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*Bayline* Magazine is published monthly in the interests of all segments of the apartment industry. Opinions expressed are those of the authors and do not reflect the opinion of the Bay Area Apartment Association unless specifically stated as such.

We invite the contribution of articles or information that would be of interest to the multifamily housing industry.

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## PRESIDENT'S MESSAGE

# BAAA Report to the FAA Board of Directors

*By Jordan Petras, Carroll Management Group*

2016 has been a fantastic year for the Bay Area apartment association. We have experienced great attendance at our events and have expanded our volunteer base to enhance the member experience and value. We have implemented several policy and procedural changes that have made the day to day operations of BAAA run smoother and we are looking forward to switching to the NOVI Association Management and Website platform in the coming month. This state of the art software will further streamline our administrative efforts and member experience.

Our May Trade show was a “Cruising” success. We were happy to have a sell-out show and record attendance. The show was held at the Fairgrounds and featured an on-site after party for the first time ever. The additional sponsorship opportunities added this year were well received by the vendors. Two grand prize drawings were awarded for the 3rd Annual BAA cruise that was held earlier this month.

June, July and August brought fantastic networking opportunities for our membership. In June we had our Business Exchange at Raymond James Stadium with a few new changes to the format and in July our “Cheeseburger in Paradise” Auction brought in almost

\$10,000 for our Education programs. Our 2nd “Top Golf” event was a huge success and sold out over a month in advance. We had over 250 people for a great day of golf and networking. We see this new format and location as a solid replacement for our traditional golf outing.

The Annual BAAA Cruise has become a trip to look forward to bringing together members and families to enjoy a few days of relaxation and fun. Almost 80 members visited Cozumel and enjoyed some great times together.

The leadership has worked 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 hosting a Casino Night event on September 22nd to help us reach our fair share goals for 2016. Many thanks to the sponsors that made this possible.

The next quarter will bring our Maintenance Appreciation Night Corn Hole Tournament. This is a great event that over 250 people come out to celebrate and cheer on our Maintenance staff as they compete for cash prizes. In November Doug Chasick will join

us for a day of Fair Housing to include a seminar and dinner presentation and we will close out our year with our Gold Medallion Awards on December 9th. Our Cruise theme will continue on with the “Captain’s Dinner” and will recognize the superstars of our Industry and install our new leaders.

BAAA committees and volunteers are already busy planning for 2017 and some are celebrating the hard work they have put forth this year. In June at the NAA Conference in San Francisco we received the Silver Membership Growth award and have reached all time high membership numbers for both Units and Associate Members.

On a final note we are very pleased and excited to have our long time Executive Director, Nena Gang inducted into the FAA Hall of Fame at this year’s Educational Conference. Her 30 years of dedication, leadership and vision have crafted the BAAA that we all know and love today. Her contributions to this organization and the foundation that she worked so hard to create will live on for many years to come benefitting the many members we serve. Thank You, Nena for all you have done and the amazing person you are. We are blessed to have you and your vision on our side. •



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# Rising Apartment Rents Part of the Fair Housing Puzzle

By Kevin Schwartz, BAAA Government Affairs Director

Despite the 1968 federal law that made housing discrimination illegal, fair housing barriers are still abundant for a large sector of the population, and Hillsborough County along with Tampa and its housing authority are working to figure out fixes.

At a recent stakeholders meeting, representatives of the Florida Housing Coalition – acting as a consultant to the city and county on the assessment – asked the group to discuss barriers other than the seven protected classes prohibited in the federal law: Race, color, national origin, sex, family sta-

tus and disability. In addition, Tampa prohibits housing discrimination based on sexual orientation, gender identity/ expression and age.

Despite those prohibitions, evolving societal factors mostly having to do with income have conspired to prevent residents from finding the type of housing they want in desirable neighborhoods – and rapidly rising apartment rents was among the problem areas.

Stakeholders – such as Realtors, non-governmental entities that help people find housing, and affordable

housing developers – identified three factors making it difficult for folks seeking affordable housing – housing that costs less than 30 percent of a household’s income.

A lack of public transportation to and from jobs was the number one concern. That locked lower-income residents into housing in parts of the county where they could be assured of reasonable commutes to and from work. Longitudinal HUD studies show that what zip code people are born in correlates to life-long income potential. The inability to find affordable housing in better settings determines improved educational and employment access, healthcare and safety.

Rejected criminal background screenings by private and governmental housing landlords was number two on the list. Even representatives of housing authorizes that receive HUD funding said they had to reject Choice Voucher recipients at times.

And although a Choice Voucher helped residents afford rents in safer, more affluent neighborhoods, a lack of supply in such area because of zoning issues and NIMBYism were a barrier to getting out of unsafe housing.

And apartment rents throughout the county, cited as going up \$200-\$400 a month upon renewal in 2015 even in modest communities were forcing even Choice Voucher holders to search for less expensive housing as they cannot make up the difference when rent spikes that much. Participants understood that private communities had the right to raise rents to market-rate levels no mat-

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ter how fast that happened.

The HUD data the consultants used to shape the discussion can be easily accessed at [egis.hud.gov/affht](http://egis.hud.gov/affht). It appears in map form and is downloadable to a spreadsheet in just a couple clicks. There is a survey that organizers need residents to take. It is available at [www.surveymonkey.com/r/TampaAFHsurvey](http://www.surveymonkey.com/r/TampaAFHsurvey).

There are other key participation dates:

- Oct. 19 – HC public hearing on the adoption of the Citizen Participation Plan. (Nov. 3 for Tampa)
- Oct. 20 – Tampa public hearing to gather views on AFH-related data; opens the 30-day comment period on the subject. (Nov. 2 for HC)
- Dec. 7 – HC public hearing and adoption of AFH. (Dec. 15 for Tampa)

### CASINO NIGHT APAC SUCCESS

Thank you to the more than 80 participants who came to CORT Furniture Sept. 22 to play casino games and raise nearly \$6,000 for the Florida Apartment PAC. A big thanks to the sponsors without whose support the event could not have happened:

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## Campus Fire Safety

The U.S. Fire Administration reviews and collects resources that can be used in public outreach activities to keep college students safe from on and off campus housing fires.

- From January 2000 to May 2015, there were 85 fatal fires in dormitories, fraternities, sororities and off campus housing, resulting in 118 fatalities — an average of approximately seven per school year.
- 94% of fatal campus fires occurred off campus.
- 6% of fatal campus fires occurred on campus.
- Smoking (29%) was the leading cause of fatal campus fires.



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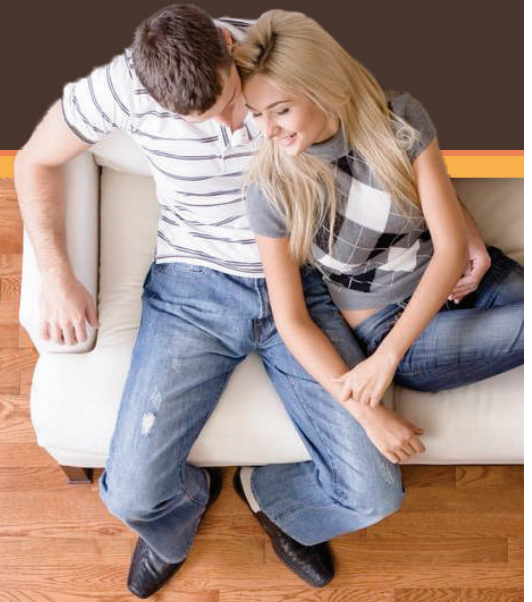
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We are proud to announce that we have recently changed our name from Lifestyle Carpets, Inc to Lifestyle Flooring, Inc. We have introduced a new logo and plan to unveil a new website in the coming months. The name change reflects the expansion of our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

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## Learning to Communicate Comfortably

To be effective in cross-cultural situations you are often required to change the way you communicate. It's all about being flexible and learning how to adapt. Focus on key areas of speech that can make your message clearer. Pace yourself. Don't talk too fast, especially when speaking with people who do not speak English as a first language. Make an effort to pronounce words clearly and distinctly. Native and non-native speakers may have an accent that is difficult to understand.

### AIM FOR CLEAR MEANING WHEN YOU SPEAK

If you say something and think it was not clear enough, try to use different words to say it again. We often use words and phrases that only first language speakers or people from the same re-

gion as ourselves understand. Try to use common, everyday language that can be understood by people from different parts of the country and different parts of the world.

### SAY THE SAME THING IN A NUMBER OF WAYS

If needed, try to support what you are saying and doing through the use of other forms of communication such as writing or even body language and gestures.

### BE AWARE OF HOW YOU SPEAK

Do you know how you sound to others? Can you identify why people from other cultures may find you difficult to understand? Do you speak too fast sometimes? Have you been told that you can be vague? Do you speak very quietly?

### CHECK FOR UNDERSTANDING

For some cultures it is more important to focus on agreement rather than understanding. To check for understanding, focus on learning how to read body language. While people may say they mean one thing, their body language may tell you something different.

Remember that different cultures may show confusion and misunderstanding in different ways, so it can take time to learn what to look for. Start by observing other people, then think of the ways they might show they are confused. Pay attention to signs of confusion such as a slightly tilted head, furrowed eyebrows or a slight hesitation in their voice. Check for understanding by asking different questions. Ask open-ended questions. Ask questions so that people will show that they have understood when they answer the question.

When talking to a maintenance technician, for example, it may be better to ask, "Could you please clarify when you will be home and whether you need any further information?" rather than "Do you understand you need to be home before 10:00 a.m.?"

### DIFFERENCES BETWEEN GROUPS AND INDIVIDUALS

Some people may not be comfortable asking or answering questions in front of others. You may need to approach certain people on a one-to-one basis, especially when trying to resolve conflicts or deal with an embarrassed or confused individual. Changing just a few things can make a big difference to how others understand you.

*Provided with thanks and permission from Kwintessential Consulting, Ltd. at [www.kwintessential.co.uk](http://www.kwintessential.co.uk).*

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House of Floors has been a family operated business since 1989. Over the past 22 years we have become the premier provider in the state of Florida servicing 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 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 the only non-national flooring company that can service the entire state of Florida. Our success can be directly attributed to the way we do business. We offer the highest level of Customer Service, Coverage Area, and Turnaround Time, Quality, Competitive Pricing, and Environmental Responsibility.

## Service

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

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

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

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

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

## Coverage Area & Turnaround Time

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

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

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

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

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

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

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

## Quality

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

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

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

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

## Peace of Mind

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

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

## Competitive Pricing

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

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

## Environmental Responsibility

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

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

## Don't wait, contact us today!

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





## Smoke Alarms... Your Life May Depend On It!

All smoke alarms should be replaced when they are 10 years old. To determine the age of the smoke alarm, look at the back where you will find the date of manufacture. If the alarm is over 10 years old, replace it with the new 10 year lithium battery smoke alarm. Immediately replace any smoke alarm that does not respond properly when tested. Replace combination smoke carbon monoxide alarms according to the manufacturer's recommendations.

Installing smoke alarms correctly and making sure they are in working order is an important step to making your resident's apartment safer from fire.

For many years NFPA 72, National

Fire Alarm and Signaling Code, has required as a minimum that smoke alarms be installed inside every sleep room in addition to requiring them outside each sleeping area and on every level.

Choose smoke alarms that have the label of a recognized testing laboratory. "Knock Off" alarms are being manufactured and sold that do not meet testing laboratory standards. Smoke alarms should be installed at least 10 feet from a cooking appliance to minimize false alarms when cooking.

Mount smoke alarms high on walls or ceilings (remember, smoke rises). Wall mounted alarms should be installed not more than 12 inches away from the

ceiling (to the top of the alarm). If you have ceilings that are pitched, install the alarm within 3 feet of the peak but not within the apex of the peak (four inches down from the peak).

Don't install smoke alarms near windows, doors, or ducts where drafts might interfere with their operation.

Don't paint smoke alarms. Paint or stickers could keep the alarms from working.

There are two types of smoke alarms – ionization and photoelectric. An ionization smoke alarm is generally more responsive to flaming fires, and a photoelectric smoke alarm is generally more responsive to smoldering fires. For the best protection, both types of alarms or combination ionization photoelectric alarms, also known as dual sensor smoke alarms, are recommended.

Smoke alarms should be maintained according to manufacturer's instructions. When on routine service calls, always remind residents to test their smoke alarms at least once a month using the test button.

Smoke alarms with any other type of battery need a new battery at least once a year. If that alarm chirps, warning the battery is low, replace the battery right away. When replacing a battery, follow manufacturer's list of batteries on the back of the alarm or manufacturer's instructions. Manufacturer's instructions are specific to the batteries (brand and model) that should be used. The smoke alarm may not work properly if a different kind of battery is substituted. Smoke alarms with non replaceable 10 year batteries are designed to remain effective for up to 10 years. •

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The advertisement features a large black paint can with a red top and a silver stopwatch. The can is labeled 'PPG PAINTS BREAK-THROUGH! Water-Borne Acrylic Interior/Exterior SATIN'. The stopwatch shows a time of approximately 15 minutes. The background is white with a blue and yellow gradient at the bottom.

# National Fire Prevention Week

## October 9 - 15

This year's Fire Prevention Week campaign, "Don't Wait – Check the Date! Replace Smoke Alarms Every 10 Years," represents the final year of a three year effort to educate the public about smoke alarm safety.

America's fire losses today represent a dramatic improvement from more than 40 years ago. In 1971, our nation lost more than 12,000 residents and 250 firefighters to fire. Acting to stop these tragic losses, Congress passed the Federal Fire Prevention and Control Act in 1974. It created the U.S. Fire Administration (USFA) and the National Fire Academy (NFA). Since that time, through data collection, public education, research and training efforts, USFA has helped to reduce fire deaths and make our communities and residents safer.

Fire kills over 3,000 and injures 16,000 people each year. Firefighters pay a high price for this terrible fire record as well; about 100 firefighters die on duty each year. Direct property losses due to fire reach almost \$12 billion a year. Most of these can be prevented!

Fire deaths can be reduced by teaching people the basic facts about fire. Here are some simple ways to help you explain to apartment community residents and on-site team members the characteristics of fire.

### **FIRE IS FAST!**

There is little time! In less than 30 seconds a small flame can get completely out of control and turn into a major fire. It only takes minutes for thick black smoke to fill your house, apartment or office. In minutes, your home can be engulfed in flames. If you wake up to a fire, you won't have time to grab valuables because fire spreads too quickly and the smoke is too thick. There is only time to escape.

### **FIRE IS HOT!**

Heat is more threatening than flames. A fire's heat alone can kill. Room temperatures in a fire can be 100 degrees at floor level. Inhaling this super hot air can damage your lungs.

### **FIRE IS DARK!**

Fire isn't bright, it's pitch black. Fire starts bright, but quickly produces black smoke and complete darkness. If you wake up to a fire you may be blinded, disoriented and unable to find your way around the home you've lived in for years.

### **FIRE IS DEADLY!**

Smoke and toxic gases kill more people than flames do. Fire uses up the oxygen you need and produces smoke and poisonous gases that kill. Breathing even small amounts of smoke and toxic gases can make you drowsy, disoriented and short of breath. Odorless, colorless

fumes can lull you into a deep sleep before the flames reach your door.

Smoke alarms should be installed and maintained according to the manufacturer's instructions. When installing a smoke alarm, many factors influence where the alarms should be located. Although there are several choices to make in selecting the right smoke alarm, the most important thing to remember is that smoke alarms save lives.

What Are The Differences in Smoke Alarm Types? There are two main types of smoke alarms, which are categorized by the type of smoke detection sensor, ionization and photoelectric, used in the alarm. Each type of smoke alarm may perform differently in different types of fires. A smoke alarm may use multiple sensors, sometimes with a heat detector or carbon monoxide detector, to warn of a fire.

The amount of time a person may have to escape depends on factors, such as the type and location of the fire and operable smoke alarms to alert you of the danger. Please take National Fire Prevention Week October 9 - 15 seriously this year and check out all your communities vital links to survival.

*Information for this article provided in part by [www.nfpa.com](http://www.nfpa.com) •*



# Make It Stop! Advice for dealing with nuisance alarms

Sometimes smoke from a toaster, an open oven door or even steam from a shower can cause a smoke alarm to activate. This is referred to as a nuisance alarm. To stop the annoying sound, people often remove the battery or disconnect the power source and then forget to reconnect it.

Disabling the smoke alarm means if a fire were to occur at a later date, the smoke alarm would not sound and the occupants may not have the time they need to safely escape. Every year, people die in fires in homes and apartments without working smoke alarms.

There is a good reason why the sound of the alarm is loud and persistent: it is intended to get your attention when there is a fire. It can't do this without power. Do not take the battery out or disconnect the power if you experience nuisance alarms. There are alternatives that can help you solve the problem for good. Clean and dust smoke alarm covers on a regular basis to remove insect casings and cobwebs. Test all alarms monthly.

Ionization type smoke detectors are more sensitive to cooking smoke and gases than the photoelectric type. Although you cannot see any smoke, the combustion from the flame is causing "products of combustion" to be released. When these particles are under one micron in

size, they cannot be seen with the naked eye; when they are larger than one micron, these "products of combustion" become visible smoke. Although the small particles are too small to be seen, they will change the electrical balance in the ionization sensing chamber, thus making the smoke detector activate.

One way is to replace the ionization alarm with one that has a "silence button" that quiets it for a few minutes. The fewer particles per volume of air, the less likely they are to cause the imbalance in the sensing chamber.

Try these simple steps you can take to reduce some nuisance alarms caused by cooking activities:

- Keep ovens and stove top burners clean.
- Clean out crumbs in the bottom of toasters and try turning down the timer setting
- Use the fan on the range hood when cooking to help remove steam and combustion particles from the air
- Some herbs and spices contain high concentrates of odors that can set off your smoke alarm

Replace batteries when you hear chirping/low battery sounds. Contact your apartment customer service center if you have problems with your smoke alarms. A fire is too high a price to pay for not changing a battery or replacing an old detector.



# Medical Oxygen Safety

Portable medical oxygen in the home has grown over the past decade. Medical oxygen adds a higher percentage of oxygen to the air a patient uses to breathe. Fire needs oxygen to burn. If a fire should start in an oxygen-enriched area, the material burning will burn more quickly.

Homes where medical oxygen is used need specific fire safety rules to keep people safe from fire and burns.

## SAFETY TIPS

- » There is no safe way to smoke in the home when oxygen is in use. A patient on oxygen should not smoke.
- » Candles, matches, wood stoves and even sparking toys, can be ignition sources and should not be used in the home.
- » Keep oxygen cylinders at least five feet from a heat source, open flames or electrical devices.
- » Body oil, hand lotion and items containing oil and grease can easily ignite. Keep oil and grease away where oxygen is in use.
- » Never use aerosol sprays containing combustible materials near the oxygen.

## FACTS

- ! Oxygen saturates fabric covered furniture, clothing, hair and bedding, making it easier for a fire to start and spread.
- ! Smoking materials is the leading heat source resulting in medical oxygen related fires, injuries and deaths.



**Post No Smoking and  
No Open Flames signs**



Your Source for SAFETY Information  
NFPA Public Education Division • 1 Batterymarch Park, Quincy, MA 02169

# Protect everyone in your home. Don't Let Your World Go Up in Smoke.



Your risk of injury in a home fire changes with age. If you have young children or older adults living in your home, they may need your help to stay safe. Follow these tips to protect your home and your loved ones.

## Smoke Alarms

Smoke alarms give you early warning of a fire. Every home needs working smoke alarms. Make sure your home is protected.

- Install smoke alarms on every level.
- Install smoke alarms inside and outside of all sleeping areas.
- Everyone must be able to hear the smoke alarm. Special alarms that shake or vibrate are available for those who can't.
- Push the button on the smoke alarm every month to make sure it is working.
- Replace smoke alarms that are more than 10 years old.



### Test your alarm regularly.

Most children who die in fires live in homes without working smoke alarms. Have working smoke alarms in your home.

## Young Children

Children under four years old are at higher risk of home fire injury and death than older children. Here's how to make your home safer for them:

- Keep children at least three feet away from anything that gets hot, including heaters, the stove, and candles.
- Lock cigarette lighters and matches up high, out of a child's sight and reach.
- Plan and practice how to escape a fire.

## Older Adults

Our risk of being injured in a fire increases with age. Make your home safe for older adults.

- Know two ways out of each room. Keep these exits clear.
- Make sure everyone is able to get outside if the smoke alarm sounds.
- Older adults may need your help escaping. Plan for this.
- Keep wheelchair, eyeglasses, hearing aids, and a telephone next to the bed.
- Practice your escape plan with everyone.

Learn more about fire prevention:  
[www.usfa.fema.gov](http://www.usfa.fema.gov)

U.S. Fire  
Administration



FEMA





# Apartment fire safety begins with a plan. Don't Let Your World Go Up in Smoke.



If you live in an apartment or condominium you need to know how to get out quickly if a fire starts. Follow these steps to stay safe.

## Building Fire Safety

- Don't prop open exit or stairway doors. These are installed to slow the spread of heat and smoke if there is a fire.
- Speak to your apartment manager if you see a damaged smoke alarm, fire extinguisher or an emergency light that has burned out.

### Make sure your apartment has working smoke alarms.



Have a smoke alarm inside each sleeping room. Test them every month. Replace the batteries every year. Tell your apartment manager if you think there is a problem with one of your smoke alarms.

## Be Prepared

Create an escape plan. Discuss how you will get outside. Practice your plan.

- Count the number of doors there are between your apartment and the nearest fire exit. Memorize the number in case you have to find the exit in the dark.
- Know where all the exit doors and stairs are on your floor.
- Learn your building evacuation plan if you have one. Create and practice an escape plan for your own apartment.

## Stay Calm

In the event of a fire, stay calm. Move to the exit as you have practiced. Call the fire department once you are outside.

- If your door feels warm to the touch, do not attempt to open it. Call 9-1-1 and tell the dispatcher your apartment number and that you can't open your door.
- Stuff the cracks around the door with towels, rags, bedding, or tape. Cover vents.
- Wait at a window and signal for help with a flashlight or by waving a white cloth.
- If your apartment door is cool to the touch, open it slowly. Stay low and check for smoke or fire in the hallway. If the hallway is safe, follow your building's evacuation plan.
- Never use an elevator to escape a fire. Always use the stairs.

## Wait Outside for the Fire Department

Once you are outside, move away from the building. Give firefighters and fire trucks plenty of space.

- Stay outside. Do not go back inside for any reason.
- If you think someone is still inside, tell firefighters where you think they are.
- Wait until firefighters tell you it's safe to go back inside.

Learn more about fire prevention:  
[www.usfa.fema.gov](http://www.usfa.fema.gov)

U.S. Fire  
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FEMA





# Closing Isn't Everything Asking for the Order...On-line

Modern technology has made it much easier to meet, greet and relate to potential new residents without leaving the comfort of their old home. Your on-line presence may be as simple as your basic [www.myapartment.com](http://www.myapartment.com) web-site or as sophisticated as 'design your own floor plan, check out the spa, tour the club house, fitness center and pool on-line'. People can and do rent apartments sight unseen more frequently than they ever have in the past. Busy time schedules impact the decision to move when the clock is ticking.

Here are a few thoughts to get you started in your new role as an on-line marketer and closing expert.

## **Familiarize yourself with the latest technologies.**

It takes just one online search to see how many types of applications exist to help you perfect your online closing sales ability. Take some time to play the part of the explorer to see if you find anything that you can use to increase your comfort level in understanding how your in house system works. Don't be afraid to ask for help if you don't understand how a particular technology works. E-mail inquiries demand an immediate response. Many of the on-site team today rarely look at e-mail any longer, preferring instead to text potential prospects. Live chat is a step up version of communication that is easy to learn and helps to quickly build rapport with the faceless person on the other end of

the communication.

## **Embrace that old friend, the telephone, again by becoming a superlative listener.**

Schedule a personal web-cast with your prospect. You may not be able to see your online prospect, or read her/his body language as if you were in the same office but you can concentrate on refining your listening skills, because you will quickly learn how to pick up on certain subtleties in the tone of voice when your prospect asks questions or responds to one. Don't jump the gun and start formulating answers before you hear out your prospect. You can gain great insight to her/his real needs while also differentiating the customer experience that you are providing. When potential residents get a true sense that they're being heard, they will let their guard down.

## **Understand your strengths and weaknesses in this new environment.**

Virtual demos level the playing field in a lot of ways for team members. It certainly helps the leasing staff who might lack confidence because they never felt that they "looked the part" to close with confidence. If you have a good speaking voice the online/virtual space may be your perfect venue. It lets you focus your prospect's attention on the apartment, amenities and customer service you have to offer.

## **Don't try to set up a face to face meeting if your prospect prefers to meet online.**

Scheduling a face to face always requires more coordination, and people are busy these days. It's much easier to jump into an online meeting to go over the final details. Your prospect will quickly know how much you care about his/her business, and should realize that the same goal can be accomplished online.

## **Put your money where your mouth is in the ultimate show of confidence.**

If you contend that your application is easy to use, then don't hesitate to demo it online. Make the online demo your first option. Explain to your prospect that by doing a virtual demo you're saving them time. You'll showcase how great your application is, and that will give your prospect the opportunity to fill out the application without anybody leaning over their shoulder!

The Internet has changed business and personal dynamics in ways that could never have been imagined. It is up to you to keep up and to perform well in the new sales environment, wherever that may be. We're already using virtual worlds to sell products and services. Life as we all know is always one more lease away.

*Information provided in part by [www.wikipedia.com](http://www.wikipedia.com) •*



# GOLF OUTING

THURSDAY | AUGUST 18, 2016



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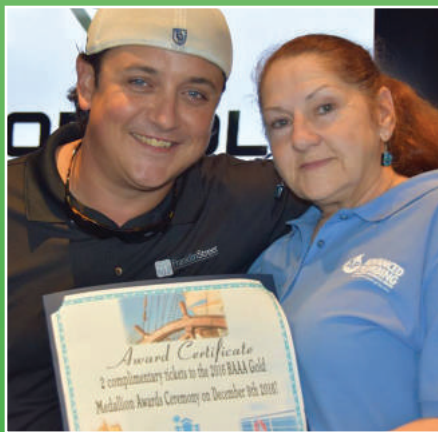
# GOLF PHOTOS



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# GOLF PHOTOS





## GOLF PHOTOS



# GOLF PHOTOS



GOLF PHOTOS



# GOLF PHOTOS



# GOLF PHOTOS



## EDUCATION & EVENTS

### **OCTOBER 5, 6 & 7** **FAA ANNUAL CONFERENCE AND TRADE SHOW**

Boca Raton Resort & Club  
Details & Register at [www.faaHQ.org](http://www.faaHQ.org)

### **OCTOBER 19** **YOUNG PROFESSIONALS COMMITTEE MEETING**

8:45 to 10:00am  
Location TBD

### **OCTOBER 20** **BOARD OF DIRECTORS MEETING**

4:30 to 6:00pm  
Tampa Housing Authority  
5301 W Cypress St  
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.

### **OCTOBER 28** **MAINTENANCE APPRECIATION NIGHT**

6:00 to 9:00pm  
Beach Bar|Restaurant  
7700 Courtney Campbell Causeway  
Tampa Bay, FL 33607  
\$35 Members/\$40 Non-Members  
Includes: Food & Beverages, Maintenance Mania Kick-Off,  
Corn Hole Contest, DJ & Live Band

The Annual Maintenance Appreciation Night and Kick-Off for the 2017 Maintenance Mania Competition is a fun event for your entire maintenance team celebrating their hard work and dedication!

### **OCTOBER 18** **LEGAL FOR PROPERTY MANAGEMENT WITH HARRY HEIST**

Check-In 8:30am • Seminar 9:00am to 4:00pm  
Egypt Shriners Hall  
4050 Dana Shores Drive  
Tampa, FL 33634  
Members \$29/Non-Members \$39  
Late/Walk-Ins \$49 (After 10/14/16)  
Lunch Provided, 6 CECs

### **Topics for Review Include:**

Service Animals  
New Notices  
New Case Law  
New Dangers  
Applications  
Resident Screening  
Inspections  
Deposit Laws  
Tricks  
Abandonment  
Surrender  
Eviction Avoidance Tips  
Lease Clauses  
Inspections  
Bankruptcy Laws  
Fdcpa  
Fcra  
Collections  
Screening  
Mold Strategies  
Bedbugs  
Security Deposit Pitfalls  
Terminations  
Success through Forms & Notices  
Liability Avoidance  
Pet Issues  
Rent Withholding  
Releases  
Checklists  
Occupancy  
Lease Breaks  
Move In/Move Out Procedures  
Streamlining  
Stipulations  
Abandoned Property  
Letters  
Corporate Tenants  
Writ Procedures  
Documentation  
Employee Evictions  
Fair Housing  
Renewals  
Non-Renewals  
Penalties  
and tons more!

**NOVEMBER 9**  
**CONNECT EVENT**  
**HOSTED BY THE YOUNG**  
**PROFESSIONALS**

6:00 to 8:00pm  
 Location TBD  
 Free



**NOVEMBER 16**  
**YOUNG PROFESSIONALS**  
**COMMITTEE MEETING**

8:45 to 10:00am  
 Tempo at ENCORE  
 1102 Ray Charles Blvd  
 Tampa, FL 33602

**NOVEMBER 17**

**FAIR HOUSING AIN'T FAIR...IT'S EQUAL**  
**WITH THE APARTMENT DOCTOR: DOUG CHASICK**

12:30 to 4:00pm  
 Rusty Pelican  
 2425 N Rocky Point Dr  
 Tampa 33607  
 \$30 Members/\$45 Non-Members  
 (Until November 9)  
 \$40 Members/\$55 Non-Member  
 (November 10-17)

**NOVEMBER 17**  
**BOARD OF DIRECTORS**  
**MEETING**

4:30 to 6:00pm  
 Rusty Pelican  
 2425 N Rocky Point Dr  
 Tampa 33607

Join us for a dynamic Fair Housing Seminar with Doug Chasick. You will learn how to implement industry best practices to comply with the Fair Housing laws. Practice effectively interacting with customers so as to avoid the most common Fair Housing pitfalls. And, learn how to coach employees and contractors to ensure Fair Housing compliance.

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.

**NOVEMBER 17**

**DINNER MEETING:**  
**FAIR HOUSING AIN'T FAIR...IT'S EQUAL**  
**WITH THE APARTMENT DOCTOR: DOUG CHASICK**

6:00 to 8:30pm  
 Rusty Pelican  
 2425 N Rocky Point Dr  
 Tampa 33607  
 \$45 Members/\$55 Non-Members



Join us for November's Dinner Meeting when The Apartment Doctor, Doug Chasick will present a short version of the seminar from earlier in the day focused on Fair Housing!

**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.**

**QUESTIONS? CALL BAAA (813) 882-0222**

*Reservation and cancellation deadlines are 48 hours prior to event.  
 No-shows and non-cancelled reservations will be billed. 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.*

## CALENDAR

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

# OCTOBER

## OCTOBER 5, 6 & 7

### FAA Annual Conference and Trade Show

Boca Raton Resort & Club

## OCTOBER 18

### Legal for Property Management with Harry Heist

9:00am to 4:00pm at the Egypt Shriners Hall

## OCTOBER 19

### Young Professionals Committee Meeting

8:45 to 10:00am, Location TBD

## OCTOBER 20

### Board of Directors Meeting

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

## OCTOBER 28

### Maintenance Appreciation Night

6:00 to 9:00pm at Beach Bar|Restaurant

## OCTOBER 31

### Halloween

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

# NOVEMBER

## NOVEMBER 9

### Connect Event Hosted by the Young Professionals

6:00 to 8:00pm, Location TBD

## NOVEMBER 11

### Veteran's Day

## NOVEMBER 16

### Young Professionals Committee Meeting

8:45 to 10:00am at the Tempo at ENCORE

## NOVEMBER 17

### Fair Housing Ain't Fair...It's Equal with Doug Chasick

12:30 to 4:00pm at the Rusty Pelican

## NOVEMBER 17

### Board of Directors Meeting

4:30 to 6:00pm at the Rusty Pelican

## NOVEMBER 17

### Dinner Meeting

### Fair Housing Ain't Fair...It's Equal with Doug Chasick

6:00 to 8:30pm at the Rusty Pelican

## NOVEMBER 24

### Thanksgiving

BAAA offices will be closed on November 24 & 25

**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.**



**Bay Area Apartment Association**

# **MAINTENANCE APPRECIATION NIGHT**

**October 28, 2016**

**6:00 to 9:00 pm**

**Beach Bar|Restaurant**

**7700 Courtney Campbell Causeway  
Tampa, FL 33607**

**\$45 Members**

**\$55 Non-Members**

**Food & Beverages**

**Maintenance Mania Kick-Off**

**Corn Hole Contest with Cash Prizes**

**DJ & Live Band**

**Hotel Rooms Available**



**BAR | RESTAURANT**

**REGISTER AT  
[www.baaahq.org](http://www.baaahq.org)**

## NEW MEMBERS

### ASSOCIATES

#### A-Team Trappers

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 Tierra Verde FL 33715  
 Tyler Varn - 727-277-8108  
*Bio Hazard Cleaning, Flea Extraction, and  
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14480 Tanglewood Dr  
 Largo FL 33774  
 Stewart Maguire - 727-744-7656  
*Interior & Exterior Painting*

#### Assurant

11222 Quail Roost Dr  
 Miami FL 33157  
 Michelle Ostolaza - 877-277-4811  
*Collection Services, Insurance, and Security Deposit*

#### BMI

10 Music Square East  
 Nashville TN 37203  
 Devon Kolozi - 615-401-2989  
*Music Licensing to Communities*

#### Elements Restoration

100 N Tampa St, #1725  
 Tampa FL 33602  
 Taylor Brooks - 813-728-0733  
*Bathroom and Kitchen Refinishing, Cabinets,  
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#### Global Community Improvement and Crime Inc

PO Box 341317  
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 Johnny Civil - 407-668-1193  
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PPG Paints	12
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The Liberty Group	8
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*For ad info call BAAA at 813-882-0222.*

## DIRECTORY UPDATE

The Member Directory is accessible on the website at [www.BAAAHQ.org](http://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: \_\_\_\_\_

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

**MAIL TO:**  
**BAY AREA APARTMENT ASSOCIATION**  
**19031 N. DALE MABRY HWY**  
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## 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.

**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.

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Suite 215  
St. Petersburg, FL 33702

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