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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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## PRESIDENT'S MESSAGE

# Summer...

By Chris Koback, South Oxford Management

“Summer. Hair gets lighter. Skin gets darker. Water gets warmer. Drinks get colder. Music gets louder. Nights get longer. Life gets better.”

I found this quote on the internet but couldn't find who to attribute it to so just in case the real author is reading this, I do not take claim for the words.

I thought this was a great way to open this issue's President's Message. Time certainly has a way of sneaking up on all of us and it's hard to believe summer is already here. My first six months as president have been rewarding and

challenging at the same time. Change for some is never easy but unfortunately change is an evil side effect of growth. An organization cannot be successful and cannot evolve without change. The Bay Area Apartment Association is no different. So far, this year we have added over 55 members from the former Tri-City Association and have pursued a campaign of inclusion and outreach to all the new members. We added former members of the Tri-City Board to our Board to help build the bridge between our two associations. Thank you to our staff and volunteers for helping make this an initial success but it is still a work

in progress.

Our recent trade show was a huge success. I hope everyone enjoyed the theme “There's No Place Like Home.” Our booths were sold out with a waiting list which means could there be changes next year? Stay tuned! A big thank you to all the trade show committee members who worked so hard to make this year such a success.

Other committees are hard at work putting together a completely new auction format, business exchange, golf event and yes even the GMAs for January 2019! The education committee is hosting designation and training classes with record setting attendance. There will be opportunities to volunteer for charities like Ronald McDonald House, Habitat for Humanity, Rebuilding Tampa Bay and Hatching Hope. The Young Professionals are getting reenergized with new and creative ways to help connect people with employment opportunities, career days and job fairs. These are just a few of the exciting things we have planned. There will be some new events – so volunteer and get involved. BAAA is changing – we're growing, adapting and sometimes making tough decisions. Be part of the change!

In closing, my wish for all of you is your hair gets lighter, your skin gets darker, the water gets warmer, the drinks get colder, the music gets louder, the nights get longer and your life gets better. •

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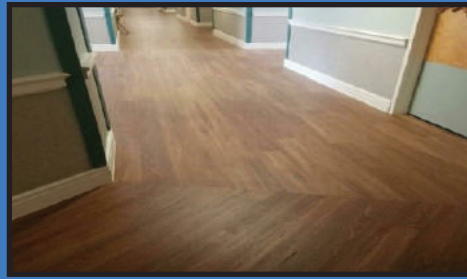
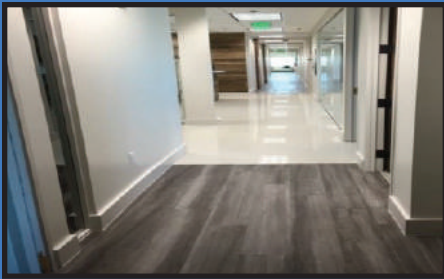


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# Sadowski Housing Funds – Call to Action

By Robert Griffiths, BAAA Government Activities Director

There is a real need for affordable housing in our state. You may see new apartment communities being built all over Tampa Bay as well as our southern counties, but many of these new apartment homes are class “A” type properties with very high rental rates.

Residents are paying increasingly higher percentages of their income for their monthly rent. Many of these residents live in communities built 30 to 40 years ago and are seeing their rents going higher and higher. They are feeling the pressure of these increasing financial burdens and obligations and are having difficulty paying these higher rents.

Many of the new apartment communities currently under construction are paying higher land costs, impact fees, mobility fee in addition to higher permit fees. All this adds up to costing new residents higher rents than they can afford due to the lack of enough work force affordable housing in the marketplace.

This is a national problem, not just an isolated local or regional issue. We need to ask our legislators to stop diverting the Sadowski Trust Fund dollars away from the owners who want to build affordable housing projects that working families need at rents that they can afford to pay.

The Sadowski Funds are “re-directed” every year away from this needed housing and spent on state Operating Fund projects. You can help. Take a few minutes to read #StopTheSweeps and then send any photos of any of your communities that have benefitted from state and local housing funds.

This is an opportunity to create a win-win solution to a problem that is not going to get better unless we restore the Sadowski Trust Fund and put these needed dollars back to work for our states working families that want a clean

and safe place to call home.

Please e-mail your photos to Ben Toro-Spears at [toro-spears@flhousing.org](mailto:toro-spears@flhousing.org). Thank You. •



## #StopTheSweeps - Sadowski Housing Trust Funds Send Your Photos

Join the conversation on housing affordability in Florida and help stop the sweep of Sadowski Housing Trust Funds! The Sadowski Coalition is in the process of establishing an active social media presence on Facebook, Twitter, and Instagram. While we’re not quite ready to show you all of the exciting content coming soon, we ask that our members send us photos you would like featured on Sadowski’s social media platforms.

What do we need? send photos to Ben Toro-Spears ([toro-spears@flhousing.org](mailto:toro-spears@flhousing.org)) and include a one- or two-sentence description of the photograph. Please include in the description the community, partners and member agencies involved in the project.

What pictures should you send? We will feature photographs of residents, organizations, projects, or staff that have benefited from state and local housing funds.

How will the content be used? the Sadowski Coalition will post your content and tag all partners and member agencies you identify in the content. We hope by doing so we will generate a meaningful conversation about how affordable housing helps Florida communities and families, and elevate the online exposure of our member organizations.

If you have any questions, contact Ben Toro-Spears at (727) 310-1510 or [toro-spears@flhousing.org](mailto:toro-spears@flhousing.org). We look forward to hearing from all of you soon.



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# Bug Off!

Almost everyone has been bitten by a mosquito, tick, or flea. These bites can spread germs and cause illness. Between 2004 and 2016, more than 640,000 cases of these diseases were reported, and new germs spread by bites from infected mosquitoes and ticks were discovered or introduced in the US. Lyme Disease, Zika and West Nile Virus, Malaria and Spotted Fever can be spread as a result of mosquito and tick bites.

Not all mosquitoes transmit diseases, but they can all be a nuisance.. Typically, mosquitoes lay their eggs in standing water. Mosquito larvae hatch from the eggs and remain in the water, feeding on tiny organisms. Once they mature, adult mosquitoes leave the water to breed.

Insect bites and stings can cause an immediate skin reaction. The bite from

fire ants and the sting from bees, wasps, and hornets are most often painful. Bites caused by mosquitoes, fleas, and mites are more likely to cause itching than pain. In most cases, bites and stings can be easily treated at home.

FYI...Insect and spider bites cause more deaths from venom reactions than bites from snakes. Certain spider bites, such as the black widow or brown recluse, can cause serious illness or death. Most spider bites are harmless. If possible, bring the insect or spider that caused the bite when you go for treatment so it can be identified.

With the return of high humidity and hot summer weather, it is important that the maintenance team be on the look out for these summer pests and have the right tools to deal with any potential insect issues. Check out the list

below and make sure you have the proper Personal Protective Equipment on hand to deal with any swarms or insect attacks. Don't forget to have a first aid kit with eyewash and safety glasses nearby when working in any area where you might encounter unfriendly bugs.

- Wear long sleeved shirts and long pants.
- Treat items, such as boots, pants, socks, and tents, with permethrin or buy permethrin treated clothing.
- Try to avoid working outside in the early morning and evening when mosquitoes are most active.
- Install or repair screens on windows and doors.
- Remove standing water where mosquitoes may breed.
- Make sure gutters and ditches are draining properly. Empty trash cans, tarps, pop bottles, etc.
- Replace water in bird baths every few days. Check fountains for mosquito larvae.
- If you have a pond or small lake, stock it with mosquito eating fish.
- If you choose to use a pesticide, read the label before you buy. Try a lower toxicity product first.
- Use an Environmental Protection Agency registered insect repellent.
- Take steps to control ticks and fleas on pets.
- Wash hands frequently to remove pesticide and insect repellent residue.



*Excerpted with thanks from:  
[www.cdc.gov](http://www.cdc.gov)*



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## How to Create An Inclusive Work Environment

How is diversity reflected in your workplace? For most, it reflects inclusiveness of cultures, orientations and more. Making a conscious effort to embrace inclusiveness and create a workplace in which people of all backgrounds feel safe and welcomed is not only good for business, but it's also the law.

Every team member brings different skills to the job. In the same way, each employee has qualities individual to themselves — such as — educational background, physical ability or disability, age and sexual orientation.

Diversity and inclusion work together when managers make staff decisions based on fairness. If a portion of your staff does not speak English as their first language, then you may need to find a way of communicating with those employees so they are up to date with your decisions, policy changes and upcoming events. This may mean relying

on bilingual supervisors or managers, who discuss matters with managers and then communicate any decisions to the limited English speaking staff. While this takes a little extra time, this will help insure that no one is left out of the line of communication.

Staff members need to recognize that it does not mean playing the role of “happy family.” Each employee will like some team members more than others. The key here is to recognize that everyone needs to learn to communicate professionally to get the job done as part of the team.

Companies that value and appreciate each person for their individual differences and experiences benefit from diverse perspectives. Creating such an inclusive culture isn't difficult, but does require active participation from all parties involved.

Here are some ideas to help you create an inclusive work environment that is flexible and open to the talents of all qualified team members.

- Reflect your passion for work place diversity and inclusion in your core company values. Most companies have a minimum of three four core values. Why not dedicate one of your core values to inclusiveness and publish it in a conspicuous place near the staff break room or maintenance shop. It will also serve as a great reminder for your current employees.
- Consider creating an “Idea Box” for employees who want to submit new ideas for improving communications/work flow at your property. Once a month or quarter, select the best idea and give the winner the gift of time off (a day off with pay or a three day getaway) at a sister property.
- Host a diversity/inclusion workshop for all staff members at least once a year. Have a round table lunch and discuss any specific issues that are occurring in your community.
- Encourage mutual respect among all members of your company and reinforce the need to work together to accomplish the goals of being part of an inclusive and diverse workplace.



*Excerpted with thanks from [www.sba.gov](http://www.sba.gov) and [www.dol.gov](http://www.dol.gov) •*



# 2018 STORM NAMES

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Florence  
Gordon

Helene  
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# 2018 Hurricane Season Outlook

## Farewell to 2017's Retired Hurricanes Harvey, Irma, Maria and Nate

The time to start your preparations is long before a hurricane watch is issued for our area. A good time to begin is during Hurricane Awareness Week, which occurs the week before hurricane season begins on June 1st. NOAA's Outlook for the 2018 hurricane season calls for 10 to 16 named storms with 5 to 9 becoming hurricanes. This is the time to make a hurricane plan or assess the one you have already formulated.

Go through your hurricane supplies and replace any items that are outdated. Test your flash lights and other battery operated equipment. Check your shutters to ensure they're in good working condition. Update any emergency numbers and phone numbers for family contacts outside the area. Pick up a

hurricane preparedness brochure at the store and review it for pertinent tips and useful information.

### **WHEN A HURRICANE WATCH IS ISSUED FOR YOUR AREA**

Now is the time to double check your supplies, your shutters, and your plans. If there are any actions in your plan that need to be done long before you hunker down, now is the best time. You should get some cash from the bank or ATM and gas up your car. The longer you wait, the longer the lines will be, wasting your time.

### **WHEN A HURRICANE WARNING IS ISSUED FOR YOUR AREA**

Now is the time for action! Put up your shutters before the winds get

too high. Clean up your yard and prep your pool. Lower your refrigerator temperature and fill up your bathtub and any extra jugs with water. If you or your family plan to evacuate, prepare your property first then leave the area with plenty of time ahead since roads will become congested soon after the warning is issued.

### **REASON TO NAME HURRICANES**

Experience shows that the use of short, distinctive names in written as well as spoken communications is quicker and less subject to error than the older, more cumbersome latitude longitude identification methods. These advantages are especially important in exchanging detailed storm information



# HURRICANE PREPARATION CHECKLIST

Prepare both your home and your family so you can be ready when storm season strikes. Build a hurricane kit filled with the basics to help you and your family survive comfortably if you are temporarily living without electricity or water during a storm.



## An **EMERGENCY SUPPLIES KIT** should include:

- At least a 3-day supply of **WATER** (one gallon per person, per day)
- At least a 3-day supply of non-perishable **FOOD** per person (and per pet!)
- At least one change of **CLOTHING** and shoes per person
- One **BLANKET** or sleeping bag per person
- FIRST-AID** kit
- Battery-powered weather radio, **CELL PHONE** and charger
- Emergency **TOOLS**
- FLASHLIGHT**, LED lantern, and extra batteries
- Extra set of **CAR KEYS**
- Credit card and **CASH**
- SPECIAL ITEMS** for infant, elderly, or disabled family members (and pets!)
- Prescription and non-prescription **MEDICINES**

between hundreds of widely scattered stations, coastal bases, and ships at sea.

The use of easily remembered names greatly reduces confusion when two or more tropical storms occur at the same time. For example, one hurricane can be moving slowly westward in the Gulf of Mexico, while at exactly the same time another hurricane can be moving rapidly northward along the Atlantic coast. In the past, confusion and false rumors have arisen when storm advisories broadcast from radio stations were mistaken for warnings concerning an entirely different storm located hundreds of miles away.

Many people ask what this year's hurricane season will be like. However, most people are not concerned about the

overall activity, but rather want to know, "Will My Home or Community Be Impacted by Hurricane Activity this Year?" Although the National Oceanic and Atmospheric Administration (NOAA) and others issue outlooks for each season's overall activity, no seasonal prediction

can say with any level of certainty if a particular region will be impacted more or less in any given year.

North Atlantic basin hurricane activity (most of which typically occurs each year during August through October — the peak months of the season) has been above average during most of the years in this current era (since 1995), though there have been some years with average or even below average activity.

Even "average" years can produce devastating storms like 1979 with David and Frederic, 1985 with Elena & Gloria and that even a below average year like 1992 can create a devastating hurricane like Andrew!

It only takes one tropical storm or hurricane to cause a disaster! Katrina (2005) was not a disaster because 2005 was an extremely active year, but rather because Katrina was a major hurricane hitting a very vulnerable area of coastline. No matter what the seasonal outlook is, everyone needs to be prepared. Now is the time to check your preparedness for your home, family and residents.

*Information provided in part by  
[www.noaa.gov](http://www.noaa.gov) & [www.hurricanes.gov](http://www.hurricanes.gov) •*



Image: NOAA



# Preparing Makes Sense for People with Disabilities and Others with Access and Functional Needs. Get Ready Now.

## 1. Get a Kit of emergency supplies.

Be prepared to improvise and use what you have on hand to make it on your own for **at least three days**, maybe longer. While there are many things that might make you more comfortable, think first about fresh water, food and clean air.

### Recommended Supplies to Include in a Basic Kit:

- ✓ **Water:** one gallon per person per day, for drinking and sanitation
- ✓ **Non-perishable food:** at least a three-day supply
- ✓ Battery-powered or hand crank **radio** and a NOAA Weather Radio with tone alert and extra batteries for both
- ✓ **Flashlight** and **extra batteries**
- ✓ **First aid kit**
- ✓ **Whistle** to signal for help
- ✓ **Filter mask** or cotton t-shirt, to help filter the air
- ✓ **Moist towelettes, garbage bags** and **plastic ties** for personal sanitation
- ✓ **Wrench** or **pliers** to turn off utilities
- ✓ **Manual can opener** if kit contains canned food
- ✓ **Plastic Sheeting** and **duct tape** to shelter-in-place
- ✓ **Important family documents**
- ✓ **Items for unique family needs,** such as daily prescription medications, infant formula, diapers or pet food



**Include Medications and Medical Supplies:** If you take medicine or use a medical treatment on a daily basis, be sure you have what you need on hand to make it on your own for at least a week and keep a copy of your prescriptions as well as dosage or treatment information. If it is not possible to have a week-long supply of medicines and supplies, keep as much as possible on hand and talk to your pharmacist or doctor about what else you should do to prepare. If you undergo routine treatments administered by a clinic or hospital, or if you receive regular services such as home health care, treatment or transportation, talk to your service provider about their emergency plans. Work with them to identify back-up service providers within your area and other areas you might evacuate to.

**Include Emergency Documents:** Include copies of important documents in your emergency supply kits such as family records, medical records, wills, deeds, social security number, charge and bank accounts information, and tax records. It is best to keep these documents in a waterproof container. If there is any information related to operating equipment or life-saving devices that you rely on, include those in your emergency kit as well. If you have a communication disability, make sure your emergency information list notes the best way to communicate with you. Also be sure you have cash or travelers checks in your kits in case you need to purchase supplies.

**Additional Items:** If you use eyeglass, hearing aids and hearing aid batteries, wheelchair batteries or oxygen, be sure you always have extras in your kit. Also have copies of your medical insurance, Medicare and Medicaid cards readily available. If you have a service animal, be sure to include food, water, collar with ID tag, medical records and other emergency pet supplies.

**Consider two kits.** In one, put everything you will need to stay where you are and make it on your own. The other should be a lightweight, smaller version you can take with you if you have to get away.

## 2. Make a Plan for what you will do in an emergency.

The reality of a disaster situation is that you will likely not have access to everyday conveniences. To plan in advance, think through the details of your everyday life.

**Develop a Family Emergency Plan.** Your family may not be together when disaster strikes, so plan how you will contact one another and review what you will do in different situations. **Consider a plan where each family member calls, or e-mails, the same friend or relative in the event of an emergency.** It may be easier to make a long-distance phone call than to call across town, so an **out-of-town contact** may be in a better position to communicate among separated family members. Depending on your circumstances and the nature of the attack, the first important decision is whether you stay put or get away. You should understand and plan for both possibilities. **Watch television and listen to the radio for official instructions as they become available.**

For more information, visit [ready.gov](http://ready.gov) or call 1-800-BE-READY



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# TRADE SHOW PHOTOS





TRADE SHOW PHOTOS









TRADE SHOW PHOTOS







# *Business Exchange & Silent Auction*

Thursday, July 26, 2018

Hilton Tampa Downtown







Bay Area  
Apartment  
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& Silent Auction



Thursday, July 26, 2018  
5:00 to 9:00pm  
Hilton Tampa Downtown  
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Parking: Ft. Brooke Garage  
Approx \$1.60/hr. Valet parking \$24.

**BUSINESS EXCHANGE**

Associate Members are invited to enjoy an exclusive Meet & Greet, reverse trade show with a speed dating twist, with Property Management VIPs.

**3:30 to 5:30pm: Setup for Management**

**5:30 to 8:00pm: Business Exchange Event**

**8:00 to 8:30pm: Tear Down**

The Business Exchange is a Free Event for Management Companies. You will meet New Associate Members, gain New Product Knowledge, and Support BAAA Associate Members!

You can earn a \$50 BAAA Education Voucher (must be used within one year of receipt) by  
(1) Setting up your table on time,  
(2) Bringing one Regional and/or VIP personnel, and (3) Staying until the end of the event.

**SILENT AUCTION**

**3:00 to 4:30pm: Setup for Staff**

**5:00 to 9:00pm: Auction Event**

Includes:  
One Wine Tasting per Guest  
Hors d'oeuvres  
Dessert & Coffee  
Grand Prize Drawing Ticket

**8:45pm: Red, Wine & Blue  
Grand Prize Drawing**

You could win an assortment of fine wines and accoutrements for the wine connoisseur. Must be present to win. \$500+ value.

**SPONSORSHIPS**

Software - Quality Roofing, Inc.  
Wine Tasting: \$500  
Hors d'oeuvres: \$350  
Dessert & Coffee: \$250  
Red, Wine & Blue Grand Prize: \$100

**TICKETS**

**\$45 Auction Only (Any Member Type)\***

**\$99 Business Exchange & Auction (Associates Only)\***

**FREE - Business Exchange Participants (Property Management Company Only)\*\***

\* Ticket price \$10 more at door.

\*\* Limit 3 personnel from each participating Mgmt. Co. for free. \$10 off additional staff from same Mgmt Co.

Click or go here to Donate an Auction Item: <https://goo.gl/forms/7O5oKqH428wVe1to1>

Click or go here for Tickets: <https://www.baaahq.org/events/business-exchange-silent-auction>





# GOLF OUTING

THURSDAY | AUGUST 9, 2018



# TOPGOLF

**Topgolf | 10690 Palm River Road | Tampa, FL 33619**

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

**\$135 Per Player Members • \$780 Bay for 6 Members**

*Includes: Golf, Prizes, Open Bar, Gourmet Lunch and Awards Presentation*



## Golf skills are NOT REQUIRED to have fun!

The event you can't afford to miss with  
300+ industry peers in attendance.



Corporate Sponsor





## GOLF PRICING

**EARLY BIRD CUTOFF IS JULY 9<sup>TH</sup>  
AFTER THAT, PRICES INCREASE!**

### Member/Player:

\$120 Early Bird Member by 7/9  
\$135 Regular Member  
\$160 Non-Member



### Bay Only:

(Golf for 6, no sponsorship)

\$750 Early Bird Member by 7/9  
\$780 Regular Member  
\$850 Non-Member

### Bay Package:

(Golf & Super Packages for 6,  
no sponsorship)

\$850 Early Bird Member by 7/9  
\$880 Regular Member  
\$950 Non-Member



### Bay Sponsor Package:

(Golf & Super Packages for 6,  
with Bay sponsorship)

\$875 Early Bird Member by 7/9  
\$905 Regular Member



### \$35 Super Package:

2 Mulligans, 6 Raffle Tickets  
(Included in Bay Package and  
Bay Sponsor Package)

### Spectator

(No Golf)  
\$125 Member  
\$150 Non-Member

## SPONSORSHIP PRICING

### Corporate Sponsorship: \$2,500

(6 golfers included, no spectators)  
Includes \$875 Bay Sponsor Package,  
Bay Sponsorship, Signage, Publicity,  
and Name on Major Sponsor Banner

### Awards Reception: \$500

(1 attendee included)  
Recognition during the Reception

### Practice Balls: \$500

(2 attendees included)  
Logo on the monitors for the  
whole practice period

### Beverage: \$750

(2 attendees included)  
Recognition Signage at Both Bars  
Sponsor may provide  
logoed plastic cups, napkins, koozies

### Souvenir Photo Jackets: \$500

### Concierge: \$300

(1 attendee included)  
Serve/Assist Golfer during Outing

### SPONSORSHIPS ABOVE INCLUDE:

Logo looped on monitors throughout all Bays.  
Signage and publicity on website,  
Bayline, and printed materials  
the day of the tournament.

### Bay Sponsor: \$150

Logo/ad looped on monitors in each Bay

### Lunch Sponsor: \$250

Signage on Buffet Table

### Door Prize Donation

**REGISTRATION DEADLINE IS 8/3/18 | SPONSORSHIP DEADLINE IS 7/27/18**

**REGISTER AT: WWW.BAAHQ.ORG**

Bay Area Apartment Association | 19031 N. Dale Mabry Hwy. | Lutz, FL 33548  
E-mail: [staff@baahq.org](mailto:staff@baahq.org) | Fax: (813) 884-0326 | Phone: (813) 882-0222





2018 FLORIDA APARTMENT ASSOCIATION  
ANNUAL CONFERENCE & TRADE SHOW  
OCTOBER 3-5, 2018 • BOCA RATON RESORT & CLUB  
Register online at [faahq.org](http://faahq.org)





NATIONAL APARTMENT LEASING PROFESSIONAL®

### NATIONAL APARTMENT LEASING PROFESSIONAL

Leasing professionals are the first people prospective residents meet, and often their only gauge of the property staff. This course is designed to teach these professionals skills to help them become top producers. The NALP class covers all aspects of the leasing process. You will enhance your qualifying, demonstrating and closing skills and learn how to turn your prospects into residents.

The NALP course includes:

- Keys to Success in Leasing
- Telephone Presentations
- Leasing and the Internet
- The Leasing Interview
- Rental Policies and Procedures
- Legal Aspects
- The Market Survey Presentation

Summer: June 19

Fall: September 12, 13 & October 10

Member \$449/Non-Member \$599



CERTIFICATE FOR APARTMENT MAINTENANCE TECHNICIANS 

### CERTIFIED APARTMENT MAINTENANCE TECHNICIAN

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.

- Electrical Maintenance and Repair
- Plumbing Maintenance and Repair
- Heating, Ventilation and Air Conditioning (HVAC) Maintenance and Repair
- Appliance Maintenance and Repair
- Interior and Exterior Maintenance and Repair

September 12, 13, 14 & October 24, 25

Member \$839/Non-Member \$989

## CREDENTIAL CLASSES



### SUPPLIER SUCCESS

The Supplier Success course is designed to offer an overview of the apartment industry and recommends ways that suppliers can maximize partnerships with apartment owners, apartment management companies and apartment association members. It was written by successful apartment industry suppliers with years of professional experience.

October 22

Member: \$99/Non-Member: \$199

**For more information, contact:**

**Debra@baaahq.org or call**

**(813) 882-0222 x3**



CERTIFIED APARTMENT MANAGER®

### CERTIFIED APARTMENT MANAGER

The onsite manager is a vital link between apartment residents and the community owners and investors.

The CAM training includes:

- Industry Essentials
- Financial Management
- Marketing
- Property Maintenance for Managers
- Risk Management
- Legal
- Human Resources
- Resident Experience

July 10, 11, 16, 17, 18

Member: \$959/Non-Member: \$1109



## EDUCATION & EVENTS

**JUNE 5**

### **FINANCIAL BOOT CAMP!**

**8:00 to 8:30am - Check/In & Coffee**

**8:30am to 12:30pm - Seminar**

**Chadwell Supply**

**5115 Joanne Kearney Boulevard**

**Tampa, FL 33619**

**No cost, Earn: 4-CEC's towards  
NAA Credential Renewals**

Instructor Mark Gibson with Central Bank will present information on:

- Monthly Variance Reporting
- Market Research Analysis
- Budget Season
- Cost Analysis
- NALP, CAM, CAPS, CAS & CAMT Credentials
- Advancement Opportunities & more...

Property Management Calculations:

- Closing Ratio
- Resident Turnover Rate
- Physical Occupancy
- Economic Occupancy
- Variance Percentage
- Rent Increase Percentage
- Percent Change
- Calculating Area
- Breakeven Occupancy
- Operating Expense Ratio
- Loan-to-Value
- Rate of Return
- Cap Rate

**JUNE 20**

### **APPLIANCE**

### **TROUBLESHOOTING**

### **& REPAIR**

**8:30 to 9:00am - Check/In & Coffee**

**9:00am to 3:00pm - Seminar**

**Lunch included**

**Chadwell Supply**

**5115 Joanne Kearney Boulevard**

**Tampa, FL 33619**

**Members \$89/Non-Members \$119**

**Instructed by:**

**Vann Flippen, Chadwell Supply**

Appliance Troubleshooting and Repair Seminars provide students with the skills and experience to service major

appliances. There is both classroom and hands-on instruction (on new style appliances). Students learn tips and ideas to work more efficiently, troubleshooting technics from assembly to electrical schematics, and how to read and understand error codes to make them a better technician.

Modules include:

- Stove
- Refrigerator
- Dishwasher
- Washer & Dryer

**JUNE 26**

### **MORNING "MEET & LEARN" HURRICANE PREPAREDNESS... ARE YOU READY?**

**Monthly Education & Networking**

**for all Community Staff**

**8:30 to 10:30am**

**Altis Wiregrass**

**28878 Golden Vista Blvd**

**Wesley Chapel, FL**

**JUNE 26**

### **AFTERNOON "MEET & LEARN" HURRICANE PREPAREDNESS... ARE YOU READY?**

**Monthly Education & Networking**

**for all Community Staff**

**12:30 to 2:30pm**

**Grand Palms**

**1715 14th Street West**

**Bradenton**

**JUNE 28**

### **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 our Board of Directors Meeting! To ensure adequate seating, reservations are mandatory for this meeting. If you plan on attending, please register.

**JULY 10, 11, 16, 17, 18**

**CERTIFIED**

### **APARTMENT MANAGER**

**8:30am to 5:00pm**

**Chadwell Supply**

**5115 Joanne Kearney Boulevard**

**Tampa, FL 33619**

**\$959 Members**

**\$1109 Non-Member**

Earning your CAM credential allows you to demonstrate your skills, knowledge, and ability to manage an apartment community and achieve owners' investment goals.

You'll learn about:

- Occupancy rates
- Comprehensive marketing plans
- Sales team management and product readiness
- Equitable treatment of current and potential residents
- Resident retention and the maintenance of a positive company image
- Consistent and ongoing resident communication
- Positive resident service and issue resolution
- Enforcement of company policy in compliance with laws and regulations
- Property inspections
- Preventive maintenance programs
- Service request process
- Apartment turnover process
- Contractors and vendors
- Recruitment, hiring, orientation and training of high-caliber employees
- Systematic employee evaluation
- Employment regulations and record keeping
- Analysis of the property's financial operations with corrective actions for underperformance
- Monitoring of property performance to achieve the owner's investment goals
- Accounting principles and practices
- Maximizing net operating income
- Reporting property performance honestly and accurately



**JULY 10, 11, 16**

**CERTIFIED**

**APARTMENT SUPPLIER**

**8:30am to 4:30pm**

**Chadwell Supply**

**5115 Joanne Kearney Boulevard**

**Tampa, FL 33619**

**\$959 Members**

**\$1109 Non-Member**

A valued supplier partner has a deep understanding of the apartment industry. This course helps gain insight to better position your products and services to meet industry needs. Ideal for new salespeople and helps industry veterans gain further knowledge of apartment operations.

CAS allows you to network with peers, learn about benefits and activities of your local apartment association and offers opportunity to engage in association meetings and events. This course gives opportunity to hear everyday challenges faced by your apartment-manager customers.

The (CAS) training includes:

- Applicant screening, leasing contracts, and move-ins
- Rent collection, lease renewal, the move-out process, lease termination, and eviction
- Property management systems and their functions
- How community managers create a positive fair housing environment
- Minimizing risk through inspections, preventative maintenance, safety programs, and documentation
- Addressing property and environmental hazards and crime
- Analyzing property financial operations and underperformance
- Monitoring property performance to achieve owner's investment goal
- Maximizing net operating income

**JULY 26**

**BOARD OF DIRECTORS MEETING**

**4:30 to 5:45pm**

**Tampa Housing Authority**

**5301 West Cypress Street**

**Tampa, FL 33607**

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**JULY 26**

**RED, WINE & BLUE BUSINESS EXCHANGE & SILENT AUCTION**

**5:30 to 9:00pm**

**Hilton Tampa Downtown**

**211 N Tampa St, 3rd Floor**

**Tampa, FL 33602**

**Parking: Ft. Brooke Garage**

**Approx \$1.60/hr. Valet parking \$24.**

**BUSINESS EXCHANGE**

Associate Members are invited to enjoy an exclusive Meet & Greet, reverse trade show with a speed dating twist, with Property Management VIPs.

**3:30 to 5:30pm: Setup for Management**

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**One Wine Tasting per Guest**

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**Dessert & Coffee**

**Grand Prize Drawing Ticket**

**8:45pm: Red, Wine & Blue**

**Grand Prize Drawing**

You could win an assortment of fine wines and accoutrements for the wine connoisseur.

Must be present to win. \$500+ value.

**SPONSORSHIPS**

**Software - Quality Roofing, Inc.**

**Wine Tasting: \$500**

**Hors d'oeuvres: \$350**

**Dessert & Coffee: \$250**

**Red, Wine & Blue Grand Prize: \$100**

**TICKETS**

**\$45 Auction Only (Any Member Type)\***

**\$99 Business Exchange & Auction**

**(Associates Only)\***

**FREE - Business Exchange Participants**

**(Property Management Co Only)\*\***

**\* Ticket price \$10 more at door.**

**\*\* Limit 3 personnel from each participating Mgmt. Co. for free. \$10 off additional staff from same Mgmt Co.**

Click or go here to Donate

an Auction Item:

[https://goo.gl/](https://goo.gl/forms/7O5oKqH428wVe1to1)

[forms/7O5oKqH428wVe1to1](https://goo.gl/forms/7O5oKqH428wVe1to1)

Click or go here for Tickets:

[https://www.baaahq.org/events/](https://www.baaahq.org/events/business-exchange-silent-auction)

[business-exchange-silent-auction](https://www.baaahq.org/events/business-exchange-silent-auction)

***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

# JUNE

## JUNE 5

### Financial BOOT CAMP!

8:00 to 12:30pm @ Chadwell Supply

## JUNE 14

### Flag Day

## JUNE 17

### Father's Day

## JUNE 20

### Appliance Troubleshooting & Repair

8:30 to 3:00pm @ Chadwell Supply

## JUNE 26

### Morning "Meet & Learn"

8:30 to 10:30am @ Altis Wiregrass

## JUNE 26

### Afternoon "Meet & Learn"

12:30 to 2:30pm @ Grand Palms

## JUNE 28

### Board of Directors Meeting

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

# JULY

## JULY 4

### Independence Day - BAAA Offices Closed

## JULY 10, 11, 16, 17, 18

### Certified Apartment Manager

8:30am to 5:00pm @ Chadwell Supply

## JULY 10, 11, 16

### Certified Apartment Supplier

8:30am to 4:30pm @ Chadwell Supply

## JULY 26

### Red, Wine & Blue

### Business Exchange & Silent Auction

5:30 to 9:00pm @ Hilton Tampa Downtown

## JULY 26

### 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	31				

You can register for any event at [www.BAAAhq.org](http://www.BAAAhq.org)  
Members must log in to the website to receive member pricing.





**DATE:**

**Thursday  
July 26, 2018**

**PLACE:**

**Hilton Tampa  
Downtown  
211 N Tampa St  
3rd Floor  
Tampa, FL 33602  
Parking: Ft. Brooke Garage  
Approx \$1.60/hr.  
Valet parking \$24.**

**TIME:**

**5:30 to 9:00pm**

**COST:**

**\$45 Auction Only  
(Any Member Type)\*  
\$99 Business Exchange &  
Auction (Associates Only)\*  
FREE - Business Exchange  
Participants (Property Manage-  
ment Company)\*\***

\* Ticket price \$10 more at door.  
\*\* Limit 3 personnel from each  
participating Mgmt. Co. for free.  
\$10 off additional staff  
from same Mgmt Co.

MEMBERSHIP MEETING

# Business Exchange & Silent Auction



**BUSINESS EXCHANGE**

5:30 to 8:00pm

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Grand Prize Drawing

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Must be present to win.  
\$500+ value.

**TICKETS**

***<https://www.baaahq.org/events/business-exchange-silent-auction>***

**DONATE AN AUCTION ITEM:**

***<https://goo.gl/forms/7O5oKqH428wVe1to1>***

*No shows and non-cancelled reservations will be billed.*

## ADVERTISING IN BAYLINE

### Monthly Cost:

Fourth Page B/W  
Non-Member Price: \$155  
Member Price: \$125

Fourth Page Color  
Non-Member Price: \$255  
Member Price: \$175

Full Page B/W  
Non-Member Price: \$350  
Member Price: \$250

Full Page Color  
Non-Member Price: \$450  
Member Price: \$385

Half Page Horizontal  
B/W Non-Member Price: \$200  
Member Price: \$175

Half Page Horizontal Color  
Non-Member Price: \$300  
Member Price: \$225

Half Page Vertical B/W  
Non-Member Price: \$225  
Member Price: \$200

Half Page Vertical Color  
Non-Member Price: \$325  
Member Price: \$250

Third Page Vertical B/W  
Non-Member Price: \$180  
Member Price: \$150

Third Page Vertical Color  
Non-Member Price: \$280  
Member Price: \$200

*For more advertising info call  
BAAA at 813-882-0222 or  
go to [www.BAAAHQ.org](http://www.BAAAHQ.org)*

## ADVERTISERS

Heist, Weisse & Wolk, PA	40
House of Floors	5
Lindsey M. Porter, PA	4
Maintenance Supply Headquarters	9
Rose Paving	11
Switch Electric	2
Tobacco Free Florida	7

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

## BAAA WEBSITE

**Have you created an account on our website?  
Get the most out of your membership!**

With your login, you will be able to:

- Register for events and classes
- Update your profile information to include a photo, bio and other marketing details
- Track event attendance
- View/Pay company invoices
- And, much more!

In order to create your new login, please complete the steps below.

1. Visit <https://www.baaahq.org/login>
2. Click "Create an Account"
3. Agree to the Terms and Conditions
4. Enter your email and select a password.  
(You can also choose to login using your Facebook or Google+)
5. You may be prompted for contact information.  
If so, enter it and click "Complete Registration."

*If you need help, call  
BAAA at 813-882-022*



# GET YOUR 2018 FIRST QUARTER SURVEY



Owners and property managers throughout the Bay Area can simply log on to [www.baaahq.org](http://www.baaahq.org) and purchase the 2018 First Quarter Survey.

The [myrentcomps.com](http://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](http://www.baaahq.org)**  
**For more information: Please call 813-882-0222.**

**NAA Click&Lease**  
**THE INDUSTRY STANDARD**

Powered by Blue Moon Software



Designed to maximize profit and mitigate risk, **NAA CLICK & LEASE** provides the support and stability for leasing success.

Learn more [WWW.NAAHQ.ORG/LEASE](http://WWW.NAAHQ.ORG/LEASE)

**STRIKE THE RIGHT BALANCE BETWEEN RISK AND REWARD**





19031 N. Dale Mabry Hwy.  
Lutz, FL 33548

# HWW

ATTORNEYS AT LAW

## TENANT EVICTIONS PROPERTY MANAGEMENT LAW

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- EVICTION STATUS REPORTS
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- Staff of 24 who Handles Nothing but Property Management Law Issues

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**1.800.253.8428 • EVICT.COM**  
**info@evict.com • FAX 1.800.367.9038**

*Serving the Property Management Professional Since 1989*

"The hiring of a lawyer is an important decision that should not be based solely on advertising. Before you decide, ask us to send you free written information about our qualifications and experience." 5246 Clayton Ct., Fort Myers, FL 33907