

# BAYLINE

May 2016

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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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# Awaiting the Trade Show and More

By Jordan Petras, Carroll Management Group

We are eagerly awaiting our May Trade show on the 19th as this is one of the most successful and well attended events of the year. The committee has worked hard this year to enhance the show and offer additional sponsorship opportunities for our vendors. Two grand prize drawings will be awarded for the 3rd Annual BAA cruise on September 8th that night. This will be the first year we will be having an after party included with your attendance. Make sure to register your teams in advance to expedite the check-in process at the door.

We were pleased to have Glenn Evers, FAA president in attendance at our April board and dinner meeting to provide us with an update on state issues along with Kirk Downey who made a wonderful presentation on the NAAPAC.

The leadership is working hard to inform and educate our membership of the importance in contributing to the Florida APAC and the NAA PAC for issues facing our industry. The Government Affairs and Communications Committee are planning a stand alone

fundraiser event for later this year to help us reach our fair share goals for 2016.

The Community Service Committee very successfully pulled off another great volleyball tournament in which all net proceeds will benefit The Children's Home. They are anticipating in excess of \$13,000 that will be contributed this year. Great Job!

The next quarter will prove to be equally as busy for BAAA committees and volunteers who are busy coordinating our newly revamped business exchange that will host over 30 property management companies in June, our annual auction in July and our top golf event in August.

On a final note the Membership Committee is very busy not only working to renew any members that did not renew by the March 31 deadline, but also to identify the new construction and existing communities in our area that we would like to have active with our organization. They have worked closely with other committees to develop marketing folders that highlight the benefits of our organization and they have purchased promotional and marketing materials to help create the new BAAA brand.

The BAA Board of Directors and staff look forward to continuing to address and meet the current needs of our membership and strategically planning what lies ahead. •

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# Tenant Screening Rules: How They Are Changing

By Kevin Schwartz, BAAA Government Affairs Director

Nearly 10 months after the U.S. Supreme Court case that triggered it, HUD announced in April new guidelines on tenant screening – specifically criminal history – that require immediate attention by apartment owners and property management companies nationwide.

As first reported here last August, the Court found 5-4 last June that there was disparate impact liability in the federal Fair Housing Act. That meant that a neutral business practice – one that has no intent to discriminate – could have a discriminatory effect anyways and must be mitigated. The justices found that neutrally-applied practices – such as criminal background checks – could be discriminatory.

HUD now says that means blanket exclusions or so-called “bright lines” can no longer be used to automatically reject tenancy. This guidance builds on similar policies issued by HUD last year that only applied to public and federal-assisted housing.

According to NAA: “Most notably, the new guidance prohibits the use of arrest records to deny residency and denials based on convictions must consider the nature and severity of the incident. Overall, the guidance seeks to end blanket exclusions of prospective residents based on criminal history in favor of a more individualized approach that is more narrowly tailored to achieve property safety and security goals.”

Harry Heist of the Law Office of Heist, Weisse & Wolk, P.A., of Ft. Meyers writes that property management companies should immediately review their resident selection criteria, application process policy and procedures to immediately implement the new HUD guidelines. Specifically, he is recommending ignoring the following in the screening process:

1. Misdemeanors of any kind.
2. Adjudication withheld, dismissals, pre-trial diversions, dropped charges and an acquittal.
3. Arrests on any offenses that did not result in a conviction, or to which the property manager has no knowledge of the eventual outcome.
4. Illegal Drug or Controlled Substance or paraphernalia possession or use convictions.

HUD explains the background in its guidance document, which can be found on the NAA website:

“Across the United States, African Americans and Hispanics are arrested, convicted and incarcerated at rates disproportionate to their share of the general population. Consequently, criminal records-based barriers to housing are likely to have a disproportionate impact on minority home seekers. While having a criminal record is not a protected characteristic under the Fair Housing Act, criminal history-based restrictions

on housing opportunities violate the Act if, without justification, their burden falls more often on ... one race or national origin over another. ... While any of these things do not create a separate protected class, HUD has determined that these things disproportionately affect existing protected classes.”

Heist says that managers are probably safe to deny tenancy based on the following, but to consult your attorney for your specific processes:

1. Felony convictions of illegal manufacture or distribution of a controlled substance within the last seven years and felonies resulting in bodily harm or intentional damage or destruction of property for example, “arson”, within the last seven years.
2. Sexual related offenses for any time period.

In a “white paper” released by NMHC May 2, attorneys recommended best practices as follows (see right).

That white paper is available on the NAA and NMHC websites or via email from me and is quite comprehensive. Just give a shout, and I’ll send it to you.

*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 more government affairs updates. •*

Excerpt from "white paper" released by NMHC May 2.

| DO  | DO NOT   |
|---|--|
| Have a written and thoughtfully developed criminal screening policy   | Inconsistently apply the screening policy or allow subjective considerations to be part of the decision  |
| Narrowly tailor the screening policy to reflect legitimate concerns over convictions that directly relate to the legitimate interests of a housing provider | Ignore mitigating information and fail to review on a case-by-case basis accounting for the time passed since the conviction, the nature and severity of the conviction, and efforts to rehabilitate |
| Write down justifications in support of the legitimate interests for the policy   | Automatically deny an applicant because of the mere existence of a prior arrest  |
| Give greater weight to convictions that reflect the legitimate concerns   | Automatically deny an applicant because of the mere existence of a prior conviction  |
| Allow an individual the opportunity to explain mitigating circumstances and provide evidence of rehabilitation if he or she is declined for tenancy         | Exempt certain people or classes of people from the screening policy   |
| Provide detailed training to staff to consistently apply the screening policy and to understand the justifications for the policy                           | Use a criminal screening policy as a pretext to exclude certain individuals or classes of individuals  |



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**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?**

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### Environmental Responsibility

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

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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](http://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](http://www.houseoffloors.com)**





# New Country, New Home... New Challenges

New country, new language, mastering the banking system, learning feet, miles and time zones, even knowing whether to tip the waiter, bellman or bus driver – can be confusing and frightening.

Florida has a rich and diverse cross section of people who are immigrating to the sunny south and trying to adjust to a whole new way of life. For many, an apartment will be their choice to begin adjusting to this new chapter of their lives. Apartment communities bring many opportunities for new immigrants to adapt and embrace the best of American culture and traditions without sacrificing their own.

The multi-family industry supports and champions the value of the multi-cultural experience and the belief that all citizens are equal and that diversity makes us stronger as a country. The more we all learn about each other will make our new resident's adjustment to their new community much easier. The benchmark for creating a unified community is very simple – Respect Differences.

Moving to a new country is hard, especially leaving family, jobs and friends. Your new residents first months will be stressful, especially if they have to learn English.

More education or training to get a job may be required. Even learning to drive a car or how to use the transit system near your property may create frustration and upset your new residents.

Be careful to avoid the perception that all foreign nationals are destitute. Many own businesses of their own and send part of their earnings to family members who did not immigrate.

### HOW YOU CAN HELP?

- Make an effort to introduce the new residents to others in their building.
- Spend the time to explain how to use the amenities on site and in the apartment.

- Promote and share American social customs. “Good Morning, Yes, No, Thank You.”
- If the resident seems confused or embarrassed, take the time ...to offer to help.
- Make sure that maintenance is aware of language or cultural restrictions when making service calls.
- Often, children speak English and can translate for their non-English speaking parents.
- Make sure the new residents know how to reach police, fire and on-site emergency services.
- If you have a number of immigrant families in your community, contact one of the local cultural organizations for assistance.

- Promote cultural events in your newsletter or host multi-cultural event in your club house.

Before you shake your head and think to yourself, “Why” do all this? The answer is we do it because we are professionals who care about all our residents and the more we do to make living in our community welcoming and hospitable, the better it is for our on-site team, our property management company and owners. Dealing with different cultures, personalities and attitudes is the key to making the United States a place to call home. •







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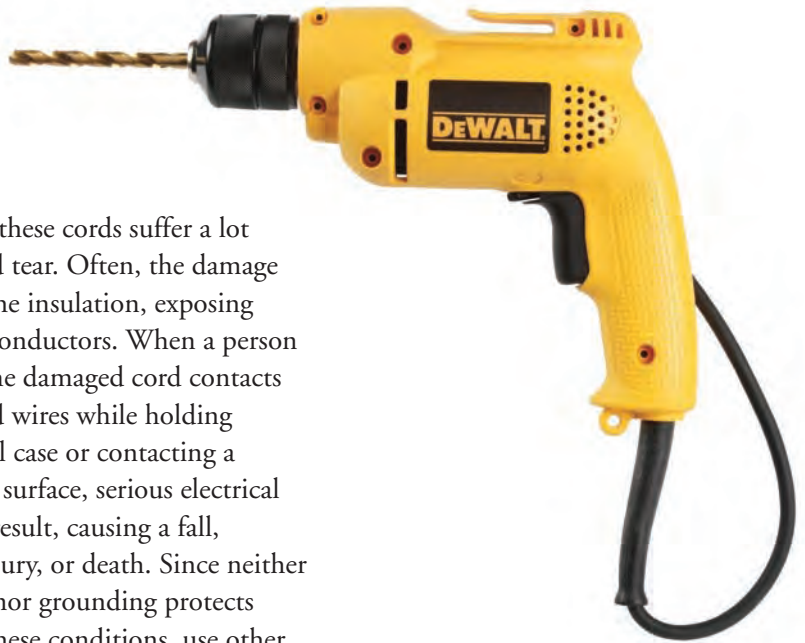
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# Power Tools



Power tools are some of the most used items in every workshop. Maintenance workers are constantly exposed to a variety of hazards. The very tool that makes their job easy and efficient may one day be the cause of a tragic accident. It is good to be reminded of common sense safety practices. Safety meetings should be held regularly for everyone in your company. A fifteen minute refresher will not derail the days work schedule and may save your company thousands of dollars if there an accident on site.

## DOUBLE INSULATED TOOLS

Hand held tools manufactured with non metallic cases are called double insulated. If approved, they do not require grounding under the National Electrical Code. Power tools are often used in areas where there is considerable moisture or wetness. Although the user is insulated from the electrical wiring components, water can still enter the tool's housing. If water contacts the energized parts inside the housing, it provides a path to the outside, bypassing the double insulation. When a person holding a power tool under these conditions contacts another conductive surface, an electric shock occurs. If a power tool, even when double insulated, is dropped into water, you should always resist the urge to grab for the equipment without first disconnecting the power source.

## PORTABLE TOOL USE WITH EXTENSION CORDS

Another potential hazard is using extension cords with portable tools.

Used daily these cords suffer a lot of wear and tear. Often, the damage is only to the insulation, exposing energized conductors. When a person handling the damaged cord contacts the exposed wires while holding a metal tool case or contacting a conductive surface, serious electrical shock can result, causing a fall, physical injury, or death. Since neither insulation nor grounding protects you from these conditions, use other protective measures. One acceptable method is a ground fault circuit interrupter (GFCI).



## TOOL SAFETY TIPS

- Never carry a tool by the cord or yank the cord to disconnect it from the receptacle.
- Keep cords away from heat, oil, and sharp edges (including the cutting surface of a power saw or drill).
- Use gloves and appropriate safety footwear when using electric tools.
- Store electric tools in a dry place when not in use.

- Avoid accidental starting. Do not hold fingers on the switch button while carrying a plugged in tool.
- Disconnect tools when not in use, before servicing, and when changing accessories such as blades, bits, etc.
- Do not use electric tools in damp or wet locations unless they are approved for that purpose.
- Keep work areas well lighted when operating electric tools.
- Ensure that cords from electric tools do not present a tripping hazard.
- Remove all damaged portable electric tools from use and tag them: "Do Not Use."
- Repair or discard all damaged power tools.
- Always wear the proper Personal Protective Equipment(PPE) for task to be completed.
- Use Double Insulated Tools.
- Maintain an updated inventory of all power tools with serial numbers and warranties.

*Excerpted with thanks from 29 CFR 1926.302 OSHA Standard.*

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# The Costs of An Employee Leaving

By Christina Krenek

It's a busy time in the workplace. Projects are underway. Deadlines are approaching. Managers and employees need to be as productive as possible. In the midst of all the activity, organizations always face speed bumps — a major one being: employee turnover.

Employee turnover is a natural occurrence in the business world. But it can also be a costly one. Several things contribute to the high cost of employee turnover. Let's look at where the first dollars are spent when an employee leaves and a company is suddenly faced with an empty position:

- The cost of performing the job duties of the newly vacant position. Just because the employee left doesn't mean their work did. Whether it's a temporary person or an existing employee adding the duties to their workload, the job still needs to get done. These costs could include overtime pay.
- The cost of the exit interview. This includes the time of the current employee conducting the interview, the time of the person leaving, the administrative costs of stopping payroll, benefit deductions and benefit enrollments, and the cost of various forms needed

to process the resigning employee.

- The cost of management. Now that there is a vacant position, the manager has to take time to understand what work remains and how to allocate that work until a replacement is found.
- The cost of training the organization paid for the employee that is leaving. This includes any internal training, external training, academic education, and licenses or certificates the company helped the employee obtain.
- The cost of severance and benefits. Depending on different organizations and job agreements, companies could be entitled to pay leaving employees

a continued compensation.

- The cost of knowledge, skills and contacts the employee leaving is taking with them. Depending on how long the person was in the position, the experience and networking gained are sure to be incredible resources that the organization will have to calculate as lost.
- The cost of unemployment insurance premiums. If the person leaving claims unemployment, the company will have to spend time preparing for an unemployment hearing or pay a third party to handle it. Either way, it adds to the turnover costs.
- The time the position is empty. The longer the job is vacant, the more money it's costing the organization, and not to mention loss in productivity!

As you can start to see, employee turnover costs can reach high-dollar amounts, potentially hurting your business. And these are only the initial costs.

*Excerpted with thanks from [www.profilesinternational.com](http://www.profilesinternational.com) •*





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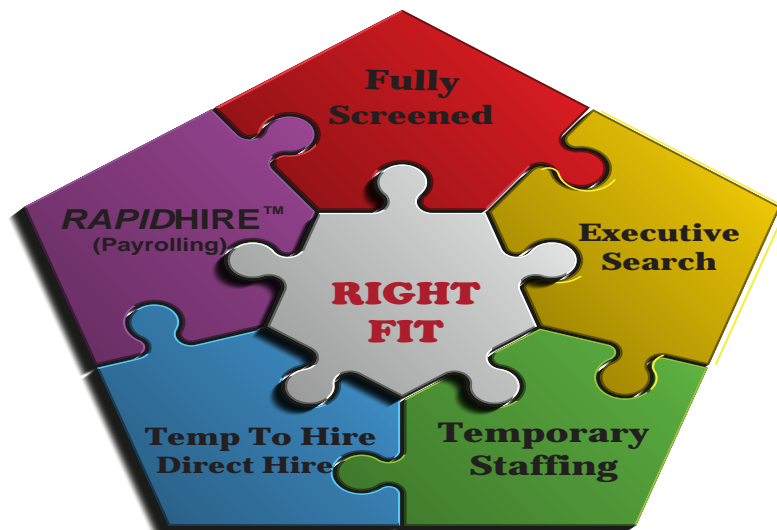


*"I have been extremely satisfied over the years, and comfortable in knowing the work would be done properly...They enjoy a reputation of honesty and integrity."  
Bruce Keene, President/Franklin Street Management Services*



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# Who or What Are People Developers?

*By Jonathan Farrington*

Motivating is that leadership skill of developing other people to do a better job. Within every business, there are recognized criteria for your team's people development. What are those criteria for developing others (let's call them "People Developers")?

## ACHIEVEMENT

## RECOGNITION

## PARTICIPATION

## GROWTH

These four factors are inter related and overlap. One factor may be more important to one individual than another and it is your job, as a leader, to ascertain what others require in their on-

going development. Let's look at these motivators as they relate to enhancing the development of your team.

### ACHIEVEMENT

Satisfaction – a sense of personal accomplishment that a challenge has been met and the job has been well done. For many people, achievement is a reward in itself. It is the basic thing, which spurs people to go and do a better job.

How do you, as a leader, use achievement as a people developer? If someone knows that they have achieved something, they must first know what is expected of them – a set goal – if they are to realize later they have achieved it or exceeded it. Thus, if you intend to use achievement as a developer, you must be



sure you clearly outline goals for your people to strive for.

### RECOGNITION

Closely related to achievement, it is meaningless unless earned. Recognition is an expression of approval, or appreciation, by others whose opinion and judgment is valued. Within the business world, you have many ways to show recognition. Recognition and praise will show many unknown facets, like a diamond. Recognition polishes it and allows latent talent to shine out.

### PARTICIPATION

People are more strongly motivated if they feel they have helped in the planning of their objectives, rather than being told what to do. They should feel as part of not only their own work, but of the total team and Company. Remember, inactivity is often caused by feelings of inadequacy. Participation can overcome this feeling of inadequacy.

### GROWTH

The person who feels as if they are at a dead end, probably is. They must feel that there are the opportunities available for them to grow and that they are growing in experience, knowledge, skill and understanding

If we can help them start growing, the person will, in fact, exert more effort. Even the rewarding of others can achieve motivation, because it shows that opportunity is available for growth. Remember, confidence is built by achievement levels set along the way to one's goals.

Leadership development starts at the top. A true leader learns all facets of the business they are involved in.

*Excerpted with thanks from [www.jonathanfarrington.com/blog](http://www.jonathanfarrington.com/blog)*

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#CRC1330560

# What Emotion Did You Broadcast Yesterday?

By JoAnna Brandi



As a leader, you impact the lives of many – your colleagues, your customers, your suppliers, and your professional community. What you may forget though is that you also impact their families, their friends, their circles of influence and even their churches.

Every culture has a “Spillover” as well as a “Crossover” effect.

You know them both well, even if you didn’t know how psychologists had labeled them. When you come home from work in a negative or positive mood, it effects your relationships (Spillover). When you come home from work the mood you come home in can be contagious to other people in the house, causing them to pick up your mood (Crossover).

As researchers from Cornell have shared: “Positive spillover occurs when satisfaction and stimulation at work translate into high levels of energy and satisfaction at home. Negative spillover occurs when problems and conflicts at work drain and preoccupy individuals, negatively impacting their behavior and experiences with their families and partners, and deteriorating those relationships.”

People who are happy at work are more productive, engaged, committed,

creative, generous and healthier. They serve their families and communities better. And when they are happy at work they create more value for the organization and the customers.

It’s a positive, reinforcing, appreciating cycle that returns value to the bottom line reliably.

Especially as a leader, your emotions are contagious and you’re always broadcasting them. Here’s a quick “Positivity Practice” for you to make you a little more mindful of your impact on others.

## CHECK WHAT YOU’RE BROADCASTING

- Check your “state” before walking into your workplace. What are you thinking about – is it positive or negative, optimistic or pessimistic? Is it “energy gaining” or “energy draining”? Are you preoccupied with a problem or are you focused on your positive intention for the day?
- You broadcast your emotions even if you don’t know it. Become aware of it. Notice. Turn your dial to a more optimistic, uplifting channel.
- Think about yesterday – from the hours of 2 to 5 PM. At that time what were you doing, thinking and broadcasting?
- What do wish you were doing, thinking and broadcasting?
- 50 to 70 % of how employees perceive the climate is due to the actions of the leader!

Leaders set the mood. What mood are YOU broadcasting?

Reprinted with thanks from  
[www.creatingcustomerhappiness.com](http://www.creatingcustomerhappiness.com) •

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*The hiring of a lawyer is an important decision that should not be based solely upon advertisements. Before you decide, ask for free written information about my qualifications, experience, and fees.*

---



VOLLEYBALL PHOTOS

**2016 BAAA "Spikes for Tykes" Charity Volleyball Tournament**  
 Net Proceeds Benefit The Children's Home

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 WT Welltech

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 Capstone Credit & Collections  
 Lincoln Property Company  
 Watkins Realty  
 Weller Management LLC

**THE CHILDREN'S HOME SINCE 1892**





# VOLLEYBALL PHOTOS





VOLLEYBALL PHOTOS







# GOLF OUTING

THURSDAY | AUGUST 18, 2016



# TOPGOLF

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

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

\$130 Per Player Members • \$155 Per Player Non-Members

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



Regular Bay



Sofa Upgrade \$50

## Golf skills are NOT REQUIRED to have fun!

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

**bright  
house**  
NETWORKS



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# REGISTRATION FORM

## BAAA Golf Outing • August 18, 2016

1. Primary Golfer's Name \_\_\_\_\_

Company/Property \_\_\_\_\_

Address \_\_\_\_\_ City/St/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

2. Player Name \_\_\_\_\_

Company/Property \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

3. Player Name \_\_\_\_\_

Company/Property \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

4. Player Name \_\_\_\_\_

Company/Property \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

5. Player Name \_\_\_\_\_

Company/Property \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

6. Player Name \_\_\_\_\_

Company/Property \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Please check all that apply:

- Primary Golfer will be paying for the Bay
- Players will pay separately
- Member/Player: \$130 or \$120 Early Bird by 6/30
- Non-Member/Player: \$155 or \$145 Early Bird by 6/30
- Bay Only: Golf for 6: \$775 or \$750 Early Bird by 6/30
- Bay Package: Golf for 6 & 6 Super Packages: \$875 or \$850 Early Bird by 6/30 (Must be billed to primary golfer)
- \$35 Super Package: 2 Mulligans, 6 Raffle Tickets (Included in Bay Package)
- \$100 Spectator per person (No Golf)  
(Includes open bar, lunch 1pm to 2:30pm, unlimited soda, tea & water)
- I have special needs, please contact me.

Spectator Name \_\_\_\_\_

Company/Property \_\_\_\_\_

Address \_\_\_\_\_ City/St/Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

# SPONSORSHIP FORM

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## I WANT TO SPONSOR:

- Corporate Sponsorship** **\$2,500**  
*Includes \$875 Bay Package, Bay Sponsorship, Signage, Publicity and Name on Major Sponsor Banner*
- Awards Reception** **(3) \$500**  
*Recognition during the Reception*
- Practice Balls** **(1) \$450**  
*Logo on the monitors for the whole practice period*
- Beverage** **(1) \$750**  
*Recognition Signage at Both Bars  
Sponsor may provide logoed, plastic cups*
- Souvenir Photo Jackets** **\$500**
- Concierge** **\$300**  
*Serve/Assist Golfer during Outing*

## SPONSORSHIPS ABOVE INCLUDE:

*One attendee from your company with the opportunity to network during the entire event. 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** **\$250**  
*Sponsor Tent Card on Tables*
- Door Prize:** \_\_\_\_\_

**Cancellations received after 8/10/16 will be charged a \$75 cancellation fee per player. Non-cancelled reservations and no shows will be billed.**

**www.BAAHQ.org**

**REGISTRATION DEADLINE IS 8/10/16 | SPONSORSHIP DEADLINE IS 8/5/16**  
**MAKE CHECKS PAYABLE AND RETURN FORM TO:**  
**Bay Area Apartment Association | 19031 N. Dale Mabry Hwy. | Lutz, FL 33548**  
**E-mail: staff@baahq.org | Fax: (813) 884-0326 | Phone: (813) 882-0222**



## 2016 FIRST QUARTER SURVEY

Now owners and property managers throughout the Bay Area can simply log on to [www.baaahq.org](http://www.baaahq.org) and purchase the 2016 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.

### PRICING:

**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 or 800-344-9373.**



**MY RentComps.com**



*Editor's Note: Special Thanks to NAA Past Chairman and BAAA Past President Marc Rosenwasser, Meadow Wood Property for suggesting that we forward the information below with our members.*

We recently learned of a new scam that allows people to obtain new credit scores and eliminate the appearance of poor credit. Individuals can purchase SCN's or Secondary Credit Numbers that are nine (9) digit numbers that have the exact same genetic or algorithmic composition of a Social Security Number (SSN), however the SCN is not a government issued number like an SSN, EIN or TIN. The SCN number is NOT a new Social Security Number, NOT a new Taxpayer ID Number, and not a new Employer Identification Number. It is a number that is made up or created by unscrupulous/dishonest companies and sold to individuals who use them for illegal purposes. The companies provide the SCN's, as well as 3 fake aged trade account references and 1 fake primary bank account, to those who purchase them for \$1,500 or more. The companies also provide the fake information to credit reporting agencies/bureaus resulting in the person having the appearance of an excellent FICO or credit score. A person who provides a SCN to someone to secure credit is obligated to report it as a SCN but they don't.

Don't be fooled! Ask all rental applicants for their social security card to verify the SSN number they are giving you. You will not be able to differentiate between a scam SCN and legal SSN unless you verify the number to the social security card.

There are many companies that sell SCN's. A link to one of them is [www.scnexperts.com/#!/solutions/c17b1](http://www.scnexperts.com/#!/solutions/c17b1). You may want to read the article to better understand how they market themselves.



# Trade Show Exhibitors



|                                    |      |                                      |                |
|------------------------------------|------|--------------------------------------|----------------|
| A to Z Fire                        | 124R | Capstone Credit & Collections LLC    | 21R            |
| Axon Laundry Systems               | 1P   | Carts R Russ                         | 112R           |
| Absolutely Amazing Refinishing Inc | 78P  | Chadwell Supply                      | 36S            |
| ABT Temporary Inc                  | 17T  | Channelside Plumbing                 | 106P           |
| Accelerated Waste Solutions        |      | Christopher Ligori & Associates      | 54P            |
| JUNK SHOT APP                      | 65P  | Classic Carpet Dyers Inc             | 71P            |
| Admiral Outdoor Furniture          | 85R  | Coinmach/Mac-Gray                    | 6P             |
| Advanced Plumbing Commercial       |      | Contractors Incorporated             | 84O            |
| & Residential Services             | 26R  | CoreLogic                            | 120R           |
| Affinity Waste Solutions           | 8P   | CORT                                 | 58P            |
| AFR Furniture Rentals              | 32R  | Creative Multicare Inc               | 107O           |
| All County Paving                  | 101R | Creative Outdoor Kitchens            | 113R           |
| Amalgamated Insurance Underwriters | 16-O | Curb Views LLC                       | 19T            |
| American Ecosystems Inc            | 2P   | D.M. Koehn Landscaping Inc           | 96R            |
| American Pest Management           | 128R | DBK                                  | 51P            |
| Ameriscape Services                | 53P  | DBK Construction & Service Solutions | 50P            |
| Apartment Finder Magazine          | 57P  | DITEK Corporation                    | 127R           |
| Apartment Lease-Up Experts         | 39R  | Driveway Maintenance Inc             | 74P            |
| Appliance Warehouse                | 115P | Duke Energy Florida                  | 11P            |
| Arbor Contract Carpet              | 98R  | Elite Flooring                       | 28P, 29R       |
| ARD Distributors                   | 40R  | ET&T Distributors Inc                | 99P            |
| Awnclean USA Inc                   | 88R  | Florida Apartment Association        | 110R           |
| Azuma Leasing                      | 63P  | Ferguson Enterprises                 | 59P            |
| Bath Fitter                        | 125R | Fleetwash Facility Services          | 90R            |
| Bathtub Reglazing Specialist Inc   | 38R  | For Rent Media Solutions             | 72P            |
| Bay Guard Pool Services Inc        | 102R | Fresh Aire Office Fragrancing        | 3P             |
| BG Staffing                        | 42P  | GDE Renovations, LLC                 | 48R            |
| Brier Grieves Agency Inc           | 18T  | Grey Street Studios Inc              | 15P            |
| Bright House Networks              | 10P  | HandyTrac Systems                    | 30R            |
| CallMaX                            | 33R  | Haskell Termite & Pest Control       | 68P            |
| Camp Construction Services         | 122O | HD Supply                            | 87R, 86R, 111R |

# Trade Show Exhibitors



|   |          |                                       |          |
|---|----------|---------------------------------------|----------|
| House of Floors of Tampa                  | 79P      | Quick Response Fire Protection LLC    | 95R      |
| Integrity Property Services Inc           | 37P      | Redi Carpet Sales of FL Inc           | 73P      |
| IREM West Coast Chapter 44                | 47R      | Rent TampaBay                         | 46O      |
| L.R.E. Ground Services Inc &              |          | RENTPATH                              | 92P      |
| L.R.E. Construction Services, LLC         | 123P     | RiteRug                               | 118R     |
| Landwise Horticultural Services, Inc      | 34R      | Rose Paving LLC                       | 13P      |
| Law Offices of Heist, Weisse & Wolk, P.A. | 7P       | Sherwin Williams                      | 77P, 76P |
| Lifestyle Flooring                        | 94R, 93R | Signal 88 Security                    | 56P      |
| M.S. Carpet Cleaning                      | 80-O     | Sliding Door Roller Replacement Inc   | 109R     |
| Maintenance Plus by Valet Waste           | 25R      | SouthEast Floors                      | 55O      |
| Maintenance Supply Headquarters           | 43P      | Spaulding Decon                       | 119R     |
| MaintenX                                  | 117R     | SS Apartment Solutions                | 41R      |
| Marietta Drapery & Window                 |          | Steam Dude                            | 14P      |
| Coverings Company                         | 104R     | Sun Paints and Coatings / Dyco Paints | 62P      |
| Massey Services                           | 75P      | Switch Electric                       | 108R     |
| Matrix Carpet Restoration & Resurfacing   |          | Team Management of Pasco Inc          | 89R      |
| 103R                                      |          | Terminix Commercial                   | 60P      |
| Midway Services                           | 64P      | The Billing Associates Southeast      | 44R      |
| Mohawk Industries                         | 12P      | The Flying Locksmiths                 | 97R      |
| National Credit Systems Inc               | 105R     | The Gutter-Man of Tampa Bay           | 22R      |
| NWP Services Corporation                  | 126R     | The Home Depot                        | 4P       |
| Oakhurst Signs                            | 9P       | The Liberty Group                     | 5P       |
| On-Site                                   | 49R      | The MGF D Law Firm PA                 | 100S     |
| Parking Lot Services                      | 91P      | United Fire Protection Inc            | 116R     |
| Parkland Builders Group Inc               | 45R      | United Renovations Southeast          | 61P      |
| Peak Contractors Inc                      | 35P      | Valet Waste Inc                       | 27P      |
| Pet and Playground Products               | 52P      | Washco Laundry Equipment Inc          | 23R      |
| PooPrints Central Florida                 | 24R      | Wayne Automatic Fire Sprinklers Inc   | 31R      |
| Promaxima Strength & Conditioning         | 70P      | WellTech Pest Solutions LLC           | 121R     |
| Quality Restoration & Renovations         | 66P      | Wilmar Industries                     | 114P     |
| Quality Roofing Inc                       | 67P      | Zillow Group                          | 69P      |

## EDUCATION & EVENTS

### MAY 10 APARTMENT ALL-STARS TOUR

9:00am to 12:30pm

Crowne Plaza Westshore, 5303 W Kennedy Blvd, Tampa, FL 33609

Members \$59, Non-Members \$79, Walk Ins \$79

### MAY 19 SET SAIL WITH BAAA TRADE SHOW

4:00 to 8:00pm

Florida State Fairgrounds

Special Events Center, 4800 U.S. Highway 301 N, Tampa, FL 33610

Free Admission & Parking, Cash Bar & Refreshments

BAAA's annual Trade Show with 125 + exhibitors. Open to exhibitors and apartment industry personnel only. No charge for multifamily professionals. Reservations appreciated! Only suppliers/vendors who are exhibiting may attend the BAAA Trade Show/After Party.

**Ports of Call Contest:** Get your game card stamped from select booths for your chance to win 1 of 2 cabins on the BAAA Cruise for 2 people each. The grand prize drawings will be at in the Trade Show Hall at 8pm and another during the after party in the Beer Dome at 9pm.

**APAC Fundraiser:** Toss a ring onto bottles of liquor or wine and win it if you ring it! (\$5, \$10 & \$20 chances)

**NEW THIS YEAR:** Free After Party from 7:30 - midnight in Beer Dome on fairgrounds property for continued networking, snacks, cocktails and music! You must register separately for this event! Go to [www.baaahq.org](http://www.baaahq.org)

### JUNE 7 ASSOCIATES COUNCIL BREAKFAST

Registration: 8:30am

Breakfast Meeting: 9:00 to 10:30am

Rusty Pelican, 2425 North Rocky Point Drive, Tampa, FL 33607

Members \$40/Non-Members \$50

You are invited to the first Associates Meeting of the Year. There will be a recap of the Trade Show (May 19) and Fernando Ramos will give an update on the Business Exchange (June 23). He and a guest Property Manager will share their expectations of the upcoming event and give tips to help make the most of your time. Come learn the many ways to get the most out of your BAAA membership and the year ahead!

### JUNE 15 YOUNG PROFESSIONALS COMMITTEE MEETING

8:45 to 10:00am

Location to be determined

### JUNE 21 *Back by Popular Demand!* EDUCATION SEMINAR: HVAC INDUSTRY CHANGES

8:30am to 3:00pm

(NEW) Trane Supply

4720 East Adamo Drive

Tampa, FL 33605

Members \$39, Non-Members \$49

Includes Lunch

The U.S. HVAC industry is currently undergoing a period of unprecedented change – technological innovation in building design and energy conservation – are altering the market. Come hear the most recent updates in these changes including troubleshooting, diagnostic and repair, along with solutions to some of the new requirements.

### JUNE 23 THIRD ANNUAL BUSINESS EXCHANGE

5:30 to 8:00pm

Raymond James Stadium

4201 N Dale Mabry Hwy

Tampa, FL 33607

You are invited to attend Florida's largest apartment Business Exchange! We welcome the Bay Area Apartment Association's Associate Members to enjoy an exclusive "Meet & Greet" with Property Management VIP's.

**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.**



## NEW THIS YEAR

Exclusive Power Hour, 6:00-7:00pm,  
limited to the first 15 Associate  
Member Companies.

## SCHEDULE

4:00 - 5:30pm: Setup for Management  
6:00 - 7:00pm: VIP Power Hour  
7:00 - 8:30pm: General Admission &  
Networking  
8:30 - 9:00pm: Tear Down

## PRICES

General Admission:  
\$95 per Associate Member  
Power Hour  
(limited to first 15 Companies):  
\$175 per Associate Company  
(Includes 2 Reps)

## FREE EVENT FOR MANAGEMENT

You can earn a free \$50 BAAA  
Education Voucher by

- (1) Setting up your table on time,
- (2) Bringing one Regional and/or VP  
personnel, and
- (3) Staying until the end of the event.

- Meet New Associate Members
- New Product Knowledge
- Support BAAA Associate Members!
- Management Companies: FREE!

## **JUNE 30** **BAAA BOARD OF** **DIRECTORS MEETING**

**4:30 to 6:00pm**

**Tampa Housing Authority**  
**5201 W Cypress St**  
**Tampa, FL 33607**

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

## EDUCATION & EVENTS



# COMING SOON: The “Cruise Away with BAAA” Trade Show App!

Make your May 19th Bay Area Apartment Association  
“Cruise Away with BAAA” Trade Show experience the best it can be!  
BAAA’s brand new app will help you get directions, find parking,  
show hours and information on the most up-to-date list of exhibitors!  
We’ve put the power to prepare for the show in your hands!  
*Check your inbox for download instructions in the next week!*

### BAAA RESERVATION FORM

NAME & DATE OF EVENT \_\_\_\_\_

COMPANY/COMMUNITY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

ATTENDEE(S): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I have special needs, please call me at the number above.

#### MAIL OR FAX FORM TO:

**BAAA • 19031 N DALE MABRY HWY • LUTZ, FL 33548**  
**FAX: (813) 884-0326 • PHONE: (813) 882-0222/1-800-344-9373**

*Reservation and cancellation deadlines are 48 hours prior to event. No-shows and non-cancelled reservations will be billed. All reservations not paid prior to event or at the event will be charged a \$5.00 invoice fee. All Certified courses must be prepaid and reservations and cancellations are accepted up to 7 days prior to the NAA course, after that, a \$100 cancellation fee is applied.*

| S  | M  | T  | W  | T  | F  | S  |
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| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

## MAY

### MAY 10

#### Apartment All-Stars Tour

9:00am to 12:30pm at the Crowne Plaza Westshore  
5303 W Kennedy Blvd, Tampa, FL 33609

### MAY 11

#### National Apartment Leasing Professional (NALP)

8:30am to 5:30pm

### MAY 19

#### Set Sail with BAAA Trade Show

4:00 to 8:00pm at the Florida State Fairgrounds Special Events Center  
4800 U.S. Highway 301 N, Tampa, FL 33610

| S  | M  | T  | W  | T  | F  | S  |
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| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

## JUNE

### JUNE 7

#### Associates Council Breakfast

8:30am to 10:30am at Rusty Pelican  
Members \$40/Non-Members \$50

### JUNE 15

#### Young Professionals Committee Meeting

8:45 to 10:00am, location to be determined

### JUNE 21

#### Education Seminar: HVAC Industry Changes

8:30am to 3:00pm at Trane Supply

### JUNE 23

#### Third Annual Business Exchange

5:30 to 8:00pm at Raymond James Stadium

### JUNE 30

#### BAAA Board of Directors Meeting

4:30 to 6:00pm at Tampa Housing Authority

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.

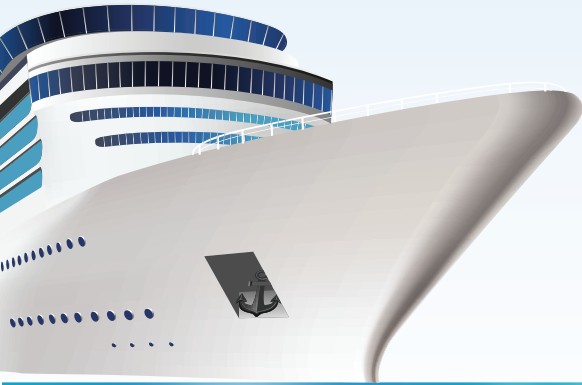
# Set Sail with BAAA 2016 Trade Show Thursday, May 19

4:00 to 8:00pm

Florida State Fairgrounds Special Events Center

4800 U.S. Highway 301 N • Tampa, FL 33610

Free Admission & Parking • Cash Bar & Refreshments



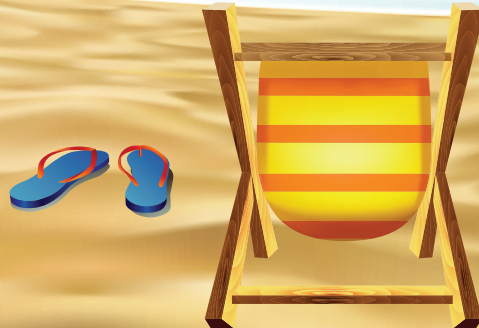
- **Ports of Call Contest:** Get your game card stamped from select booths for your chance to win 1 of 2 cabins on the BAAA Cruise for 2 people each. The grand prize drawings will be at in the Trade Show Hall at 8pm and another during the after party in the Beer Dome at 9pm.
- **APAC Fundraiser:** Toss a ring onto bottles of liquor or wine and win it if you ring it! (\$5, \$10 & \$20 chances)



Free After Party at the Beer Dome on Fairgrounds Property

7:30-12pm Open to Everyone!

Register on-line or call 813-882-0222 or 800-344-9373.







# We've Moved the Member Directory

BAAA cares about the environment and is working hard to re-use, recycle and reduce the amount of paper we process everyday. With that thought in mind, we have moved the member directory from the back of each months *Bayline* Magazine to the [www.baaahq.org](http://www.baaahq.org) web-site where you can access it any time you need to reach out to any of our member firms. The "official" Associates Business Directory has been placed on the home page where you can use it 24/7 without the need to log in.

You will find a wealth of information there including company logo's, websites, e-mail and a separate phone book style category listing in alphabetical order.

To reach any of our communities, property management firms or owners all you need to do is log-in and then you can enter the name of the person or company you want to contact

If you haven't chosen a pass word or need to change your current password, the BAAA staff will be happy to assist you. Please call the BAAA office at 813-882-0222 or 800-344-9373 or e-mail BAAA at [staff@baaahq.org](mailto:staff@baaahq.org).

The full directory will continue to be published in each quarterly print issue of *Bayline* Magazine.

## ADVERTISERS

|                                       |    |
|---------------------------------------|----|
| Answer Florida                        | 4  |
| Bath Fitter                           | 17 |
| Elite Painting & Waterproofing        | 15 |
| Florida Department of Health Pinellas | 13 |
| House of Floors of Tampa              | 9  |
| John McMillan, PA                     | 18 |
| Lifestyle Flooring, Inc.              | 2  |
| Lindsey M. Porter, PA                 | 34 |
| Maintenance Supply Headquarters       | 7  |
| Switch Electric                       | 33 |
| The Liberty Group                     | 15 |
| United Renovations Southeast          | 11 |

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

## DIRECTORY UPDATE

**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**

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- 🌱 Breezeway lighting
- 🌱 Exterior lighting
- 🌱 Pool lighting and transformers
- 🌱 Sign lighting
- 🌱 New wiring and rewiring
- 🌱 Smoke detector installation
- 🌱 Rehab and remodel
- 🌱 Add and replace GFCI protection
- 🌱 Surge protection

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