

BAYLINE

September 2016



Cheeseburger in Paradise Auction





Their home.
Your property.
Our passion.



UNITED
RENOVATIONS
SOUTHEAST

A FULL SERVICE RENOVATION CONTRACTOR FOR ALL OF YOUR MULTIFAMILY PROPERTY NEEDS

www.unitedrenovations.com

813.530.9778



19031 N. Dale Mabry Hwy.
Lutz, FL 33548
813-882-0222
Fax: 813-884-0326
E-mail: staff@BAAAhq.org
Website: www.BAAAhq.org

OFFICERS

President

Jordan Petras, *Carroll Management Group*

1st Vice President

Chris Koback, *Weller Residential*

Treasurer

Lisa Dailey, *Balfour Beatty Communities*

Secretary

Amy Coletti, *Meadow Wood Property Company*

Immediate Past President

Cecilia Ford, *Pinnacle Family of Companies*

DIRECTORS

Stacey Allison, *Berkshire Management*

Lori Borgman, *GCI Residential*

Sandy Clark, *Sentinel*

Jimmy Chestnut, *Carroll Management Group*

Elizabeth Collins, *JMG Realty*

Leslie DeMaio, *Milestone Management*

Chad Dewald, *Franklin Street*

Ken Fitzgerald, *Bell Partners*

Brandy Hall, *Cottonwood Residential*

Frank Ingrassia, *Milestone Management*

Malissa Lich, *The Habitat Company*

Amanda Macko, *Lincoln Property Company*

Tara McBride, *JMG Realty*

Wendy Milenkevich, *Windtree*

Bennie Santiago, *Collier Companies*

Clint Snouwaert, *Weller Residential*

Tanya Stewart

ASSOCIATE'S COUNCIL

President

Melissa Ink, *Sherwin-Williams Floorcoverings*

Vice President

Lisa Lavigne, *ForRent Media Solutions*

Immediate Past President

Christina Knight, *Terminix*

HONORARY DIRECTORS

Leonard Burke, *Tampa Housing Authority*

Charessa Stepanek, *Clearwater Housing Authority*

PAST PRESIDENTS

Dan Allen, *Complete Climate Control*

Teri Allen, *Millennium Property Management*

Cindy Fredlund, *Camden*

Rod Graber, *The Continental Group*

Lori Krull, *Weller Management*

Marc Rosenwasser, *Meadow Wood Property Co*

David Watkins, Jr., *Watkins Realty Services*

Robert Griffiths, *Watkins Realty Services*

Susan Truesdale, *Monument Real Estate Services*

Dana Hammond, *Robbins Property Associates*

FAA OFFICES

105 E. Robinson Street #301, Orlando, FL 32801
407-960-2910, www.faaahq.org

NAA OFFICES

4300 Wilson Blvd., #400, Arlington, VA 22203
703-518-6141, www.naahq.org

CONTENTS

10

Customer Climate

13

Hispanic Heritage Month

14

A Letter from the BAAA Associates Council President

15

The Benefits of Belonging to a Professional Organization

16

Closing isn't Everything – But it's Close! Part 3

18

Cheeseburger in Paradise Auction Photos

23

Casino Night for APAC

On the Cover

Fernando Ramos (Co-chair Auction Committee), Catherine Maloney (Auction Emcee /Comedian) and Lisa LaVigne (Co-Chair Auction Committee).

REGULAR FEATURES

- 4 President's Message • *Housing Homeless Vets Database Initiative*
- 6 Government Action Update • *A Quick Primer on Service Animals*
- 8 Connect with NAA • *News from the National Apartment Association*
- 10 Diversity Digest • *Meeting and Working with Multi-Cultures*
- 12 Maintenance Matters • *Unlisted Smoke Alarms*
- 17 Associate Spotlight • *Grey Street Studios*
- 26 Education & Events • *September & October*
- 28 Calendar • *September & October*
- 29 Membership Meeting • *Risk Management with Bryan Chavis*
- 30 New Members • *Welcome*

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.

Editor: Nena Gang (staff@baaahq.org);

Graphic Design: Sandy Cox (saundracox@verizon.net); Photos: DaveMoorePhoto.com (727) 323-5077

Dues, contributions or gifts to the Bay Area Apartment Association are not deductible as charitable contributions. For federal tax purposes, however, such dues, contributions or gifts may be deductible under other sections of the Internal Revenue Code. Please consult your tax advisor.



PRESIDENT'S MESSAGE

Housing Homeless Vets Database Initiative

By Jordan Petras, Carroll Management Group

Dear Property Managers and Regional Managers:

As you know, helping house the homeless veteran population in Greater Tampa Bay is a high priority for the association. During the past year, we have engaged a dozen local agencies who are in one way or another all trying to do the same thing.

When we ask how BAAA can best help, the answer is always the same: Establish a database of private apartment units among the member communities

that will accept HUD VASH voucher recipients. We are asking for your help to turn this request into reality.

Although ideally – someday – we envision the establishment of a live inventory application on our website that would show in real time how many units and where were available at any given moment throughout the membership, we are going to start with a realistic initial goal.

Will you please help by just sending us the name of your properties that

will accept adequately screened VASH recipients, how many units are earmarked for such tenants (whether there is current availability or not), and the name of a person on site who is the best property contact for an agency working with a veteran? Please email that info to Kevin@baaahq.org.

Thank you for helping to make ending veteran homelessness in Tampa Bay a reality.

Sincerely,
Jordan Petras

We know our candidates and service will make you just as Happy!



Executive Search * Temporary Staffing * Temp to Hire * RapidHire



Jay McCarty
Regional Manager



The Liberty Group

Your success is our business.

Call us today and see why we are the **Nation's Premier Career Resource since 1977**

Main Number **813-606-4334** Toll Free **855-961-7666**

Email Tampa@thelibertygroup.com Visit www.TheLibertyGroup.com

Multi-Family Specialists



EC-13005690



FULL SERVICE ELECTRICAL CONTRACTOR

Our Services Include:

- 🌟 Troubleshooting
- 🌟 Meter bank repair/ replacement
- 🌟 Apartment panel repair/ replacement
- 🌟 Apartment renovation
- 🌟 Pole lighting and maintenance
- 🌟 Tennis court lighting
- 🌟 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

Registered With:

- 🌟 Compliance Depot
- 🌟 Net Vendor
- 🌟 RMIS
- 🌟 Notivus

Free Estimates
Volume Pricing

24/7 HOUR
EMERGENCY
SERVICE

800-929-5035

WE ALWAYS ANSWER OUR PHONES

www.SwitchElectric.net



A Quick Primer on Service Animals

By Kevin Schwartz, BAAA Government Affairs Director

A law that went into effect July 1 with the backing of FAA and its affiliates makes it a misdemeanor in Florida to misrepresent a pet dog as a service animal and comes with a potential fine of up to \$500 and up to 60 days in jail.

It amended Florida Statutes Title 30 Chp. 413.08 by adding a Section (9) which reads: “A person who knowingly and willfully misrepresents herself or himself, through conduct or verbal or written notice, as using a service

animal and being qualified to use a service animal or as a trainer of a service animal commits a misdemeanor of the second degree, punishable as provided in s. 775.082 or s. 775.083 and must perform 30 hours of community service for an organization that serves individuals with disabilities, or for another entity or organization at the discretion of the court, to be completed in not more than 6 months.”

While we don't recommend upgrad-

ing your enforcement detection of this occurrence with your applicants, we do HIGHLY recommend visibly posting notice of this statute in your property and adding to your websites and/or application documents as it will likely provide an effective deterrent.

CASINO NIGHT JUST DAYS AWAY

Following up on the Halloween Spooky Games APAC fundraiser last year, BAAA is turning Vegas this time and will host a Casino Night party September 22 at the CORT Furniture Showroom on North Dale Mabry in Tampa. There will be seven professionally run gaming tables for all skill levels – or no skill level – plus food, a full pro-tended bar and DJ. A corporate or personal APAC donation of \$75 gets one in the door for all the fun. Register at BAAAHQ.org. Sponsorships are sold out. Thanks to Absolutely Amazing Refinishing – our food sponsor; and Game Table Sponsors BG Staffing, Meadow Wood Property Management, Advanced Plumbing, Capstone Credit and Collections, Massey Services and Valet Waste; and prize sponsors City Recycling Group and yours truly, Schwartz Advocacy.

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. •

ANSWER FLORIDA'S FREE

MONTH SERVICE • ASK ABOUT

Better Service!

Better Price!

- **Low Flat Monthly Rate**
- **Instant Emergency Notification**
- **All Emergency Calls Copied**
- **Customized For Your Property**
- **Exceptional Customer Service**

727-343-1111

ANSWER FLORIDA

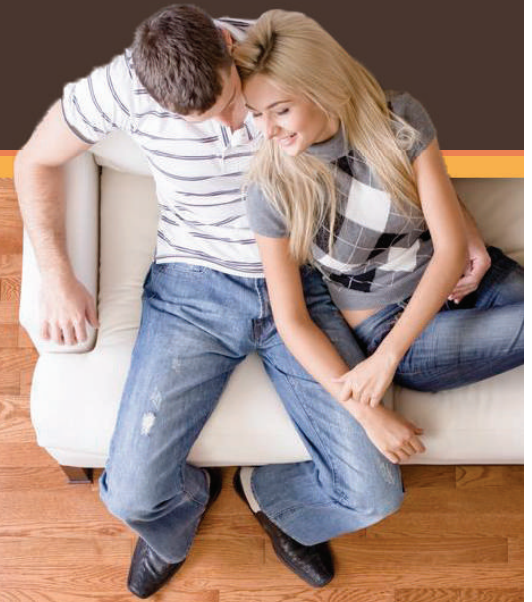
Better Service. Better Price.

MONTH SERVICE • ASK ABOUT

ANSWER FLORIDA'S FREE



Lifestyle FLOORING



Flooring to fit any lifestyle!

Founded in Tampa's historic Ybor City in 1963, Lifestyle Flooring has been serving the Florida apartment and homebuilding industry for 50 years. Lifestyle Flooring currently offers quality flooring solutions and exceptional custom service from locations throughout Florida, including our newest offices in Tallahassee & Ft. Myers.

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.

TAMPA

ORLANDO

MELBOURNE

FT. MYERS NEW OFFICE!

TALLAHASSEE NEW OFFICE!

JACKSONVILLE

GAINESVILLE

DAYTONA BEACH

SARASOTA



We proudly recycle
used carpet & padding

1(877) 383-1062

www.lifestyleflooringinc.com



You Wouldn't Build Without Blueprints, So Why Budget Without Benchmarks?

By Marc Ross, Bob Ross Realty, 2016 National Apartment Association Chairman of the Board

Achieving success tomorrow requires one to take care of business today—that's why leading communities turn to the 2016 NAA Income & Expense Survey in Rental Apartment Communities (IES). Results of the 28th annual IES are available at www.naahq.org/16IES.

The report presents data from garden and mid-rise/high-rise properties further segmented by individually metered and master-metered utilities allowing for definitive benchmarking. Survey data is presented in three forms: dollars per unit; dollars per square foot of rentable area; and dollars as a percentage of gross potential rent (GPR).

The survey includes an executive summary, detailed data, reports and charts about rental communities. More than 100 single markets are available. Each report provides comprehensive data and economic analysis including:

- Market Rent
- Metro Area Income
- Expenses
- Subsidized Properties
- Utilities

Data for the 2016 survey is based on fiscal year 2015 data. The NAA member price is \$175 for a single market and \$625 for the full report. The price for non-members is \$350 for a single market and \$1,050 for the full report.

Prior versions of the Income & Expenses Survey are available at www.naahq.org/learn/income-and-expenses-survey.

ONE-STOP SHOPPING FOR ALL YOUR FAVORITE APARTMENT PRODUCTS AND SERVICES

NAA is pleased to announce the all-new NAA Resource Center, available at www.NAAResourceCenter.org, a site for one-stop shopping for new products and services from suppliers who know the apartment market. At the Resource Center, you can:

- Browse a searchable director
- Catch up on the latest news
- Let NAA help you achieve success

THIS FALL, NOI STANDS FOR NEW, ORIGINAL, INNOVATIVE

MAXIMIZE: 2016 Multifamily Asset Management Conference, the only industry conference solely dedicated to boosting NOI, is open for registration. Register now at <http://mamconf.naahq.org> to attend October 17-19 in San Diego at the Loews Coronado Bay.

Be part of the action as you network with apartment industry asset managers, revenue managers, investors, executive VPs and S-suite professionals in a meeting scaled to provide topnotch learning experiences in a private resort setting.

We've developed a robust program

that will address current issues and challenges and provide solutions for multifamily asset managers charged with creating value for owners, managers and investors. Sessions (<http://mamconf.naahq.org/learn-maximize>) focus on five key topics: Revenue Management, Risk Management, Sustainability, Innovation and Affordable Housing.

The decision should be a no-brainer. Register today at www.naahq.org/maximize and invest in your future.

MISSED SOMETHING AT THE 2016 NAA EDUCATION CONFERENCE & EXPOSITION? NAA CAN HELP

This year's attendees gained valuable knowledge, made important connections and saw the latest solutions. Even if you missed something, NAA has captured enough content from San Francisco to keep you motivated until next year!

- **NAA Take 5:** With NAA Take 5, you'll find valuable recaps of our education sessions, along with tips and takeaways for moving your career and your company forward. Check it out at <http://educonf.naahq.org/naa-take-5>

- **Presentations & Handouts:** We've collected all collateral from our education sessions so you can consult them any time you need info, advice

or just a little motivation. Download them today at <http://educonf.naahq.org/powerpoints-and-handouts-2>

• **REWIND Sessions:** The NAA Education Institute (NAAEI) proudly presents its REWIND program, which offers 50 PowerPoint-synced audio sessions from the conference available for purchase. More details and ordering can be found here: <http://educonf.naahq.org/rewind>

Save the date-for Atlanta! It's not too early to get excited about next year. Make plans to join us for the 2017 NAA Education Conference & Exposition, happening June 21-24 at the Georgia World Congress Center.

AMONG INDUSTRY EXECs, NAA'S CLICK & LEASE HEADS ABOVE THE REST

The NAA Click & Lease is a web-based leasing program offered exclusively to members of the NAA. This powerful, easy-to-use leasing program allows an apartment community to save time and money by speeding up preparation and printing of legal documents.

In addition to providing greater efficiency to the onsite leasing process, prospective residents may fill out a rental application online, and property managers may audit and edit entire portfolios of leases with a few clicks of a mouse. Top industry executives representing numerous leading companies operating throughout the U.S. and abroad choose to use the NAA Click & Lease Program. But don't take our word for it—hear it straight from them at bit.ly/ExecTestimony To learn more about how the NAA Click & Lease program can benefit your business please visit www.naahq.org/lease.

Increased **REVENUE** and higher tenant **SATISFACTION**



- Our home town installation teams are supported by our National Organization
- Our solutions are based entirely on your needs
- We work directly with your team or contractor
- Your bathrooms are back in service in as little as a day

*Serving the Tampa Bay
Area since 1990*



Contact us **TODAY**
for more **INFORMATION**

727 298-8827
800 852-8371

2030 CALUMET ST.
CLEARWATER, FL 33765

SHOWROOM:
2482 WEST BRANDON BLVD.
BRANDON, FL 33610

**BATH
FITTER®**

BATHFITTERCOMMERCIAL.COM

©2015 Bath Fitter.

CRC 1330560



Meeting and Working with Multi-Cultures

Do you get confused how to act around so many cultures. How do you know what is right and wrong? Good News! You don't have to learn all the rules of every culture to be effective. If you focus on the tips below you will learn how to act with different individuals and be more successful when you communicate across many cultures.

WATCH WHAT OTHER PEOPLE DO

If you are at a formal dinner and don't know which spoon to use first, what do you do? Always watch others and where appropriate mimic what they do. Look for possible differences in non-verbal behaviour (for example, eye contact, speaking distance, and physical contact) and think about why the other person may react and behave in that way.

Be aware of your own Behavior Pay attention to how people react to you. Have you ever caused offence without

meaning to? How? When you make a mistake, which will happen now and again, make a mental note of it and try not to repeat it.

MIRROR THE BEHAVIOR OF OTHERS

Learn to copy the behavior of others for things like touch, eye contact and speaking distance. It may mean:

- You do not step back when you feel someone is standing "too" close to you.
- You do not step forward into someone's personal space when they seem "too far away."
- You notice and respect when others choose not to make physical contact with you (e.g. shaking hands).
- You do not react if someone seems to stare or look away as this may be a cultural difference in eye contact.

Remember this is not about changing your communication style completely. That is wrong and would be

confusing. Being aware of differences can help you to understand difficulties, make changes and provide solutions. Trying to respect and adjust to the way another person communicates will help put them at ease and help you to avoid miscommunication.

If you have a question about something you don't understand about a particular culture, don't be afraid to ask for assistance. The internet, colleges and local libraries and many local organizations have clubs or organizations that can be helpful in helping you learn more about different cultures.

Next month, we will look at adapting and understanding different communication styles in working with multi-cultural co-workers and individuals in the office and community.

Article is provided with thanks and permission from Kwintessential Consulting, Ltd www.Kwintessential.co.uk •

Customer Climate

By JoAnna Brandi

We all know that an outstanding customer experience grows out of a positive, life-affirming and people focused culture.

Every culture has a climate. 50 to 70% of how people feel about the climate at work comes from the actions of the leaders. And, according to Dr. Daniel Goleman, 30% of your financial results come from the climate!

Positive Climates begin with TRUST. People thrive in a climate of trust, where they know they are safe. To be trusted you must tell the

truth, be dependable and do what you say you'll do, be consistent, value the common good and create emotional safety for your people.

- When people feel safe they take risks and risk is intrinsic to innovation.
- When people don't feel safe they hide, they narrow and they contract. There is an increase in incivility in workplaces today. In those kinds of toxic environments 48% of people intentionally decrease their work effort, 66% will see their work performance

decline. What a pity.

- Mind your climate. When incivility and mistrust enter your culture, the emotion that takes over is fear and the best part of people's brains shut down.
- The antidote to fear is appreciation and love.
- Who, what and how can you appreciate someone or something today?

Reprinted with thanks from "Keep 'em Happy" www.returnonhappiness.com •



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

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



Customer Service

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

House of Floors appreciates how important your time is; therefore we strive to make every interaction with us as seamless as possible. We give every customer the ability to order in the way that is most convenient to them. 24/7 Online, over the phone, via email, or via fax, we will take your order accurately and professionally no matter the modality you choose. Do you ever come across a situation where a renter didn't care for their flooring and it did not last its entire lifespan? Have you ever had to determine what the prorated amount would be? Do you ever just need information about what was done and when? We have you covered! With a few simple clicks, you can access your Order History, Invoice History, and even Pro-Rate the cost of the carpet to charge back the resident who damaged it.

Coverage Area and Turnaround Time

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

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

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

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

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

If you need something done now or 6 months, we are ready and waiting with a fully stocked warehouse and showroom to provide you with the best in quality and service according to your schedule and always at the same low rate. Don't worry, if something needs to be special ordered, we can handle that too!



Quality

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

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

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

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

Environmental Responsibility

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

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

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



We can appreciate competition in our industry, and understand that you have a choice in which company you decide to use, so whether you are looking for the best Customer Service, Coverage Area and Turnaround Time, Quality, or the most Environmentally Responsible company, you will find everything you are looking for when you do business with House of Floors! For further information, contact us today or look us up online at:

www.houseoffloors.com



Unlisted Smoke Alarms Undermine Electrical Safety

By Jonathan Stewart, Manager, Government Relations, NEMA

The National Electrical Manufacturers Association (NEMA) has recently become aware of instances of “unlisted” smoke alarms being offered for sale to American consumers by online retailers. Normally, electrical products are tested and certified (i.e., listed) according to specific standards. This ensures that those products function properly and safely. Requiring third party certification in North American products has resulted in the safest electrical infrastructure in the world. Unlisted products, which don’t meet such safety standards, threaten the very foundation of this system.



LISTED



Intertek

Smoke alarms must be listed to U.L. 217 Standard for Smoke Alarms in order for the products to be legally installed in a home or building. This is in accordance with National Fire Protection Association (NFPA) 72, National Fire Alarm and Signaling Code, which all 50 states and the District of Columbia have adopted as law. The standard U.L. 217 was originally published in 1976 and has been updated regularly with input from product manufacturers, fire safety experts, and other interested stakeholders.

U.S. consumers and businesses look to nationally recognized testing laboratories (NRTLs) to perform the necessary testing to certify that a given product complies with the corresponding standard. For testing and certifying smoke alarms, the U.S. Occupational Safety and Health Administration recognizes only two NRTLs: Underwriters Laboratories and Intertek’s ETL.

Consumers can be confident that a smoke alarm meets the product standard if the alarm bears the listing mark of one of these two companies. Conversely, consumers and businesses can have no such assurance about a smoke alarm that does not bear either mark. By extension, retailers online or otherwise should not offer products for sale that cannot be installed legally in a home or building in the United States.

Reprinted with thanks from The National Electrical Manufacturers Association, www.nema.org

JOHN E. M^cMILLAN

Landlord Attorney

Since 1978

5309 East Busch Boulevard
Temple Terrace, FL 33617

www.johnemcmillan.com

Phone: (813) 988-5135 • Fax: 989-2129

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.

Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.

Hispanic Heritage Month also celebrates the long and important presence of Hispanic and Latino Americans in North America, starting with the discovery of America by Christopher Columbus on the morning of October 12, 1492. A map of late 18th century North America shows this presence, from the small outpost of San Francisco founded in the desolate wilderness of Alta California in 1776, through the Spanish province of Texas with its vaqueros (cowboys), to the fortress of St. Augustine, Florida — the first continuous European settlement in North America, founded in 1565, forty two years before the English landed in Jamestown, Virginia.

September 15 was chosen as the starting point for the celebration because it is the anniversary of independence of five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. All declared independence in 1821. In addition, Mexico, Chile and Belize celebrate their independence days on September 16, September 18, and September 21, respectively.

WAYS TO COMMEMORATE NATIONAL HISPANIC HERITAGE MONTH

Educate yourself! Read up on Hispanic American history and the creation of National Hispanic Heritage Month.

Organize several community events in September and October to raise awareness about the rich diversity of different Hispanic cultures that live in your community. Use these events to connect your residents to resources and



services that will help them meet each other and your staff in a casual, relaxed atmosphere. Focus on the arts, entertainment and music of a cross sample of residents who have chosen to live here.

These events don't have to be costly, soft drinks and munchies or an ice cream

social will provide an exchange of ideas on cooking, holidays and other cultural interests.

Provide your residents with a listing of planned events or celebrations in the area to encourage them to sample all that Tampa Bay has to offer. •

Time is Money.
BREAK-THROUGH!® puts your property back into service fast with a quick dry time of 15-20 minutes!

For more information or to find a *PPG Paints* location near you visit ppgpaints.com

©2016 PPG Industries, all rights reserved. PPG Paints Logo and PPG Paints Logo & Design are trademarks and Break-Through! is a registered trademark of PPG Industries Ohio, Inc.

Dear Fellow Members,

The year is quickly passing us by and we all need to take inventory on how we all can be better sales people to help promote ourselves, our territories and our company. The BAAA is one of the largest associations in the country and we are growing by more community members and associate members every month.

I know I am proud to be a part of the BAAA and want to thank you all for allowing me the opportunity to represent the Associate Council as your President.

Remember, we are all "Partners in Growth" so remember to pay it forward by recommending each other - by doing so it will come back to you twicfold. On the facing page, is an article that I feel resonates the importance of being a part of an association and helps us all grow and remember our goals. I hope it is helpful for you as well.

Be involved - check out the BAAA calendar frequently - provide any thoughts, idea's or suggestions - we care about you and want you to feel proud to be a member of the BAAA!

Good Selling!

Melissa Ink

President Associates Council 2016

Bay Area Apartment Association

The Benefits of Belonging to a Professional Association

Should you belong to a professional association? If you want to get ahead in your career, the answer is “yes,” according to Stephen L. Lamb, Executive Vice President of the Mechanical Contractors Association of Chicago. “Association membership has incredible benefits for ambitious, career-oriented businesspeople,” Lamb said.

“As the saying goes, ‘No person is an island.’” he said. “Business people do not thrive when they are isolated from colleagues. Regular interaction leads to learning, personal growth and career progression.”

Lamb noted that the following career concerns can often be resolved through association membership:

STUCK IN LIMBO

Is your career making little or no progress? Interacting with others could be the answer. “An association might offer workshops on how to advance in your career,” Lamb said. “Or, it may be time to seek a new employer. You can make connections through association functions that could lead to a better position with a different company.”

NO ONE TO ASK

If you are self-employed, or a part of a small department at your workplace, there may be times when you would like to know the opinion of others in your position. “Your employer or clients look to you as an expert in your field,” Lamb

said, “but there are times when even an expert can use some good advice. Many associations have online message boards where members can ask each other questions or discuss various important topics.”

REINVENTING THE WHEEL

Are you ever frustrated with ineffective or convoluted processes in your workplace? With time and patience, you might come up with an easier way – but why reinvent the wheel? By talking with peers in an association, you can learn about solutions that others in your industry have already discovered.

“An association can provide educational opportunities to help you with difficulties in your workplace. You can also find answers simply by talking with other members at association func-

tions,” Lamb noted.

IS ANYBODY OUT THERE?

Are there aspects of your field or industry that you wish you could change? If so, joining an association would give you a forum for changing those unfavorable aspects. “You may find that many others feel the same way as you,” Lamb said, “and when you unite and collaborate with them, your combined voices can make a difference.”

PROVIDING VALUE

Lamb also has advice for association organizers who wish to see an increase in membership numbers. “An association needs to be more than just a social club,” he said. “Associations have a responsibility to deliver value to their members, who see every dollar they pay in dues as an investment in their future.” •





Closing isn't Everything – But it's Close!

Part Three of a Three Part Series

If you asked a hundred leasing professionals what their best tips for closing a sale are, you would get a hundred different responses. You would hear the old school crowd preaching the benefits of the assumptive, Ben Franklin and Colombo closes.

The new generation would claim that a lease is simply the result of the relationship and the rapport you build with the customer. While closing techniques are as varied as the sales professionals employing them, there are some tried and true tips to effectively close a sale.

EARN THE RIGHT

Before you can expect to close a sale, you must first earn the right to ask for the sale. You earn the right by delivering on your promises and by following up on customer questions. Focus on how you can help the prospect. Know your community inside and out and tell them about it in a way that makes you want to live there.

After you have completed your presentation, ask your prospect what he or she thinks should be the next steps. If they are unsure, ask again if there are any unanswered questions. Remember that the next step could be to start the paper work.

BEGIN WITH THE END IN MIND

Each step you take in your presentation should be leading you towards partnering with your customer to get them

in an apartment at your community. Remind yourself of where you want to go and focus your efforts on moving in that direction.

SELL MORE VALUE

In a price sensitive market, the winner is the one who is able to show more value than the asked for price. Value is determined not by the market but by your prospect. Show them that your community and its amenities has more intrinsic value than the price, and the lease is yours.

UNDER PROMISE & OVER DELIVER

A mistake that many sales professionals make is to promise something that they cannot deliver. Don't promise things that can't or won't happen on time. Delays are not always avoidable, but if the situation sours, your new resident will begin the relationship with distrust. This creates a diminished sense of value in the customer's mind, making it more challenging for you to keep the lease and

move-in on track.

Hopefully, you will have several opportunities to over deliver. Delivering an item earlier than expected will be seen by most customers as you going above and beyond for them. Something as simple as a phone call to inquire about how their move-in plans are coming along creates a positive plus for your new residents.

BE NICE TO YOUR ENEMIES

You will have competition in every lease. Competition can come in the form of another company or from the potential of your customer making no decision. If you put down your competition, you immediately put the customer on the defensive. Doing so may cost you the sale. Instead, praise the competition where they are strong and point out where your company offers more value than everyone else.

Information for this article was obtained in part from www.wikipedia.com •





Architectural photography is the focus of Grey Street Studios. Since 2001, Grey Street Studios has proudly served numerous clients. Brian Swartzwelder, owner, and his dedicated team aim to deliver 110% on every project. The photographers now offer services nationwide as well as keeping a keen eye on service at home in Florida. The number of services as well as the travel locations have expanded.

Grey Street offers:

- Stunning Interior and Exterior Still Photography
- Aerial (drone) Footage
- Video Tours
- 3D Virtual (Matterport) Tours

The team applies architectural photography and presentation knowledge into every service offered. We realize each project is unique. We look forward to the opportunity to

find out how we can capture your needs and bring your project to life!

Contacts:

- Melissa A. Chaumont**
 (813) 245-6099
 Melissa@GreyStreetStudios.com
- Brian Swartzwelder**
 (727) 698-3135
 Brian@GreyStreetStudios.com

FALL
Faith Family Friends
pumpkins
harvest
COUNT YOUR BLESSINGS
apple cider crisp air
 hay **football** **PIE**
 rides *family gatherings*
Thanksgiving
 candy *pretty leaves*
 corn
GRATITUDE Autumn
 hot chocolate with marshmallows

ABT Apartment & Building Temporary Services
"Specializing in Multi-Family Housing Industry"

We have applicants available today for:

- Temporary
- Temp to Hire
- Direct Placement

We can save you time and money:

- Placing ads
- Interviewing
- Pre-Screening Applicants

Special Services:

- Seminar - Webinars
- Mystery Shops
- Market Surveys

(941)-321-8870 www.abtjobs.com
 1990 Main St. Ste. 750 Sarasota, FL 34236

Now Serving Sarasota - Tampa
 Est. in Chicago in '98"

Cheeseburger in Paradise AUCTION

Thank You Sponsors

**Program/Comedian
Team Management
Professional Grounds
Maintenance**

**Paddles
Quality Roofing, Inc.**

**Margaritas
Absolutely Amazing
Refinishing, Inc.
and
Advanced Plumbing**

Thank You Donors

+Arbor Contract Carpet
Absolutely Amazing Refinishing
ABT Temporary
Advanced Plumbing
Americascape USA
BAAA Auction Committee
Blue Rock Partners
Capstone Credit & Collections
Carroll Management Group
Chadwell Supply
Charter Communications
City Recycling Group
Elite Flooring
ET&T Distributors
Exit Realty
Fleetwash
Franklin Street
GMS Group
HD Supply
Heist, Weiss, & Wolk P.A.
Heritage at Temple Terrace
House of Floors
Jordan Petras

Landwise Horticultural Services
Lifestyle Flooring
Lisa LaVigne
Maintenance Supply HQ
MaintenX
Massey Services
Meadow Wood Property Co.
Mohawk Industries
Oaks at Granada
Quality Roofing, Inc.
Redi-Carpet
RentPath
S&O Greenworks
Seasons 52
Shawndra Milligans
Cleaning Service
Sherwin-Williams Floorcovering
Split Second Towing
SPM Property Management
Susan Truesdale &
Balfour Beatty Communities
Team Management
The Liberty Group
Valet Waste
Watkins Realty Services, LLC
Weller Management
West Park Village
Windsor Management



AUCTION PHOTOS



AUCTION PHOTOS



AUCTION PHOTOS



AUCTION PHOTOS



Bay Area
Apartment
Association

Casino
Night



FOR



Thursday, September 22, 2016 ♠ 6:00 to 9:00pm
Cort Furniture Showroom ♣ 7817 N. Dale Mabry Hwy, Tampa 33614

Join your friends and colleagues for some exciting Vegas-style games to benefit the Florida Apartment PAC.

Play Black Jack, Texas Hold 'em, Roulette, Craps, and Wheel of Fortune with professional dealers and a real Pit Boss.

Games for all skill level – or no skill level!

Enjoy the DJ, professional bar, food and games!

APAC individual or company donation of \$75 gets:

- ♥ 1 Entry/Round of Games
- ♦ 2 Drink Tickets at Full Bar
- ♥ Food

*Additional Drink Tickets \$5 each
Additional Play Vouchers for extra donation*

REGISTER AND MAKE PAYMENT AT BAAHQ.ORG.

PEOPLE, PURPOSE, PASSION



KEYNOTE SPEAKERS



ALEX SHEEN

Founder of "Because I Said I Would"



CHRIS HEETER

"Wild" Guide to Leadership and Teamwork

Register online at faahq.org/annual-conference.html

Boca Raton Resort & Club • Boca Raton, Fla.

FEATURED SPEAKERS INCLUDE:



Kate Good



Don Sanders



Pete Regules



Amy Kosnikowski-Dilisio



Desiree Starr

Don't miss these educational sessions and more:

Doing Well by Doing Good

Learn how your company can benefit by embracing corporate social responsibility.

Election Year Insights from D.C. and Tallahassee

Learn what happened during the 2016 legislative sessions and what to expect in November.

Numbers Talk, But What Are They Saying?

Three leading market research firms share their latest data and insights for the future.

The Power of Close: Sales Strategies

Learn the ABCs of effective leasing through attention to detail and a team approach.

THE MASTERS SESSIONS

Exclusive networking and peer exchange opportunity for senior executives

NEW THIS YEAR

APAC All Hands on Deck Yacht Party

Legislative Platform Meeting

Nan Cavarretta Memorial Scholarship Fund Wine Tasting

EDUCATION & EVENTS

SEPTEMBER 8-12 BAAA CRUISE

SEPTEMBER 15 BOARD OF DIRECTORS MEETING

4:30 to 6:00pm
Marriott Hotel Westshore
1001 N Westshore Blvd, 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.

SEPTEMBER 15 DINNER MEETING RISK MANAGEMENT WITH BRYAN CHAVIS

6:00 to 8:30pm
Marriott Hotel Westshore
1001 N Westshore Blvd, Tampa, FL 33607
CAM, CAMT, NALP \$35 (Registration code required)
Members \$45 (Register online)/Member Walk-in Price \$55
Non-Member Price \$55/Non-Member Walk-in Price \$65

The recent tragic events in Brussels offer a painful reminder of just how devastating terrorist attacks can be. However, acts of terrorism are often excluded from training best practices, meaning that terrorism could be a huge exposure for any business. Fortunately, leasing agent turned best-selling author, Bryan Chavis has specifically designed a training to help you confront the risk of terrorism.

SEPTEMBER 20 & 22 CERTIFIED APARTMENT MANAGER (CAM)

8:30am to 5:30pm
Tampa Housing Authority
5301 W Cypress St, Tampa, FL 33607
Members \$925/Non-Members \$1025

SEPTEMBER 20 & 21 CERTIFICATE FOR APARTMENT MAINTENANCE TECHNICIANS (CAMT)

8:30am to 5:30pm
Trane Supply
4720 E Adamo Dr, Tampa, FL 33605

SEPTEMBER 22 CERTIFIED APARTMENT SUPPLIER (CAS)

8:30am to 5:00pm
Tampa Housing Authority
5301 W Cypress St, Tampa, FL 33607
Members \$599/ Non-Members \$699

SEPTEMBER 21 YOUNG PROFESSIONALS COMMITTEE MEETING

8:45 to 10:00am
CORT Furniture
7817 N Dale Mabry Hwy
Tampa, FL 33614

SEPTEMBER 22 CASINO NIGHT FOR APAC

6:00 pm 9:00pm
Cort Furniture Showroom
7817 N. Dale Mabry Hwy.
Tampa, FL 33614
APAC individual or
company donation of \$75 gets:
1 Entry/Round of Games
2 Drink Tickets, Full Bar, Food
Additional Drink Tickets \$5 each
Additional Play Vouchers
for extra donation

Join your friends and colleagues for some exciting Vegas-style games to benefit the Florida Apartment PAC. Play Black Jack, Texas Hold 'em, Roulette, Craps, and Wheel of Fortune with professional dealers and a real Pit Boss. Games for all skill level – or no skill level! Enjoy the DJ, professional bar, food and games!



SEPTEMBER 22 & 23 CERTIFIED POOL OPERATOR TRAINING

8:00am to 5:30pm
Trane Supply
4720 E Adamo Dr, Tampa, FL
Members \$279/Non-Members \$379

This CPO course covers Florida (and many other states) Law 64E-9.018 - Public Pool Service Technician Certification. Offered through the National Swimming Pool Foundation (NSPF) with a certified NSPF. Lunch provided.

OCTOBER 5, 6 & 7

FAA ANNUAL CONFERENCE AND TRADE SHOW

Boca Raton Resort & Club
Details & Register at 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.

You can register for
any event at
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.*

EDUCATION & EVENTS

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

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!

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

SEPTEMBER

SEPTEMBER 8-12

BAAA 3rd Annual Cruise

SEPTEMBER 15

Board of Directors Meeting

4:30 to 6:00pm at the Marriott Hotel Westshore

SEPTEMBER 15

Dinner Meeting: Risk Management with Bryan Chavis

6:00 to 8:30pm at the Marriott Hotel Westshore

SEPTEMBER 20 & 21

Certificate for Apartment Maintenance Technicians (CAMT)

8:30am to 5:30pm at Trane Supply

SEPTEMBER 20 & 22

Certified Apartment Manager (CAM)

8:30am to 5:30pm at Tampa Housing Authority

SEPTEMBER 21

Young Professionals Committee Meeting

8:45 to 10:00am at CORT Furniture

SEPTEMBER 22

Certified Apartment Supplier (CAS)

8:30am to 5:00pm at Tampa Housing Authority

SEPTEMBER 22

Casino Night for APAC

6:00 to 9:00 pm at Cort Furniture Showroom

SEPTEMBER 22 & 23

Certified Pool Operator Training (CPO)

8:00am to 5:30pm at Trane Supply

| 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

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

Dinner Meeting

RISK MANAGEMENT

with Bryan Chavis

September 15, 2016



The recent tragic events in Brussels offer a painful reminder of just how devastating terrorist attacks can be. However, acts of terrorism are often excluded from training best practices, meaning that terrorism could be a huge exposure for any business.

Fortunately, leasing agent turned best-selling author, Bryan Chavis has specifically designed a training to help you confront the risk of terrorism.

6:00 to 8:30pm

Marriott Hotel Westshore

1001 N Westshore Blvd

Tampa, FL 33609

CAM, CAMT, NALP \$35 (Registration code required)

Members \$45 (Register online)/Member Walk-in Price \$55

Non-Member Price \$55/Non-Member Walk-in Price \$65

Register at www.BAAAHQ.org



NEW MEMBERS

ASSOCIATES

RentDebt Automated Collections
 2802 Orpyland Dr
 Nashville TN 37214
 Angi Pusateri-214-797-9637
Collections

S & O Greenworks Inc
 4944 Dr MLK Jr Blvd
 Plant City FL 33566
 Michelle Edwards-
 813-685-5959
Pest Control & Termite Protection

Split Second Towing and Transportation
 9303 Stannum St
 Tampa FL 33619
 Matt Siekbert-813-690-0587
Towing Services

Trust But Verify Screening and Security
 2519 McMullen Booth Rd #510
 Clearwater FL 33761
 Marco Flores -
 844-938-7878 x705
Resident Screening & Security Guards

PROPERTY MANAGEMENT

Cambridge Management Inc
 5403 W Gray St
 Tampa FL 33609
 813-335-2630

The Habitat Company
 3516 Grand Cayman Dr
 Tampa FL 33614
 813-932-8600

COMMUNITIES

500 Harbour Island
 500 Knights Run Ave
 Tampa FL 33602
 561-352-4119 Units: 235

Largo Lake Villas
 3322 Camelot Dr
 Largo FL 33771
 813-444-1544 Units: 24

Post Bay at Rocky Point
 5307 Bay Club Cir
 Tampa FL 33607
 813-637-0052 Units: 150

Post Hyde Park
 502 South Fremont Ave
 Tampa FL 33606
 813-254-1799 Units: 467

Post Rocky Point
 3101 N Rocky Pt Dr E
 Tampa FL 33607
 813-289-3584 Units: 916

Post SoHo Square
 712 S Howard Ave
 Tampa FL 33606
 813-344-1430 Units: 231

Tuscany Villas at Brandon
 1919 Sterling Palms Ct
 Brandon FL 33511
 813-643-1168 Units: 254

Tzadik Lakeland Manor
 929 Gilmore Ave
 Lakeland FL 33801
 855-283-7821 Units: 373

Woodlawn Oak
 1541 16th St N
 St Petersburg FL 33704
 813-444-1544 Units: 30



ADVERTISERS

| | |
|---|----|
| Answer Florida | 6 |
| Apartment & Building Temporary Services | 17 |
| Bath Fitter | 9 |
| House of Floors of Tampa | 11 |
| John McMillan, PA | 12 |
| Lifestyle Flooring, Inc. | 7 |
| Lindsey M. Porter, PA | 32 |
| PPG Paints | 13 |
| Switch Electric | 5 |
| The Liberty Group | 4 |
| United Renovations Southeast | 2 |

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

DIRECTORY UPDATE

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

Company/Property _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____ Page # _____

Comments: _____

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

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

NAA Click&Lease
THE INDUSTRY STANDARD

Powered by Blue Moon Software



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

Learn more WWW.NAAHQ.ORG/LEASE

STRIKE THE RIGHT BALANCE BETWEEN RISK AND REWARD



2016 FIRST QUARTER SURVEY



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

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

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

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

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

LINDSEY M. PORTER, P. A.

A T T O R N E Y S A T L A W

PROPERTY MANAGEMENT LAW

Call us for prompt, thorough legal assistance with:

- Delinquent payers
- Noise disturbances
- Security deposit disputes
- Recent changes to the law

Receive a free copy of our informative
Legal Handbook for Community Managers

by contacting us at:

Hillsborough: 813.229.9496

Pinellas: 727.577.9646

Fax: 727.578.2097

E-mail: lporter@verizon.net

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

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

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

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