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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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Deeper Dive Into Federal Issues

By Kevin Schwartz, BAAA Government Affairs Director

In the last issue, we discussed in brief the issues that NAA had identified for our conversations with Congressional representatives during CapCon in DC on March 8.

By the time you are likely to read this, we will have returned from a jittery nation's capital with a better idea of how much of the agenda has a chance to pass through Congress and get signed by the president before the midterm elections are upon us in 2018.

The industry's top three priorities, broadly speaking, are tax reform, reauthorization of the National Flood

Insurance Program, and reform to the Americans with Disabilities Act. Here is a deeper look at each issue with thanks to NAA and NMHC.

TAX REFORM

The so-called Republican Blueprint is what the insiders have dubbed the path forward for major tax reform in this Congress, reform on a scope not seen since 1986. At this point, no major action is expected until August.

Here are the specific things the apartment industry wants:

1. Flow-Through Entities. The multifamily business structure is dominated

by LLCs, partnerships, S Corporations, etc. instead of publicly-held C Corps. This means the company's earnings are passed through to the partners who pay taxes on their share of the earnings on their individual tax returns. Congress must not reduce corporate tax rates at the expense of these entities.

2. Like-Kind Exchanges. Like-kind exchange rules enable property owners to defer capital gains tax if, instead of selling their property, they exchange it for another comparable property. These rules encourage property owners to remain invested in the real estate market. Tax reform should recognize the current value of like-kind exchanges and retain incentives to invest in real estate.

3. Deduction for Business Interest. Multifamily developers borrow up to two-thirds for financing apartment development. Eliminating the current deduction for business interest expenses is being considered as part of an overhaul. Such an elimination would greatly increase the cost of debt financing for projects and inhibit development activity while the nation is suffering from a shortage of apartment homes. Tax reform should recognize the key role that debt financing plays in real estate development.

4. Depreciation Rules. Some have sought to raise revenue by significantly extending the 27.5-year depreciation period of apartments and increasing the 25 percent depreciation recapture tax rate applicable to sales. Extending the depreciation period would reduce development and investment, leading to lower real estate values and stifling the industry's role in job creation. In

Continued on page 6.

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Continued from page 4.

fact, the industry would like to see a reduction in the period to around 19.

5. Carried Interest. Because of the financial risks involved in developing apartments, many real estate partnerships use “carried interest” to encourage innovation and entrepreneurship. Carried interest represents a return on an underlying, long-term capital asset, as well as risk. Developers assume responsibility for risks, including recourse debt, litigation potential and cost overruns. Current tax law properly treats carried interest as a capital gain.

6. Low-Income Housing Tax Credit. Reductions in the corporate rate have serious implications for the LIHTC program, the major financing incentive for development of low income housing. Undermining this public-private partnership would exacerbate the shortage of affordable rental units. Tax Reform should ensure the viability of and strengthen the LIHTC program.

NFIP REAUTHORIZATION

The NFIP was created in 1968 to ensure flood coverage was available and lessen fiscal pressure on taxpayers from having to cover 100 percent of disaster relief for flooded areas and shift some of the burden to property owners.

The NFIP was last reauthorized by Congress in 2012 and is set to expire in September. The multifamily industry benefited greatly in 2012 when higher NFIP coverage limits were made available to multifamily properties. The maximum NFIP policy coverage limit available for multifamily properties increased from \$250,000 to \$500,000 per building. This increase has been very positive for multifamily borrowers because it makes complying with lender flood insurance requirements easier when securing project financing.

While the program is critical to multifamily operations, it is not without its challenges. The program was financially self-supporting, with insurance premiums covering operating expenses

and insurance claims, until 2004. But a run of disasters, including Hurricane Katrina and Superstorm Sandy, have caused the NFIP to assume more than \$24 billion in debt. Substantial positive reforms have been made to the program to shore up its finances, but its bleak fiscal outlook remains problematic and opens it up to criticism and potential negative modifications that could be harmful to its future.

The industry will urge Congress to quickly reauthorize the NFIP and reform it in such a way that it ensures flood coverage continues to be available at all times, in all market conditions for every at-risk rental property.

ADA REFORM

The industry supports legislation introduced in Congress to stem the growing trend of ADA compliance complaints dubbed “drive by” lawsuits. This legislation strives to address what should be the primary concern in ADA compliance – fixing design issues and increasing access for people with disabilities.

Specifically, this legislation ensures that business owners receive proper notice of alleged compliance problems and provides an opportunity to cure an alleged ADA deficiency prior to the initiation of a lawsuit. This would eliminate the incentive for complaints motivated purely by financial gain.

We are asking our House delegation to support H.R.620 and encourage companion legislation in the Senate. This bipartisan measure would provide a business owner with up to 120 days to cure an alleged ADA design defect prior to the initiation of a lawsuit. This increases access for the disabled and creates an important disincentive for complaints motivated purely by financial gain.

Kevin Schwartz can best be reached on his cell at 727-290-8238 by phone or text, or by email at Kevin@baaahq.org. If texting, please identify yourself! And check the BAAA website for updates. •



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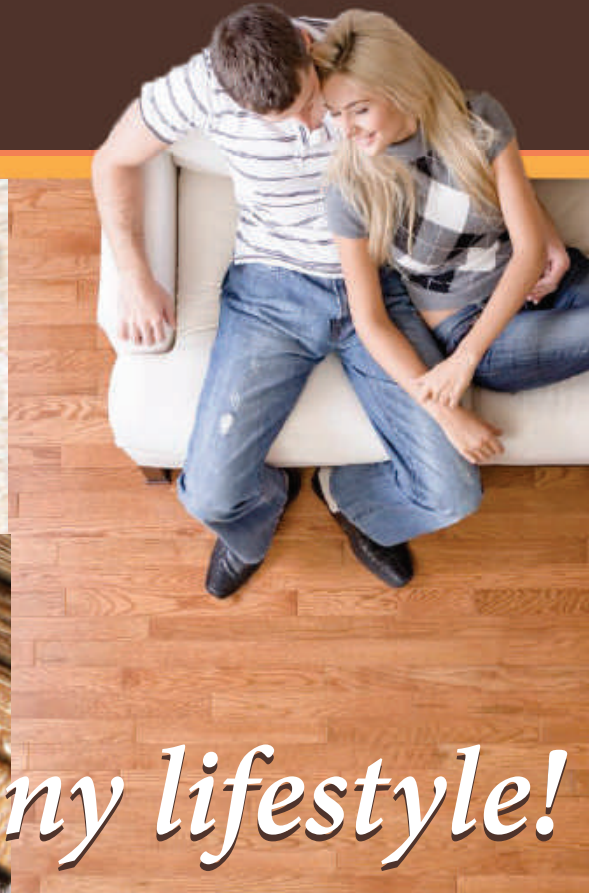
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We are proud to announce that we have recently changed our name from Lifestyle Carpets, Inc to Lifestyle Flooring, Inc. We have introduced a new logo and plan to unveil a new website in the coming months. The name change reflects the expansion of our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

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Workplace Diversity and Inclusion... It's More Than Just a Diversity Issue

It's about striving to make sure that not only is your workplace diverse but it also creates a sustainable welcoming environment for all your co-workers every day. Diversity and inclusion training is a key element of every employer's "must do" process as part of their Human Resources mandate, yet many team members don't invest the time to really understand the potential benefits of using that training to better understand and appreciate others in your company that may not have a comfort level that allows them to feel welcome and included as part of the team.

There are many things that you can do to create an inclusive work environment:

- Treat everyone with respect — your peers, those you report to and who report to you
- Avoid physical contact all together
- Be aware of and respect all differences, racial, gender/sexual preferences, cultural, political beliefs, opinions, etc.

- Make sure you use words that include everyone on your team and not just "the inner circle"
- Create a mentor program for new hires to share your company's commitment to creating a workplace that benefits all

Focus on using "person centered" language as a general rule, when talking about groups you aren't a member of, not using an identity as a stand in for a person or a group instead refer to "people with disabilities" instead of "handicapped or disabled." Become familiar with words that encompass all genders rather than only two: Use "people of all genders" instead of "women and men."

Encourage projects/tasks that require collaboration among all team members and create an environment that welcomes everyone's ideas, perspectives and opinions. Develop a cross training program for all co-workers that will be interesting helpful and informative. This will create opportunities to help new team members learn about the amenities and resources nearby.

If organizations only focus on hiring a diverse workforce and then neglect to create an inclusive environment, it means nothing if you don't offer everyone a seat at the table. It's one thing to get invited to the party; it's a completely different thing to feel welcomed there. •

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House of Floors has been a family operated business since 1989. Over the past 22 years we have become a premier provider in the multi-family housing industry. House of Floors climb to market leadership is the result of our persistent focus on delivering service and honesty upon which we have built our company's reputation. We understand that in this challenging economy, you need a flooring company who you can trust to provide excellent quality, prompt service, and the most competitive and consistent pricing. We understand your needs and we can deliver!

How May We Help You? At House of Floors we believe "We are better because we care!" Unlike our competitors, House of Floors is one of the only flooring companies that can service the entire state of Florida. Our success can be directly attributed to the way we do business. We offer much more in the way of Service, Coverage Area and Turnaround Time, Quality, Peace of Mind, Competitive Consistent Pricing, and Environmental Responsibility.



Customer Service

Does the company you are currently with, 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. 24/7 Online, over the phone, via email, or via fax, we will take your order accurately and professionally no matter the modality you choose. Do you ever come across a situation where a renter didn't care for their flooring and it did not last its entire 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, and even Pro-Rate the cost of the carpet to charge back the resident who damaged it.

Coverage Area and Turnaround Time

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

With 8 locations across the state of Florida, we cover from the panhandle, to sunny Miami and every area in-between with absolutely no trip charges. No matter the time constraints you are faced with, we will provide our excellent service every time!

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

House of Floors provides "Same day", "Next day", "Emergency" and "Saturday" services to meet all of your flooring needs for the same low price. We'll even install on Sunday if you need us too.

Does the company you use have a fully stocked warehouse to meet ALL of your flooring needs?

If you need something done now or 6 months, 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 schedule and always at the same low rate. Don't worry, if something needs to be special ordered, we can handle that too!



Quality

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

Each one of our 350 installation crews 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 we meet or exceed quality assurance standards. Our installers are consistently evaluated on every aspect of their work, from their appearance, to timeliness and quality of installation. If you choose House of Floors, you can rely on the quality of our work to be done right the first time... every time.

Environmental Responsibility

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

It is up to all of us to ensure we minimize our environmental impact as much as possible so that future generations have the opportunity to enjoy it as we have. We are doing our part with an industry changing initiative to provide "cradle to cradle" solutions for your flooring needs. By partnering with Shaw Industries we can not only provide materials that are environmentally friendly and will never find their way into a landfill, but we will also make sure that the carpet from your property will also be recycled back into carpet.

Our "Eco" line of carpet provides your company with a way to control environmental impact, while still garnering competitive pricing and uncompromised service. To learn more about our "cradle to cradle" philosophy look us up at www.houseoffloors.com.



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 Customer Service, Coverage Area and Turnaround Time, Quality, or the most Environmentally Responsible company, you will find everything you are looking for when you do business with House of Floors! For further information, contact us today or look us up online at:

www.houseoffloors.com



MAINTENANCE MATTERS

Every Step Matters

Every year over 300 people die in ladder related accidents, and thousands suffer disabling injuries. National Ladder Safety Month is sponsored by The American Ladder Institute to raise awareness of ladder safety and to decrease the number of ladder related injuries and fatalities.

The American Ladder Institute believes ladder accidents are preventable, but without better safety planning, training and continuous innovation in product design, we will continue to see far too many fatalities.

Ladders are built from one of three basic materials; wood, fiberglass and metal (aluminum). The environment of your work site is the first factor in choosing the material from which your ladder is constructed. There are also several kinds of ladders manufactured for a variety of uses. Again, evaluation of your work environment and knowledge of what ladders are available will allow you to choose the right ladder for

the job. Each of the following considerations addresses safety issues in your work environment:

- Will the ladder be resting on an uneven surface?
- Is the work area crowded with people and/or materials?
- What obstructions are in the path of the climb?

LADDERS ARE TOOLS.

Many of the basic safety rules that apply

to most tools also apply to the safe use of a ladder.

Always choose the proper size ladder for the job you need to do. Before you climb the ladder, make sure it's in good working condition. Ladders with loose or missing parts shouldn't be used. If you feel tired or dizzy, or are prone to losing your balance, stay off the ladder. Don't forget to wear slip resistant shoes.

Check out your surroundings carefully if working outdoors, "blue sky" lightning can be dangerous. Take the time to assemble any tools you will need once you are on the ladder. Have a co-worker to assist the person using the ladder. Once the task is completed, wipe off any materials that may have dropped on the rungs and store the ladder in the proper place for the next time you need to use it.

*Excerpted with thanks from
www.laddersafetymonth.com and
www.americanladderinstitute.org*

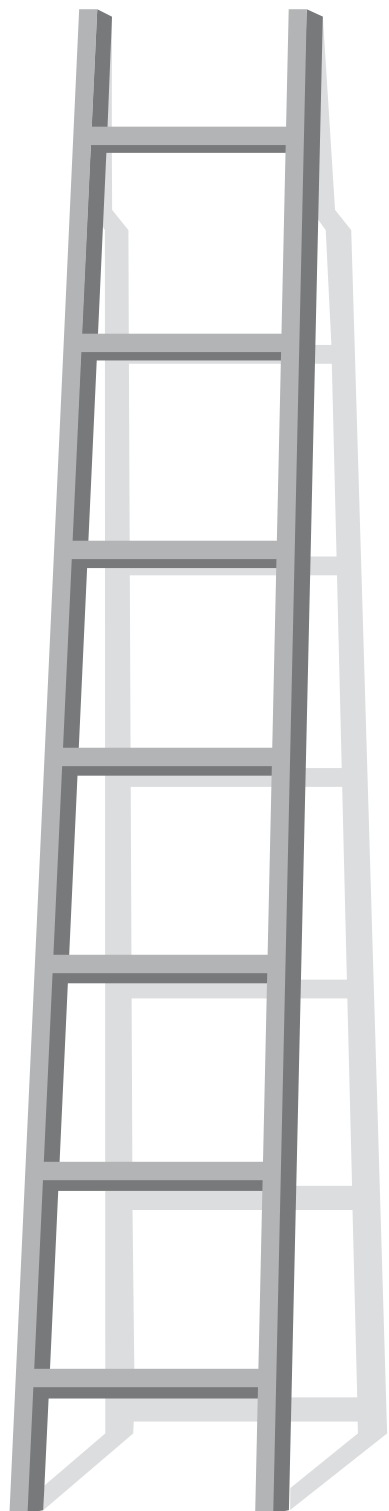
March is National Ladder Safety Month





Take Your Safety Into Your Own Hands.

Do You Know What to Check For?



Reminders about your ladder

- Determine what type of ladder is appropriate for your current work environment
- Confirm that the ladder is the appropriate length for the task
- Check that your ladder has the proper Duty Rating
- Thoroughly inspect the ladder to ensure it is in good working condition
- Clean the climbing and gripping surfaces
- Read the safety information label(s) on the ladder



Reminders about your surroundings

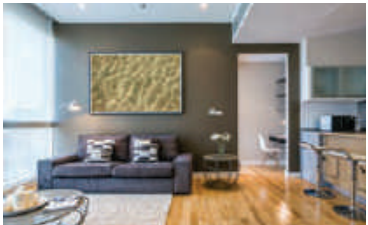
- Confirm that the ground where the ladder is set-up is firm and level
- Confirm that any surrounding doors are blocked open, locked or properly guarded
- Ensure that the weather is sufficiently safe for using a ladder



Reminders for YOU

- Clean the soles of your shoes to maximize traction and avoid slipping
- Ensure that you are not tired, dizzy or prone to losing your balance before using the ladder
- Use towlines, a tool belt or an assistant to convey materials so that your hands are free when climbing
- Maintain three points of contact with the ladder while climbing

Visit www.laddersafetytraining.org to learn more and earn your ladder safety certificate.



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Our Services: Clean Box provides the Greater Tampa Bay Area with the most convenient laundry services possible! Available in apartment buildings, condos, offices, and other locations, Clean Box strives to make doing your laundry so easy, it almost does itself!

- **Eco-Friendly Dry Cleaning** – Place your dirty clothes in a secure locker, lock the locker with any four digit code, and we'll do your dry cleaning for you. Items are packaged just like any other dry cleaning, but you pick them up at your convenience, not theirs.
- **Wash & Fold** – Give us your dirty laundry, we'll wash it, fold it, and package it up for you. What could be easier? All clothes are separated into white and colored loaded and washed separately from everyone else's. Our attendants ensure that your clothes come back neatly folded, nice and clean and smelling fresh. You can even go on to our website and customize exactly how you want your laundry done.
- **Package Delivery** – We have all received that frustrating notice from FedEx or UPS because they couldn't deliver a package. Or worse yet, sat at home all day waiting for your package to arrive. Well no more. Now you can have your package delivered to a convenient Clean Box locker and pick it up at your convenience.

Benefits: Our hassle-free valet dry cleaning and laundry services with self-service lockers:

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- Are at no cost or risk to property
- Are fully insured

Here's What Some of Our Customers Have To Say...

"It's been great. Super convenient. Trying to get some more of the guys to sign up..." - Jason R.

"I have no complaints about the dry cleaning I had done through your service and I will continue to use you as needed. I am very pleased with my orders, look forward to doing business with clean box in the future." - Juanita G.

"Your service is fantastic! The quality is great and the turn around time is fast. It's a wonderful, convenient service I will always and only use." - Ryan A.

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National Women's History Month **Honoring Trailblazing Women in Labor and Business**

The 2017 theme for National Women's History Month honors women who have successfully challenged the role of women in both business and the paid labor force. National Women's History Month can trace its roots back to March 8, 1857, when women from New York City factories staged a protest over working conditions. It wasn't until 1981 that Congress established National Women's History Week to be commemorated the second week of March. In 1987, Congress expanded the week to a month.

The Women's Bureau was established within the Department of Labor on June 5, 1920. The law gave the Bureau the duty to "formulate standards and policies which shall promote the

welfare of wage earning women, improve their working conditions, increase their efficiency, and advance their opportunities for profitable employment." It is the only federal agency mandated to represent the needs of wage earning women in the public policy process.

This Women's History Month, the Department of Labor is saluting women in all occupations for their contributions to the U.S. labor force. Here are some noteworthy statistics we've rounded up!

- There are 74.6 million women in the civilian labor force.
- Almost 47% of U.S. workers are women.
- More than 39% of women work in occupations where women

make up at least three quarters of the workforce.

- 70% of mothers with children under 18 participate in the labor force, with over 75% employed full time.
- Mothers are the primary or sole earners for 40% of households with children under 18 today, compared with 11% in 1960.
- Women's participation in the U.S. labor force has climbed since WWII: from 32.7% in 1948 to 56.8% in 2016.
- The proportion of women with college degrees in the labor force has almost quadrupled since 1970. More than 40% in the labor force had college degrees in 2016, compared with 11% in 1970.



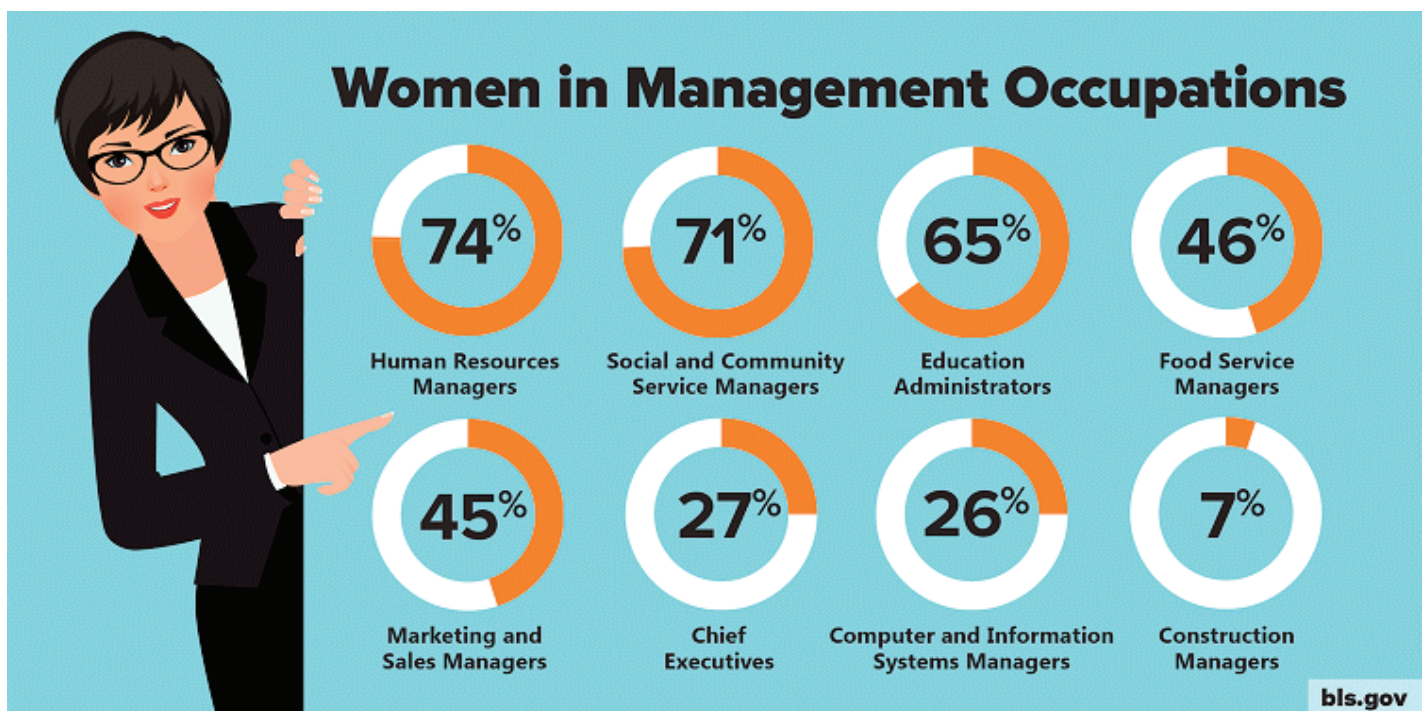
- The range of occupations women workers hold has also expanded, with women making notable gains in professional and managerial occupations.

Women remain a constant pillar of

stability for the apartment industry. For many if not most women, the end of the working day signals the beginning of the family care giving evening with a full schedule of domestic duties ahead of them. We applaud you for your efforts, creativity and passion for providing

your residents with more than an apartment...a place to call home.

Information for this article provided in part by www.dol.gov •



BEWARE...

It's Tax and Identity Theft Season

Identity theft is a continuous problem, with many of its victims unaware that their identity has been stolen until they are denied credit or sent a bill for purchases they did not make. This time of year, there is an increase in tax identity theft, which occurs when an individual's Social Security number is stolen for the purpose of filing a tax return and claiming a fraudulent refund.

This crime does not discriminate based on age. Criminals are increasingly targeting the SSN of minors due to their clean credit histories. The potential impact on a child's future is significant, affecting their ability to gain approval on student loans, obtain employment, or secure a place to live. You can help protect yourself and your family from identity theft, tax related or not, by knowing the warning signs and taking steps to prevent identity theft.

WARNING SIGNS

- You receive collection calls or bills for products you or your family

did not receive.

- You are denied credit.
- You or a member of your family is denied government benefits because the benefits are being paid to another account using your or your family member's SSN.
- You are notified by the Internal Revenue Service that more than one tax return using your SSN has been filed within one year.
- You owe additional tax, refund offset, or had collection actions taken against you for a year you did not file a tax return.

STEPS TO PREVENT IDENTITY THEFT

- Safeguard your information. Shred financial documents and paperwork, protect your SSN, never click on links sent in unsolicited e-mails, and keep your personal information in a safe place.
- Don't share your child's SSN unless you know and trust the other party. Ask why it's necessary and

how it will be protected. Ask if you can use a different identifier, or use only the last four digits of your child's SSN.

- Watch for suspicious activity by routinely monitoring your financial account and billing statements for any questionable transactions. In addition, order a free annual credit report from each of the major credit reporting agencies (Equifax, Experian, TransUnion) at AnnualCreditReport.com. Check whether your child has a credit report if you think your child's information is at risk.
- Respond against identity theft as soon as a problem is suspected. Place a fraud alert on your credit reports (Equifax, Experian, TransUnion), close any accounts that have been compromised or opened fraudulently, file a police report, and file a complaint with the Federal Trade Commission at IdentityTheft.gov.
- Respond immediately to any IRS notice; call the number provided or, if instructed, go to IDVerify.irs.gov.
- Complete IRS Form 14039, Identity Theft Affidavit, if your e filed return is rejected because of a duplicate filing under your SSN or you are instructed to do so.
- Continue to pay your taxes and file your tax return, even if you must do so by paper.
- If you previously contacted the IRS and did not have a resolution, call 1 800 908 4490. They have specialized teams that can assist with tax related identity theft.



For additional information, contact the department at 1 800 HELP FLA (435 7352) or 1 800 FL AYUDA (352 9832) en Español or visit FreshFrom-Florida.com

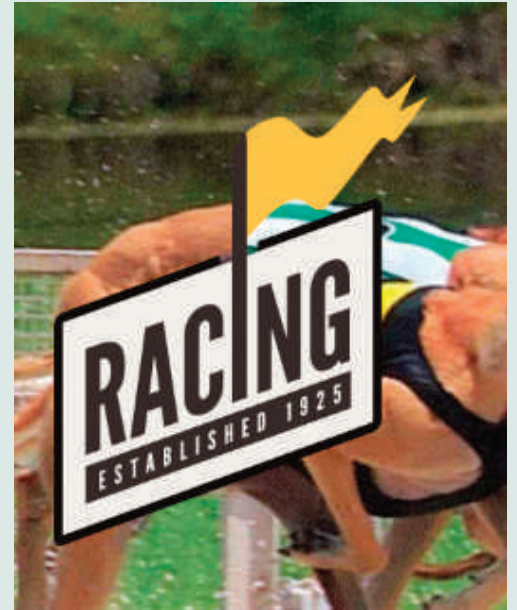
BAAA PRESENTS

POKER FOR APAC

Wednesday, April 26, West Poker Room
10490 Gandy Blvd. N, St. Petersburg FL 33702



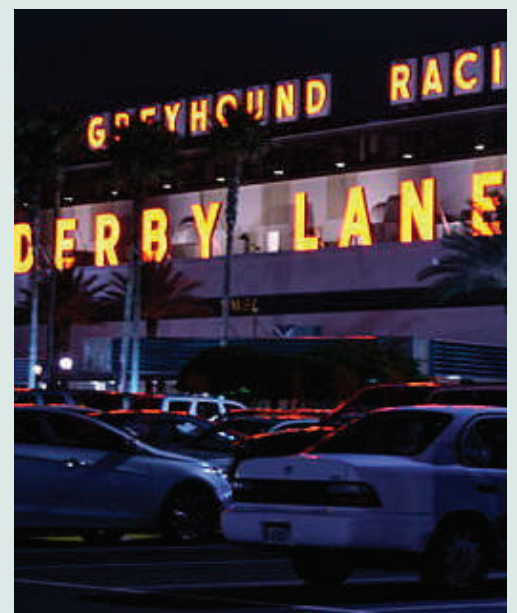
- **\$75 PER PLAYER APAC DONATION** (LIMIT 90) ADDITIONAL BUY-IN AVAILABLE FOR SAME PRICE UNTIL 8 P.M. NO ADDITIONAL OR NEW BUY-INS AFTER 8 P.M.
- **\$50 SPECTATOR (NON-PLAYER) APAC DONATION.** ENJOY AND WAGER ON EVENING GREYHOUND RACES BEGINNING AT 7:30 P.M.
- **\$200 TABLE SPONSORSHIP** (LIMIT 9) INCLUDES 1 PLAYER
- **\$500 FOOD SPONSORSHIP** (LIMIT 2) INCLUDES 1 PLAYER & 1 SPECTATOR



This is our main APAC fundraiser for 2017. Please do your part to help BAAA meet its commitment to our industry. There is a 90-player limit.

Register before the tables are filled! Check-in begins at 5:30. The no-limit Texas Hold'em tournament begins promptly at 7:00 and goes until there is a winner. Top prize is \$500.

Second place \$250. Third place \$150. All registrations include two drink tickets and unlimited food.



REGISTER AT WWW.BAAAHQ.ORG

What to do When There's a Customer Service Crisis

If you work with people in the apartment industry, you're in the customer service business and you're going to have to learn how to deal with mistakes. It's inevitable that some point you're going to forget a meeting, miss a deadline or drop the ball in some way. In some cases, you will have to deal with correcting a team members error.

Mistakes can also be great opportunities. When you fix a problem, when you right a wrong, you get the chance to strengthen your relationship with the customer — IF YOU HANDLE the mistake correctly.

As soon as you become aware of a mistake in your customer service process, there are a few things you need to do — do right — and do immediately.

1. Let your customer know that you care — a lot of your customers may not think you care.

As soon as you know you've made a mistake, or as soon as you hear a customer complaint, let the customer know you care. In the customer service business, care covers a multitude of mistakes.

2. Take responsibility.

Don't bother to tell your customer who made the error or who is to blame. They DON'T CARE, and they shouldn't have to. They just want their problems solved quickly and effectively.

To be effective at problem solving, you must be willing to be held accountable for mistakes you did not make. You may have to fix messes that someone else caused. And no, it's not fair, but that's life. Deal with it. Be a professional and

take responsibility. After all, YOU are the company as far as the customer is concerned.

3. Welcome complaints.

Even though you might not like to hear complaints, recognize them for what they are. They are gifts. Your customers are actually giving you a free consulting service. They're telling you what went wrong and giving you a chance to make things right. They are giving you a chance to keep them as your customers.

Your customers are actually giving you a free consulting service.

Don't ever assume that "no news is good news." Just because your customers are not giving you feedback does not mean they are completely satisfied with your product or service. A lot of them think like the following: "You know me. I'm a nice person. I never complain. I never criticize, and I wouldn't dream of making a scene." What that customer may be is one who doesn't come back.

A recent study found that, only 42% of dissatisfied customers will complain about their experience. And they do that in a variety of ways, starting with the "vocals" who tell you there's a problem and ask for satisfaction followed by the "whiners" who complain to everyone but you and last but not least to the Reality Show "wannabe's" who will tell the

world what a loser your company is and how they have been mistreated.

4. Acknowledge the customer's feelings.

Just remember — feelings first. If you jump into problem solving the moment you hear a customer complain, s/he will probably think you don't really understand how they feel and that has the potential to make things worse. If you can see John Smith through John Smiths' eyes, then you will be there when John Smith is ready to renew his lease.

Unfortunately, too many employees have been trained to be detectives, to stick to the facts, and avoid all those "touchy feely" details. "Just the Facts" customer service training can be misdirected. Customers need to know that you know how they feel. Closely listening to your unhappy customer will help lay the foundation for finding the proper solution to the problem with the goal of restoring your resident satisfaction with their apartment.

When you're confronted with a mistake or customer complaint, look for his/her feelings and acknowledge those feelings. It could be as simple as saying, "You seem to be feeling (insert a feeling word). Is that right?"

Of course, there's more you need to do than these four steps when you make a customer service mistake or field a customer complaint. But if you start here you'll be in good shape. After all, mistakes are inevitable. Most of your customers won't remember you for your mistakes. But they will remember how effectively you resolved them. •



FAA Legislative Conference in Tallahassee on February 7 & 8



BAAA Members Advocating Locally



BAAA Members at the NAA Capitol Conference in Washington DC on March 7& 8 Advocating Nationally





Celebrate Residential Property Management Careers Month with BAAA

Join BAAA for the 3rd National Apartment Housing Day on Thursday April 6, 2017. at Whiskey Joe's. This year, we're celebrating the exciting career opportunities available in the greatest industry — apartment housing! National Apartment Housing Day coincides with Residential Property Management (RPM) Careers Month. RPM careers are ideal for college students, recent grads, transitioning military members and people ready to make a career change.

The apartment housing industry is diverse with great opportunities for advancement. There are many meaningful jobs that use a variety of skills and capabilities. In today's mobile society, property management careers can also offer ready made relocation benefits to new cities and states. On-site management, leasing, maintenance and support services are just the beginning of the property management "big picture." Equally important are the products and services provided by BAAA's many supplier members who offer professional services on an as needed basis.

All BAAA members are encouraged during Residential Property Careers Month to share their success stories with friends and family members and invite them to check our industry out and see for themselves just how great it is.

With over one-third of Americans now renting their homes, there has never been a more exciting time to be a part of the industry. Apartments and their residents contribute \$1.3 trillion to the economy each year. That's 12.3 million jobs in construction, operations, leasing, management and skilled trades along with all the additional local businesses supported by apartments and their residents.

REGISTER AT:

www.baaahq.org/events/national-apartment-housing-day-celebration

BAAA CELEBRATES

2017 NATIONAL APARTMENT HOUSING DAY

Join us!
**THURSDAY
APRIL 6TH
5PM - 9PM**

**WHISKEY JOE'S BAREFOOT BAR
7720 W COURTNEY CAMPBELL
CAUSEWAY, TAMPA, FL 33607**

**ASSOCIATE MEMBERS:
\$45 PREREGISTERED/\$55 DOOR
COMMUNITY MEMBERS:
\$10 PREREGISTERED/\$20 DOOR**



Register at
BAAAHQ.org!





CAMP FAA



THE EVENT

The 2017 FAA Annual Conference & Trade Show, October 11-13, at Disney's Contemporary Resort in Lake Buena Vista, is the premier state conference for the apartment industry. More than 900 multifamily housing industry professionals interested in sales, marketing, recruitment and retention, maintenance, career development, leadership, customer service, technology, and more, will be inspired by the nationally renowned keynote speakers and breakout sessions.

Attendees can expect to make great connections and share insights on relevant and current hot topics within the industry during the many networking opportunities. The FAA trade show with 160 exhibit booths offers attendees innovative solutions firsthand from more than 500 knowledgeable suppliers displaying products and services that will put attendees in a position to gain market share and grow their bottom line.

www.faahq.org/annual-conference



“Spikes for Tykes” Volleyball Tournament

Friday, March 24, 2017

9:00am to 4:30pm

Beach Bar Tampa

7700 Courtney Campbell Causeway
in Tampa

Put a
co-ed team
together
with at least 2
females and
play volleyball!

Or, just be a
spectator and
come out
to cheer on your
favorite team!

It's all for a
great cause!

Everything
you need
to fill out
to play,
to sponsor or
to watch
is at:
www.baaahq.org

Sponsored by:



YOUR ORDER | OUR TRUCK | NEXT DAY



Help us reach our
goal in 2017 of \$15k for the
Children's Home Network



SPONSORSHIPS:

Pewter (\$850)
Luncheon Sponsor

Silver (\$550)
Entertainment Sponsor

Silver (\$600)
Beverage Sponsor

Bronze (\$450)
Awards Sponsor

Court Sign (\$250)
Sponsor

“In Your Face”
Volleyball Logo Sponsor
Team: \$125/No Team: \$150

Raffle & Door Prize Sponsors
(\$100, \$150, \$200)

PLAYER'S COST:

\$300 per
6-Person Team

\$50 per
Individual Player
Includes lunch &
one drink ticket

SPECTATOR'S COST:

\$25 per Person
Includes lunch &
one drink ticket

NEW MEMBERS

ASSOCIATES

BIO-ONE

423 Quail Hollow Rd
Auburndale FL 33823

Robert Riley - (863) 258-7944
*Bio Hazard Cleaning, Pet Waste
Removal, Restoration Bio Hazardous,
Bed Bug Protection, Crime Scene
Clean Up*

JAB-B-Inc.

18125 Hwy 41 N, #104
Lutz FL 33549

Juli Papka - (813) 803-3599
*Bio Hazard Cleaning,
Pet Waste Removal, Restoration Bio
Hazardous, Bed Bug Protection,
Crime Scene Clean Up*

Martinez Law, P.A.

2635 Windguard Circle
Wesley Chapel FL 33544
Cristen Martinez - (813) 803-4887
*Eviction Services, Attorneys,
Legal Forms & Supplies,
Legal Services, Real Estate Services*

THS National

114 Mackenan Dr, #100
Cary NC 27511
John Shores - (866) 794-8210
*General Contractors, Remodeling &
Renovations, Contractors,
Rehab & Restoration Contractors,
Turnkey Services*

Trash Collectors, LLC

3128 Grand Pavilion Dr, #101
Tampa FL 33613
Oluwaseun Falaju -
(813) 505-1180
Trash Porting, Valet Services

COMMUNITIES

Aurora

124 South Morgan St
Tampa FL 33602
(813)442-5799 Units: 351
Century 21 Alliance Realty
702 South Broad St
Brooksville FL 34601
(352)797-2600 Units: 100

Contemporary Housing Alternatives of Florida, Inc.

2675 50th Ave N, #123
St. Petersburg FL 33714
(727)522-1504, x102 Units: 550

Demetree Real Estate

1350 N Orange Ave
Winter Park FL 32789
(407)378-7843 Units: 1500

Grady Square

2615 N Grady Ave
Tampa FL 33607
(813)769-9824 Units: 300

Pinellas Property Management Company, Inc.

11479 Ulmerton Road
Largo FL 33778
(727)443-7684x3137 Units: 42

The Sedona

12802 Saddle Club Circle
Tampa FL 33635
(813)475-5912 Units: 240



2017 Bay Area Apartment Association Trade Show: Your Best Bet Ever!



**THURSDAY, MAY
18TH FROM 4:00 -
8:00 PM AT THE
FLORIDA STATE
FAIRGROUNDS
SPECIAL EVENTS
CENTER** 📍

SPONSORSHIP OPPORTUNITIES

♠️ HIGH ROLLERS (\$160)

Inclusion in after party sponsorship with banner in trade show hall and logo in all marketing materials. Inclusion in "Full House" contest game card. Attendees will visit your booth for needed stamp.

♣️ PIT BOSS (\$250)

High Roller benefits included along with directional parking signs in lot with logo.

♥️ PHOTOS (\$500) LIMIT 2

Pit Boss sponsorship benefits along with logo on photos taken as attendees enter show.

♦️ MONEY BAGS (\$500) LIMIT 4

Pit Boss sponsorship benefits along with logo on bags given out as attendees enter show.

🌀 CHARGING STATION (\$1000)

Contact us for details on this premier sponsorship.

BOOTH SELECTION & REGISTRATION

- 📍 Visit <https://www.baaahq.org/events/annual-trade-show> to use our online map to select your booth starting on Wednesday, February 22nd at noon.

TRADE SHOW EXTRAS

- 📌 Admission Tickets: \$5 in advance or \$10 at the door for attendees. Buy in bulk! Buy 10 get 12 tickets, Buy 20 get 25 tickets.
- 🍷 APAC Ring Toss: 5 tosses for \$10, 12 tosses for \$20 or \$50 pick your top shelf wrapped bottle! Don't forget to bring your unopened bottle of wine or liquor to donate!
- 🎉 Free After Party from 7:30-11:00pm on fairgrounds property for continued networking, snacks, cocktails and music! Grand prize cruise drawing to take place at 9:00 pm! Invite your clients and friends!

EDUCATION & EVENTS

MARCH 7 & 8 NAA CAPITOL CONFERENCE

JW Marriott
1331 Pennsylvania Avenue N
Washington, DC 20004

Register at <http://capitol-naa.naahq.org/attend-capitol-conference/registration>

MARCH 16 SEMINAR: "THE POWER CLOSE" PRESENTED BY DON SANDERS

8:30am to 12:00pm
Holiday Inn Tampa Westshore
700 North Westshore Boulevard
Tampa, FL 33609
Members: \$79, Non-Members: \$99

Get ready to laugh and learn a lot about the technique closing a sale. It is all about the close! Unfortunately many sales and marketing people forget that the close starts from square one, that's right, it begins with your marketing efforts. There are multiple levels of closing that occur before the application. Explore; Marketing Attention Closes, Telephone Greeting Closes, First Impression Closes, Personality Closes, Demonstration Closes and many more! This class is appropriate for new sales people, experienced sales people and those who supervise sales people, and vendors.

Prepare to learn through laughter as I teach through my experiences as a Leasing Specialists and Leasing Director. Meet some of my most difficult clients and challenging colleagues as you sit back and hear motivational and educational stories that drive you to insane laughter and learning all at once!

Most of all, leave this session with a new empowerment for sales, become a sales super hero of sorts, gain "The Power Close"!

MARCH 16 BOARD OF DIRECTORS MEETING

4:30pm to 5:45pm
Rusty Pelican
2425 North Rocky Point Drive
Tampa, FL 33607

All Members are welcome to attend our Board of Directors Meeting! To insure adequate seating, reservations are mandatory for this meeting. If you plan on attending, please register.

MARCH 16 DINNER MEETING "MENTORED FOR SUCCESS" WITH DON SANDERS

6:30pm to 8:30pm
Holiday Inn Tampa Westshore
700 North Westshore Boulevard
Tampa, FL 33609

**Member Earlybird: \$45
Registration Ends 3/9/17**

**Member Late: \$55
Registration Opens 3/10/17**

**Non-Member Earlybird: \$55
Registration Ends 3/9/17**

**Non-Member Late: \$65
Registration Opens 3/10/17**

At birth our parents have high hopes for us to become extremely successful people. As the saying goes, "It takes a village to raise a child." During the journey through childhood to adulthood and beyond we are introduced to a number of influential dynamics from a multitude of people.

This dinner address is going to take a very humorous look at all of the sane people, and wack-a- doodle people that have driven me to levels of success that I never thought possible. From parents to teachers, bosses to media personalities ... it is an all-encompassing look at the 12 best lessons ever learned from my mentors. So... sit back and prepare to "Get Your Giggle On" with an evening of educational comedy and entertainment!

MARCH 14, 15, 29 & 30 SPRING CAMT 6-DAY COURSE

9:00am
Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619-8602

MARCH 24 "SPIKES FOR TYKES" VOLLEYBALL TOURNAMENT

9:00am to 4:30pm
Beach Bar Tampa
7700 Courtney Campbell
Causeway in Tampa
Spectator: \$25
Six Person Team: \$300
Individual Team Player: \$50

Sand, Sun and Spirit! It's time to put your team together for the annual Chadwell Supply "Spikes for Tykes" Volleyball Tournament! Start by putting a 6 person co-ed team (min. 2 females) together and then kick back and get ready to play! Not into volleyball? Then register as a spectator and come out to cheer for your favorite team! It's all for a good cause! Net Proceeds Benefit the Children's Home Network!

APRIL 4 SPRING EDITION OFF- CAMPUS HOUSING FAIR

11:00am to 2:00pm
University of Tampa
Vaughn Center Lobby
401 West Kennedy Boulevard
Tampa, FL 33606
No Cost

Register at : <https://orgsync.com/88094/forms/228536>

For the last 17 years, the Off-Campus Housing Fair has been helping on-campus students transition to off-campus housing. We have expanded the event, which will now take place each fall and spring semester. The fair will serve as an interactive and educational resource for all students to learn about off-campus communities.

**Register for any event at
www.BAAAhq.org**

EDUCATION & EVENTS

APRIL 6 **NATIONAL APARTMENT HOUSING DAY**

5:00 to 9:00pm
Whiskey Joe's
7720 Courtney Campbell Causeway
Tampa, FL 33607

National Apartment Housing Day returns as NAA's members, affiliates and supplier partners across the country celebrate working in the greatest industry—apartment housing! More information coming soon!

APRIL 11-12 **CAM COURSE**

8:30am to 5:00pm
Greystar
4030 W Boy Scout Blvd #800
Tampa, FL 33607
(also May 2-3 & June 6-7)
Register at www.baaahq.org
Members: \$929
Non-Members: \$1029
Registration & Payment by: 3/24/17

The onsite manager is a vital link between apartment residents and the community owners and investors. CAM Key Performance Indicators:

- Occupancy Rates
- Closing Ratios
- Resident Satisfaction and Retention
- Apartment Turnover Management
- Service Request Fulfillment
- Energy Efficiencies
- Preventive Maintenance Management
- Development of Team Members
- Employee Retention
- Contractor and Vendor Management
- Revenue Management
- Income and Expense Control and Management of Cash Flow
- Budgeting and Monitoring Financial Performance to Achieve Owner's Investment Goals
- Net Operating Income

APRIL 18 **HVAC 'A-Z' SEMINAR**

8:30am to 3:00pm
Chadwell Supply
5115 Joanne Kearney Boulevard
Tampa, FL 33619
Members: \$59, Non-Members: \$79
5 CEUs, Lunch Provided

Learn how to troubleshoot and repair HVAC systems. Seminar includes terminology, tools, charging procedures, thermostats, evaporator coils, compressors, head pressure, fan and electrical systems and much more! Presented by: Vann Flippen

APRIL 20 **BOARD OF DIRECTORS MEETING**

4:30pm to 5:45pm
Location TBD

All Members are welcome to attend. however please register.

APRIL 21 **FAIR HOUSING SYMPOSIUM PROMOTING HOUSING CHOICE AND INCLUSIVE COMMUNITIES**

8:30am to 2:00pm
Tampa Convention Center
333 South Franklin Street
Tampa, FL 33602
Advance: \$30 At the Door: \$40
Register at: www.pinellasrealtor.org
via the Education/Events Calendar

Nine Innovative Workshops with Two Keynote Speakers featuring:

- Affirmatively Furthering Fair Housing
- Domestic Violence: Nuisance Ordinances & Sexual Harassment
- Criminal Records Usage by Landlords
- Advertising Do's and Don'ts from the Experts
- ADA Act: Service/Assistance Animals & Reasonable Accommodations
- Legal Case Discussions

- Landlords: Housing Choice Voucher Program
- Advance Fair Housing Lending
- Fair Housing 101: Avoiding Liability

APRIL 25 **MORNING MOTIVATORS TOPIC: FAIR HOUSING**

9:00am to 10:30am
The Boulevard
2098 Seminole Boulevard
Largo, FL 33778

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.

APRIL 26 **POKER FOR APAC**

5:30 to 10:00pm
Derby Lane

10490 Gandy Boulevard
St. Petersburg, FL 33702

Player Tickets: \$75 - includes drink tickets, unlimited food and fun
Spectator Tickets: \$50 - includes drink tickets, food and the chance to play slots, watch the dogs run or root for your favorite poker player. Join us for a night of no-limit Texas Hold 'Em in the West Poker Room. We can accommodate 90 players. It will be a three-hour tournament with play starting promptly at 7pm with big cash prizes to the winner. It is our major APAC fundraiser for the year.

Register for any event at
www.BAAAhq.org

CALENDAR

S	M	T	W	T	F	S
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
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26	27	28	29	30	31	

MARCH

MARCH 7 & 8

NAA Capitol Conference @ JW Marriott

MARCH 14, 15, 29, 30

Spring CAMT 6-day Course

9:00am @ Chadwell Supply

MARCH 16

Seminar: "The Power Close" Presented by Don Sanders

8:30am to 12:00pm @ Holiday Inn Tampa Westshore

MARCH 16

Board of Directors Meeting

4:30pm to 5:45pm @ Rusty Pelican

MARCH 16

Dinner Meeting "Mentored for Success" with Don Sanders

6:30pm to - 8:30pm @ Holiday Inn Tampa Westshore

MARCH 17

St. Patrick's Day

MARCH 24

"Spikes for Tykes" Volleyball Tournament

9:00am to 4:30pm @ Beach Bar Tampa



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30						

APRIL

APRIL 4

Spring 2017 Edition Off-Campus Housing Fair

11:00am to 2:00pm @ University of Tampa Vaughn Center Lobby

APRIL 6

National Apartment Housing Day Celebration

5:00 to 9:00pm @ Whiskey Joe's

APRIL 11 & 12 (also May 2 & 3, June 6 & 7)

Certified Apartment Manager - CAM Course

8:30am to 5:00pm @ Greystar

APRIL 16

Easter Sunday

APRIL 18

HVAC 'A-Z' Seminar

8:30am to 3:00pm @ Chadwell Supply

APRIL 20

Board of Directors Meeting

4:30pm to 5:45pm @ Location TBD

APRIL 21

Fair Housing Symposium

Promoting Housing Choice and Inclusive Communities

8:30am to 2:00pm @ Tampa Convention Center

APRIL 25

Morning Motivators, Topic: Fair Housing

9:00am to 10:30am @ The Boulevard

APRIL 26

Poker for APAC

5:30 to 10:00pm @ Derby Lane

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



March Dinner Meeting

“Mentored for Success” *with Don Sanders*

DATE:

Thursday,
March 16, 2017

PLACE:

Holiday Inn
Tampa Westshore
700 N. Westshore
Tampa, FL 33609

TIME:

6:30 to 8:30pm

COST:

\$45/\$55 Members
\$55/\$65 Non-Members

*Members must
log to register.*

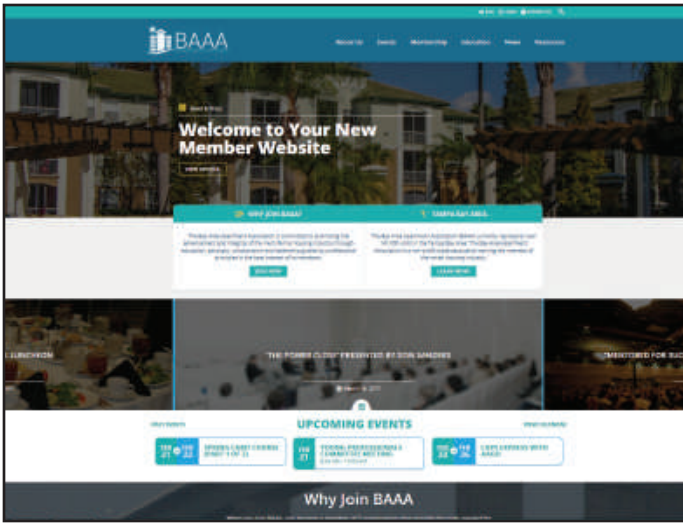
**RESERVE AT:
BAAAHQ.ORG**



At birth our parents have high hopes for us to become extremely successful people. As the saying goes, “It takes a village to raise a child”. During the journey through childhood to adulthood and beyond we are introduced to a number of influential dynamics from a multitude of people.

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So... sit back and prepare to “Get Your Giggle On” with an evening of educational comedy and entertainment!



We Have a New Website!

In order to get the most out of your member experience, you will need to create a new BAAA login. 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 (for company admin users)
- Access our Member Directory and more!

BAAA MEMBERS, HERE'S HOW TO GET YOUR NEW ACCOUNT LOGIN SETUP:

1. Visit www.baaahq.org and Click 'Join' in the top right corner.
2. Click 'Create an Account' and agree to the Terms, then create your login using your email or social media accounts.
3. Complete your contact information and click 'Complete Registration.'

Note: On-site Members:
Parent Company = Your Community Name

**NEED HELP?
GIVE US A CALL 813-882-0222**

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Lindsey M. Porter, PA	36
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United Renovations Southeast	2

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**

ORDER YOUR 2016 THIRD QUARTER SURVEY



Now owners and property managers throughout the Bay Area can simply log on to www.baaahq.org and purchase the 2016 Third Quarter Survey.

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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THE INDUSTRY STANDARD

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LINDSEY M. PORTER, P.A.

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Legal Handbook for Community Managers

by contacting us at:

Hillsborough: 813.229.9496

Pinellas: 727.577.9646

Fax: 727.578.2097

E-mail: lporter@verizon.net

Mailing Address:
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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.