data. Each issue is available for purchase in both digital and print format at a discounted price for BAAA members.

Members – \$39.00 Digital Format | \$59.00 Print Format
Non - Members – \$150.00 Digital Format | \$170.00 Print Format

Order online at www.baaahq.org
For more information: Please call 813-882-0222.

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Pinellas: 727.577.9646

Fax: 727.578.2097

E-mail: lporter@verizon.net

Mailing Address:
P.O. Box 21518
St. Petersburg, FL 33742

Attorneys:
Lindsey M. Porter
Claudos G. Spears
Of Counsel

Street Address:
7901 Fourth Street North
Suite 215
St. Petersburg, FL 33702

The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask us to send you free written information about our qualifications and experience.