



MULTIFAMILY FLORIDA

ATTRACTING

THE NEXT GENERATION OF RESIDENTS



FALL 2022

**SUPPLIERS
SHARE THEIR
TOP TIPS FOR
MARKETING**

PAGE 14

**TECHNOLOGY
CAN CREATE
EFFICIENCY,
SOLUTIONS**

PAGE 20

PRSRRT STD
U.S. Postage
Paid
Permit No. 356
York, PA



iNSPIRE

Powered by  FAA

FLORIDA APARTMENT ASSOCIATION

ANNUAL CONFERENCE & TRADE SHOW

OCTOBER 11-13 • 2023

DISNEY'S CORONADO SPRINGS RESORT
LAKE BUENA VISTA, FL

www.FAAinspire.com

CONTENTS

FEATURES

06

COVER STORY

Attracting the Next Generation of Residents

BY DIANE SEARS



14

Supplier Marketing in a Post-COVID World

BY CAMILA CAL



20

Technology, Automation Create Efficiency, Solutions for Hiring Challenges

BY PAUL BERGERON



DEPARTMENTS

03

President's Message:

It Has Been an Honor

BY KRISTI NOVAK, CAM, CAPS
ALTMAN MANAGEMENT
COMPANY

04

FAA Update:

Whose Story is it Anyway?

BY CHIP TATUM, CAM, CAE

26

Community Spotlight: The Venetian: Standing Out in Student Living

BY CAMILA CAL



26

32

Apartments By the Numbers

Master the **art & science** of marketing



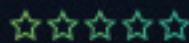
WEBSITES



SEO



PPC



REPUTATION
MANAGEMENT



SOCIAL
MEDIA

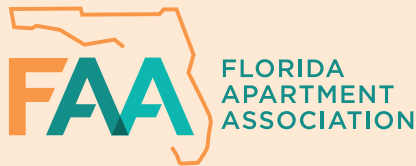


ANALYTICS

Reach renters everywhere with
help from a full-service agency

reachbyrentcafe.com

REACH
by RentCafe®



FLORIDA APARTMENT ASSOCIATION
200 East Robinson Street, Suite 900
Orlando, FL 32801
Tel: 407-960-2910
Fax: 407-960-2911
www.faahq.org

EXECUTIVE COMMITTEE

President

Kristi Novak, CAM, CAPS
Altman Management Company

Vice President

Jimmy Chestnut, CPM
Incore Residential

Treasurer

Ricardo Alicea, CPM, CAPS, CPO
Wendover Housing Partners

Secretary

Keri Walker Pfeifer
Bozzuto Management Company

Immediate Past President

Kimberly Maggard, CAPS, CPO
Royal American Management

Associates' Vice President

Jonathan Smith
Future Foam

Association Executives Council Chair

Lindsey McClain
First Coast Apartment Association

FAA STAFF

Executive Vice President

Chip Tatum, CAM, CAE

Director of Communications

Laureen Crowley

Government Affairs Director

Amanda White

Director of Meetings and Business Development

Ralph Robinson, CAE, CMP

Local Government Affairs Manager

Johnmichael Fernandez

Senior Manager of Association Resources

Rona Long

Meetings Manager

Melanie Palaigos, CMP

Communications Intern

Camila Cal

PUBLICATION MANAGEMENT

THE YGS GROUP

3650 W. Market St.
York, PA 17404
717-505-9701
theYGSgroup.com

Executive Vice President

Jack Davidson

Account Manager

Rebecca Pratt

EDITORIAL

Copy Editor

Amy DiNunzio

DESIGN

Creative Director

Serena L. Spiezio

Graphic Designer

Tara Roth

ADVERTISING

Account Executive

Marshall Boomer

PRESIDENT'S MESSAGE

It Has Been an Honor

BY KRISTI NOVAK, CAM, CAPS | ALTMAN MANAGEMENT COMPANY

IT IS HARD TO believe that we are reaching the end of yet another year. Anyone else find themselves wondering where the time has gone? Did anyone ever think rents and occupancy rates were going to soar and that we would be busier than ever? From supply shortages and unprecedented hiring challenges to increased costs of just about everything, 2022 has been nothing but thrilling and sometimes overwhelming.

As I look back at the past several months, I am so happy to see the involvement and support of members from our nine local affiliates across the state. Our world keeps changing and getting more hectic and does not seem to be slowing down at all, yet everyone is reengaged, sharing ideas, and standing together to make a difference. I am impressed with how much the participation at FAA has grown and how many community and supplier partners are getting more involved. Can you tell everyone was tired of Zoom meetings and staying at home? This year, conferences, meetings, and events were held in person, and it felt good to see people's whole faces – not just their eyes behind a mask – and to shake their hand and maybe give a hug. Everyone was so engaged, and there were many new faces.

I had the honor of appointing committee chairs and co-chairs. I was humbled and impressed to receive a unanimous yes from everyone I asked to serve. It did not stop there, as many also said, "Anything you need, I am there." To each of you, I thank you for your commitment. "Commitment" entails more than making a promise to do or give something. It includes dedication, a positive attitude, and working extremely hard to do or

support something. Having worked alongside so many this year who hold this quality is truly inspiring. Commitment is how we keep making steps to growing and becoming stronger.

It seems like every day state and local lawmakers try to come up with another ordinance or statute that makes the apartment industry a little more challenging. How many times have we heard about rent control this year? There are some big challenges we are currently facing and some yet to come, but I feel confident that we have the participation and commitment to stand united and let our voices be heard.

As a lifer in this industry, I could not be prouder of where we stand today and where we are going in the future.

It has been an honor and a privilege to serve as president of the Florida Apartment Association. As this is my last President's Message, I would like to take this opportunity to thank some of the individuals who have supported me throughout the year.

FAA staff members continue to amaze me, as they have delivered more resources to the members to make the Florida Apartment Association strong.

The FAA Executive Committee and Board of Directors helped make this year successful, and I appreciate each and every one of you.

I am extremely grateful to the leadership at Altman Management Company, specifically our president, Lee Ann Edwards, as well as the operations team and on-site employees.

Last but certainly not least, my two beautiful children and husband, Donny Novak, are always there to provide me with patience, support, and so much love. **MF**

Whose Story is it Anyway?

BY CHIP TATUM, CAE | EXECUTIVE VICE PRESIDENT

In August, one Florida county earned the dubious distinction of being the first local government to attempt to establish rent control in more than 45 years. And, the Florida Apartment Association, alongside the Florida Realtors, was forced to sue a local government for the first time in our 50-plus-year history. While we do not have a crystal ball to tell us how all of this will play out, we can pause to take a look in the rear-view mirror. So, how did we get here?

The apartment industry needs to do a better job of telling its story. Too many years of trying to fly under the radar of the media and policymakers have made

many of us hesitant to use our voice. One of my favorite quotes, frequently attributed to Mark Twain, is “Better to be thought a fool than to speak and remove all doubt.” In most cases these are wise words to live by – if you don’t believe me, just do a quick scroll of your Twitter feed. However, this tactic has done housing providers a great disservice; when we do not tell our story, other entities tell it for us.

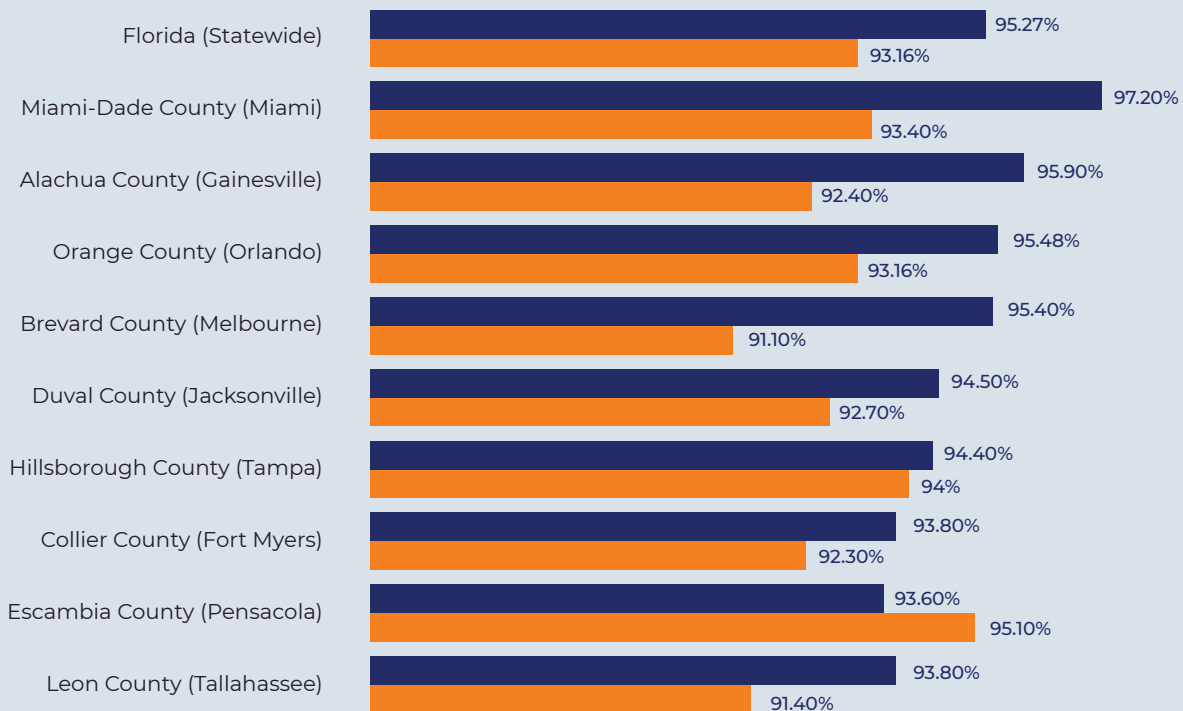
Why does it matter? The apartment industry is the solution to Florida’s housing supply challenges – not the cause of them. However, the perception in the minds of many policymakers, especially at the local level, is that rental housing

providers are eviction – crazed “profiteers.” This misrepresentation of the industry has led to a proliferation of negative local ordinances, from rent control measures to seemingly innocuous notice requirements. In a recent strategic planning session with FAA leaders, a common frustration among the group was how the entire apartment industry is stigmatized by a handful of bad actors. Our leaders clearly want to differentiate the apartment industry from this segment of the housing market that does not represent our multifamily operators.

What story do FAA members have to tell? We must begin by acknowledging that the housing supply challenges that have

APARTMENT OCCUPANCY RATES

Counties are listed in order of 2022 physical occupancy from highest to lowest.



Source: CoStar

existed for years have been amplified by record migration to our state. These supply pressures are felt most acutely by low- to middle-income families who are struggling to find housing they can afford. While there are signs of easing, statewide apartment vacancy is very low, right around 5% as of early August 2022.¹ Despite nearly 122,000 apartments under construction, this low vacancy – coupled with unprecedented demand – has put a strain on housing providers and residents alike.

Compare this year's occupancy rates with two years ago (see graph on Page 4).

On average, vacancy (availability) has decreased by 2.06% statewide since 2020. This is in spite of new apartment net deliveries keeping pace or exceeding previous years. As has been widely reported in outlets across the state, people are moving to Florida in droves for our favorable business climate, low taxes, and myriad other reasons. (I am willing to bet those reasons do not include chewable humidity levels and our plethora of creepy insects.)

Part of our untold story is that we “read the tea leaves” on Florida's housing scarcity and affordability challenges years ago. Pre-pandemic, we were learning from members in conventional and affordable housing development that regulatory and market conditions were compromising the industry's ability to deliver new housing inventory. These development challenges were making housing more expensive and less readily available at a time in which we needed it most. In order to effect change and educate policymakers and the public, we knew that the industry needed to be able to quantify these challenges.

In 2019, the Florida Apartment Association and the Apartment Association of Greater Orlando co-authored award winning² research, the “Housing Affordability Toolkit,” which identified regulatory pressures that were impacting housing affordability, as well as potential solutions. Fast forward to 2022, and FAA has invested nearly \$300,000 in research focused on addressing the state's apartment cost and supply challenges.^{3 4 5 6} This month, FAA will release the “Florida Apartment Scarcity Dashboard.” This interactive tool clearly

identifies supply gaps at multiple income levels for each of Florida's Metropolitan Statistical Areas (MSAs) and by county. Get a sneak peek at *BuildFlorida2030*.

com. The key takeaway from the report is that an additional 570,000 apartment units are needed by 2030 just to keep up with anticipated demand.⁶

In the commission meeting I mentioned at the beginning of this article, our members attempted to better tell the story that the only solution to our state and regional housing challenges is more housing. FAA's government affairs director, Amanda White, stated in a public comment, “...lack of supply is the root cause of our housing affordability challenges, and this problem is years in the making. The housing industry is **not** [emphasis added] the enemy in this fight – we are the solution.”

As the voice of the multifamily industry in the state, the Florida Apartment Association is working to ensure that your story is told. To do that, we need you:

- Join your peers at the Legislative Platform Meeting on Wednesday, September 28, in conjunction with the 2022 FAA Annual Conference & Trade Show.
- Plan to travel to Tallahassee on February 21-22 to meet with your legislators and advocate for your industry.

If you have questions or other ideas, talk to me, FAA staff, or FAA officers. This message, our story, needs to be shouted from the rooftops. And we can't do that without you. **MF**

SOURCES:

¹ CoStar

² National Apartment Association Excel Award | 2020

³ Housing Affordability Toolkit - 2019 FAA | AAGO

⁴ Drivers of Multifamily Housing Costs and Affordability - 2020 | FAA | HR&A

⁵ Property Tax Discounts and Their Impact on Supply - 2021 | FAA | HR&A

⁶ Florida Apartment Scarcity Dashboard- 2022 | FAA | HR&A

EVERYTHING YOU NEED, IN ONE PLACE.



BENCHES, TABLES & GRILLS



OUTDOOR FITNESS EQUIPMENT



TRASH & RECYCLING



BIKE RACKS & TIRE PUMPS



PLAYGROUND PRODUCTS

**4,000+ PRODUCTS
25+ SUPPLIERS
ADDING MORE EVERY DAY!**

**DISCOUNT
PLAYGROUND
SUPPLY**

**ORDER BY PHONE
888-760-2499**



**MULTIPLE SUPPLIERS,
ONE PURCHASE ORDER!
DISCOUNTPLAYGROUNDSUPPLY.COM**





ATTRACTING THE NEXT GENERATION OF RESIDENTS

BY DIANE SEARS

It wasn't that long ago that marketing an apartment community to potential residents meant placing ads in magazines and hoping that people would pick them up in racks around town. Innovative properties enticed readers with pictures of pools, gyms, community centers, jogging trails, and smiling people, along with floor plans that included laundry rooms and walk-in closets in each apartment.

Those days are gone. With five generations in the rental housing market today, more people than ever are looking for apartments to match their changing lifestyles. But the way they search for their new homes varies widely by generation. To adapt, apartment communities are expanding their marketing strategies to more than the "one size fits all" techniques of the past.

"Multifamily, as a whole, was a little bit behind other industries in adapting to shifting technology – and that was especially true on the marketing side," said Gray Lane, director of digital marketing at JMG Realty, which was acquired by Asset Living in December 2021. "The whole business was built on word-of-mouth advertising and drive-by signage, and on getting into the Apartment Finder books people would pick up in the lobby of the local grocery store or restaurant."

The generations and their approximate U.S. populations, according to German market research firm Statista, are:



Generation Z
(born 1997-2012)
67 MILLION



Millennials
(born 1981-1996)
72 MILLION



Generation X
(born 1965-1980)
65 MILLION



Baby Boomers
(born 1946 to 1964)
71 MILLION



Silent Generation
(born 1928 to 1945)
21 MILLION

When he started eight years ago, communities were still trying to figure out how to make their websites appealing. Today, they're offering full property tours online and driving people to their websites through Instagram, TikTok, and even a tactic called geofencing, which sends advertisements to people's mobile devices based on their geographic proximity to the property during their daily activities. Communities are carefully balancing their marketing techniques to appeal to the generations in their potential audience.

"There's quite a difference between having an apartment community right next to a university and something more metropolitan downtown that aims for people who are more career-focused," Lane said. "You're going to have a different audience.

"A lot of marketing is storytelling and creating the vision of a lifestyle. We can do things that speak to certain people depending on our competitive advantages for that particular asset. There are enough tools for us

to reach pretty much whoever we need to these days, especially in a very online world."

The Right Fit

Before crafting its advertising strategy, each apartment community needs to determine who makes up the audience it's trying to reach. This might seem like Marketing 101 to some, but it's not as straightforward as it sounds. By law, apartments must be inclusive, meaning they can't exclude anyone who qualifies to live there. Also, each property is going to appeal to different generations depending on its price, location, and feel.

"I would say the tension has shifted," said Hannah Wood, director of revenue marketing for ResMan, which provides property management software for multifamily communities. "In the past, I've seen our customers worry about filling units, but today they're more concerned about filling them with the right residents."

Apartment communities tend to focus most of their marketing efforts on the youngest generation – people who are just starting their careers and haven't yet thought about getting married, starting a family, or buying a house. Today, that means appealing to Generation Z. But there are renters in other age groups that want the apartment lifestyle, too.

"What we're seeing with Boomers is that more of them are retiring and wanting to live in apartments and rent," said Wood's colleague Megan Thomas, content and social marketing manager with ResMan. "A lot of millennials and Gen Z – especially Gen Z – are becoming renters for life. They don't really see the



Sanibel Strap
143S
18" Seat Height



Maya Sling
9343
18" Seat Height



Vectra Rise with Wheels
E421
18" Seat Height



Aluminum Umbrella
Commercial Grade
Aluminum Concrete Base
with Wheels
UB102



Vectra Bold Sling
E430



Maya Sling
9302



Vision Sling
7902



42" Round Aluminum Table
42PA



PROUDLY
MADE IN THE USA



SINCE 1983
in Fort Myers, Florida

For all our commercial collections visit SuncoastFurniture.com or call **239-267-8300**



Life of an APAC Dollar

Since 1971, APAC has helped to elect pro-multifamily industry candidates from across Florida.



1. FAA Members Contribute to APAC

FAA members make personal and/or corporate contributions to APAC in several ways throughout the year. All contributions are pooled together to help elect or reelect local and state candidates who support the apartment industry.



2. The APAC BOD Budgets for Success



Each election cycle, the FAA government affairs team and the APAC Board of Directors (APAC BOD) prepare a budget to support candidates based on the industry's strategic goals and regardless of political party.

3. The APAC BOD Oversees the Contribution Approval Process

The APAC BOD meets at least three times a year and is responsible for election cycle budgeting, the candidate screening and endorsement process, and the approval of political contributions throughout the year as Florida's political landscape evolves.

Bipartisan campaign contributions are prioritized by the APAC BOD based on a variety of factors, including but not limited to:



a Candidates who serve or will serve as committee chairs or in leadership positions for both political parties in the Florida House and Senate.



b Candidates who have demonstrated a willingness to work collaboratively with the apartment industry or who have a voting record that aligns with the industry's positions on many issues.



c Strategic races or regions in the state where the FAA is making an effort to build stronger relationships with elected officials.

4. APAC Disburses Campaign or Political Committee Contributions

Upon approval from the APAC BOD, the FAA government affairs staff disburses APAC funds to local and state candidates from both political parties throughout the election cycle in accordance with the APAC budget and the industry's strategic objectives. This process typically involves an in-person meeting with the candidate to discuss the policy issues that matter most to the apartment industry.

A financially strong APAC ensures FAA and its local affiliates can continue to build strong relationships with candidates and elected officials at the local and state level. Ultimately, these relationships provide FAA members with a valuable seat at the table when public policy is being made locally or in the halls of the state Capitol in Tallahassee.



Visit FAAHQ.org/APACNOW to invest in APAC today.

value in having their own asset anymore. They don't want all the work that comes with owning a home – dealing with property taxes and the housing market.”

In between, people from Generation X are becoming empty-nesters and downsizing to smaller places. Their parents, the youngest part of the Silent Generation, are moving to live closer to family members. They are not necessarily part of the target demographics, but the marketing has to appeal to them, too.

Wood and Thomas pointed to the *2022 Renter Preferences Survey Report*, based on research conducted every two years by the National Multifamily Housing Council and property management training software company Grace Hill. The most recent survey of more than 221,000 renters in 4,500 communities across 79 metro areas showed that the top four priorities for renters were price, place, parking, and pets. Their secondary concerns were floor plans, features, availability, and sales or service. Amenities fell into the third level of priorities.

Property appearance was the second most important aspect behind rental price, the study showed. Another piece that ranked high in the most recent study was soundproof walls – a result of the beginning of the COVID-19 pandemic, when people working from home were competing with sounds from their neighbors' Zoom conversations and barking dogs.

The combination of shifting generational values and new needs spurred by the pandemic have changed what people look for in an apartment home, Wood and Thomas said. Earlier generations asked about the

quality of schools, the friendliness of the neighborhood, and the distance to highways for their commute to work. They asked, “How is this community going to fit into my lifestyle?”

The National Apartment Association and ApartmentRatings/Satisfacts surveyed Gen Z renters and found that high-speed internet, Wi-Fi, and security were at the top of the list of desired amenities, along with in-unit laundry and guaranteed parking. Other factors to attract Gen Z renters included: “sound-proof walls to appeal to their need for privacy, outdoor space, and a robust package of health and wellness amenities.”

Gen Z Preferences

PeakMade Real Estate, which started as a student housing company and has expanded to multifamily communities in recent years, conducts focus groups to find out what its residents like and what could be improved. The Atlanta-based company uses the data it gathers to create white papers that help its properties market to potential residents.

The company has tracked the needs of Gen Z and has adjusted its marketing accordingly, said Ashly Poyer, PeakMade's vice president of sales.

“Five years ago, we would have been focused on creating this ‘wow experience’ in our digital campaigns, our websites, our resident events, and our outreach marketing. Fast forward to today with Gen Z; they have this expectation that everything is already Instagram-worthy. Everything is already going

TEXACRAFT
BY BROWN JORDAN

1.800.327.1541
jrega@texacraft.com

texacraft.com



Southern Cay

to have a certain look and feel, so that's no longer a wow factor for them.

"They're primarily focused on the basics being done really well: How do we interact with them? Do our ads serve a purpose and answer questions potential renters might have? And are we meeting them when they're ready to buy instead of going out and forcing velocity or forcing interest? Today it's more about just being ready when they're ready to hunt for an apartment. It's been a really interesting shift."

The company's last white paper outlined what's important to today's most sought-after apartment resident. "Gen Z is focused on study rooms where they can host groups and on access to outdoor spaces, especially after COVID," Poyer said. "For online classes, that's where study rooms really come in handy, so they can get out of their apartments and go somewhere where they're ready to work and be present in a virtual class."

Study spaces in apartment community centers are replacing the giant living rooms where Gen Z's grandparents hosted birthday parties and the game rooms where their parents played pool, Ping-Pong, and arcade games. Gen Z is using the communal space quite differently.

"They want large rooms where they can do class projects," Poyer said. "Those need to have access to TVs where residents can connect their screens – anything that would prevent them from having to go to the library or go to campus. They want large tables where people can camp out all day, do their homework, have lunch delivered, and have some friends over to study in a larger space than their apartment. And it doesn't bother them to share the tables with complete strangers."

Gen Z also wants access to fitness centers that offer a wide range of options, from spinning to weightlifting.

"And then inside the apartments, Wi-Fi is an essential need for them," Poyer said. "For every bed space in a student apartment, we can expect a minimum of four devices to be connected. If you have four residents, that's a lot of devices. So Wi-Fi is really important. And they want windows. They were really specific about access to natural light, which is important if they have to be stuck at home."

New Marketing Tools

Technology has changed the way apartment communities market to prospective residents. In the past, advertising on television was almost unheard of because of the expense. Today, marketers are able to

Future Trends to Watch

- **Shorter-term leases.** These will be tailored for Gen Z residents whose career paths involve working short term at multiple jobs on their way up the corporate ladder. Instead of one-year leases, expect to see properties offer different terms.
- **Room blocks.** Companies that move remote employees closer to headquarters to work on-site for short-term training stints will pay for blocks of units and take responsibility for furnishing and filling them throughout the year.
- **Virtual reality.** Immersive rental experiences will enable potential residents to tour specific apartments via virtual reality to feel what it's like to be inside and see the view.

place video ads on streaming services, targeting the customers they want to reach.

"We don't need to capture the entire metro area," said Lane of Asset Living. "We need to capture people we have identified as a potential audience based on their location and their search behaviors."

"On the other side of that, we try to make sure our website experiences are phenomenal. The younger generation can get all the information they need from social media and from checking Google reviews, but the last part of the experience is visiting the website. That's where they go if they want to see your pricing or contact the property."

"The website is also key for people who aren't using all those extraneous channels," Lane said. "Maybe the first thing they do is just search 'apartments in Fort Lauderdale' and that's how they enter the sales process. So with that, we're doing a good bit of spending on Google advertising and bidding on keywords."

Once potential residents are engaged, apartment communities have to be open to communicating with them the way they prefer to be contacted, and that might vary from generation to generation. Gen Z prospects, for example, might prefer to book an apartment online the way they'd make a restaurant reservation on the OpenTable app. Millennials might want to communicate by text. Gen X might want to exchange emails with a property manager, and Boomers might want a phone call to confirm the appointment.

Apartment communities need to offer all of the above, Lane said. "The word is personalization. Bringing that to our digital marketing experiences is kind of the next frontier."

The Long View

Poyer of PeakMade said the marketing and advertising process has become much more sophisticated since she started as a part-time leasing consultant 12 years ago.

“When I was on-site, it was all about printing 5,000 flyers, pounding the pavement, and volume,” she said. “Quantity was way more important than quality. Now, fast forward, we’re focused on understanding where our leads come from, the ‘highest propensity to lease’ leads, and doubling down on those efforts. We’re taking a much more targeted approach, which frees up our teams to focus on the customer experience and not have to do something for the sake of motion.”

Today the company has become more strategic about the role of digital marketing and how its outreach initiatives can support that. PeakMade makes an intentional effort to appeal to the values of Gen Z by posting its diversity vision on its website with explanations of how the company is building communities that embrace everyone.

“As far as our marketing efforts, for a long time we’ve been really thoughtful about representation,” said Poyer, who is chair of the company’s Diversity,

Equity & Inclusion (DEI) Council. “It’s been easy to focus on gender and race, and that’s definitely an important step. But now we’re looking at things like nationality and ableism and the representation in our photography and our videos.

“We showcase how everyone can enjoy the community and participate. That includes things like accessibility to understand what ads are saying, adding alt text to photos and videos, and having an ADA-compliant website. All of that has been part of our strategy for a long time, and right now it falls under this DEI umbrella and feels really cohesive.”

That approach adds to the company’s efforts to create brand awareness that eventually can lead to sales. It’s key to understand that today’s lead process is not what it used to be when potential residents toured the properties and decided to sign a lease within minutes, hours, or days.

“You might go to campus and throw a really cool event and not get leads immediately, but over the next couple of weeks see a spike in your website traffic and more engagement in your digital ads,” Poyer said. “Understanding how all of your marketing mediums play a role in that has been a game changer for us.” **MF**



**ORDER THE
PRODUCTS YOU
NEED, HOWEVER
YOU WANT**

WE'RE READY FOR YOU.

WE HAVE THE PRODUCT YOU
NEED WHEN YOU NEED IT.

- Wide Selection: Thousands of products in stock
- Same Day Delivery: Orders placed before 10:30am are delivered same day
- Text Updates: Up to the minute updates on your order
- Special Orders: We will help you find the exact item you need
- Custom Fabrication: We offer custom blinds, cabinets, doors and screens

Call/Text To Order: **888.924.7278**

En Español: **888.898.6872**

Experience The AZP Difference | **MYAZP.COM**

AZP | MULTIFAMILY



IMPACT

Powered by  FAA

FLORIDA APARTMENT ASSOCIATION

LEGISLATIVE CONFERENCE

FEBRUARY 21-22, 2023

AC Hotel by Marriott • Tallahassee Universities at the Capitol • Tallahassee, FL

www.FAAimpact.com





The background features a light blue globe with a grid of latitude and longitude lines. To the left, a dark blue briefcase is shown in profile, with a white handle and a small white rectangular detail. The overall color palette is composed of various shades of blue and teal.

SUPPLIER MARKETING in a Post-COVID World

BY CAMILA CAL

THE COVID-19 PANDEMIC SHIFTED the way many industries operate, including, and perhaps especially, the multifamily industry. Multifamily professionals had to rethink every aspect of their business, causing changes that will remain long after COVID.

Traditionally, suppliers to the industry have thrived on in-person meetings and frequent leasing office visits, both of which are successful ways of putting a face to their product and building relationships with leasing staff. However, the pandemic limited such tactics because in-person meetings were discouraged, leading suppliers to find creative methods for continuing to market their products.



Top Tips

EMILY SMITH, BELFOR PROPERTY RESTORATION

- “Don’t give up. Continue to try different methods of communication. Every manager is different and prefers different ways of communicating. Your job is to find what works for them. I suggest trying them all at first and see which one sticks.”
- “Don’t be afraid to get out of your comfort zone because that is where growth occurs.”

“COVID caused a big interruption in my day-to-day marketing efforts. Many of the on-site management teams were either on-site with their doors locked or working remotely,” said Emily Smith, account manager at BELFOR Property Restoration, a multinational corporation that sells recovery and restoration services.

The shift to virtual communication wasn’t out of the ordinary for suppliers, but it was novel that on-site teams had less time to meet due to the pandemic and being short-staffed. If they didn’t immediately need supplier services, it was difficult to get in front of them, Smith said. It was a continual challenge to secure face-to-face time when genuine relationships are typically created.

“Because of these challenges, we had to pivot, and it was trial and error for a while,” she said. Her team



left swag and literature outside the offices that were occupied and Smith became more active in Space Coast Apartment Association, her local association, to learn how she could best support the industry and to participate in small, safe events such as a beach cleanup. She said she became a wizard with virtual marketing, including email marketing, social media marketing, and the old-school method – cold calls.

“We were in a position we had never been in, let alone could imagine. I believe we learned to truly value the time we had with our customers more than we ever did before,” she said. Whether it was a 30-second phone call or creating a monthly email campaign, time was so limited that her team had to strategically plan each message to be short, sweet, and well-received. She still uses these methods now and

recommends asking each property’s staff what their preferred method of communication is while continuing to personalize messaging.

Christina Inglis, account executive at CORT, a furniture rental company, said before COVID, a normal marketing day consisted of collecting marketing materials and setting a goal of visiting as many properties as possible.

“Now, we really have to take into account and consider people’s comfortability with visiting in person. There are still people that are very hesitant to meet if I just walk in,” Inglis said. “A big change is that I basically shoot out emails beforehand just letting [on-site teams] know that I’m stopping by because I think it’s important that I get their buy-in so it’s more of a welcoming, productive conversation.” This change in communication fosters mutual respect for everyone’s time, she said.

Inglis also believes that the importance of integrating products with technology increased with the pandemic and will only keep growing because of the emphasis on virtual leasing.

“CORT came up with this new program where we’ve actually integrated an option for furnished apartments into [properties’] leasing options. So while [a property] doesn’t offer furnished apartments, we now have the option on their leases for them to offer that through their partners at CORT,” she said. This system has helped to make referrals automated while also working in conjunction with the valued relationships between the supplier and leasing agents.

“I feel like CORT took a major step in the right direction in this automated world that we’re living in,” Inglis said.



Top Tips

CHRISTINA INGLIS, CORT

- “Make sure to reach out before visiting.”
- “A trick I picked up is to put together gift baskets for the on-site teams. For summer, I found cute sandcastle molds that I used as a basket and I added in some [marketing] collateral, bubbles, candy, and swag. I tie or tape my business card to the basket, too. When you go in and give these gifts to the leasing agent, you automatically see their face light up, and you know they’ll remember you.”



Top Tips

ASHLEE PARTIN, AFFINITY WASTE SOLUTIONS

- “Connect with other suppliers. Next time you’re at a trade show, association event, or networking opportunity, I challenge you to find a supplier and ask them their advice about whatever season you’re in. Chances are – they’ve been there too. They understand your same struggles and can become your biggest ally in this industry.”
- “My boss, mentor, and brother always says, ‘adapt, improvise, and overcome.’ It became our company motto throughout COVID. We were and are still constantly pivoting to be the best partnership for our clients, and we can’t do so if we aren’t willing to adapt to their needs.”
- “When you walk into an event, scan the room, find the most intimidating table to sit at, and go make room for yourself. You will learn and grow when you step out of your comfort zone. Have a little faith and just take that step.”

Ashlee Partin, account executive at Affinity Waste Solutions, a valet trash service, agrees that technology has been and will remain an indispensable tool during and after the pandemic.

“COVID truly catapulted our industry to rely on technology so much more. Because of things like Zoom, social media, and digital marketing, we have been able to move forward faster than we thought possible,” Partin said.

She was transitioning into a national role at the brink of COVID and found that she was able to grow her network through posting on social media and connecting with clients and prospects on video calls nationally and internationally.

“I never wanted to work behind a desk before. I’m not a tech person and, frankly, not one who likes to sit still either. So, learning how to organize myself and my

ET&T Distributors

ettflorida.com | 888.642.2226 | 386.322.7789

Outdoor Furniture

Playgrounds

Dog Parks

Social Areas

Shade Structures

NEW!

Solar Charging Stations & Outdoor Furniture

Wireless & USB Charging with WiFi & Bluetooth

**WE
DESIGN
WOW**

Come Visit Us at the FAA Trade Show
BOOTH 605

workload, staying focused, and becoming tech savvy was a big adjustment I had to make. It really pushed me past my comfort zone and has been pivotal in my career,” she said.

Partin explained that people across the whole industry are working harder than ever before. She agreed that it’s been more difficult to build on-site relationships because of the increased workload on the management side. Her solution is to focus on “creating joy and happiness by organizing events, outings, and memories to give the management teams a moment to take a break after all the hard work they’re doing each and every day.”

Some marketing strategies, such as relationship building, remain crucial. Relationships cultivated in the industry kept suppliers anchored during that most unpredictable time and will continue to do so in the future.

“Having friends, clients, other suppliers, and leaders to lean on, navigate with, and learn from during such an uncharted time was key in keeping our company focused on the positive future ahead,” Partin said. “This season gave us all an opportunity to stretch and grow in ways that we didn’t think were possible, and it’s been beautiful to see the amount our industry has grown, adapted, improvised, and overcome.” **MF**



ARCHITECTURAL DOG PARK PRODUCTS



DOG WASH TUBS



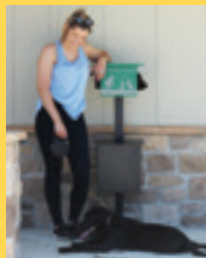
FUN PRODUCTS



NATURAL PLAY



WATER FOUNTAINS



PET STATIONS



AGILITY ITEMS

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
SOLUTION ANALYSIS
855-254-WASH
9377

- ✓ 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

Follow Us

8550 NW 50th St, Doral, Florida www.commerciallaundries.com




TECHNOLOGY, AUTOMATION, CREATE EFFICIENCY, SOLUTIONS for Hiring Challenges

BY PAUL BERGERON

INNOVATION AND AUTOMATION CONTINUE to flourish in the apartment industry. Companies are developing and upgrading their offerings in smart-home technology, software-driven parking management, access management, and electric-vehicle charging stations.

“Proper technology creates a better living experience for residents,” said Steve Fiske, chief product officer, iApartments. “When you consider the hiring challenges that so many are facing for their on-site teams, having efficient products that are available to the operator are even more valuable.”







iApartments Brings Comfort to Residents, Operators

The smart-home living experience continues to gain momentum in apartment communities. iApartments' platform enables apartment communities to transform "ordinary apartments" with a turnkey approach that works whether retrofitting or developing new construction.

iApartments provides enterprise-level asset protection, energy management, touchless common area access, and comfort control features.

Smart apartment technology gives residents front-door access with codes that are automatically assigned to that resident. Locks no longer have to be rekeyed, and teams are able to quickly and efficiently move residents in and out.

Its predictive analytics for HVAC health can help to reduce energy costs and enable maintenance teams to understand critical components that are beginning to fail and require attention before they break the budget. And its leak detection device alerts maintenance teams of potential trouble in apartment homes before it becomes unmanageable.

iApartments' platform integrates seamlessly with leading property management systems and is fully supported by iApartments' installation team once activated. Its touchless access allows properties to streamline leasing through self-guided tours.

"Our residents love being able to control their home from their phones," said Celia Patton, property manager, Hudson at East, managed by Bainbridge. "It has added tremendous value to our community, and we use it as a huge selling point."

We are your *Large Scale* Multi-Family Rehab Experts
Repiping • Interior Rehab • Exterior Rehab



Integrated Apartment Services, Inc.
904.551.4992 • IntegratedApartmentServices.com
7441-2 Silver Lake Terrace, Jacksonville, FL 32216



THE FLORIDA APARTMENT ASSOCIATION PRESENTS:

Property Management Executive Forums

- **September 29, 2022**

Discussion: Emotional Intelligence, Operations, and Leadership
Facilitated by Valerie Sargent, Executive Coach
FAA Annual Conference & Trade Show

- **November 4, 2022**

Peek Behind the Workforce Curtain | Lessons Learned
with Dr. Kathleen Plinske, President of Valencia College
(virtual)

An exclusive
opportunity for senior
multifamily housing executives.
This series is intended for
management members who are
on the multisite level and above,
including C-suite and other
corporate executives.

By invitation only: To request an invitation, email laureen@faahq.org



Parking Pass' Paperless Solution Curbs Headaches

Apartment community parking can become a 'round-the-clock headache for on-site staff. Maintaining and monitoring authorized automobiles is a dubious administrative task, so the 100 percent paperless Parking Pass system is hugely beneficial. It uses a license plate reader, via a digital app, to determine if any cars parked at the community are not properly registered.

All of the interaction is done through Parking Pass' portal. The only responsibility for the community's on-site staff is to approve a car that a resident enters into the portal.

The system has two revenue-generating models. One has residents pay Parking Pass directly to park. Then the collected fees are shared with the community.

The other model enables the community to create a technology package for its residents and include its parking option. The community can set its own parking fees as part of that package and upsell as it wishes compared with what it is paying us for the service. Clients earn between \$300 and \$8,000 per month from the service, said Matt Boileau, Parking Pass president.

Parking Pass also can work as a security company and arrange for towing of cars found to be unregistered. With the full-service package, the on-site team does not have to deal with complaints or angry residents regarding parking as those are handled through a 24/7 hotline.

KeyTrak Multifamily Simplifies Access Management

KeyTrak is an electronic key and asset management system that gives multifamily communities a safe, organized way to secure keys and fobs. The system helps on-site staff quickly find keys through an app and QR code technology and automatically creates a key log to reduce the property's liability and protect residents.

Keys or fobs are attached to computerized tags and stored in electronic locking steel drawers. To remove a

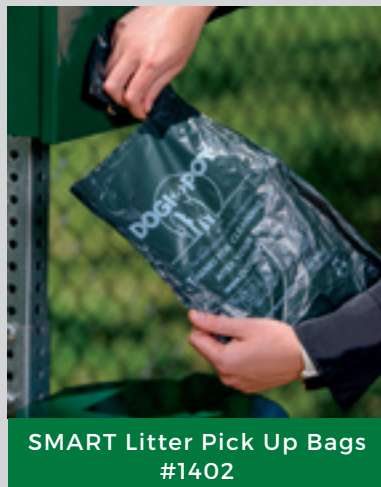


Sticking Up For Picking Up

since 1994



**BEST
SELLER:**
ALUMINUM DOGIPOT®
PET STATION
#1003-L



SMART Litter Pick Up Bags
#1402



SMART Liner Trash Bags
#1404

✓ Most Trusted ✓ Superior Value ✓ Broadest Selection

Contact us today to keep your dog friendly areas cleaner!



DOGIPOT.COM

800.364.7681

key, a staff member or contractor must verify their identity via fingerprint, QR code, fob, and/or passcode. Then, the desired key tag lights up for quick identification.

When a key is removed, the system can send an email notification to the resident. If someone needs to hand off a key to someone else while on the property, they can transfer the key with KeyTrak's mobile app. If a key isn't returned within a specific time frame, the system will send designated contacts a text or email alert.

"Our latest technology helps to ensure the chain of custody of all keys," Carl Hanly, regional manager of KeyTrak, said.

Eneify Puts Apartment Communities Ahead with EVs

The rapid adoption of electric vehicles is affecting the multifamily landscape as more people are looking to live in places that offer charging options. But adding this charging infrastructure has financial and operational challenges that may end up impacting the performance of many multifamily portfolios in the long-term.

To mitigate these risks, Eneify partners with owners and managers to create electromobility strategies for their portfolios. It executes these strategies by incorporating the design, construction, and management of the charging infrastructure in a vertically integrated energy solution.



Photo courtesy of Eneify

This reduces the risk on capital and improves operational efficiency while providing a charging amenity that is convenient and reliable for years to come.

For a 275-unit residential community, Eneify recommends having four to eight charging points.

These installations include additional infrastructure to expand as energy demand grows and mobility technology evolves.

"Owners and managers are realizing the challenges of getting these energy distribution systems and see the importance of having a reliable energy partner to remain competitive," said Andres Girardot, founder and president of Eneify. **MF**



NOT A CREDIT CARD A BUSINESS TOOL

The Lowe's Pro Supply Purchase Card is exclusively for customers with a Lowe's Pro Supply account! Get 5% everyday savings on qualifying purchases at Lowe's stores or Lowes.com!

Proud member of





Enroll at LowesProSupply.com/PurchaseCard

*Must have an approved Lowe's Pro Supply account. The Purchase Card is not a line of credit or financing vehicle; it only provides an easy means to automate purchases. Lowe's Pro Supply Purchase Card is intended for commercial use only, not for personal, household or family purposes.

†Get 5% off your eligible purchase or order placed to your Lowe's Pro Supply Purchase Card at Lowe's stores (excluding Lowe's outlets) and on Lowes.com. Offer not valid on any Lowe's Pro Supply sale. Customer must pay applicable sales tax. Offer can't be used in conjunction with or on: (i) any other promotion, discount, markdown, coupon/barcode, rebate or offer, including any Lowe's volume or special discount programs (such as but not limited to, Contractor Pack, Buy in Bulk, Volume Savings Program (VSP), Special Value, New Lower Price, Was:Now, Military Discount, Employee Discount, and Lowe's price match guarantee); (ii) associate discretion price adjustments; (iii) any services (such as but not limited to, extended protection/replacement plans; shipping, delivery, assembly or installation charges); (iv) fees or taxes; (v) previous sales; (vi) gift cards; or (vii) Weber or Kichler products. We reserve the right to discontinue or alter the terms of this offer at any time.

©2022 Lowe's. LOWE'S, the Gable Mansard Design and Lowe's Pro Supply are trademarks or registered trademarks of LF, LLC.

3170401



The Venetian: Standing Out in Student Living

BY CAMILA CAL

WITH A HALF-DOZEN COLLEGES and universities in the Tallahassee region, Florida's capital city is a premier destination for college students. The Venetian, a garden-style apartment community located near the heart of Tallahassee, aims to provide a home away from home and a community where residents can thrive.

The Venetian is centrally located from three major postsecondary schools. "We're just 2.2 miles away from Florida Agricultural & Mechanical University, 1.4 miles from Tallahassee Community College, and 1.1 miles from Florida State University," said Alejandra Gil, community manager at The Venetian. The community has scooters on-site and is close to public bus transportation.

According to Gil, there is a lot of school spirit throughout the community because many employees and residents are or have been involved with FSU, either working or going to school there. That means that there are many dedicated Seminole (FSU's sports team mascot) fans, and it's a definite perk that The Venetian is within walking distance of Doak Campbell Stadium.





“Game days are really big in Tallahassee, and being able to provide a community so close to the stadium definitely entices our residents and future prospects,” she said.

Built in 1997 and renovated in 2017, The Venetian contains three-story buildings with private balconies and pool views. Gil explained that the community offers layouts that are townhome-style with two stories, as well as flats, so residents have options when choosing the kind of building they desire to live in. There are three different four-bedroom styles, but every apartment has private bedrooms and bathrooms, and residents can choose whether their space is furnished or unfurnished. Amenities within the units include vaulted ceilings, quartz countertops, plank flooring, two-tone cabinets, and private balconies.

► Fast Facts:

- **Location:** Tallahassee
- **Number of units:** 96 units, 384 beds
- **Floor plans:** four-bedroom apartments
- **Managed by:** Red Tail Residential

“There are select units of the townhomes that provide a mini-kitchenette with a minifridge. It was really awesome, especially when COVID happened, for the students to still be able to live here and to continue to study without the fear of having to share with two or three other roommates,” Gil said. “Just being able to provide that privacy is very beneficial.”



The Venetian stands out when it comes to a very important aspect of student-style living: roommate matching. The community uses RoomSync, a roommate matching software service designed to allow students to choose their roommates while simultaneously giving on-site teams control of the process.

“RoomSync feels like social media for roommates, but a little bit more sophisticated. Residents first fill out their information, and then they’re matched with people that match them,” she said.

Gil was able to set up the questionnaire in advance, which was helpful because her team could fine-tune the questions they wanted to ask. The questions could go deeper than just asking if the residents liked pets, and into more personal questions regarding what residents like to do after-hours, how they would maintain their common area, what their majors are, etc. RoomSync emphasizes the importance of sharing social media profiles, such as an Instagram account.

“Let’s be real: A lot of times moving in and not seeing someone or not knowing what their life is like does make you a little bit hesitant about moving

somewhere. Especially now with social media, [residents] really get to be honest and answer questions that are more related to their personality, and what they’re looking for in a roommate.”

“Ultimately, we have the final say so if there’s something that is flagged as concerning during that process, we’re able to better address those issues in advance of move-in. If there’s any rooming issues, we know we can refer back to our RoomSync,” Gil said.

The Venetian offers many other community amenities, such as a dog park, an outdoor basketball half-court, 24-hour fitness center, 24-hour business center with high-speed internet and free printing, package lockers available 24/7, a pool with a grilling area and cabanas, and a game room with a pool table.

“The fitness center is the most popular amenity, closely followed by the business center. We actually find that residents get the most use [out of these places] after the office closes, from 6 p.m. to midnight. And this makes sense because our residents are busy during the day with classes, and at night it’s really their time to take care of themselves and get that workout




routine knocked out or get caught up on homework without having to go to their university,” she said. “Having those amenities available 24/7 is what makes them so popular.”

Another popular feature of the community are the frequent hosted events. Typically, The Venetian sticks to a schedule of one event per week so that residents stay involved. Some of the most popular events include Chick-fil-A breakfast on-the-go, the annual spring egg hunt, and the annual March Madness tournament at the basketball court with a series of challenges such as a dunk and free-throw contest.

“We really like to create that community feel so our events vary. Most recently, we catered a local business, Pineappétit. They actually serve their food in half a pineapple! It was great exposure for the restaurant and for our residents to get to know what’s around Tallahassee and get out of their regular meal routine,” she said. “We try to appeal to all sides of residents and their interests, whether it be sports or something artistic, or just feeding them because we know that it’s not always easy being a college student.”

The Venetian appeals to all residents and prospects when using social media, too. Gil said that social media is used as a marketing tool for prospective residents, to communicate event and community information to the residents, and to showcase what it’s like to live at The Venetian. On-site teams direct-message students recently accepted to Tallahassee schools and encourage them to check out the Instagram page to learn more and see if they’d be interested in making The Venetian their home for the upcoming school year.

“One thing that we found is that with our demographic and with everything moving to social media, people aren’t reading their emails as much. We use Instagram heavily to inform them of important stuff coming up. With Instagram, we can see what time of day we would get the




MALLARD

S Y S T E M S

Professional Multifamily Roof and Exterior Cleaning since 1992


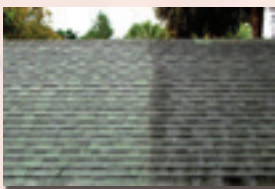
Roofs • Exteriors • Breezeways • Walkways • Common Areas






“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) 382-620

www.mallardsystems.com



most traffic or views and plan accordingly. There’s a lot more than just pictures of what we’re doing on a daily basis,” she said.

The Venetian is also active on TikTok, posting trendy videos detailing different amenities, promoting referral information, and more.

“Part of my staff is either students at FSU or FAMU, so even if they’re not social media experts, I just ask them



‘What would you like to see when coming into a community?’ We put ourselves in the shoes of our prospects and our residents. If we’re talking about how to submit a rent payment, we can show you in a TikTok, because we know that the attention span of prospects is getting shorter and shorter so phone calls and emails don’t really get the point across like visuals do,” Gil said.

The social media team aims to post once per day and to make their posts organic and relevant to what their followers and demographics want to see. Gil said that they want anyone viewing their platforms to really see what they are about and possibly envision themselves as part of the community. As a bonus, The Venetian has

found that residents love the presence of their community on social media.

“Residents will come in and be like, ‘Oh my gosh, you were so funny in that Instagram Reel!’ Sometimes we shoutout employees on their birthday or highlight residents that are graduating. A lot of them have been here since they started college. And so seeing them on their graduation day – it’s really awesome for us,” she said.

To Gil, one of the best things about the Venetian is the office and community environment that it provides thanks to dedicated leasing agents, managers, and maintenance teams. She believes that establishing a rapport where residents feel like they’re much more than just someone who lives there is vital.

“[Residents] can come to us if they have problems in their apartment, and oftentimes we’ll hear about problems that they have at school. The majority of the staff has been in college at some point, so we’ve all been there. Having a really good team and a positive attitude has really helped,” Gil said.

“We’re always able to provide great customer service to our residents, whether it’s maintenance in an apartment and explaining to them what the issue was and how it was resolved, or if it’s here in the office celebrating someone’s renewal, or a resident getting into graduate school. It’s about being here to serve our residents and doing so with a smile on our face because it really does make us happy.” **MF**



Because property management is risky enough.

With all the details you need to focus on, the last thing you want to worry about is your lease.



The NAA Click & Lease is widely recognized as the industry standard.
Landlord-tenant attorneys rely on it.
You should, too.

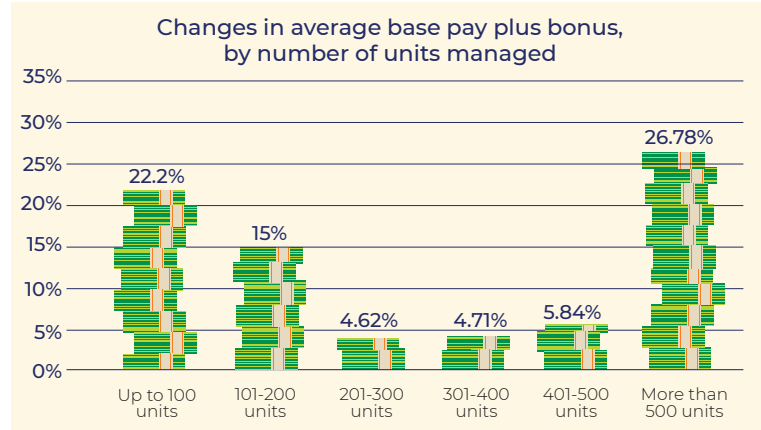
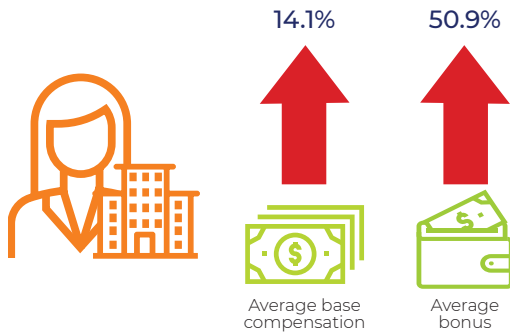


Find out why NAA Click & Lease
is the industry standard at
www.faahq.org/lease

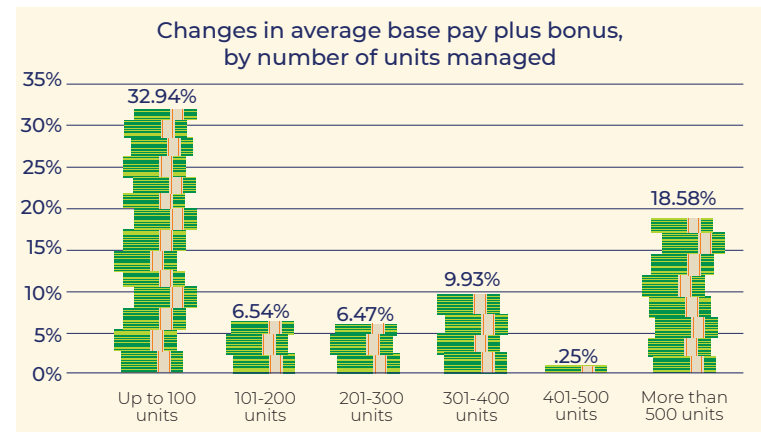
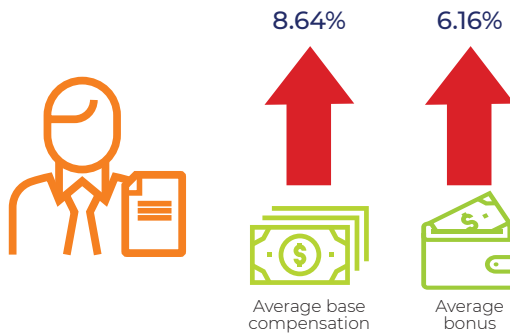


Compensation and Benefits in Florida's Apartment Industry, 2020 to 2022

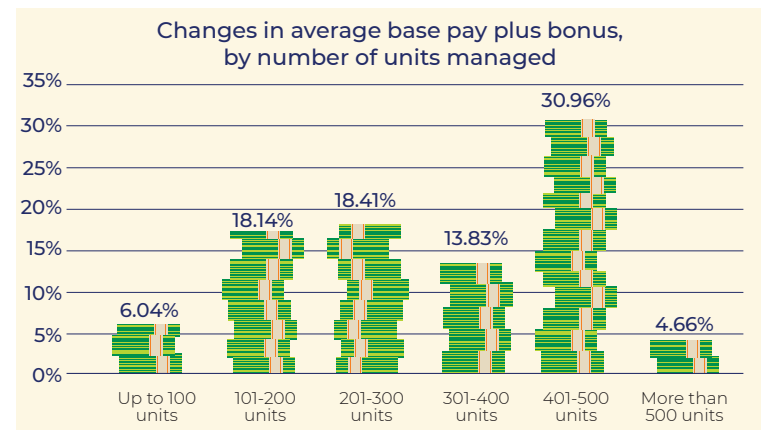
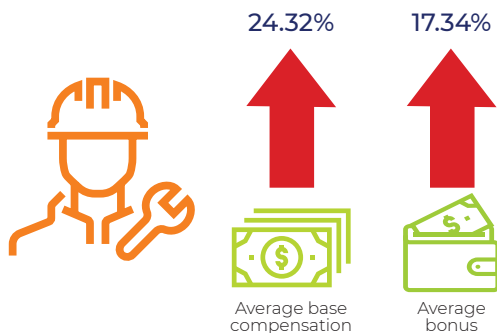
PROPERTY MANAGERS



LEASING AGENTS



MAINTENANCE TECHNICIANS



Source: 2022 Florida Apartment Association Compensation and Benefits Report. The full statewide report and nine regional reports are available for purchase at faahq.org/research

HOW DO YOU MEASURE UP?



Now available
at faahq.org/research

INCLUDES STATE AND REGIONAL DATA
FOR ALL MAJOR JOB CATEGORIES

"We worked with DISH Fiber to understand the entire flow and it had absolutely no pain points. We're happy with how smoothly things are going and are already gathering quotes for our next 3 projects."

—
Kate Good
Partner, SVP of Multifamily Development
Houston, TX



A DISH FIBER
PREMIER PROPERTY



Seize the internet of tomorrow today.

Get award-winning, revenue-generating Wi-Fi designed for your community. Our in-house engineers collaborate with each property to design a highly customized managed Wi-Fi solution with industry-leading technology that will meet the demands of tomorrow. Choose a trusted, future-focused provider today: DISH Fiber.



Contact your local
Florida DISH Fiber
expert for a free
site survey today.

Contact us for a free site survey today.

dish fiber