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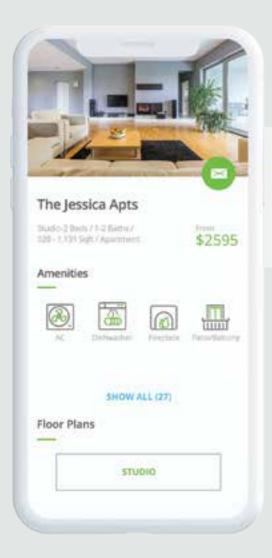


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multifamily florida CONTENTS WINTER 2018

WINTER 2018

A QUARTERLY PUBLICATION OF
THE FLORIDA APARTMENT ASSOCIATION







FEATURES

- 10 COVER STORY: TECHNOLOGY TO THE RESCUE
 - By Randa Griffin
- 17 STUDY OFFERS INSIGHT INTO MULTIFAMILY WAGES IN FLORIDA
 - By Laureen Crowley
- 18 2018 FAA ANNUAL CONFERENCE & TRADE SHOW 'ILLUMINATES'
 - By Laureen Crowley

DEPARTMENTS

- 7 PRESIDENT'S MESSAGE: A NOTE OF THANKS ... AND AN APPEAL
 - By Bonnie Smetzer, CPM, HCCP JMG Realty Inc.
- 9 FAA UPDATE: TURNOVER CAN BE OPPORTUNITY IN DISGUISE
 - By Josh Gold, CAE, CMP FAA Executive Vice President
- 31 COMMUNITY SPOTLIGHT: BAINBRIDGE BRINGS LUXURY COMMUNITY TO I-DRIVE CORRIDOR
 - By Randa Griffin
- 37 APARTMENTS BY THE NUMBERS: FAST FACTS FROM THE FAA 2018 COMPENSATION AND BENEFITS SURVEY
- **??** INDEX TO ADVERTISERS







THANKS FOR **STRENGTHENING OUR INDUSTRY.**



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Naylor Editor: Monica Elliott

Project Manager: Kira Krewson

Marketing: Nancy Taylor

Publication Director: Glenn Raglin

Account Representatives: Adam Firestone. Cherie Dubay, Chris Zabel, Christian Naja, Curt Walker, Krystle Tribble, Scott Pauquette,

Stephen Cofino, Traci Clemente

Project Coordinator: Hannah Mulé

Layout & Design: alawind creative direction

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A Note of Thanks ... and an Appeal

BY BONNIE SMETZER, CPM, HCCP JMG REALTY INC.

t is an honor to be elected president of the Florida Apartment Association. FAA is an exceptional organization, and I am so proud to be a part of it. I have met so many wonderful and inspiring people through my association with FAA, and I promise to work hard to live up to the important responsibility of leading this great organization during the next year.

I want to thank Lori Trainer, past president of FAA, for her leadership this past year, and I also want to thank the FAA executive committee and board of directors for dedicating their time to FAA. Without your dedication and service, FAA would not be the organization it is today.

The FAA staff members should be recognized for the amazing job they do every day. They work tirelessly to make FAA worldclass: from the conferences, educational sessions, and meetings to the advocacy efforts. I am always proud to say I represent FAA, and I believe we have the best state apartment organization in the country.

As we look forward to the future of our industry, I cannot say enough about the importance of participating in the apartment association at the local, state, and national level. I want to thank our members, both our management members and our supplier partners, for all you do to support our industry. A special thank you goes to the companies that support all of us who volunteer time to the apartment association. Without the support of our companies, we would not have the volunteer force that makes FAA so great.

I encourage all of you to invite new members to our organization. We must find new

ways to engage our younger generation, as they are the future of our industry and our association. It is important that we work at the grassroots level to keep our industry strong through education and our ongoing advocacy efforts. Increasingly, we see threats to our industry through newly proposed government regulations and the efforts of others who endanger our industry. It's through our advocacy efforts that we keep our industry strong for the next generation.

Last, but certainly not least, I want to thank Hatching Hope Florida and the American Red Cross for their efforts in disaster relief after Hurricane Michael devastated parts of the Florida Panhandle in October. As the third most intense hurricane ever to make landfall in the U.S. and the most intense ever to hit the Florida Panhandle since records started, Hurricane Michael brought immense destruction and severely impacted the apartment industry and our members in the affected area. Royal American, one of our larger members in Florida, lost its corporate headquarters in Pensacola, and two of its properties had to be completely vacated.

After the hurricane, FAA increased our donation to Hatching Hope Florida due to the immense nature of the disaster response needed by the multifamily industry. Please make sure you remember Hatching Hope Florida and the American Red Cross when you donate funds, as they do so much to support our industry in our time of need.

In closing, I want to thank you again. I am so honored and proud to serve as FAA president this next year.

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Turnover Can Be Opportunity in Disguise

BY JOSH GOLD, CAE, CMP FAA EXECUTIVE VICE PRESIDENT

hen you manage a small staff, having an employee hand in his or her resignation letter can be especially daunting. Now you're not only faced with saying goodbye to a beloved employee, but also with the task of finding a qualified replacement to fill that person's shoes. Stressful? Yes. Terrifying? It turns out it doesn't really need to be.

As many of you know, I recently had this scenario play out here at FAA. After one of our staff members decided to move on to a new opportunity, I began the process of sorting through resumes and conducting interviews. Finding someone who understands our industry, along with the unique challenges of working for an association, proved difficult in such a short amount of time. But as it turned out, the "tragedy" of losing an employee left a great deal of opportunity in its wake. The process of hiring a new staff member allowed us to reflect inwardly on FAA and make proactive changes to better serve our members.

In the Harvard Business Review article "How to Get a New Employee Up to Speed" by Sara Stibitz, experts Michael Watkins, author of The First 90 Days, and Dick Grote, author of How to be Good at Performance Appraisals, suggest a few tips to keep in mind when integrating a new employee into your team.

EVALUATE YOUR CURRENT TEAM

The early stages of hiring a new employee are a great time to re-evaluate your current staff. By identifying and analyzing your team's strengths and weaknesses, you'll

The process of hiring a new staff member allowed us to reflect inwardly on FAA and make proactive changes to better serve our members.

have a better understanding of the role a new employee will serve. Adding a new team member into the office can alter dynamics, so it's important to make sure your current team is strong, flexible, and willing to make improvements.

HAVE CLEAR EXPECTATIONS

Starting a new job can be overwhelming, which is why it's important for managers to lay out their expectations and goals clearly for a new employee. After evaluating your current team, you can identify any new responsibilities or changes to the open position before it is filled. During the hiring process, make your expectations and the rules of the organization known and answer any questions the applicant may have. It's important for everyone to understand the new role before it's officially filled.

FOCUS ON CULTURE

Formal training is essential, but office dynamics and culture play a big role in starting a new job. It's important to make your new employee feel comfortable, so make sure that person understands what a typical day in the office will look like for that role. Provide a tour around the office while introducing the candidate to other employees or potential co-workers.

GET THE ENTIRE TEAM INVOLVED

One way to acclimate a new employee with the job and office culture is by getting other people in the office involved early on. Group interviews or team-building activities during the hiring process can help gauge teamwork and the group dynamic. It's important for everyone in the office to feel comfortable around their co-workers, so the earlier you can start interaction, the better. Set up a group lunch or ask employees to coordinate schedules the first week, so they can get to know the new employee in a more casual setting. Grote suggests asking one person to act as a sponsor for the new team member, so whenever a problem arises, the new person knows immediately whom to ask.

BE READY

Employees are expected to come to the office on their first day ready to learn and prepared to work, which is why it's important for you to also be prepared for them. Part of creating a welcoming environment is demonstrating your anticipation for their arrival and new role. Small details like having personalized business cards printed and an organized workspace ready for the new employee can have a huge impact.



'Your nerdy best friend' Beth Ziesenis shares little-known tech trends for managing your life

BY RANDA GRIFFIN



JESUS SANZ/SHUTTERSTOCK.COM

rom keeping emails and passwords in order to managing projects and reducing stress, technology tools and apps abound – so much so that it's difficult to know which are worth trying. That's where self-proclaimed professional nerd Beth Ziesenis comes in. At the 2018 FAA Annual Conference & Trade Show, Ziesenis led an educational session dedicated to tech tools that can help with managing multiple aspects of life. Ziesenis shared different apps and technology tricks to help people take advantage of the full potential of technology.

"There are tech tools at our fingertips that can help us more than we can imagine," said Ziesenis. "Little changes can have a big impact."

Conference attendees agreed: "I learned so much, and I cannot wait to share with my colleagues," said one multifamily professional. Another attendee noted, "She gave lots of great ideas that I'm sure we will be using in the office."

These tech tips are easy to use in your personal and professional life, but Ziesenis recommends speaking with your IT department or office manager before making the decision to implement any tools at work.

PASSWORD MANAGEMENT

Almost every account in our personal and professional lives requires a password. Ziesenis said she hopes one of the major takeaways from her session is that you should have a unique password for each account that even people who know you closely would be unable to guess.

"There's never been a more important time to safeguard your data," said Ziesenis.

Passwords have certain character requirements and have to be changed often, so it can be almost impossible to keep track of them all. Many people take to pen and paper as a solution and record their passwords either



in a notebook or on various sticky notes around their computer. Ziesenis points out this can be a security problem because it gives others easy access to your personal information. Password management tools are designed to store your passwords in a safe and methodical way.

App

LastPass is a password manager that saves all of your passwords into a system. While nothing online is 100 percent safe, this tool is safer than the sticky-note method and much simpler.

STRESS MANAGEMENT

According to a recent study, approximately three-fourths of people report a stress level of 3 or higher. Balancing responsibilities at work and in personal lives can often be overwhelming and decrease productivity and effectiveness. Ziesenis said there are tech tools to help people deal with their stress through techniques such as meditation and mindful breathing.

Apps

 Stop, Breathe and Think is a stress management and meditation app that lives up to its name. The app prompts you to take a moment to stop what you're doing, think calmly and clearly about what's overwhelming you, and breathe deeply and slowly. Just a few minutes of guided self-care and meditation through the app can help clear your mind and improve focus.

 Noisli is an atmosphere app that allows you to play sounds from your phone or computer in the background while you work. Rather than playing music that can be distracting, Noisli allows you to select from different atmospheric sounds, such as "coffee shop" or "forest."

EMAIL MANAGEMENT

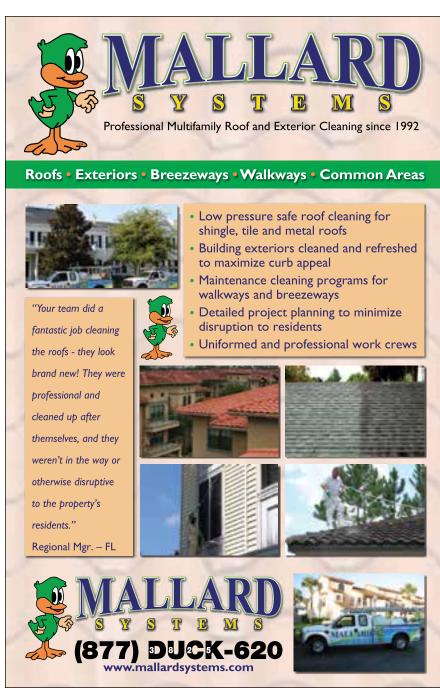
Approximately half of the emails people receive in their inbox are spam, Ziesenis said. Any unwanted or irrelevant email is considered spam and can quickly and easily clog up your inbox. These spam emails can bury important correspondence and waste valuable time. There are several tech tools that can help organize and remove spam in your inbox.

Apps

- Unroll.Me is an app that identifies subscriptions within your email, lines them up, and gives you the opportunity to unsubscribe easily. It will also digest similar emails by grouping emails from the same sender together.
- Slack is essentially a chat tool used to help cut down on long, back-and-forth email chains, making it ideal for internal communication. Slack recently absorbed Astro, an artificial intelligence email assistant designed to help you clean up your inbox and stay on top of important tasks during the day. Features from Astro will soon be implemented into Slack, which should make it even more effective.

DELEGATION TOOLS

For many professionals, stress comes from the overwhelming amount of tasks they need to complete each day. Think about how often you check your phone each day, either to monitor something, check for updates, or simply out of habit. Even at dinner, sitting across from someone you love the most, you almost instinctively check your phone the second that person stares at the menu longer than you do.











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info@playmoreonline.com www.playmoreonline.com 888-886-3757 Florida License - CBC 1252224 "It's hard to be present when you have other things on your mind," said Ziesenis.

Apps

- IFTTT is a multi-app automator. The acronym stands for "If This, Then That." IFTTT helps your apps and devices work together by letting you set up "recipes" that work behind the scenes of your phone to automate tasks. For example, you can say, "If I change my Facebook picture, then change my Twitter picture." Or, if your community has a resident event, you can say, "If anything is posted with #Apartmentlife, then save it into a spreadsheet."
- Slydial allows you to make calls straight to a voicemail. At the end of the day when you have 17 calls to make and no time to chat, Slydial will allow you to leave a message without the phone even ringing on the other end.

TASK MANAGEMENT

Staying organized is at the center of productivity and efficiency. Ziesenis suggested a simple technique to help keep you focused on a specific task called the Pomodoro Technique. The technique requires setting a timer for 25 minutes and focusing on only the task at hand for those 25 minutes. Once the 25 minutes is up, take a short break, stretch, or get coffee, and then repeat the process until your task is complete. There are several apps that aid in task management by keeping you organized and conscious of the things that need to be done.

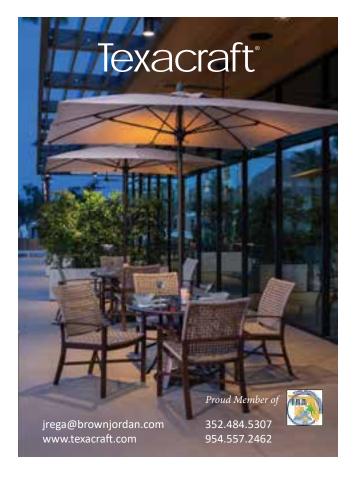
Apps

- YVA is an app that reads through your emails and highlights anything that requires a response. For example, if you receive a cumbersome email with lots of information, and one line that asks, "What time does your flight arrive?" YVA will pull that sentence out of the email and resend it to you, so you don't miss anything important. The app also provides help with improving sales and performance by analyzing employee performance and creating a personal dashboard for each individual with suggestions for self-improvement.
- Todoist is an app that helps keep you organized by helping you create "to-do" lists.
 You can add sub-lists, assign deadlines to tasks, and even share tasks with others.

- Rather than rewriting everything on paper or trying to remember every little thing that has to be done, Todoist stores and organizes your tasks right on your cellphone.
- Trello is a project management tool that allows you to organize each piece of a project and collaborate with team members. People are able to create new cards, tag team members, and add a deadline to a task so everyone involved can see exactly what every team member is doing. "Trello is shaped like a bulletin board, and it's a really easy concept for people to understand," said Ziesenis. "You can break up the information into cards so it's very easy to use and people can catch on quickly."

There are more apps and tech tools at our disposal than ever before. Ziesenis teaches that incorporating technology into your daily routine is less scary than people think and can have huge benefits in multiple aspects of life. People are constantly attached to their cellphones, so finding tools to help manage time, stress, and tasks can help alleviate some of those day-to-day burdens. There are more secret tech weapons and tips in Ziesenis' latest book, *The Big Book of Apps*, and on her website, YourNerdyBestFriend.com.









APAC is your advocate and helps to elect pro-multifamily industry candidates from across Florida.

I give to APAC because it provides an organized way for our association to support political candidates, legislation, regulations, or initiatives that promote the multifamily industry. It helps establish positive working relationships and enables us to relay our message to lawmakers effectively.

- Kimberly Maggard, Royal American Management

APAC is the backbone of our legislative efforts in educating government officials about the issues that impact the multifamily industry. The future of our industry, our companies, and our families depends on that support.

Angi Pusateri Downey, RentDebt Automated Collections

Affinity Waste Solutions supports APAC because it is a game changer. APAC allows FAA to have a seat at the table and have a voice to represent the multifamily industry. That voice helped save our family owned company and the valet trash industry in Florida.

- Justin Frost, Affinity Waste Solutions

My contributions to APAC ensure I am supporting candidates who support a legislative and regulatory climate favorable to our industry. Every dollar we give to APAC helps us build relationships with elected officials. Invest in the industry where you work. Invest in APAC.

Jordan Petras, Carroll Management

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STUDY OFFERS INSIGHT INTO MULTIFAMILY WAGES IN FLORIDA

BY LAUREEN CROWLEY

wenty-eight companies representing 733 properties and 182,602 units took part in a 2018 study of compensation and benefits currently being paid to multifamily management and maintenance professionals across Florida. The survey sample represents 29 percent of Florida's apartment industry.

The Florida Apartment Association engaged J Turner Research to conduct the study, FAA's first research project in more than a decade. Surveys were emailed to one person in each company on a list FAA provided to J Turner Research of companies that manage communities in Florida. J Turner Research compiled the results, which were kept confidential.

The survey asked companies to provide base pay rates and bonuses for seven positions or job titles, according to length of time in the role as well as number of units the employee is responsible for.

Data for all seven positions is provided in the statewide report and three of the 10 regional reports. In other regions, data for supervisors of regional property managers, regional property managers, or both included only one or two individuals. Salaries and bonuses for those two positions were not included in the reports in order to preserve confidentiality.

The region served by the **South East Florida Apartment Association** has
the highest average compensation (combining base pay and bonuses) for supervisors
of regional property managers, among the
three regions reporting on that position.
Interestingly, the SEFAA region did not

TITLES INCLUDED IN STUDY

- Supervisor of regional property managers
- Regional property managers
- Property managers
- Assistant property managers
- Leasing agents
- Maintenance supervisors
- Maintenance technicians

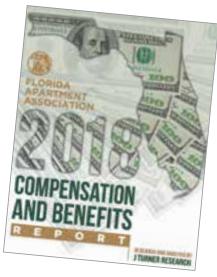
have the highest average compensation for any other position.

Similarly, the **Apartment Association** of **Greater Orlando** has the highest average compensation for regional property managers, among the five regions reporting on that position, but not for any other position.

The highest averages by position are seen in the regions served by Bay Area Apartment Association, First Coast Apartment Association, and Space Coast Apartment Association. The lowest average compensation is in the Bay County Multi-Housing Association. The greatest difference is for assistant property managers, with those in the SCAA region making 56.9 percent more than those in the BCMHA region.

The BAAA region has the greatest number of high averages by position, as well as highest overall average compensation for all positions.

The survey also asked participating companies about benefits.



- All companies pay some portion of health insurance premiums, with 72 percent the average paid by the employer.
- Nearly eight out of 10 companies match some portion of employees' contributions to 401(k) retirement accounts.
- Number of vacation or paid time off days varies from five days to more than 20.
- Cellphone reimbursement (to at least some employees) ranges from \$35 to 100 percent.
- For business use of automobiles, many companies reimburse for actual mileage, while others provide a car allowance ranging from \$50 to \$600 per month.

Some benefits are likely unique to the multifamily industry, such as discounted rent, use of apartments for business or personal travel, and use of fitness facilities at corporate managed properties.

Other benefits may be more reflective of the times, and the value many of today's employees put on work-life balance: flexible or compressed workweeks, time off for holiday shopping, and early closures before a holiday.

The statewide 2018 Florida Apartment Association Compensation & Benefits Report was provided to the 28 participating companies at no cost. The statewide report and the 10 regional reports are available for \$250 for members and \$350 for nonmembers. Discounts on the regional reports are available to participating companies; all companies receive discounts on purchases of more than one report. To learn more, visit faahq.org/research.



2018 FAA Annual Conference & Trade Show 'Illuminates' BY LAUREEN CROWLEY



or three days in October, the Boca Raton Resort & Club was "illuminated" by multifamily management and supplier professionals, engaging speakers, and enthusiastic volunteers and staff as the Florida Apartment Association welcomed more than 1,300 attendees to the 2018 FAA Annual Conference & Trade Show Oct. 3-5.

The theme of "Illuminate" was celebrated throughout the conference, such as with giant, light-up "robots" that greeted attendees at the opening session

and then led the way to the Trade Show Grand Opening. Attendees created messages on an interactive giant "light-bright" pegboard and enjoyed light-up refreshments.

Educational offerings opened with "Viral Business — Inspiring Customer Loyalty" by "Johnny Cupcakes" Earle and closed with "Goal Get 'Em" presented by Linley Paske and Lauren Pasqualone. Eighteen senior multifamily executives gathered for roundtable discussions in The Masters Sessions, and 11 breakout sessions covered

a wide range of topics such as fair housing, legislative updates, marketing, technology, and leadership.

The conference also included a wine tasting to benefit the Nan Cavarretta Memorial Scholarship Fund, Maintenance Mania, and the APAC All Hands on Deck Yacht Party, which featured a silent auction.

A closing celebration dinner shined a spotlight on Volunteers of the Year from each of FAA's 10 local affiliates and included the swearing-in of FAA's 2018-2019 Executive Committee.













2018 FAA ANNUAL CONFERENCE & TRADE SHOW

EDUCATIONAL SESSIONS

The Masters Sessions 2018 provided an opportunity for senior multifamily executives to share challenges and potential solutions. Breakout session topics included technology, coaching, and lessons for success.













EXECUTIVE COMMITTEE INSTALLED

Jeff Lowry, chairman of the National Apartment Association, installed the new FAA Executive Committee at the closing celebration dinner on Oct. 5. The committee members are:

Bonnie Smetzer, CPM, HCCP, JMG Realty Inc., president Katie Wrenn, CAPS, WRH Realty Services Inc., vice president Kimberly Maggard, CAPS, CPO, Royal American Management, treasurer Kristi Novak, CAM, CAPS, The Altman Companies, secretary Lori Trainer, CAM, CAPS, Pinnacle, immediate past president Lindsey McClain, First Coast Apartment Association, AE Council chairman Sabrina D'Ali-Mendoza, CORT, associates' vice president







LEADERSHIP LYCEUM

Twenty graduates of the FAA Leadership Lyceum program were recognized at the conference's closing celebration dinner on Oct. 5. They are Donna Ameller, Annika Cline, Gina DaSilva, Leslie DeMaio, Courtney Gavin, Rosa Houston, Terri Jeffries, Nancy Lovell, Sabrina D'Ali-Mendoza, Ashlee Frost-Partin, Monica Ramsey, Lee Rogers, Jessica Romero, Alex Mauro Ross, Margaret Rushing, Kelly Shaver, Denise Snyder, Shalonda Taylor, Crystal Verastegui, and Leana Wolters.



FAA HALL OF FAME

Chip Tatum, chief executive officer of the Apartment Association of Greater Orlando, accepted his 2018 FAA Hall of Fame award from Mark Ogier, partner and president at ContraVest Development Partners. Tatum began his multifamily career as a leasing professional and was awarded the National Apartment Association Paragon Award for Leasing Professional of the Year. He served for several years as the government affairs director for AAGO and then for FAA.

Tatum initiated and revamped many successful programs that FAA still relies on today. He has been an active member of the FAA Executive Committee as the chairman of the Association Executives' Council. He also has represented FAA on numerous committees and councils and is a current faculty member of the NAA Education Institute.



MAINTENANCE MANIA

Top maintenance professionals from each of FAA's local affiliates raced to solve apartment maintenance challenges and then raced cars built from common maintenance materials. The top three competitors were Jimmy Garcia, Brandon Gay, and John Perez.







APAC ALL HANDS ON DECK YACHT PARTY

Supporters of FAA's Apartment Political Action Committee relaxed on a luxury yacht and bid on silent auction items at the APAC All Hands on Deck Yacht Party. The event raised nearly \$44,000 to support FAA's advocacy efforts for the state's multifamily industry.















APAC DONORS RECEPTION

FAA members who contributed at least \$250 to the Apartment Political Action Committee were invited to a private reception before the APAC All Hands on Deck Yacht Party on Wednesday, Oct. 3.





AWARDS

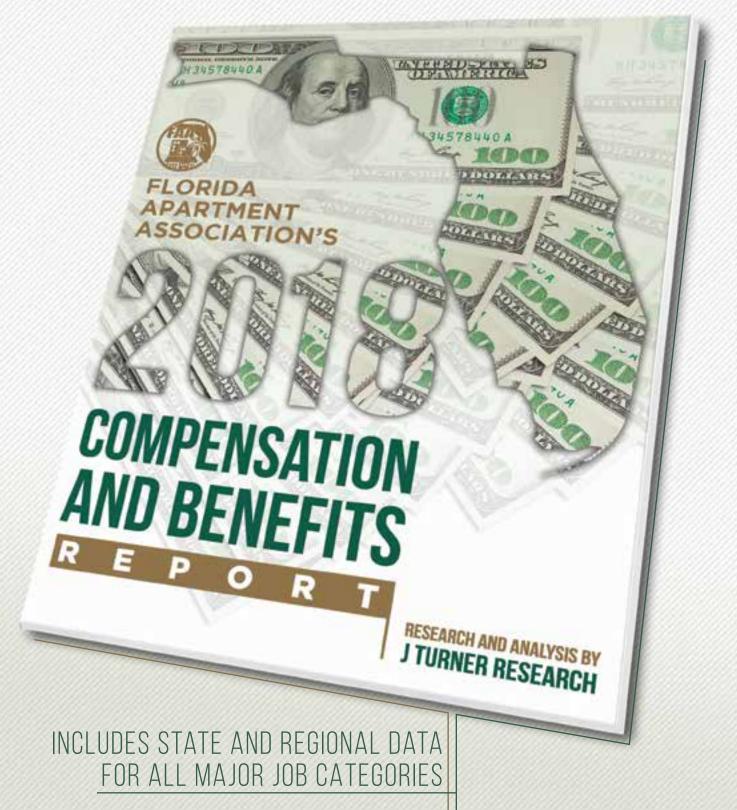
FAA recognized management and supplier volunteers of the year from all 10 affiliates. Attendees chose Affinity Waste Solutions for the Best Booth award.







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Lori Trainer, FAA's outgoing president, presented an award to each platinum sponsor during the opening session of the conference.

- Platinum sponsors (\$10,000 and above) were Apartments.com, House of Floors Inc., Massey Services Inc., RediCarpet, RentPath, RezCor, Shaw Floors, Sherwin Williams, Switch Electric, Valet Living, and Yardi
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LOOKING AHEAD TO 2019

Kristi Novak and Sabrina D'Ali-Mendoza, co-chairs of the 2019 FAA Annual Conference & Trade Show, announced the 2019 theme "Beyond Orbit" in style.









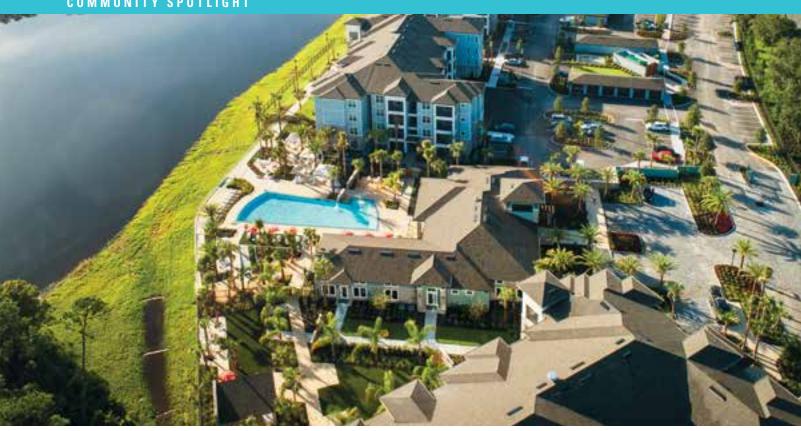


FLORIDA APARTMENT ASSOCIATION 2019

JEGISLATIVE CONFERENCE TALLAHASSEE, FL | FEB. 5-6



Registration now open at faahq.org









Bainbridge Brings Luxury Community to I-Drive Corridor

BY RANDA GRIFFIN

nternational Drive is an 11-mile stretch of road where some of Orlando, Florida's most famous attractions are located. Tucked away on Westlake Boulevard along the I-drive corridor is Solaya, a community offering residents an escape from the hustle and bustle of I-drive, while still keeping them in close proximity to the action.

"The way our property is situated, we're kind of set back off the road, so it's a very quiet community even though you're very accessible to everything," said Maria Hood, district manager for Bainbridge in the Orlando region.

Solaya is a new luxury community that opened in May 2018. The gated property

SOLAYA: **FAST FACTS**

Built: May 2018 Number of Units: 322 Location: Orlando, Florida Managed by: Bainbridge Monthly Rent: Starting at \$1,410 Floor plans: One-, two- and three-bedroom options







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has 322 units with various one-, two-, and three-bedroom floor plan options. Each unit has an open floor plan and private balcony and comes equipped with a washer and dryer. Hardwood plank flooring, white quartz countertops, and light gray cabinetry give the kitchens a modern finish.

In the few months that the community has been open, it has welcomed almost 200 residents, and Hood said lease-up so far has been an overall wonderful experience.

"There's something about moving into a brand new community that residents are just excited about," Hood said. "They're happy to be here and take pride in their brand new community, so they want to keep it nice and really be respectful of the amenities and the community itself."

Solaya is brimming with amenities for residents to enjoy, including a game room, an outdoor dog spa, and a clubhouse that's accessible 24 hours a day. "In the clubhouse there's a kitchen area, a 24-hour Starbucks coffee station that's free, and a couple of workspaces," Hood said.

As a modern-luxury community, Solaya was built with a focus on resident experience and healthy living.

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"We're focused on giving residents ways to just be outside and enjoy the day," Hood said. The community has an outdoor kitchen, family playground, hammock park, and scenic walking trail around the on-site lake. The community's infinity edge pool is surrounded by a sundeck lounge and outdoor features such as a covered grill area and a porch with fireplaces.

The clubhouse also features a 24-hour fitness center and separate yoga studio with on-demand fitness training.

Solaya furthered its commitment to health by becoming an FAA-certified smoke-free community. Solaya joined the program in May



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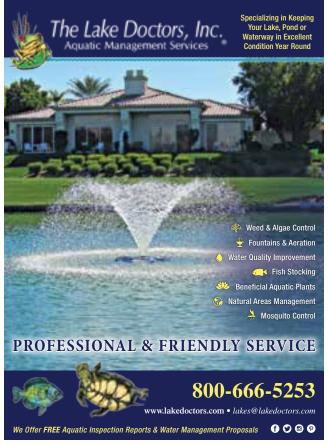
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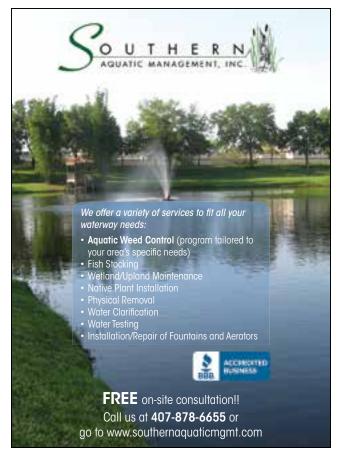
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at the silver level, which prohibits smoking indoors and within 25 feet of any building on the property.

"The response from residents has been great," Hood said. "For the most part, people are thrilled by it because they don't smoke and don't want to have to worry about it."

Solaya also participates in a community rewards program through Modern Message. The service gives residents points for participating in community events and completing surveys, which they can then turn in for gift cards.

"It's a nice way to get our residents interacting and for us to get to know them as well." Hood said.

Hood has worked in the multifamily industry for more than 20 years and said everyone on her team goes above and beyond to provide the highest level of professional care at Solava.

"The people on our site have years of experience," Hood said. "That extra touch of customer service that you get from our team is what sets us apart from the other communities."





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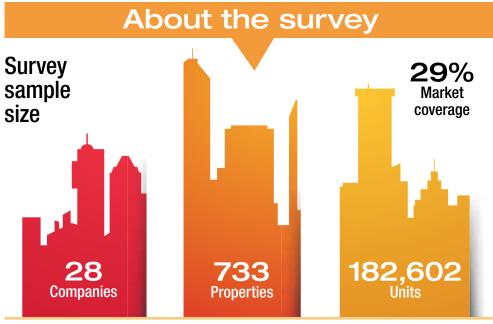
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Apartments by the Numbers

Fast facts from the FAA 2018 Compensation and Benefits Survey



Personnel



27 Supervisors of Regional Property Managers (if not head of property management division)

112 Regional Property Managers (RPMs)



455 Property Managers

403 Assistant Property Managers

573 Leasing Agents

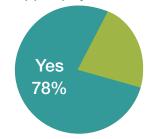


510 Maintenance Technicians

474 Maintenance Supervisors

Benefits

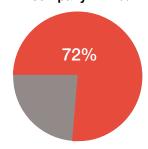
401(k) employer contribution



Health insurance



Percentage of total health insurance premium paid by company – 72%



Turnover rates



30%
Maintenance
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