

A QUARTERLY  
PUBLICATION  
OF THE FLORIDA  
APARTMENT  
ASSOCIATION

WINTER 2014

# multifamily florida

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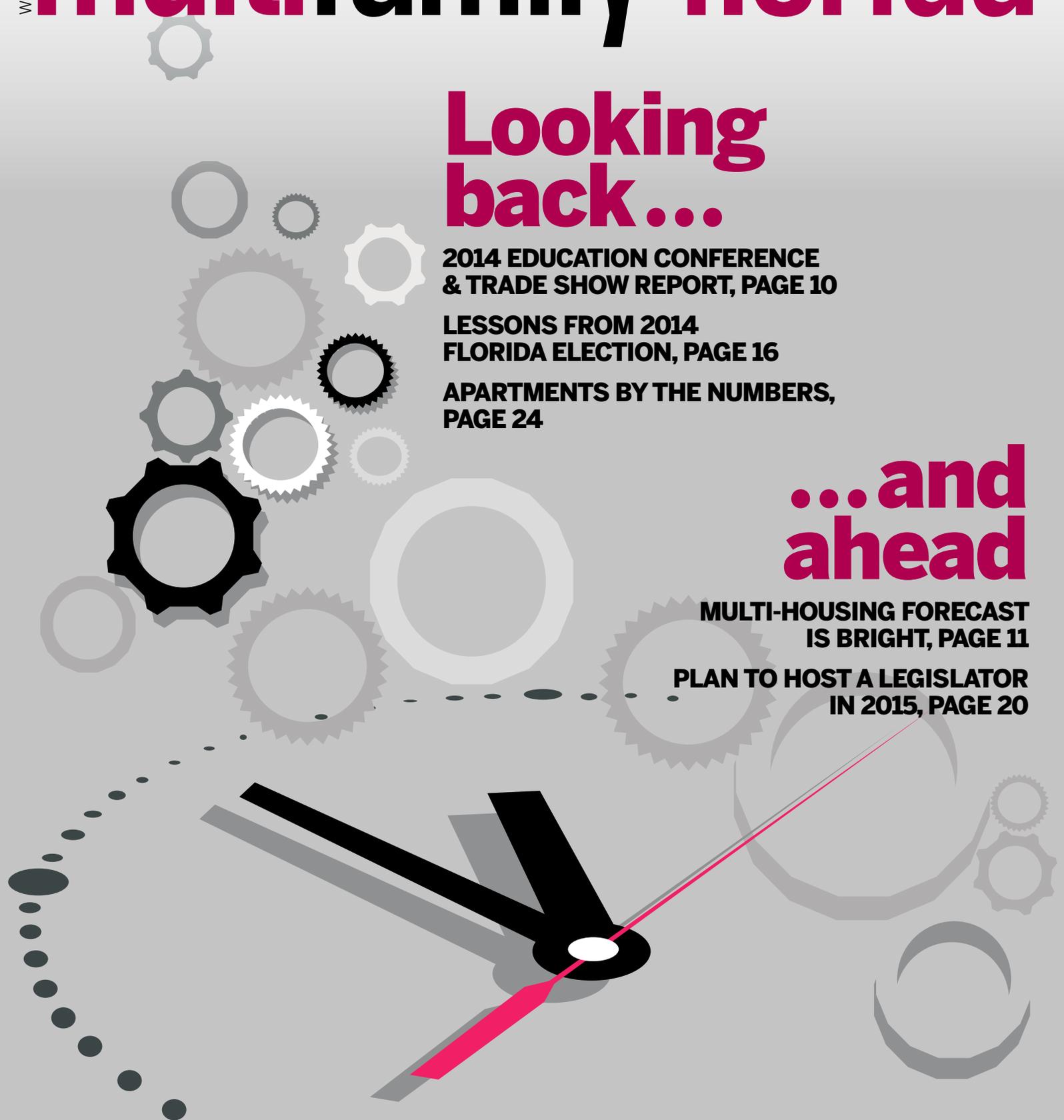
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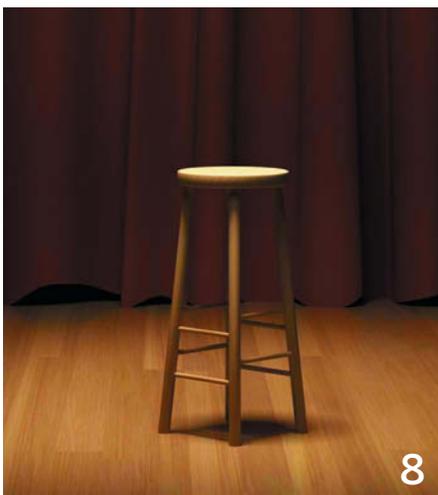
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**PRESIDENT'S MESSAGE**

# Keeping It Relevant

BY **RON WENZEL**, GREYSTAR MULTI-FAMILY SERVICES

**R**elavant (adjective) \ˈre-lə-vənt\ : *having significant and demonstrable bearing on the matter at hand.*  
*Related words: important, meaningful, useful.* — [www.merriam-webster.com](http://www.merriam-webster.com)

In the days and weeks following an event like our annual education conference and trade show, it's tempting to think the biggest benefit of membership in an association such as ours is the opportunity to network. And sure, that's part of it — and not just at statewide events. Local affiliate meetings and other events are great ways for you all to get together as leaders in our industry.

But for an association such as ours to be truly successful, it needs to be much more than that. It needs to be relevant, and that's going to be my primary focus this year.

During my term as president, Executive Vice President Josh Gold and I plan to meet in person with the leadership of each of FAA's 11 local affiliates. We want to hear firsthand how we as a state association can provide the tools and support for each affiliate to be relevant in its own right.

I've spent my entire career in multifamily housing — I guess you could say I grew up in the industry. After my father retired from the U.S. Army, he went into hotel management and then invested in single-family homes. My sister went to work for a property management company, and she suggested I try it. It was a natural fit for me.

I served 10 years with local apartment associations in Texas, first in Dallas and then in Tarrant County, on education, membership, and executive committees, before my company relocated me to Central Florida in 2003. I've found that although there are variations such as in landlord-tenant laws, for the most part, the local associations in Texas and Florida are more alike than different. Whether self-managed or managed by a third-party company, for example, they're all run by dedicated volunteers.

At the same time, each local affiliate has its own set of needs based on location, economy, and other aspects of the overall community. That's why it's essential that we understand how your state association can support you. What are your specific challenges and hurdles? Financial, growing membership, increasing educational offerings? What tools can we provide you? How can we be relevant to *you*?

We also want to know about your successes, not just so we can celebrate them with you, but also so we can build the resources we extend to other affiliates. Ultimately, when an affiliate does well, it benefits the state organization and thus other affiliates, and in that way, we all win.

It's also important to be relevant in the decisions that affect our industry by being an active part of the legislative process. Our new government affairs director, Courtney Barnard, comes to us with excellent credentials from the Florida Association of Realtors. I'm looking forward to having her dig in and find out what pertinent bills and amendments are coming down the pike so we can be proactive, not reactive, in communicating with our legislators. (See the Legislative Update article on Page 16 for a report on the recent election.)

For your part, you can be proactive on the local level as well. If you don't know the state senators and representatives for your district, get to know them and build relationships with them. The same goes for Florida's U.S. senators and representatives. Consider hosting one or more lawmakers at your community. (See Page 20 for more.)

Take every opportunity to advocate for your communities, your residents, and the multifamily industry. And tell us how we can help you do that. FAA staff are always open to your questions, requests and ideas: Just send an email to [josh@faahq.org](mailto:josh@faahq.org).

Together, we can continue to be relevant, now and into the future. ▲

## MARK YOUR CALENDARS

Legislative Days 2015 takes place Feb. 17-18 at Hotel Duvall, Tallahassee.

- On Tuesday, Feb. 17, a reception with legislators begins at 5 p.m. It will be followed by a legislative briefing and dinner with special guests.
- On Wednesday, Feb. 18, FAA representatives will visit various legislators' offices.

For more information, email [courtney@faahq.org](mailto:courtney@faahq.org).



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# Improv in the Workplace II

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

**In the fall 2014 issue of *Multifamily Florida***, I shared some rules of comedy improv that are applicable in the workplace. This is the second of two parts.

**Remember, failure is success** — When I attended my first improv class, I found it strange that during every game we played, we always applauded when an actor was eliminated from a game. Maybe it was a rhyming game and he couldn't find a word to rhyme with "orange" (hint: there is no word that rhymes with orange). After he stuttered, stammered, and was ultimately knocked out of the game, the instructor encouraged us to applaud him. We weren't clapping for his effort, but rather for the fact that he'd failed. When we are children, we fail all the time: taking our first steps, riding a bicycle, tying our shoes. We learn from those daily failures, and eventually we gain the skill. As adults, we are no longer conditioned to fail on a daily basis. Failures are frowned upon, and we spend most of our days trying hard to not make mistakes. Applauding the failures more loudly than we applaud the successes reinforces the simple fact that we must fail many times in order to succeed. This simple fact is surprisingly difficult for adults to grasp, so celebrating our failures is an important part of creating an environment where innovation can occur. As Thomas J. Watson, the founder of IBM, said: "If you want to double the rate of your success, double the rate of your failure."

**Listen** — There's no script in improv comedy, so listening

to everything your acting partner says is essential. Every sentence provides information on who we are, where we are, what we're doing, the nature of our relationship, and more. You don't want to miss when your partner calls you "Dad," because that is key information that informs the scene. He has communicated that you are a father and son. Many times in the workplace we are so focused on what we need to say, or what we want to say in response to what others have

said, that we stop listening. What important information might we be missing while we're busy formulating our next thought? What ideas or solutions are being offered to you that you aren't listening closely enough to hear?

**Take suggestions from the crowd** — Nearly every improv sketch begins the same way: with an actor requesting scene suggestions from the crowd. How often do you go searching for solutions from your crowd? Who is in your "audience"? First, look inter-

nally. No matter who you have on your team, don't ever assume that they are the only ones who might have insights. By keeping the door open for anyone within your company to contribute ideas, you may get all kinds of interesting feedback. People on the front lines, the sales reps, the customer service department, the product development specialists, your customers — all have different perspectives. And like the improv actor, you never know where the best ideas might come from.

**Know when the skit is over** — We've probably all seen improv skits that went on far too long. Sometimes it's just not clear to the actors (or more often than not, the people in the tech booth) when the scene should naturally end. This is true in the workplace as well. For all of our "Yes...and-ing" and "There's no such thing as a bad idea" brainstorming, we have to shut the door and get to work at some point. Actively listen to the points being made, create an environment of inclusion and fearlessness, take suggestions from every stakeholder, and build on these... and then get to work. ▲



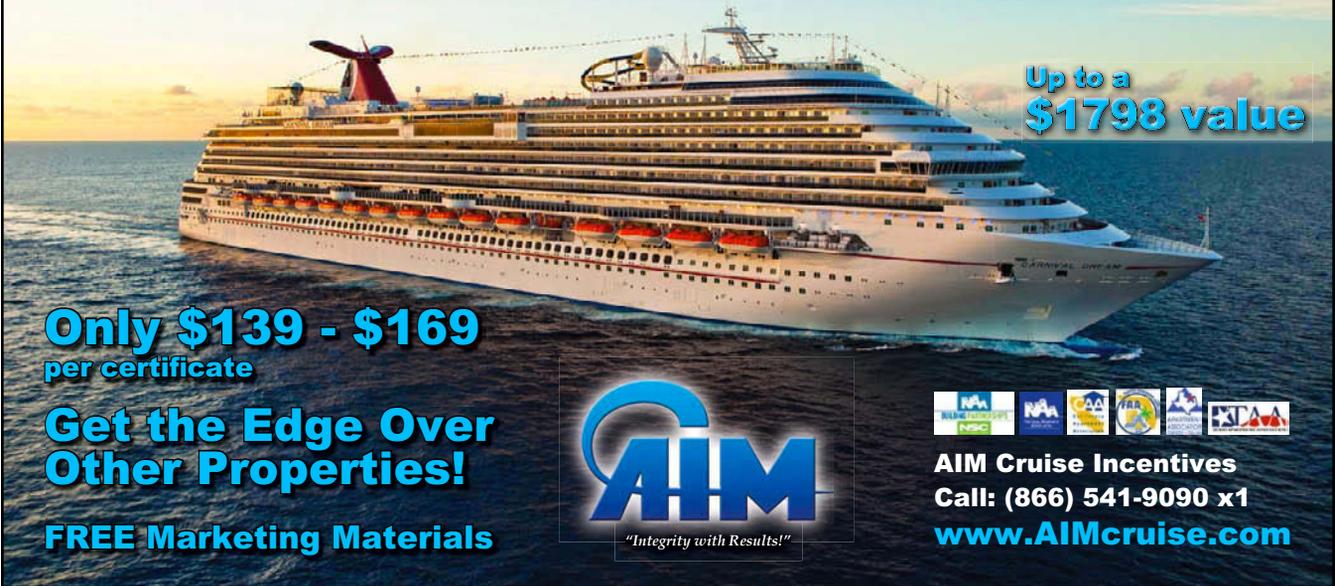
**As Thomas J. Watson, the founder of IBM, said: "If you want to double the rate of your success, double the rate of your failure."**

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# Annual Conference Proves Informative, Memorable

BY LAUREEN M. CROWLEY

Learning, laughter, team-building, networking, and record-breaking attendance — as well as good news for the multifamily housing industry — were all on the agenda at FAA's 2014 Education Conference & Trade Show at the Hilton Orlando on Oct. 22-24, 2014.

The educational components of the conference were bookended by keynote speakers who each included entertainment along with an important message.

Opening keynote Frank Miles performed with blades, flames, stun guns, and a steady banter that contained numerous serious messages. Among them: "Nobody juggles blades; we juggle handles. The other end is none of my business." He tied that thought to the concepts of keeping life in perspective, playing to win instead of playing not to lose, and always looking for the handle, "the place where you can get a grip."

Closing keynote Toni Blake, a well-known speaker in the multifamily industry, peppered her presentation with jokes and one-liners, while teaching how apartment communities can thrive in today's environment. Since about 2010, Blake explained, the "Age of Information" has given way to the "Age of the Customer." In today's digitally connected world, she explained, "user generated content online dominates the customer

## Legislator of the Year

State Sen. Andy Gardiner was recognized for his work to increase affordable housing funding. In presenting the award, FAA President Stacey Stuart said Gardiner "has helped to set the precedent for more focused, responsible spending that truly helps those in need." Stuart cited among Gardiner's accomplishments:

- In his role as chair of the Senate's Transportation and Economic Development Appropriations Committee, Gardiner brought together both critics and advocates to achieve compromise that has benefited homeless veterans, people with developmental disabilities, survivors of domestic violence, and people who became homeless during the country's economic crisis.
- In 2013, Gardiner helped to direct Florida's mortgage fraud settlement funding toward its truest and most logical purpose — housing needs for Floridians. As a result, \$60 million in funding went through the State Apartment Incentive Loan program (SAIL).
- During the 2014 session, Gardiner was committed to maintaining a significant level of funding for Florida's housing initiatives. ▲

## 2014-2015 Executive Committee Installed

NAA Vice Chairman Marc Ross installed a new slate of officers at the conference closing celebration on Friday, Oct. 24.

**Ron Wenzel**, senior regional property manager of Greystar Real Estate Partners, President

**Glenn Evers**, MAA, President-Elect  
**Shawn Wingate**, Carlisle Property Management, Vice President

**Lori Trainer**, Southern Affordable Services, Treasurer

**Bonnie Smetzer**, JMG Realty, Secretary  
**Stacey Stuart**, The Bainbridge Companies, Immediate Past President

**Linda Paolo**, WRH Realty Service, Past President

**Susan Truesdale**, Allison-Shelton Real Estate Services, Past President

Ron Wenzel, FAA president for 2014-2015, presents a plaque to Stacey Stuart, FAA president for 2013-2014, in recognition of her service.



**Brenda Sweeting**, Absolutely Amazing Refinishing, Associates Vice President  
**Chip Tatum**, Apartment Association of Greater Orlando, Association Executives Council Chairman ▲



Members of the outgoing executive committee are recognized for their service.



2014-2015 FAA Executive Committee.

experience.” To protect your online reputation, it’s crucial to take good care of your residents. Blake shared a number of creative ways to do that at every stage of the “resident experience cycle,” from awareness and consideration, through lease and move-in, to service and renewal, all the way to move-out.

## MULTI-HOUSING FORECAST IS BRIGHT

Among the other educational sessions, real estate and finance expert Joshua Harris delivered his annual forecast for the multifamily housing market in Florida. Harris, director of the Dr. P. Phillips Institute for Research and Education in Real Estate at the University of Central Florida, described a number of trends that bode well for the

economy overall and for the multi-housing market in particular. Among them:

- Employment rates are now higher than they were before the Great Recession.
- Personal income is on the rise, as are retail sales.
- Although interest rates have been level over the past year or so and had even seen a small drop at the time of Harris’s presentation, they are rising overall.
- Getting a mortgage is still difficult in the wake of the financial crisis. He added, “That will change; it always does.”

Harris predicted that demand for rental housing in Florida will continue to rise in 2015 and apartment communities close to city centers will be at the leading edge of the trend. Harris said cities nationwide are

increasingly investing in making downtown areas more appealing at the same time as apartment residents are looking for “walkability” to restaurants, shopping, and entertainment.

“Active downtowns will attract more and more people young and old,” Harris said. “Urban rents will rise faster than suburban, and people will pay more for smaller units.” As a result, “properties that are suburban will need to add amenities to remain competitive.”

Demographics will support the multifamily housing market overall, Harris said, as millions of Americans move into retirement over the next few years, and face fixed incomes or even declining incomes, as well as less need for spacious single-family homes. ▲

## Maintenance Mania

Top-notch maintenance professionals who won local events across the state competed on Friday, Oct. 24, in a spirited Maintenance Mania competition, an annual favorite event. Competitors were timed as they solved various apartment maintenance challenges, plus created an aerodynamic car from materials used in their trades.

The 2014 FCAA overall champion was **Jimmy Garcia of First Coast Apartment Association (FCAA)**. Second place overall went to **Frank Guarino of the Apartment Association of Greater Orlando (AAGO)**, and third place went to **Kyle Slagle of FCAA**.

Other first-place winners included: **Augustin Salgano**, Bay Area Apartment Association (BAAA), race car; **Frank Guarino**, AAGO, ceiling fan; **Augustin Salgado**, BAAA, lamp; **Frank Guarino**, AAGO, faucet; **Brandon Gay**, FCAA, smoke detector; **Kyle Slagle**, FCAA, toilet repair; **Jimmy Garcia**, FCAA, blinds ▲



The top Maintenance Mania 2014 competitors (top right) overall are (from left) Jimmy Garcia of First Coast Apartment Association (FCAA), first place; Kyle Slagle of FCAA, third place; and Frank Guarino of the Apartment Association of Greater Orlando (AAGO), second place.

## 2014 EDUCATION CONFERENCE & TRADE SHOW



Platinum sponsor For Rent Media Solutions sponsored the opening keynote session.



Dori Rones of For Rent Media Solutions introduces opening keynote Frank Miles.



2014 Management Volunteers of the Year.



Doug Mills of Twin Image Inc., chair of the Product/Services Council and co-chair of the 2014 conference committee, with Stacey Stuart, outgoing FAA president, and Josh Gold, FAA executive vice president.



Kathy Ratchford (left), FAA past president and 2013 FAA Hall of Fame honoree, catches up with FAA lobbyist Kelly Mallette of Ronald Book P.A.



Attendees "wind down" at the cocktail reception on Thursday, Oct. 23.



Associate Volunteers of the Year.

## Thank you to our 2014 Sponsors.



- Platinum sponsors (\$10,000 and above) were (top, from left) Massey Services Inc., House of Floors Inc., RentPath, (bottom from left) Apartment Finder, and For Rent Media Solutions.
- Silver sponsors (\$4,000 and above) were Coinmach & Mac-Gray, Erickson's Drying, The Sherwin Williams Company, and Windsor Redevelopment.
- Bronze sponsors (\$1,000 and above) were Appliance Warehouse of America Inc., Capture the Market, ET&T Distributors Inc., Spherexx.com, and Valet Waste.

# Future Leaders Graduate from Lyceum

Honorees at the closing celebration on Friday, Oct. 24, included multifamily professionals who completed the FAA's Leadership Lyceum program. The five-year-old Lyceum program, named for an ancient school of philosophy, prepares emerging multifamily housing leaders to become leaders within their local apartment associations and FAA. They are required to attend key FAA events throughout the year and to complete classroom modules. New Lyceum graduates as well as alumni were also honored at a reception Wednesday, Oct. 22.



Lyceum Class of 2014.



Katie Wrenn of Milestone, and the chair of the Lyceum Committee, addresses new graduates and alumni at a reception on Wednesday evening.

## LYCEUM CLASS OF 2014

- Brian Bazinet**, Capital City Apartment Association
- Lucas Bourgeois**, First Coast Apartment Association
- Daniell Bush**, First Coast Apartment Association
- James Cornell**, Apartment Association of Greater Orlando
- Calvin Hudson**, Bay Area Apartment Association

- Holly Fox**, First Coast Apartment Association
- Debra Jordan**, Apartment Association of Greater Orlando
- Melissa Lohmeyer**, First Coast Apartment Association
- Lisa McLemore**, Emerald Coast Apartment Association
- Sasha Samsudean**, Apartment Association of Greater Orlando
- Laura Wallace**, First Coast Apartment Association



Glenn Evers of MAA, vice president of FAA and co-chair of the 2014 conference committee.



Marc Ross, National Apartment Association (NAA) vice chairman and president of Bob Ross Realty, San Antonio, Texas



Speaker Anne Sadovsky.



Speaker Lisa Trosien.



Attendees gather ideas for solutions in the sold-out exhibit hall.

## Mark Ogier Inducted into FAA Hall of Fame

Mark Ogier, partner and executive vice president of ContraVest property management company based in Altamonte Springs, was inducted into the 2014 Hall of Fame in recognition of his service in numerous volunteer leadership positions with the Apartment Association of Greater Orlando (AAGO), Florida Apartment Association (FAA) and the National Apartment Association (NAA).

With AAGO, he was member of the board and executive committee for more than eight years and served as president in 2004 and 2005. He is serving in his ninth year with FAA, where he has served on the board and the executive committee, chaired the legislative committee, and served as the president for 2007-2008. On the national level, Ogier served on numerous committees and as a voting delegate to the NAA.

Ogier joined ContraVest in 1995 and currently has overall responsibility for the operations and strategic direction of the ContraVest



Mark Ogier of ContraVest accepts his 2014 FAA Hall of Fame award from Kathy Ratchford, 2013 recipient and past FAA president.

development program as well as the property management portfolio.

Ogier thanked 2013 Hall of Fame honoree Kathy Ratchford, past president of the Apartment Association of Greater Orlando and FAA, who presented him with the award and whom he described as a mentor, as well as current and other past FAA presidents.

“Each of them has done something specific for me,” Ogier said, “and it’s very humbling and rewarding to think I may have done the same for someone else.”

He went on to encourage attendees to take to heart a popular conference catch phrase: “You must be present to win. Being present is really the key to success.” At the same time as the FAA strives to become increasingly relevant to members, affiliates, and in the state

legislature, Ogier added, “It’s even more important for you to be relevant to yourself. Be present in your association, your family, with your spouse and kids...Strive to be relevant.” ▲

## Color Me Green

The annual event opened on Wednesday, Oct. 22, with Color Me Green, a fundraiser that doubled as a team-building event. Teams from apartment communities across the state completed tasks at booths hosted by conference sponsors and other service and solution providers. With each completed task, team members were given a clue to a puzzle — and were bombarded with a blast of color. The first team to complete all the tasks and solve the puzzle WRH Realty Services was declared the winner. By the end, all the teams were sporting a rainbow of color. But the real winner was the Apartment Political Action Committee (APAC) and the interests of the multifamily industry. The event raised nearly \$20,000 worth of “green,” which will be used to support lobbying efforts at the state government level. ▲



WRH Realty Services won the 2014 Color Me Green competition.

Cindy Fredlund of Camden and chair of the Apartment Political Action Committee (APAC) addresses the teams.





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# Lessons Learned from the **2014 FLORIDA MIDTERM ELECTION**

BY **COURTNEY BARNARD**, FAA GOVERNMENT AFFAIRS DIRECTOR

It's time to celebrate! Your mailbox is no longer stuffed with political postcards, and a constant stream of red versus blue no longer overtakes your TV. This is reason enough to be happy. In addition to those small delights, however, November's highly anticipated election was a big victory for the Florida Apartment Association. More than 98 percent (61 out of 62) of candidates supported by the Apartment Political Action Committee (APAC) were elected to represent you and our industry.

Beyond our victories, there are three important lessons to take away from the midterm election.

First, grassroots is becoming more and more important in politics. The races across

the state of Florida this year were extremely close, and the winners relied heavily on grassroots support from organizations like the FAA. More and more voters are turning away from standard media outlets, such as television and radio ads, and are taking political cues from social media. According to a poll by the Pew Research Center, more than 40 percent of voters between 30 and 49 years old rely on social media for information on how to vote. Posts and information from friends, family, and neighbors are considered trustworthy, as opposed to traditional media. This means more and more politicians are relying on you to spread their message, and it reinforces how important our voice is in Tallahassee.

Lesson number two: 2015 will bring new challenges and opportunities for our industry. We will be seeing a lot of the same faces in Tallahassee in 2015, but new issues and opportunities in the legislature. The Florida legislature has a heavy incumbent base returning to Tallahassee, and a Republican majority in both the House and Senate, meaning we should have a business-friendly group to hear our issues.

▼  
**According to a poll by the Pew Research Center, more than 40 percent of voters between 30 and 49 years old rely on social media for information on how to vote.**

This doesn't mean we don't have a lot to do. With the passage of state constitutional Amendment 1, the Florida Water and Land Conservation Initiative, 33 percent of net revenue from the existing excise tax on documents will be dedicated to the Land Acquisition Trust Fund. This money would otherwise go toward the Sadowski Fund to

Courtney Barnard, FAA government affairs director, and Greg Brown, National Apartment Association (NAA) vice president of government affairs met with U.S. Rep. Patrick McHenry (R-North Carolina), chief deputy whip, in November. FAA partnered with NAA and the National Multifamily Housing Counsel to lobby Congress to reauthorize the Terrorism Risk Insurance Act (TRIA), which provides apartment owners with subsidized property insurance for protection against terrorist acts. They also met with the offices of representatives John Mica (R-Orlando), Patrick Murphy (D-Palm Beach), and Dennis Ross (R-Tampa).



**Advocate for the Industry by Hosting Your Legislator — Here's How, Page 20**



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support affordable housing initiatives such as the State Housing Initiatives Partnership (SHIP) and the State Apartment Incentive Loan (SAIL). We can expect to have a tough fight to keep the Sadowski affordable housing trust fund from being swept into the general revenue fund. To combat this, FAA has joined the Sadowski Coalition, a nonpartisan collection of 27 statewide organizations with the goal of obtaining a dedicated revenue source for Florida's affordable housing programs. We expect the continued support of affordable housing to be one of our top legislative priorities in 2015.

Additionally, FAA is going beyond Tallahassee to do what is right for the apartment industry. FAA has partnered with the National Apartment Association (NAA) and National Multifamily Housing Council (NMHC) to support the reauthorization of the Terrorism Risk Insurance Act (TRIA), which provides apartment owners with subsidized property insurance for protection against terrorist acts. Many mortgages require the owner to carry this insurance, and we must keep it affordable. FAA representatives participated in the multi-industry fly-in to Washington on Nov. 19.

Finally, a majority of Florida voters believe the state is on the right track. Voters chose to keep Florida moving in the same direction by keeping most incumbents in their positions. *Forbes* magazine recently released the nation's top cities and states for job growth: Orlando was rated No. 1 and Miami came

in at No. 4. The state overall ranked No. 5. Florida's economy is growing and so are the opportunities for our industry. The apartment association is poised for growth and advocacy success. I hope that you will help us continue this success by being an advocate for your industry by investing in APAC. ▲

## FAA IS TAKING ADVOCACY TO THE NEXT LEVEL AND WE NEED YOUR SUPPORT!

The Apartment Political Action Committee (APAC) is your voice in Tallahassee, and your investment in the PAC helps support industry-friendly candidates.

We need to have our voice heard in Tallahassee. The best way for you to help ensure that is to support APAC and its grassroots mobilization efforts. Sign up at [faahq.org/join\\_apac](http://faahq.org/join_apac) or email [courtney@faahq.org](mailto:courtney@faahq.org) for more information.

## LEGISLATIVE PLATFORM

FAA's platform of legislative priorities was still being finalized as this issue went to press. Look for more information in your email inbox or at [www.faahq.org](http://www.faahq.org).

There is still time to join your peers at FAA Legislative Days 2015 in Tallahassee. A reception with legislators begins at 5 p.m. on Tuesday, Feb. 17. It will be followed by a legislative briefing and dinner with special guests. Then on Wednesday, Feb. 18, FAA representatives will visit various legislators' offices.

For more information, email [courtney@faahq.org](mailto:courtney@faahq.org).



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**M**ake plans to join your peers and friends from across the state as we team up for our annual journey to the State Capitol in Tallahassee. This annual visit is extremely important as it helps us establish a rapport with our elected officials and promote our industry's legislative priorities.



Tallahassee

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# Advocate for the Industry by Hosting Your Legislator — **HERE'S HOW**

BY TRISH HARRIS

**O**ne-third of Americans rent their housing and 36 percent of those live in apartment communities. This comprises a huge portion of our country's population — and that makes the multifamily housing industry and the people it serves a significant part of the constituencies of state and national leaders.

Consider this: Growth in renter households is at a historic high. Only five times since 1966 has the annual growth in renter households exceeded one million; three of those times have been during the last four years. According to the National Apartment Association (NAA), today's demand for apartments has outstripped the supply.

Young adults and empty-nesters are among the fastest growing population segments, and both groups are likely to seek living options other than single-family housing. In fact, the almost 80 million millennials who have already entered the market primarily as renters will make up 25 million new households over the next decade. In addition, their parents, who are among the 76 million baby boomers, are entering the downsizing stage of life when many people opt for the convenience of renting. Taking all of this into consideration, the NAA predicts that an estimated 300,000 to 400,000 additional apartments will be needed annually to meet the demand that is projected for the years ahead.

This growing need is only one of the reasons lawmakers at both the state and national levels should be kept informed about the apartment industry. Another is the industry's impact on growing the economy and job market, and as the research reveals, the numbers are pretty dramatic. In 2011, for example, the nation's 19.1 million apartment homes and the 35 million residents who lived in them contributed \$1.1 trillion to the economy, supported 25.4 million jobs, and made a total economic contribution of \$885.2 billion.

"There are numerous issues that those entrusted to make public policy should know about regarding the economic, financial, management, development, and ownership aspects of the apartment industry," said Josh Gold, executive vice president of the Florida Apartment Association (FAA). "With the help of the tools provided by the NAA's advocacy initiative, apartment managers are able to inform and influence lawmakers."

## CASE IN POINT

As a member of the FAA's Government Action Committee, past FAA president, and past chairman of the FAA Governmental Affairs Committee, Mark Ogier knows the importance of keeping legislators informed.

Earlier this year, Ogier and his partners at Contravest Development Partners hosted a visit from U.S. Rep. John Mica to The Courtney at Lake Shadow apartment community in Maitland, Fla. Setting up the tour with the congressman's office was quite easy, Ogier said, and the visit took place about two weeks later.

It was worthwhile, Ogier said, to have the congressman visit during the construction phase. "Mica was interested in learning about how difficult it is to get permits and what it's like dealing with the various entities throughout construction."

ContraVest's main goal for the tour was to demonstrate economic development activity in action. "It's important for decision-makers to see the economic engine running," Ogier said, "and to witness the housing provided, the jobs created — both during and after construction — and the overall economic development brought about by the apartment community."

Ogier also appreciated the opportunity to spend quality time with the lawmaker. "I've traveled to D.C. many times, but this onsite tour afforded almost an hour of Congressman Mica's attention, one-on-one," he said. Along these lines, he offers a word of advice to others interested in conducting a tour. "It's important to get the lawmaker in a low-key, low-stress, comfortable environment where you can talk."

In regard to properties that are operational, Ogier believes it's important to show the lawmaker a picture of how the community is run and staffed, as well as to share the challenges the property managers are facing. Lawmakers are making decisions that affect the entire multifamily industry, he noted, and apartment community visits can influence their thinking and make an impact on their votes. "Congressman Mica gained important perspective during the visit."

## EVERYTHING'S RELATIVE

Although the goal of advocacy is to inform and influence, advocacy's processes are steeped in relationships. And when it comes to advocating for the future of the apartment industry, the importance of building relationships with members of Congress and the Florida legislature cannot be overstated.

Presented by NAA Political Affairs, the grassroots webinar "Investing in Advocacy: How to Conduct an Apartment Tour with an Elected Official," delineates the many resources, tools, and ideas members can implement for advocacy purposes. This article shares much of the information included in the webinar.

Apartment tours are an excellent advocacy tactic that provides federal, state, and local legislative officials a chance to meet with groups of their constituents to develop an understanding of not only



From left, Dean Sandroni (superintendent), Moriah Worth (project manager), Mark Ogier, U.S. Rep. John Mica, and Steve Ogier.

public policy's implications on the apartment industry, but also the impact multifamily communities have on the larger community. Legislator tours provide apartment developers and managers an opportunity to build invaluable relationships with lawmakers, and to personally enlighten them on the issues of greatest concern to the apartment industry.

## STEPS TO EFFECTIVE APARTMENT TOURS

Everyone on the premises has a role in ensuring the objectives set for conducting an elected official's tour are met. The quality and success of your event reflects how well duties are carried out before, during, and after the tour.

Prior to the apartment tour:

- Send a letter a month or more in advance to invite the legislator and appropriate staff members to tour the apartment community.
- Follow up the invitation letter with a call to the legislator's office. For federal legislators, work with the district office in your area.
- Once a date and time have been set, send a confirmation letter outlining whom you expect to attend and how long the tour should last.
- Put together an information packet that contains both the NAA's fact sheets on the industry and specific details about the apartment community, including the number of employees, research, standard conformance, philanthropic activities, special projects, and industry or civic awards.

- Because legal restrictions prohibit certain types of transportation, please check with the NAA or FAA staff regarding whether it is appropriate to extend a friendly offer to arrange transportation for the elected official to and from the apartment community.
- Consider inviting a few top community leaders, industry association executives, and local retirees, but be careful to limit the number of participants.
- Set a definite schedule and allow time for informal discussion, questions, and answers during the tour.
- Determine which areas of the apartment community will be highlighted during the tour.
- Ensure that sufficient safety gear and supportive equipment will be available for use during the tour, if needed.

To get the greatest benefit from a legislative tour, use the opportunity to educate your elected officials about industry needs and concerns. This is also an opportunity to thank your legislators for their support of apartment issues in Florida. Remember that you are the expert on the apartment industry, and legislators want to know how a specific issue will affect their districts. Personalize your interactions by sharing your own experiences about the issues. A great way to advocate is to give an example of how an issue affects you or your business. If you don't know the answer to a question that arises, simply respond, "I don't have that information, but I will find out and get back to you over the next few days." This candid

and accommodating demeanor is a critical part of the relationship-building process discussed earlier.

By combining meticulous advance planning and preparation with current information, strong communication tactics, and attention to detail, any apartment community can pull off a successful

legislator tour. The effort put into such an initiative not only will increase your credibility and bring visibility to your operations and business, but also will raise awareness of the issues so critical to the entire apartment industry.

After all, isn't that what advocacy is all about? ▲

## APARTMENT TOUR CHECKLIST

- Identify your legislator.
- Notify government affairs staff of both NAA and FAA that you are interested in conducting an apartment tour.
- Send a letter inviting your legislator to visit your property. Include available dates and times, location, and number of employees.
- Follow up with your legislator's office seven to 10 days after issuing the invitation.
- Ensure your property complies with OSHA, EPA, and any other building codes and regulations.
- Prepare a fact kit including NAA, FAA, and property-specific information and provide it to the legislator's office prior to the visit. (See [WeAreApartments.org](http://WeAreApartments.org) and [WeAreApartments.org/florida](http://WeAreApartments.org/florida).) If applicable, include information about any contributions to the legislator from the Apartment Political Action Committee (available from FAA government affairs staff).
- Notify all staff, employees, and residents of the legislator's visit.
- Arrange for photographs during the tour.
- Carefully select the tour guide.
- Map out the tour.
- Arrange for maintenance employees to be working at a stop along the tour.
- To demonstrate the amenities during the tour, arrange for residents to be using the apartment community's facilities, such as working out in the gym, walking the dog, and participating in social or educational activities in the community room.
- Arrange for a "meet and greet" with residents and employees in the community room after the tour.
- Take photos during the tour, including pictures of the legislator with employees and residents.
- Send a thank you letter to the legislator and enclose copies of photos.
- Run an article and tour photos in the apartment community newsletter.
- Share your success with the FAA and NAA government affairs staff.
- For more information on apartment tours, contact NAA Director of Political Affairs Kathleen Gamble at [kathleen@naahq.org](mailto:kathleen@naahq.org) or 703-797-0633, or FAA Government Affairs Director Courtney Barnard at [courtney@faahq.org](mailto:courtney@faahq.org).

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# 2014 MULTIFAMILY APARTMENT CONSTRUCTION

**T**he apartment sector has been on a construction tear.

Nationally, the 12-month total of multifamily starts without any seasonal adjustment shows that construction for the year ended in July reached its highest level since 1989, according to Commerce Department data.

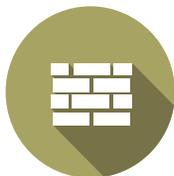
In September, Florida added 2,100 construction jobs, third behind Nevada and Delaware, according to an Associated General Contractors of America analysis of Labor Department data. That's up 11 percent from last year.

With the exception of manufacturing buildings, multifamily housing has made the largest and most consistent improvements year-after-year in all of the building industry since 2010, growing at least 22 percent to 37 percent in each year.

Here are construction forecasts for different markets in Florida from Marcus & Millichap Real Estate Investment Services. ▲

## Tampa Market

Developers will bring online 4,400 units in 2014 to surpass last year's total of less than 2,000 apartments. Deliveries in 2014 will expand rental stock 2.3 percent and are heavily concentrated in Central Tampa and St. Petersburg.



## Orlando Market

Developers will deliver 6,500 units this year to expand rental stock 4.1 percent and eclipse last year's production of 3,300 apartments. Permitting is on track to rise 18 percent this year to 7,500 units of multifamily housing.



## Fort Lauderdale Market

Developers will place in service 3,000 units this year, outpacing the 2,213 rentals that came online in 2013. The total includes nearly 900 units in four projects in the Fort Lauderdale submarket.



## Miami Market

This year, developers will place in service 2,900 apartments, exceeding last year's production of 2,475 units. Multifamily permit issuance is on track to decline 19 percent this year to 6,500 units.



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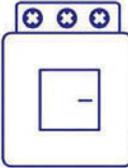
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*Finally*, a low cost, eco-friendly chlorine solution specifically designed for Commercial needs has arrived... Now Commercial Pools and Spas can offer the same natural, enjoyable swimming experience so common in the Residential market without compromise. With just ONE vessel, eliminate complex plumbing, poorly performing, and costly multi-cell installations. Marry the Saline C 6.0 with any of our pH/ORP CAT Controllers® for truly automated water quality management and PoolComm® for the convenience of remote monitoring and audit tracking.

- Designed to produce up to 6 lbs of chlorine per day
- Compact design, single cell and power supply for easy install
- Industrial-grade, clear vessel for easy inspection
- Reverse polarity, self-cleaning technology
- Plug N' Play Chemical Automation
- Eliminate transportation, handling and storage of chlorine
- 40% to 60% lower cost per lb of chlorine vs. sodium and calcium hypochlorite
- NSF Certified



Scan the QR code with your mobile device to watch the power of Saline C 6.0. To learn more about Hayward Commercial products, call a specialist toll-free 1-800-657-2287 or visit [www.haywardcommercialpool.com](http://www.haywardcommercialpool.com)



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