

A QUARTERLY
PUBLICATION
OF THE FLORIDA
APARTMENT
ASSOCIATION

SPRING 2019

multifamily florida

APARTMENT LIFE WITH PETS

INSIDE THIS ISSUE:

2019 FAA
LEGISLATIVE
CONFERENCE
HIGHLIGHTS
PAGE 20

COMMUNITY
SPOTLIGHT:
SPRINGS AT SIX
MILE CYPRESS
PAGE 27



Trusted *Commercial Roofing Company* *since 1988*

- ◆ Roof Installation and Roof Replacement Services
- ◆ Roof Management Services
- ◆ Inspection/Preventative Maintenance Services
- ◆ Consulting and Detail Services
- ◆ Investigative Services
- ◆ Serving the Greater Orlando & Tampa Metro Areas



Certified Florida Roofing
Contractor

National
Leadership Award

Contractor Alliance of
Excellence Award

Call for a
Free Estimate
407-660-8552



Orange County Convention Center



University of Central Florida

info@onesourceroofting.com

onesourceroofting.com

NEW!

MERIDIAN

316 ALLOY MARINE GRADE STAINLESS STEEL

King Metals has designed the new Meridian stainless steel line for style, function and easy installation.

Choose between cable, crossbar rod and glass panel assemblies to bring a modern elegance to any stair or railing job!

CABLE KITS & ASSEMBLIES

CROSSBAR ROD ASSEMBLIES

GLASS PANEL ASSEMBLIES

Cable by the Foot

1/8" & 3/16"

POSTS:

ROUND & SQUARE

FLOOR & FASCIA

PRE-DRILLED & BLANK

- 316 Stainless Steel
- AMA Certified
- Install Indoors or Out!
- 20' Handrail & Connectors

Quick-n-simple connectors for wood or metal post railings!

Smart design for quick and easy installation!

Call or LiveChat online with our product specialists

7am-7pm Monday - Friday (Central)
8am-12pm Saturday (Central)

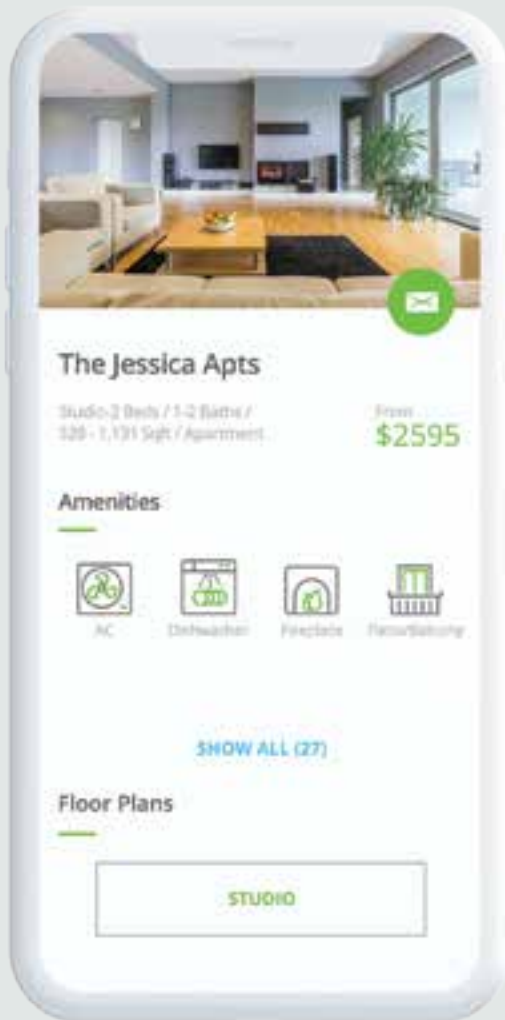
800.542.2379 | KINGMETALS.COM | FACEBOOK | PINTEREST | YOUTUBE

KINGMETALS

LOS ANGELES
DALLAS
ATLANTA
BALTIMORE



A refreshingly **simple** way to manage your properties



"You can't go wrong with
Yardi Breeze. It will make
your life so much easier!"

– Joni, GF Property Management Group



Property management software for smaller portfolios

See for yourself at **YardiBreeze.com** | **888.571.5344**

SPRING 2019

A QUARTERLY PUBLICATION OF
THE FLORIDA APARTMENT ASSOCIATION

10



FEATURES

10 COVER STORY: APARTMENT LIFE WITH PETS

By Randa Griffin

20 2019 FAA LEGISLATIVE CONFERENCE REPORT

By Randa Griffin

DEPARTMENTS

7 PRESIDENT'S MESSAGE: 'RESIDENTS' COME IN MANY BREEDS

By Bonnie Smetzer, CPM, HCCP
JMG Realty Inc.

9 FAA UPDATE: BUILDING ORGANIZATIONAL GOALS WITH YOUR TEAM IS SMART

By Josh Gold, CAE, CMP
FAA Executive Vice President

27 COMMUNITY SPOTLIGHT: SPRINGS AT SIX MILE CYPRESS

By Randa Griffin

33 INDEX TO ADVERTISERS

34 APARTMENTS BY THE NUMBERS: EMBRACING PETS ON PROPERTIES

20



27





GREYSTAR: THE GLOBAL LEADER IN RENTAL HOUSING™



THANKS FOR STRENGTHENING OUR INDUSTRY.

Greystar™ is proud to support the Florida Apartment Association. Our clients, residents, and Team Members have benefited from the professionalism of FAA.

Property Management

Investment Management

Development and Construction Management

GREYSTAR™

► [greystar.com](https://www.greystar.com)



Published for
Florida Apartment Association
105 East Robinson Street, Suite 301
Orlando, FL 32801
Tel: 407-960-2910
Fax: 407-960-2911
www.faahq.org

EXECUTIVE COMMITTEE

President

Bonnie Smetzer, CPM, HCCP
JMG Realty Inc.

Vice President

Katie Wrenn, CAPS
WRH Realty Services Inc.

Treasurer

Kimberly Maggard, CAPS, CPO
Royal American Management Inc.

Secretary

Kristi Novak, CAM, CAPS
The Altman Companies

Immediate Past President

Lori Trainer, CAM, CAPS
Pinnacle

Associates' Vice President

Sabrina D'Ali
CORT

Association Executives Council Chairman

Lindsey McClain
First Coast Apartment Association

FAA STAFF

Executive Vice President

Josh Gold, CAE, CMP

Director of Communications

Laureen Crowley

Government Affairs Director

Amanda Gill

Director of Meetings

Ralph Robinson, CMP

Lease Administrator and Bookkeeper

Rona Long

Published by



5950 NW 1st Street, Gainesville, FL 32607
Tel: 352-332-1252
Fax: 352-331-3525
www.naylor.com

Publisher: Rob Lee

Naylor Editor: Monica Elliott

Project Manager: Kira Krewson

Marketing: Nancy Taylor

Publication Director: Glenn Raglin

Account Representatives:

Traci Clemente, Stephen Cofino,
Cherie Dubay, Adam Firestone, Christian Naja,
Scott Pauquette, Lee Peterson, Chris Zabel

Project Coordinator: Hannah Mule

Layout & Design: BK Publication Design

©2019 Florida Apartment Association. All rights reserved. The contents of this publication may not be reproduced by any means, in whole or in part, without the prior written consent of the publisher.

The Florida Apartment Association, hereinafter "FAA," does not endorse the products or services of any advertiser in *Multifamily Florida*. Reference to any product, service, hypertext link to a third party or other information by trade name, trademark, supplier or otherwise in *Multifamily Florida* or any publication, print or electronic, by FAA does not constitute or imply its endorsement, sponsorship or recommendation by FAA. Views, opinions and conclusions expressed by any authors of articles contained herein are not necessarily those of FAA, its members, board, employees or management.

PUBLISHED MARCH 2019/FAP-Q0119/7392

COVER IMAGE:
STUDIO_G/SHUTTERSTOCK.COM

PRESIDENT'S MESSAGE

'Residents' come in many breeds

BY **BONNIE SMETZER, CPM, HCCP**
JMG REALTY INC.

Apartment managers have come a long way in how we view pet owners. Years ago, it could be a challenge to find an apartment that allowed pets. Today, it is very unusual to find an apartment that does not allow pets.

According to a recent article in *Forbes*, the pet industry has been experiencing unbelievable growth. Over the past 30 years, pet ownership has increased to 68 percent of all households. Millennial and Gen Z consumers are reported to account for 62 percent of pet ownership, while baby boomers make up 32 percent. It's no wonder that apartment owners, managers, and developers are rolling out the red carpet for pets as a way to increase occupancy and increase renewals.

As a pet owner, I think it is smart business to cater to residents who love pets. What better way to make residents feel at home and want to stay and renew their lease than to make our apartments welcoming for animal lovers, while also creating a great environment for residents who don't own pets. Impossible task, you ask? We actually do it every day.

As a dog lover, I look forward to going home and having a nice place to walk my dogs and to see them get to play outside after having been inside all day. Our pet-loving residents have that same feeling. If you create a great environment for pets, residents will be more inclined to renew their lease because they will not want to move from the atmosphere you have created. After all, it's pretty hard to explain to your dog that you are moving and taking them away from their park and play pals. Sounds like kids, right? Absolutely!

As I tour properties, I am amazed at all the new pet amenities. I love to see the well-lit pet parks where dogs can be taken off a leash and allowed to run. Some communities offer pet parks specifically for small or large breeds. There are double gates, creating a holding area so that a dog can't get out when another dog enters the park. Pet parks provide water for the dogs, fake fire hydrants, and other items for fun and exercise. Some even have artificial turf that is specifically designed so that it can be cleaned daily. Many properties offer pet spas and even pet pools!

As demand for pet amenities grew, managers had to find ways to offset the cost to install them and to maintain the grounds. Additional security deposits along with pet fees and pet rent are the only logical choice for helping to offset the costs. After all, it's not fair to charge residents without pets for something that only benefits residents with pets.

We have come a long way from just offering dog treats in the leasing office. I anxiously await the next great pet amenity, maybe even one that will top the pet pool. ▲

**As a pet owner,
I think it is smart
business to cater
to residents who
love pets.**

**Clean air is an amenity
worth bragging about.**



**Show your residents and prospects
your commitment to their healthy lifestyle.**

Visit faahq.org/smoke-free-housing to learn more.

Building Organizational Goals with Your Team Is SMART

BY **JOSH GOLD, CAE, CMP**
FAA EXECUTIVE VICE PRESIDENT

The first session of each new FAA Leadership Lyceum class includes a team-building activity where teams of five or so students build towers using only spaghetti and marshmallows. Each team must decide on an approach and then execute the task. After a set period of time, the students must step away from the table while the towers are measured. Each member of the team with the tallest tower receives a gift card. While prizes are nice, of course, the purpose of the exercise goes well beyond winning.

Team-building exercises, by definition, have a common end goal for the activity itself, whether that's solving puzzles to "escape" a fictional disaster, cooking a meal together, or building a spaghetti-marshmallow tower. There are more meaningful goals as well, even for groups that team up only for the duration of the exercise. Specifically, individuals can learn about their strengths and weaknesses as leaders, problem-solvers, and team players.

Longer-term teams, such as members of a staff, can improve collaboration and communication and identify new ways to work together. Having fun together as a team can balance some of the stressful times that are inevitable in any workplace when deadlines loom or a project doesn't go quite as planned.

Other stressful situations in the workplace, however, may have something to do with how goals are established.

Naturally, different departments and specific staffers will have their own objectives, generally established in conjunction with management. But when the only goals are by department or individual, the result can be a silo effect with more conflict than cooperation.

Similarly, when management establishes an organization's goals and simply tells staffers where to spend their time and focus their energy, staffers may feel less valued and undermotivated.



Perhaps most importantly, neither of those scenarios make the most of the talents of the individuals — or the strength of the team. Instead, a team approach to goal-setting can enable individuals to shine while also ensuring that the overarching objectives of the organization are met.

As with individual goals, it's helpful if team goals are SMART: Specific, Measurable, Attainable, Realistic, Timely.

Here are some additional suggestions for team goal-setting:

- Clearly communicate the mission and overall objectives of the organization. This may seem like it goes without saying, but keep in mind that these goals may evolve over time, with differences in the economy or changes in management, for example.
- Discuss as a group how each individual's or department's goals support the organization overall, and how those separate goals fit together. If there is overlap, are there ways to avoid redundancies and increase efficiencies?

- Encourage each team member to look for ways to help and be helped. No one individual can be good at everything. Are there specific aspects of projects that can be traded off?
- On the other hand, challenge team members to stretch beyond their comfort zones. Team-based goals are a great opportunity for growth, especially if individuals know they can reach out to a colleague if they get stuck.
- Establish milestones and meet periodically to evaluate progress. It's not enough to have measurable goals if you never measure them.
- Reward accomplishments. One of the best reasons to share goals as a team is the sense of accomplishment when goals are achieved. And while it's true that feeling of accomplishment is a reward in itself, celebrating a common victory not only can be fun, it can also be a way to make a good team even stronger. ▲





Apartment Life *with* Pets

BY RANDA GRIFFIN

Most Americans love pets, with surveys showing that more than two-thirds of American households have at least one pet. And those pet owners are willing to put their money where their heart is, spending a whopping \$72 billion last year on pet food, toys, medical supplies, veterinary bills, grooming, and more, according to the American Pet Products Association. That number has doubled since 2005.

It's no wonder that apartment communities are transforming their pet policies and community culture not only to allow pets but to go a step further and welcome them as residents.

AMENITIES

Today's apartment communities are as likely to offer pet amenities as they are to provide a community pool or gym.

Among the most popular are dog play parks or open, fenced-in fields. These exercise areas are essential for an animal's health and temperament, said Erin Toung, owner of

A stylized illustration of a rocket ship in red, white, and blue, angled upwards from the bottom left towards the top right. The rocket has a circular porthole and is surrounded by a blue background with white starburst patterns.

BEYOND ORBIT

Infinite Possibilities

FLORIDA APARTMENT
ASSOCIATION ANNUAL
CONFERENCE &
TRADE SHOW

OCTOBER
2-4, 2019
HILTON ORLANDO
BONNET CREEK

ET&T Distributors, an outdoor furniture supplier. A large open area is great for dogs to run around in, but installing an obstacle or agility course will enhance the experience for the animal and owner, said Toung, who has dogs of her own.

“The benefit is that the owner and the dog can work together, and it’s a bonding experience for them,” Toung said. “When you take them to the dog park and play with them on these apparatuses, it stimulates their brain.”

Some communities with less open outdoor space have opted for putting dog treadmills in their clubhouse or gym.

Palm Bay Club, a Fort Family Investments community in Jacksonville, Florida, has a pool designated for dogs. The distinctive pool is shaped like a dog-bone and even has a red fire hydrant fountain in the middle.

“We probably have more dogs come to that pool than people to the resident’s pool,” said Camy Bermudez, community manager of Palm Bay Club. “They absolutely love it.”

Bermudez said about 75 percent of residents in the community own some type

of pet, with dogs being the most popular. Palm Bay Club is able to maintain such an open pet policy by requiring their residents to have pet insurance in case of any damage to the apartment.

“The growth for pet ownership is on the rise, so we want to make sure to accommodate people,” said Jody Mayor, director of property management at Fort Family Investments.



Pets at Palm Bay Club in Jacksonville have bath facilities (top), a pool, and a playground.



MaintenX
Total Facilities Repair Experts

**COMMERCIAL
ROOFING
EXPERTS**



★ **WWW.MAINTENX.COM** 800-961-2290 ★

★ **Self-Performing From Curb to Roof** ★

LEASING INCENTIVES

5 DAY/4 NIGHT CRUISE VACATION FOR TWO....

TO MEXICO, THE BAHAMAS OR THE WESTERN CARIBBEAN

- **New Leases**
- **Renewals**
- **Referrals**
- **Giveaways**
- **Lease-Ups**

\$139 - \$169
per certificate

Up to a
\$1798 value

**Get the Edge
Over Other
Properties!**

**FREE Marketing
Materials**



AIM Cruise Incentives
Call: (866) 541-9090 x1

www.AIMcruise.com

After a long day of playing outside, bathing a pet is essential. However, it can be difficult for residents to bathe their pets in a small bathtub inside the apartment, and pet hair can potentially cause damage to the apartment's plumbing. Pet spas or pet grooming stations are becoming more and more popular in communities as a way for residents to pamper their pets conveniently.

Palm Bay Club has a dog wash area right next to their play park that has hot water, pet shampoo, and a dryer.

"We even have pet towels that have little paw prints on them," said Mayor.

Some communities take their pet accommodations to another level by offering pet-sitting, walking, and feeding services.

Toung said pets aren't the only ones who benefit from these amenities. They have huge curb appeal for communities and show prospective residents that the community cares for their pet as much as they do.

EVENTS

Community events are a common way to get residents interacting with each other and build a community culture — so why not include cats and dogs?

Patty Morgan-Seager, founder of Seager marketing, said a lot of communities have begun hosting pet photo shoots, which gets the residents more involved and gives them a chance to meet other pet owners. She said a lot of communities offer photo shoots around the holidays so residents can bring in their families or their pets to take pictures with Santa or the Easter bunny.

Palm Bay Club does a lot of social community events that involve pets. They host "Yappy Hour," a pet version of happy hour, have pet costume contests, and have even done pet interviews they posted on social media. The community also has a bowl of dog treats in the leasing office so residents can come in and get a treat for their pet anytime.

Morgan-Seager said creative and personal touches can have a huge impact on residents.

"I know many of my clients are now not only sending birthday cards to the residents, but also making sure they send birthday cards to the pets as well," she said.

POO PRINTS

One of the side effects of an increased number of dogs in an apartment community is an increased amount of pet waste throughout the community. While pet stations around the community that provide waste bags and garbage cans may help combat this problem, some communities take a different approach to incentivize residents to pick up after their pets.

PooPrints is a company that works with BioPet Laboratories to perform DNA tests on pet waste in order to identify which animal the sample came from. That way, when a resident doesn't pick up after a pet, the pet can be identified, and the resident can be fined.

When animals move into the community, their mouths are swabbed, and the DNA sample is sent off to the lab. Then the pet's DNA is registered in a database, the DNA World Pet Registry, so it can be tested against waste samples sent in by apartment communities.

Palm Bay Club, a Fort Family Investments property, has been using PooPrints for a while, and Jody Mayor, director of property management, says it's been extremely effective.

"We participate in the PooPrints pet DNA program, which is more for the community to keep it clean," Mayor said. "We love pets, but we don't want the pet waste."

Mayor said that from a corporate standpoint, pet waste is one of the major complaints she hears about. Since enacting the PooPrints program, she said there's minimal pet waste around the community. Palm Bay Club requires pets to be registered for an \$85 fee and fines owners \$250 for their first offense.

"It's a pretty hefty fine," Mayor said. "So that helps with the effort to keep the community clean as well."



Some communities are even sending out get-well cards to pets when they hear about an animal who has recently had an illness or surgery.

MARKETING

Having a pet-friendly community is important, but it's even more important to get the message across to future residents that your community will welcome them and their furry friends. Morgan-Seager said even doing small things like posting signs around the community and including photos of pets on your

website can send an inviting message to potential residents.

Morgan-Seager added that she works with a community that puts signs at every entrance that read, "We love pets!"

"That way when people drive by, even before going in, they know the community welcomes pets, which is a great marketing idea," she said.

Morgan-Seager said communities will often give out move-in swag, like T-shirts or sweatpants, to new residents as a marketing tool to welcome them into the community.



PROVIDING A CLEAN ENVIRONMENT SHOULD BE A WALK IN THE PARK



DOGIPARK 3 Jump Hoop
7522



Junior Bag Dispenser
1002-2



Trash Liner Box
1404



Header Pak
1402HP



Roll Bag
1402

DOGIPOT.com

800.364.7681

DOGIPARK.com

The Most Trusted & Superior Quality For Over 25 Years





SERVICE ANIMALS, THERAPY DOGS, AND EMOTIONAL SUPPORT ANIMALS

When is a pet not just a pet? These days, it may seem like there are so many different categories of animals that it can be difficult for multifamily professionals to keep them all straight. While property managers and owners should always consult with an attorney if they have legal questions, here are some distinctions that might be helpful.

SERVICE ANIMALS

When it comes to accommodating pets, there is one class of animals that is in a category by itself: service animals. A service animal is, by definition, specifically trained to perform a service for an individual who has a disability. For example, a dog may be trained to guide a person who has vision loss or to detect physical changes that indicate low blood sugar in someone with diabetes. Federal law gives specific protections to individuals with service dogs and limits the questions that the owner or manager of a rental property can ask.

EMOTIONAL SUPPORT ANIMALS

Most pet owners will tell you that they receive emotional rewards from having a pet, whether that's the joy of coming home to a tail-wagging pup or the calm of stroking a cat curled up on a lap. Sometimes, animals provide an important benefit to someone who has a mental health problem such as depression, anxiety, or post-traumatic stress disorder. These are not the same as service animals, in that they are not trained to perform a task. However, in the case of mental health benefits, the animal may be considered an "emotional support animal" or ESA, and the owner may apply for accommodations such as exceptions to no-pet policies, pet rent, or fees.

FAA'S POSITION

The Florida Apartment Association strongly supports the rights of individuals with legitimate needs to receive accommodations for service animals and emotional support animals. Unfortunately, there has been a rise in online providers that offer false ESA certification documentation in exchange for a flat fee. These online providers often do not have a license to practice in the State of Florida and lack an established health care relationship with the patient. As a result, an individual who does not qualify for a reasonable accommodation under the federal Fair Housing Act (FHA) can easily obtain fraudulent documentation online without interacting face-to-face with a medical professional.

FAA is asking the Florida Legislature to pass HB 721 (Rep. Killebrew) and SB 1128 (Sen. Diaz) to require ESA accommodation documentation to be completed by a licensed provider who has a medical or therapeutic relationship with the patient. This legislation will also codify a property owner's right to verify the authenticity of such documentation upon receipt of the ESA request.

Editor's note: As of press time, the Florida Legislature had not yet acted on ESA legislation. *Multifamily Florida* will provide an update on the status of HB 721 and SB 1128 in a future issue.

PET SCREENING SERVICE OFFERS ASSURANCES

Property managers can get a sense of who their prospective renters are through credit reports, rental references, and background screenings. Now, they can get a preview of the pets those prospects might bring along to their new apartment home.

PetScreening.com helps protect property managers from liability through a standardized process for screening pets in apartment communities.

John Bradford, founder of PetScreening.com, said he recognized that there had to be a better way to help the apartment industry handle pets — and to help owners of legitimate service and emotional support animals.

PetScreening.com offers three different digital pet profiles: a no-pet profile, a pet profile, and an animal profile. A no-pet profile is for residents who do

not have a pet or live in a pet-free community. Essentially, it holds residents accountable by requiring them to formally acknowledge the community policies, and it puts them on the record as not having a pet.

A pet profile compiles information and documentation gathered from the pet owner and makes it available to property managers. Pet owners submit a pet application along with a final legal attestation to confirm the validity of the information.

“We know that just having a pet adds additional risks to the property manager,” Bradford said. “What we do is collect information on the pet and ask the pet owner questions about their care of the pet, the pet’s behavior, and the owner’s understanding of pet policies.”

PetScreening.com analyzes the information and data provided using an algorithm, which then generates a FIDO score. The FIDO score, along with the information on the pet profile, gives property managers an idea of what kind of pet and pet owner want to move into their community. The FIDO score takes into account factors such as breed, weight, size, whether or not the pet is up-to-date on vaccinations, and incidents with people or other pets.

There is no cost to property management, or to owners of service or emotional support animals. For these animals, the pet profile doesn’t generate a FIDO score, but rather verifies the documentation asserting the pet is an assistance animal. PetScreening.com uses a legal team and third-party verifier to review the documents and then issues a recommendation on the validity. This takes the liability and responsibility off the property managers, who often don’t have the time or resources to verify the legal information.

For other residents, pet profiles are \$20 for the first pet application and \$15 for each additional application.



MALLARD

S Y S T E M S

Professional Multifamily Roof and Exterior Cleaning since 1992

Roofs • Exteriors • Breezeways • Walkways • Common Areas



“Your team did a fantastic job cleaning the roofs - they look brand new! They were professional and cleaned up after themselves, and they weren’t in the way or otherwise disruptive to the property’s residents.”

Regional Mgr. – FL



- Low pressure safe roof cleaning for shingle, tile and metal roofs
- Building exteriors cleaned and refreshed to maximize curb appeal
- Maintenance cleaning programs for walkways and breezeways
- Detailed project planning to minimize disruption to residents
- Uniformed and professional work crews



MALLARD

S Y S T E M S

(877) 382-6205

www.mallardsystems.com



“Now they’re doing things for the pets like a personalized water bowl or personalized leash,” she said.

Photos taken at pet-themed events, like “Yappy Hour” or pet costume contests, make great posts for social media, Morgan-Seager said. It’s a way to have fun with residents and then share that fun with others while driving traffic to your community’s sites.

One marketing avenue communities might not have considered is animal rescue organizations. The Pet Alliance of Greater Orlando, for example, was seeing too many pets surrendered by owners who couldn’t find pet-friendly housing. Owners who can’t find an apartment that will welcome them and their pets will face a difficult decision.

“This can force owners to either lie, move outside of where they need to live, or go through the emotional turmoil of facing the decision to get rid of their companions,” said Heather Papoulis from the Pet Alliance of Greater Orlando.

In order to help residents find accommodating homes and promote pet-friendly communities, the Pet Alliance started an apartment registry of pet-friendly apartments, which are listed on the organization’s website. Papoulis said this is beneficial not only to pet owners, but to apartment communities as well.

“Pet owners remain in their rental twice as long as those without pets,” she said.

Dwell Luxury Apartments in Maitland has found a way to promote its pet-positive attitude by posting local veterinary clinics on its website.

“Most pet owners, especially if they are new to the area, want to know if there is a vet close by should they need one, as their pets are family to them,” said property manager Nikki Cannatelli. “It is just one more way of offering customer service to our potential future residents, just as we would tell them the local schools we are zoned for and the closest shopping areas.”

Morgan-Seager said to some people their pets are their babies, which is why personalization and going that extra step to cater to residents’ pets are so important.

“When you embrace pets, you’re sending a message to your new residents and current residents that you care,” Morgan-Seager said. “If you care about their pet, you care about them.” ▲



ET&T Distributors Inc.

Can Help You
“Design the **WOW!!**”

- Outdoor Furniture
- Playgrounds
- Dog Parks
- Site Amenities
- Shade Structures



CALL TODAY!

(888) 642-2226

sales@ettflorida.com

www.ettflorida.com

THE MOST TRUSTED NAME IN PAVING

Asphalt
 Concrete
 Sealcoating
 Lot Marking
 Cracksealing
 Catch Basin

(888) 773-ROSE || RosePaving.com

FAA Members Promote KEY PRIORITIES AT STATEHOUSE

BY RANDA GRIFFIN

Record-breaking attendance at the 2019 FAA Legislative Conference in Tallahassee was inspired in part by last year's legislative win on behalf of the doorstep trash industry. Some first-time attendees said that last year's victory proved the power of advocacy and demonstrated the strength of the multifamily industry's collective voice. Nearly 180 FAA members gathered to learn about

the issues affecting the apartment industry and how to articulate those issues to Florida legislators.

The conference, which took place Feb. 5-6, began with a series of association meetings, including the FAA board of directors, Legislative Committee, Executive Committee, APAC board of directors, Association Executives' Council, Editorial Advisory Committee, Product/Service Council and the Masters Steering Committee.

The final meeting on Tuesday was a legislative briefing, which educated members on

FAA's four 2019 legislative priorities (see www.faahq.org/news/faas-2019-legislative-priorities for details):

- Support full funding of the Sadowski Affordable Housing Trust Fund and the passage of Senate Bill 70.
- Support the passage of House Bill 721/ Senate Bill 1128 to reduce emotional support animal fraud and abuse.
- Support the passage of legislation to prohibit mandatory inclusionary zoning practices.
- Support the passage of Senate Bill 144 to clarify the impact fee process.



LEGISLATIVE BRIEFING

Attendees learned about FAA's 2019 legislative priorities to prepare for meetings with legislators the following day.



Lee Steinhauer, government affairs and general counsel for the Apartment Association of Greater Orlando



FAA lobbyists Ron Book and Kelly Mallette of Ron Book PA

The briefing began with a welcome message from FAA President Bonnie Smetzer, followed by a brief presentation from the evening's sponsor, Rapid Response.

Jimmy Chestnut, FAA's 2019 APAC vice chair, emphasized the importance of supporting APAC and recognized individuals and companies who have donated to the PAC in 2019.

"The purpose of APAC is simple — to raise funds and elect candidates who not only understand but support our interests, regardless of party affiliation," he said.

Exemplifying the impact APAC can have on the industry, FAA Secretary Katie Wrenn presented awards for the 2018 FAA Legislator of the Year to Sen. Manny Diaz (R-36) and Sen. Aaron Bean (R-4) to recognize and thank them for their support of the apartment industry. Both senators were key leaders in passing last year's HB 529, the doorstep trash bill, and graciously accepted the awards in person. Bean spoke to the "apartment family" and praised members who want to be involved because it takes an army — not just one person — to bring about change.

In 2018, HB 529 cleared up ambiguous language in Florida's Fire Code and helped protect the doorstep trash industry, allowing companies to continue business as usual. Kelsey Davis of the Apartment Association of Greater Orlando said last year's legislative win motivated her to come to this year's FAA Legislative Conference.

"I work for Valet Living, so last year was a big deal," Davis said. "It made me want to be more involved."

Recently appointed Clerk of the House Jeff Takacs gave attendees an overview of his job keeping records at the Capitol and shared pieces of the Florida legislature's history — mainly multiple failed attempts to move the Capitol out of Tallahassee. Andrew Wiggins, senior director of campaigns and elections for the Florida Chamber of Commerce, gave an update on how the recent midterm elections have shaped the composition of the Florida House and Senate.

Davis said the speakers at the briefing were informative and demonstrated the process of getting these important bills passed.

Amanda Gill, FAA government affairs director, told attendees about the Sadowski Affordable Housing Trust Fund and concerns about mandatory inclusionary zoning policies. Lee Steinhauer, government affairs and legal counsel for AAGO and president of The Steinhauer Group LLC, discussed the impact fee process, followed by Josh Gold, FAA executive vice president, who discussed the emotional support animal fraud and abuse priority. Animated videos explained the issues and the impact the legislation could have on the multifamily industry.

LEGISLATORS OF THE YEAR

FAA thanked two legislators who were instrumental in the passage of the 2018 doorstep trash legislation. Sen. Aaron Bean (R-4) and Sen. Manny Diaz (R-36) were presented with their awards by Katie Wrenn, FAA vice president, and Amanda Gill, FAA government affairs director.



Amanda Gill, Sen. Aaron Bean (R-4), Katie Wrenn



Katie Wrenn, Amanda Gill, Sen. Manny Diaz (R-36)

APAC SILENT AUCTION AND NETWORKING RECEPTION

Following the legislative briefing and caucusing with local affiliates, attendees networked at a cocktail reception and bid on auction items to support APAC.



Carol Lehnert with Matrix Residential attended the FAA Legislative Conference for the first time this year as a way to become more involved while supporting the industry.

“The best part has been learning about these issues that affect our industry and ways we can help make a change,” Lehnert said.

The briefing concluded with a Q&A session with lobbyists Ron Book and Kelly Mallette, who answered questions about the priority legislation and eased attendee worries about interacting with legislators. After the briefing, local affiliates caucused with their members to plan for the next day’s legislative appointments before heading to the cocktail reception and APAC silent auction, which raised more than \$2,600.

Christina Inglis of Affinity Waste Solutions said that aside from the legislative importance of attending the conference, it’s also a great time to reconnect with old friends and co-workers. “This industry really is like a big family so it’s nice getting to catch up with members from across the state,” she said.

Early Wednesday morning members met at the Capitol to speak with legislators and put the information they learned at the briefing to the test. Members went into their meetings equipped with fact sheets about FAA’s priorities and leave-behind pamphlets to pass onto legislators.

Inglis has attended the Legislative Conference the past eight years and said she keeps coming back because she knows how important it is to have a presence in Tallahassee.

“We have to let legislators know we’re an important industry,” Inglis said. “I don’t think people realize how important it is to bring their attention to issues that affect us.” ▲

STATEHOUSE VISITS



Members of the Bay Area Apartment Association meet with Rep. Sam Killebrew (R-41).



Members of the North Central Florida Apartment Association meet with Rep. Charlie Stone (R-22).

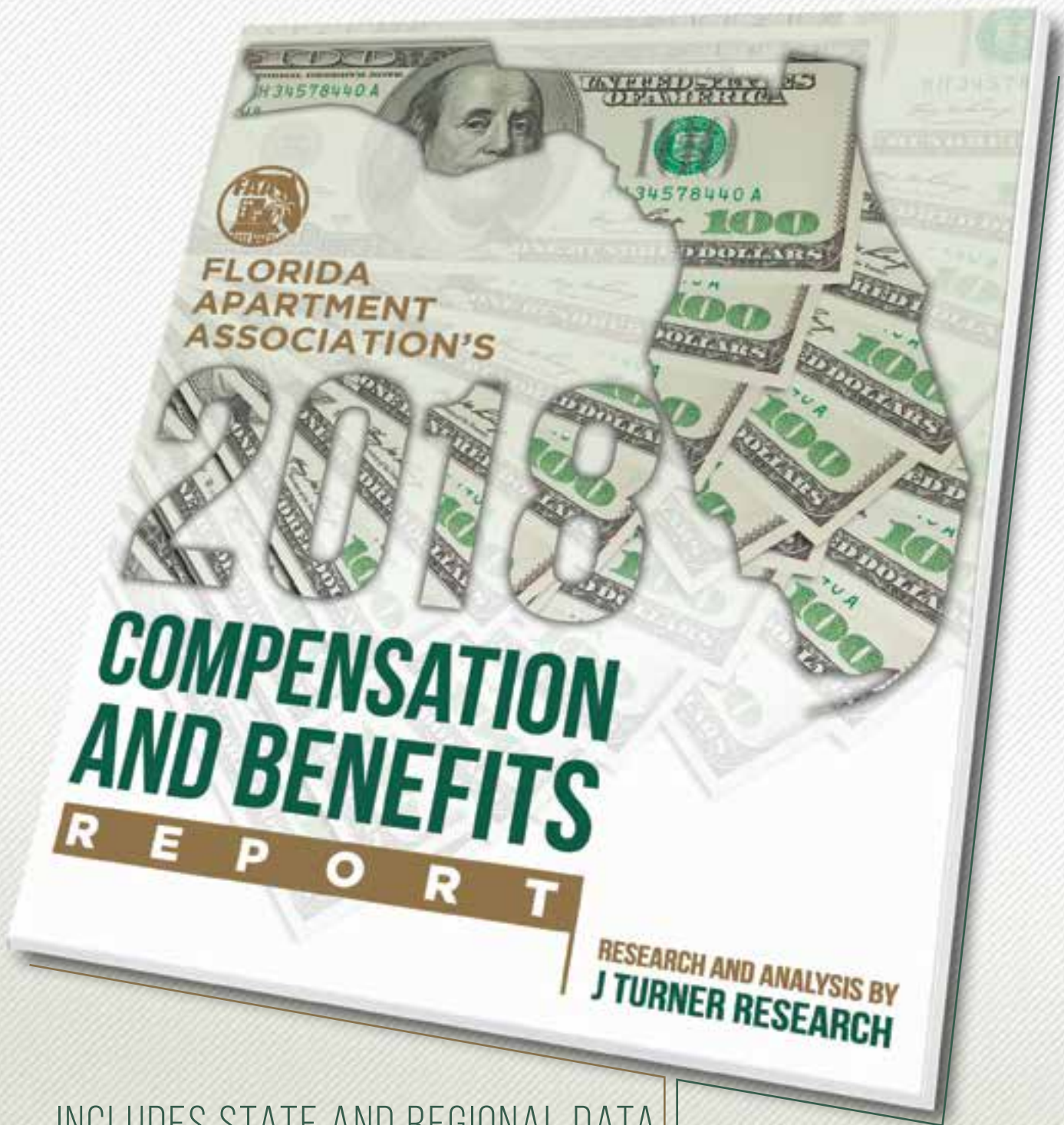


Members of the Space Coast Apartment Association meet with Rep. Randy Fine (R-53).



The First Coast Apartment Association gathers in front of the State Capitol.

HOW DO YOU MEASURE UP?



INCLUDES STATE AND REGIONAL DATA
FOR ALL MAJOR JOB CATEGORIES

AVAILABLE NOW

AT FAAHQ.ORG/RESEARCH





BG MULTIFAMILY
A Brand of BG Staffing, Inc.

WE HAVE TOMORROW'S TALENT TODAY!








bgmultifamily.com

TEMPORARY • TEMP-TO-HIRE • DIRECT HIRE • SMART HIRE • RECRUITING

On-Site Services Available for Apartment Communities

Certified & Lead Maintenance Technicians
 Make Ready Technicians & Assistants
 Porters, Groundskeepers & Housekeepers
 Experienced Leasing & Bilingual Consultants
 Tomorrow's Talent Leasing Graduates

Community & Assistant Managers
 Weekend Employee Coverage Available
 Administrative Support & Package Management
 Student Housing Turn
 Executive Placement Search

TAMPA 813.314.2068	ORLANDO 407.284.4937	FT. LAUDERDALE 954.320.7036	JACKSONVILLE 904.224.5000	MIAMI 305.515.2345
-----------------------	-------------------------	--------------------------------	------------------------------	-----------------------

NATURAL DOG PARK PRODUCTS





GYMS FOR DOGS
Natural Dog Park Products

GymsForDogs.com
sales@GymsForDogs.com
 800-931-1562



Commercial Laundries
FAMILY OWNED AND OPERATED FOR OVER 50 YEARS

FREE
UTILITY ANALYSIS
855-254-WASH
9274



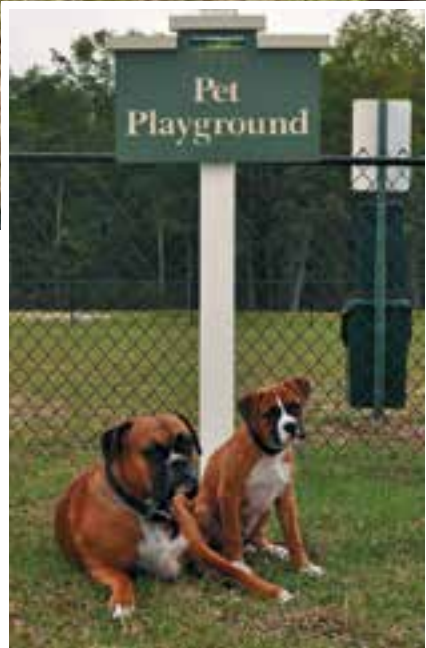
- ✓ Latest Coin & Card Operated Laundry Solutions
- ✓ New Phone App Technology
- ✓ Flexible Leasing Options
- ✓ Large Inventory of New & Used Equipment
- ✓ Superior Service

TO LEARN MORE
CALL 855-254-WASH (9274)

REQUEST A QUOTE
Get a FREE no obligation quote from
Commercial Laundries



8510 NW 56th St. Doral, Florida www.commerciallaundries.com



Springs at Six Mile Cypress: Going the Extra Mile for Pets

BY RANDA GRIFFIN

An open pet policy and numerous pet amenities are part of the customer service Springs at Six Mile Cypress proudly offers its human residents — and to accommodate its residents' furry friends.

Yasmin Khan, community manager of the south Fort Myers community, said that pets are such a huge part of people's

lives, it's important to treat them like a part of their residents' families.

The community, managed by Continental Properties, was built in 2016 and features 288 units. The townhome-style units range from studios to various three-bedroom floor plans, providing different layout options for residents' needs.

Lease With **CONFIDENCE**

The Florida Lease, also known as the FAA Click & Lease, by the Florida Apartment Association, makes it easy to create customized, compliant lease forms, quickly and efficiently, without breaking the bank.

It's simple and secure. Save time, save money, and mitigate your risk.

FAA Click & Lease
THE INDUSTRY STANDARD



Powered by Blue Moon Software

Take the Hassle Out of Leasing

It can be a constant challenge to create and manage compliant, up-to-date leasing documents.

The FAA Lease offers current and customizable forms to simplify the process and reduce risk.

Join the Click & Lease network and enjoy the many benefits that membership brings.

Features



Integrates with all PMS software

Multi-user platform integrates with your current property management software.



Online & paperless

Web-based software streamlines processes and ensures organization for users.



Administrative profile settings

Settings allow for forms compliance oversight on a local, regional, or national level.



Built-in mathematical calculations

Calculations for charges and rent amounts assure efficiency and simplicity.



Customizable databases

Set up a lease database that holds information for each community in your portfolio.



Simple online rental application

Collect relevant future resident data and optimize the application process for prospective residents.

Find out why FAA Click & Lease is the industry standard at www.faahq.org/lease.





Khan said a majority of residents in the community are pet owners.

“I would have to say at least half of the residents own some type of pet,” she said. “We embrace pets because people are pet lovers, and we know that.”

The community is only 20 minutes from Fort Myers Beach, which has a designated area where dogs are welcome.

“We have a lot of growth right now around the community, and it’s an ideal location,” said Khan.

Springs at Six Mile Cypress is proud to be pet-friendly, which is why it doesn’t limit its pet accommodations to just cats and dogs. Birds, reptiles, fish, small furry animals, and even most exotic pets are welcome. Their pet policy includes some restrictions on aggressive breeds, but to keep their policy inclusive, there’s no pet weight limit.

Located on the property are two pet parks for dogs and their owners to use. “One has some agility equipment and one is just a free-run, fenced-in area for our pets,” said Khan.

After their pets are done running around the play parks, owners can bathe their dogs at the outdoor community pet spa. There are also pet waste stations throughout the community, so when owners are walking their dogs, they can easily locate a bag to dispose of any waste.

Springs at Six Mile Cypress takes their pet accommodations a step further with their “Above and Beyond Program.” Through the program, if residents get delayed by something and can’t make it back to their apartment in time to take care of their pet, Springs at Six Mile Cypress will do it for them.



IT'S TIME TO RETHINK LAUNDRY

**Update your laundry offering with help from
America's total laundry solutions expert.**

Let us help you optimize your laundry business:

- Satisfied Residents
- Increased Per-Unit Revenue
- Reduced Operating Costs
- Digital Payment Options*

*Most Debit/Credit Cards Accepted

North & Central Florida
(800) 432-1541 ext. 50512

South Florida
(800) 456-9274 ext. 50624



Think of things you **NEED** to be reliable



Why settle for less than
Excellent & Reliable
Customer Service?

WE'RE THE EXPERTS!



Connect with us @MSupplyHQ

Call 866-630-6747 • Español 888-281-0255
Fax 866-631-6747 • **supplyHQ.com**

PROUD MEMBER OF



YOUR DOG PARK EXPERTS



**DOG ON IT
PARKS**

DOG-ON-IT-PARKS.COM

1 877 348 3647


DOG PARK:

- CUSTOM DOG PARK EQUIPMENT
- PET WASH STATIONS
- SITE FURNISHINGS
- FREE DESIGN SERVICES



The Lake Doctors, Inc.
Aquatic Management Services

Specializing in Keeping
Your Lake, Pond or
Waterway in Excellent
Condition Year Round



- Weed & Algae Control
- Fountains & Aeration
- Water Quality Improvement
- Fish Stocking
- Beneficial Aquatic Plants
- Natural Areas Management
- Mosquito Control

PROFESSIONAL & FRIENDLY SERVICE




800-666-5253

www.lakedoctors.com • lakes@lakedoctors.com


We Offer FREE Aquatic Inspection Reports & Water Management Proposals

TEXACRAFT®



www.texacraft.com/faap | Jrega@texacraft.com

352.484.5307 | 954.557.2462





“If someone gets caught up at work, we don’t want the pet to suffer,” said Khan. “We’ll actually go in, as long as it’s a safe pet, and walk your dog.”

Khan said when it comes to pets, the “Above and Beyond Program” is what really sets the community apart. Along with bringing pets out to use the bathroom, the staff will also feed pets and do small tasks like watering the plants while residents are away.

A big industry concern when it comes to pets is when residents try to sneak an unauthorized animal into their apartment. Khan said luckily, with their open pet policy and responsible pet owners, it hasn’t been an issue for Springs at Six Mile Cypress.

Khan has been in the industry for more than 20 years and said that dealing with pet waste is a battle communities fight every day. To combat the problem, Springs at Six Mile Cypress participates in a DNA pet waste identification program called “PooPrints.” When pets move into the community, their cheeks are swabbed and their DNA is registered into a database.

“If we find waste, we will absolutely take a sample and send it into the company, and we can then locate the owner,” Khan said.

Once the owner is located, a fine is issued. Khan said the possibility of a fine is enough incentive for most residents to clean up after their animals.

“I think the reason we decided to go with PooPrints is because it’s something extremely appealing to non-pet-owners, but pet owners as well,” she said. “It doesn’t

matter who you are or how much you love dogs, you still want a clean community.”

Khan said Springs at Six Mile Cypress is confident in its community and proud to be pet-friendly.

“We’re also very confident in our customer service, our product, and our company culture,” Khan said. ▲

CENTRAL FLORIDA'S FIRST CHOICE FOR PLUMBING AND SEPTIC SERVICE SINCE 1948



BROWNIE'S

SEPTIC & PLUMBING

CFC1428456 - SA0131835

FULL SERVICE PLUMBING

STORM DRAIN CLEANING

POND MAINTENANCE

LIFT STATION AND PUMP SERVICE

BACKFLOW TESTING AND REPAIR



**24/7 EMERGENCY
PLUMBING SERVICE**

866-841-4321

FIRST IN SERVICE SINCE 1948 - WWW.CALLBROWNIES.COM

CENTRAL FLORIDA'S FIRST CHOICE FOR POND MAINTENANCE AND CLEARING



Florida Pond Cleaning

**Overgrown ponds
or poor drainage?**

POND MAINTENANCE

STORM DRAIN CLEANING

WATER CLARIFICATION

AQUATIC WEED CONTROL & REMOVAL

FOUNTAINS & AERATION SYSTEMS



**24/7 EMERGENCY
PLUMBING SERVICE**

866-841-4321

FIRST IN SERVICE SINCE 1948 - FLORIDAPONDCLEANING.COM

INDEX TO ADVERTISERS

ANIMAL WASTE REMOVAL PRODUCTS

DogiPot 16, 33
www.dogipot.com

ASPHALT PAVING, REPAIR & RESTORATION

Rose Paving Company 19
www.rosepaving.com

COIN-OPERATED LAUNDRY EQUIPMENT

Commercial Laundries 26
www.commerciallaundries.com
CSC ServiceWorks 29
www.coinmach.com

CRUISE INCENTIVES

AIM Cruise Incentives 14
www.aimcruise.com

DOG PARK EQUIPMENT

Dog-On-It-Parks 30
www.dog-on-it-parks.com
Livin the dog life-Dog Parks 26
www.livinthedoglife.com

EMPLOYMENT SCREENING

BG Multifamily 26
www.bgmultifamily.com

FENCING/RAILING PVC

King Architectural Metals 3
www.kingmetals.com

LAKE & POND MAINTENANCE

Brownie's Septic & Plumbing 32
www.plumbingservicesorlandofl.com
The Lake Doctors, Inc. 30
www.lakedoctors.com
Southern Aquatic Management, Inc. 33
www.southernaquaticmgmt.com

LAUNDRY EQUIPMENT

Commercial Laundries 26
www.commerciallaundries.com
CSC ServiceWorks 29
www.coinmach.com

MAINTENANCE SERVICES/SUPPLIES

MaintenX International 14
www.maintenx.com

MAINTENANCE SUPPLIES

Maintenance Supply Headquarters 30
www.supplyhq.com

OFFICE FURNITURE

Texacraft 30
www.texacraft.com

OUTDOOR FURNISHINGS

ET & T Distributors Inc. 19
www.ettflorida.com

PARKING MANAGEMENT

OnCALL Patrol, LLC 31
www.oncallparking.com

PET WASTE CLEAN UP

DogiPot 16, 33
www.dogipot.com

PROPERTY MANAGEMENT

Greystar Multifamily Services 6
www.greystar.com

PROPERTY MANAGEMENT SOFTWARE

Yardi Systems, Inc. 4
www.yardibreeze.com

RENOVATIONS

Absolutely Amazing Refinishing 33
www.aarefinishing.net

ROOF & EXTERIOR CLEANING

Mallard Systems, Inc. 18
www.mallardsystems.com

ROOFING CONTRACTORS

One Source Roofing, Inc. Inside Front Cover
www.onesourceroofting.net

SEWER, DRAIN & PIPELINE CLEANING

Brownie's Septic & Plumbing 32
www.plumbingservicesorlandofl.com

WASTE DISPOSAL

Valet Living Inside Back Cover
www.valetliving.com



SOUTHERN
AQUATIC MANAGEMENT, INC.

We offer a variety of services to fit all your waterway needs:

- Aquatic Weed Control (program tailored to your area's specific needs)
- Fish Stocking
- Wetland/Upland Maintenance
- Native Plant Installation
- Physical Removal
- Water Clarification
- Water Testing
- Installation/Repair of Fountains and Aerators

FREE on-site consultation!!
Call us at **407-878-6655** or
go to www.southernaquaticmgmt.com

BBB ACCREDITED BUSINESS

Need to make those Tubs, Countertops, or Cabinets Look Good Again?

Doing business since 1994!

★ ★ ★
Absolutely
★ ★ ★
Amazing
★ ★ ★
Refinishing, Inc.

Now Servicing the Gainesville Area
(352-697-8827)
Servicing from Gainesville to Palm Bay

TAMPA BAY AREA: 727-544-0122 ORLANDO AREA: 407-444-9000



DOGIPOT
2100 Principal Row, Suite 405
Orlando, FL 32837
Ph: (800) 364-7681
Fax: (407) 888-8526
Email: info@dogipot.com
Web: www.dogipot.com

Dog owners worldwide are now reminded to pick up after their pets with the help of friendly and accessible DOGIPOT® Pet Stations, complete with SMART Litter Pick Up Bags™ and Trash Receptacles. As the original and proven solution to dog pollution, DOGIPOT® is available for use in all dog-friendly areas throughout the US and Canada, and all over the world.

Embracing Pets on Properties

ACCORDING TO A
2018 APARTMENTS.COM SURVEY ...



59% of renters
say that
reviewing pet
policies online
was important
to apartment
search.



33% of renters
say that pet
policy influenced
decision to visit
a community.

ACCORDING TO A
2014 APARTMENTS.COM SURVEY ...



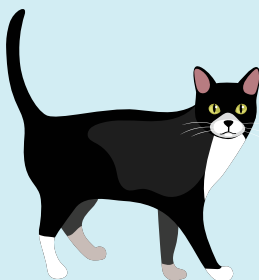
72% of renters
say that they
are pet owners.

TULPAH/SHUTTERSTOCK.COM

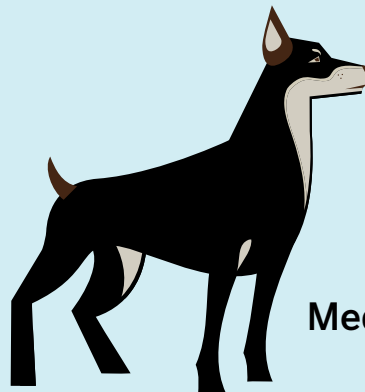


Three out of four renters without pets
said that they either enjoy living in a pet-
friendly building or they do not have a
specific preference.

THE MOST POPULAR TYPES OF APARTMENT PETS CITED BY MORE THAN 3,000 RENTERS



Cats – 41%

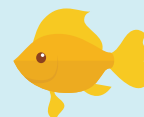


Medium/Large Dogs – 34%



Small Dogs – 39%

Other (Fish, Birds,
Small mammals) – 13%



Unlock Resident Retention!

Open the door to a
new standard of living.

There's no better way to put a smile
on your residents' faces than with
Valet Living Doorstep. Step up to
Valet Living, and experience best-in-class
doorstep waste and recycling collection
from the only national brand
that services over 1.3 million
apartment homes across 40 states.

Not only does Valet Living Doorstep
make your community a more desirable
place to live by increasing its overall
attractiveness and cleanliness, but it also
provides an immediate boost to your
NOI. Contact us today and raise your
community to a new standard of living.

What are you waiting for?



Valet Living Doorstep is just one of the ways we'll help you impress
your residents and enhance your property's value. Ask about our other
standard-setting services: **Valet Living Home™**, **Valet Living Turns**,
Valet Living Maintenance and **Valet Living Pet**.



NATIONAL APARTMENT ASSOCIATION



NATIONAL APARTMENT ASSOCIATION



Valet Living
Doorstep

ValetLiving.com | 888-321-8334

All Valet Living logos and images associated therewith, and all other Valet Living products and services, are trademarks or registered trademarks of Valet Living, LLC in the United States and other countries.

BE A PART OF APAC'S BIGGEST NIGHT!



Guests will enjoy a full dinner, premium open bar, musical and dance performances, and an opportunity to dance the night away at Mango's Tropical Cafe.

Buses load at 6:15 p.m.; celebration begins at 7 p.m.

Sponsored in part by



Tickets are \$200 in advance, \$250 on the day of the event.
Buy a bundle of 10 tickets and receive an additional complimentary ticket.

Visit faahq.org/isla to purchase tickets.