

A QUARTERLY
PUBLICATION
OF THE FLORIDA
APARTMENT
ASSOCIATION

WINTER 2015

multifamily florida



Growth Continues in Multifamily

ALSO INSIDE

LEGISLATIVE UPDATE:
FAA SETS PLATFORM,
PLANS STATEHOUSE VISITS
PAGE 13

2015 ANNUAL CONFERENCE &
TRADE SHOW:
FAA UNIVERSITY DRAWS PRAISE,
RECORD-BREAKING ATTENDANCE
PAGE 14



Mark Your Calendar For These Very Important Dates!

2016 LEGISLATIVE DAYS

Make 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 visit is extremely important as it helps us establish a rapport with our elected officials and promote our industry's legislative priorities.

TUESDAY, JANUARY 26, 2016

8:30 am – 9:50 am	Executive Committee Meeting
10:00 am – 11:30 am	APAC Board of Directors Meeting
11:45 am – 12:45 pm	AE Council Meeting
11:45 am – 1:00 pm	Lunch Provided by FAA
1:00 pm – 4:00 pm	Board of Directors Meeting
5:00 pm – 6:00 pm	Reception with Legislators
6:00 pm – 8:30 pm	Legislative Briefing Dinner

WEDNESDAY, JANUARY 27, 2016

9:00 am – 5:00 pm	Legislative Office Visits
-------------------	---------------------------



REGISTER AT www.faahq.org

HOTEL RESERVATIONS DEADLINE:

Wednesday, Jan. 13, 2016 by 5:00 pm

Hotel Duval

415 North Monroe Street
Tallahassee, FL 32301

Room Rate for Jan. 25 and/or Jan. 26 is
\$185 + \$10 Parking (if applicable)
Call 888-717-8854 and mention
Florida Apartment Association

**NOW IN
JANUARY!**

THE KITCHEN ISN'T WHAT IT USED TO BE.
NEITHER ARE WE.



The lifestyles and preferences of today's consumer have inspired us to reimagine the kitchen. With innovations like the first Hands-free Autofill water dispenser, the first dishwasher with 102 cleaning jets and a clean modern appearance, the GE kitchen is more intelligent, intuitive and beautiful than ever. | geappliances.com



reimagining home

For additional information on GE appliances, please contact GE Region Manager Kim Robbins at 704-987-3406 or email kimberly.robbyns@ge.com



YARDI Genesis²™

You wear every hat. Now your software can, too.

Yardi Genesis² is our cost-effective, web-based, SaaS property management and accounting solution for small to mid-sized real estate management companies. Genesis² supports many different property types, including multifamily, condo, HOA, office, industrial, retail, and self storage properties. Built-in features to handle all your daily tasks include:

Maintenance Management • Automated Workflows and Dashboards
CAM Reconciliation • Check Writing and Bank Reconciliation
Integrated General Ledger • Correspondence • Analytics and Reporting
A/R and A/P Functions • Electronic Payments

YARDI Genesis² Suite™

Adopt optional add-on products from the fully integrated Yardi Genesis² Suite that will improve your bottom line and provide enhanced services for your tenants:

- » RENTCafé®
- » COMMERCIALCafé™
- » CONDOCafé™
- » ResidentShield® Protection Plan™
- » Yardi Resident Screening™
- » Yardi Payment Processing™



To learn more, call **800.866.1144**
or visit **www.yardi.com/genesis2**.



multifamily florida

CONTENTS

WINTER 2015

A QUARTERLY PUBLICATION OF
THE FLORIDA APARTMENT ASSOCIATION



FEATURES

10 GROWTH CONTINUES IN MULTIFAMILY — BUT FOR HOW LONG?

By Lauren M. Crowley

13 LEGISLATIVE UPDATE: FAA SETS PLATFORM, PLANS STATEHOUSE VISITS

By Courtney Barnard

14 2015 ANNUAL CONFERENCE & TRADE SHOW: FAA UNIVERSITY DRAWS PRAISE, RECORD-BREAKING ATTENDANCE

By Lauren M. Crowley



DEPARTMENTS

6 PRESIDENT'S MESSAGE: IT'S ABOUT GIVING BACK

By Glenn Evers, MAA

8 FAA UPDATE: CHANGING IT UP

By Josh Gold, CAE, CMP,
FAA Executive Vice President

22 COMMUNITY SPOTLIGHT: THE COURTNEY AT UNIVERSAL BOULEVARD

By Mary Lou Jay

27 APARTMENTS BY THE NUMBERS

29 INDEX TO ADVERTISERS/ADV.COM





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

EXECUTIVE COMMITTEE

President

Glenn Evers
MAA

President Elect

Shawn Wingate
Pinnacle Realty Services

Vice President

Lori Trainer
Southern Affordable Services Inc.

Treasurer

Bonnie Smetzer
JMG Realty Inc.

Secretary

Cecelia Ford
Pinnacle Family of companies

Associates' Vice President

James Cornell
Invisible Waste Services

Association Executives Council Chairman

Chip Tatum
Apartment Association of Greater Orlando

Past Presidents

Ron Wenzel
BH Management Services LLC

Stacey Stuart
Heron's Run Apartments

Linda Paolo
WRH Realty Services Inc.

FAA STAFF

Executive Vice President

Josh Gold, CAE, CMP

Government Affairs Director

Courtney Barnard

Director of Communications

Laureen Crowley

Director of Meetings

Ralph Robinson, CMP

Lease Administrator and Bookkeeper

Rona Long

Published by



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

Publisher: Dave Evans

Naylor Editor: Robin Lamerson

Project Manager: Robert Kramer

Marketing & Research Associate:

Nancy Taylor

Book Leader: Ketan Solanki

Account Representatives:

Adam Firestone, Amanda Blanchard,
Arlene Nowicki, Carly Keena, Chris Chiccarello,
Chris Zabel, Eric Singer, Janet Frank,
Jason Hughes, Jessica Semonin, Josh Cochran,
Mark di Dio, Rob Vittera, Scott Pauquette,
Stephen Cofino, Steven Faulkner
Layout & Design: Manish Dutt Sharma

©2015 Florida Apartment Association. All rights reserved.
The contents of this publication may not be reproduced
by any means, in whole or in part, without the prior
written consent of the publisher.

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

PUBLISHED DECEMBER 2015 /
FAP-Q0415 / 1207

PRESIDENT'S MESSAGE

It's About Giving Back

BY GLENN EVERS, MAA

I've been working in the multifamily industry for just more than three decades. I've been involved almost that long with local apartment associations and with FAA.

When I look back at my career and I think about when I first started going to apartment association meetings — in Lakeland at the time and later with AAGO, BAAA, FCAA, and FAA — I think about the people I saw up on stages. People like Gary Cherry, Dan Allen, Chris Burns, Nan Cavarretta, and the "Mark trifecta" as I like to call it — Rosenwasser, Ogier, and Decker. When I looked at those people, I thought, "That is something that I want to do one day." At the same time, I wondered how I could, because I thought those people were like gods. Later, as I expanded my involvement and got to know those leaders as people, I realized they are simply dedicated to giving back to the industry that they love. That, I could do. Not because I want to be up on a stage or I want to be seen, but because I could share that passion.

One of the things I love about this business is the association — the camaraderie and the potential to work together. I can call a competitor who is also a friend and ask what's going on, or share a challenge I'm struggling with, and that friend will tell me about meeting a similar challenge.

When I used to talk about how long I've been in this industry, I would joke that I started when I was 10. Let's face it: Some of us are aging and we're eventually going to cycle out of this. That's why new people are continually needed to get involved in this process. Although we're not paid or given anything extra to be involved in the association, it is so very rewarding. In my long history in this industry, I have made lifelong friends. And most of my dearest and closest friends are tied to this business. So that in itself means so much to me.

But more than that, being involved with this organization is about giving back to the

MARK YOUR CALENDARS

Legislative Days 2016 takes place January 26 and 27 at the Hotel Duval in Tallahassee.

- On Tuesday, January 26, a reception with legislators begins at 5 p.m. It will be followed by a briefing about FAA's legislative priorities for this session, and dinner with special guests.
- On Wednesday, January 27, FAA representatives will visit various legislators' offices.

For more information, email courtney@faahq.org.

multifamily housing industry. During the recent FAA Annual Conference & Trade Show, I saw so many new faces. I'm hopeful that those folks will realize that not many industries have what ours does and that they will want to become more involved and keep this organization growing and going strong.

I'm going to do whatever I can to encourage them. For the next year, I promise that I will give 150 percent. I will get to see each of you locally. I've started doing that by attending the South East Florida Apartment Association's November awards event, and I'll be attending December events at Space Coast Apartment Association and Apartment Association of Greater Orlando. I'm already making plans for events in 2016.

All in all, I am humbled and grateful, and I really want to make you proud. So, please communicate with me. Let me know what it is that you as an association need. Let me know what we together can achieve to make things even better and even stronger in the coming year.

I, and your FAA board, stand ready and willing to serve you, the membership. We plan to have a fantastic year and look forward to your feedback and involvement. ▲

Pre-Season FINAL CLOSEOUT

While quantities last

\$179.00

LONG BEACH

Aluminum Adjustable Stacking Sling Sunlounger

■ Powder coated metallic brown finish

■ Sturdy taupe color tweed polyester slings

\$89.00



LONG BEACH

Aluminum Stacking
Sling Dining Arm Chair

Matching tables also available



PAVILION FURNITURE, INC.

16200 NW 49th Avenue, Miami, FL 33018
www.pavilion-global.com Phone: 305.823.3480



Stressed and Understaffed?

Stress No More...Call The Largest Multi-Family Staffing Company Across the Nation!

BG Staffing has been providing quality solutions to our Multi-Family clients for almost 30 years. We provide, temporary, temp-to-hire, direct hire and payroll services across the Nation.

We provide all on-site level positions:

Admin Support
Leasing Class Graduates
Bilingual Leasing Consultants
Leasing Consultants
Assistant Managers
Managers

Make Ready Techs
Assistant Maintenance Techs
Certified Maintenance Techs
Lead Maintenance Techs
Porters/Groundskeepers
Housekeepers



www.bgmultifamily.com

Call BG Staffing for Peace of Mind!

Compliance Depot National Account - Fully Insured - On-Call 24/7

Ft. Lauderdale / Miami
(954) 320-7036

Jacksonville
(904) 224-5000

Orlando
(407) 284-4937

Tampa
(813) 314-2068

Changing It Up

BY **JOSH GOLD, CAE, CMP,**
FAA Executive Vice President



Progress is impossible without change.

— **George Bernard Shaw**

As the New Year gets underway, we've been slowly but surely getting settled at our new offices in downtown Orlando.

Our suburban location in Maitland served us well for a while. But our needs changed as the organization evolved. We considered carefully what we wanted in our new office "home." In general, human resources professionals and other experts recommend finding the right balance between the ability to communicate and collaborate, and the right amount of privacy to concentrate on tasks. And, they say, creating spaces that allow team members to express their individuality supports creativity and innovation.

In addition to an official conference room, each office includes seating for informal meetings among team members. Each staffer has had the opportunity to add personal touches — displaying certifications and other accomplishments, pictures, plants, and the like. We also have extra work stations for use by interns or temporary help, or for use by FAA members whose business brings them to downtown Orlando. We'd love to have you stop by, grab a cup of coffee, enjoy our high-speed WiFi, and let us show you around your new headquarters office.

We're enjoying new views and restaurants, and getting to know our neighborhood. We're close to Orlando's urban core and we're understanding why "walkability" has become such a desired amenity in many apartment communities.

Moving to a new office has us thinking about other changes. Some of them are recent or in progress; others are still in planning stages.

- We've added a new team member. Lauren Crowley, our director of communications, joined us full-time in September, bringing a wealth of experience and knowledge in writing and editing, public relations, and association communications. She will continue the role she had filled as a part-time independent contractor, developing content for our quarterly magazine, *Multifamily Florida*, and monthly e-newsletter, *Florida APTitudes*; writing press releases and building media relationships; and supporting all of FAA's communications and marketing endeavors. In addition, Lauren is directing the FAA Smoke-Free Multifamily Housing Program and FAA Smoke-Free Certification. (Read more on Page 11.)
- We've partnered with the Florida Department of Health and Bureau of Tobacco Free Florida to launch that program, which was announced at the FAA 2015 Annual Conference & Trade Show in October. Research shows that residents are seeking out communities that support healthy living, such as with smoke-free policies. Our partnership with the DOH and TFF enables us to connect you with resources to implement smoke-free

policies and to connect your residents who do smoke with no-cost cessation programs. The smoke-free certification creates a new way for you to differentiate your community from the competition.

- FAA has become much more proactive in influencing legislation that affects the apartment industry. The 2015 legislative session was the first time in recent years that FAA has introduced bills, and we have introduced bills for the 2016 session as well. (See Legislative Update on page 13.) We've increased our communications with members by issuing weekly updates during the 2015 session; watch for them again after the 2016 session begins in January. We've stepped up our political giving and have more involvement with the House and Senate majority campaigns, including a recent private meeting with Speaker-designate Richard Corcoran. Last year, we joined the Sadowski Coalition of 30 organizations concerned with providing affordable housing.
- For the first time in more than 10 years, the FAA Annual Conference & Trade Show is taking place outside of Orlando. In October 2016, we're going back to Boca Raton. We believe this will make it easier for members from South Florida to be part of this very valuable educational and networking event. The conference will include a fun and elegant sunset cruise as a fundraiser for the FAA Apartment Political Action Committee.
- Of course, each year brings a new volunteer leadership team with new ideas. I encourage you to read the President's Message on Page 6.

As always, we are open to your ideas on how we can better meet your needs. Please contact us anytime with your concerns, compliments, or suggestions on how FAA can be more impactful to you and your business. ▲

WE'VE MOVED

Florida Apartment Association has moved to 105 East Robinson Street, Suite 301, Orlando, 32801. Our telephone and fax numbers are unchanged (phone: 407-960-2910; fax: 407-290-2911).



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



BROWNIE'S

SEPTIC & PLUMBING

CFC1428456 - SA0131835

FULL SERVICE PLUMBING
STORM DRAIN CLEANING
POND MAINTENANCE



**24/7 EMERGENCY
PLUMBING SERVICE**

LIFT STATION AND PUMP SERVICE
BACKFLOW TESTING AND REPAIR

866-841-4321

FIRST IN SERVICE SINCE 1948 - WWW.CALLBROWNIES.COM

CENTRAL FLORIDA'S FIRST CHOICE FOR POND MAINTENANCE AND CLEARING



**Overgrown ponds
or poor drainage?**

POND MAINTENANCE
STORM DRAIN CLEANING
WATER CLARIFICATION
AQUATIC WEED CONTROL & REMOVAL
FOUNTAINS & AERATION SYSTEMS



**24/7 EMERGENCY
PLUMBING SERVICE**

866-841-4321

FIRST IN SERVICE SINCE 1948 - FLORIDAPONDCLEANING.COM

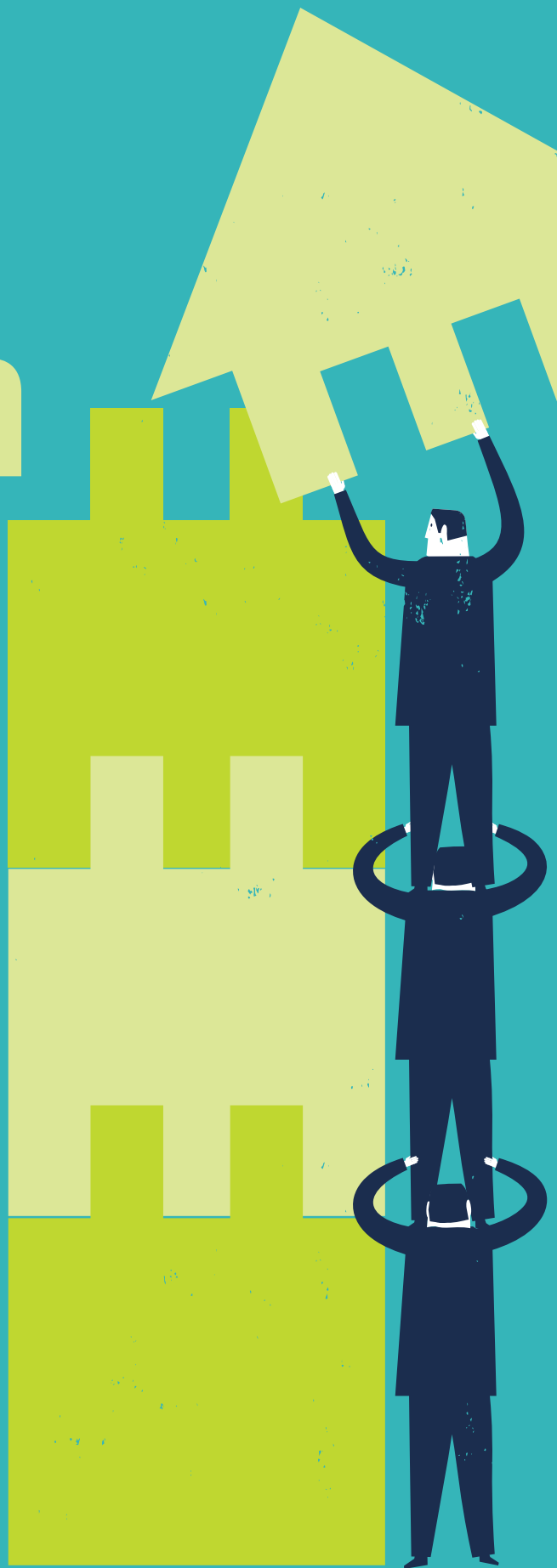


Growth Continues in Multifamily — But for How Long?

BY LAUREEN CROWLEY

Florida apartment occupancy rates and rent prices continued to rise in 2015, but some experts are predicting the multifamily housing boom may begin to wane over the next couple of years.

Counties across Florida reported occupancy growth over the past four years, according to data collected through local Association Online Market Surveys conducted by MyRentComps and reported in the Apartment Market Survey and Trend Report known as “AMSTR.” (For detailed results, please see Apartments by the Numbers on Page 27.)



No doubt about it, rents have been on the rise. The last year has seen fairly substantial rent growth in most of the association areas, but the trend over the past four years show a different picture.

OCCUPANCY

All markets covered by the report have seen occupancy growth over the past four years, with the region served by the First Coast Apartment Association (FCAA) seeing the most growth and the Tri-City Apartment Association (TCAA) region seeing the least. In fact, survey results show occupancy declined in TCAA's area in the last year. But it's important to note that although the overall occupancy of TCAA area remained relatively flat in the past four years and actually fell in the last year, it has stayed above 94.5%, and many new construction properties are now entering that market.

TCAA is a smaller market with regard to the number of apartment units. The removal or addition of units can have a bigger statistical impact on a smaller market than on a bigger one like the Apartment Association of Greater Orlando (AAGO). Especially in a smaller market, condo conversions can cause occupancy to rise, and new construction can cause occupancy to fall in the short term. Rent trends are also affected. The huge rent growth in TCAA is partly due to the economy doing better and also partly due to new, higher-end, more expensive apartments entering the market.

AVERAGE RENTS

No doubt about it, rents have been on the rise. The last year has seen fairly substantial rent growth in most of the association areas, but the trend over the past four years show a different picture. The AAGO area for example saw half (8%) of its four-year growth in the last year. The average per-year rent growth for the AAGO area is 4%.

Conversely, the Capital City Apartment Association (CCAA) area saw most of its rent growth from 2011 to 2014, with only 1.8% rent growth in the last year. Average growth per year in the CCAA area is 3.1%.

THE ECONOMY

While multifamily occupancy and rents have continued to rise, so has homeownership. Last month, Freddie Mac reported: "The nation's housing market continues to improve, riding the wave of the best year in home sales since 2007. ... Low mortgage rates are fueling the recovery across the country."

So if more people are able to buy homes, will that slow growth in the multifamily industry? Perhaps, but not yet.

Some analysts have likened the multifamily market cycle to a baseball game and predict it's somewhere in the seventh-to-ninth inning range, Tom Hayden, director of development for LeCesse Development Corp., told

TREND TO WATCH: SMOKE-FREE POLICIES AT MULTIFAMILY COMMUNITIES BY LAUREEN M. CROWLEY

Fewer than 20 percent of American adults smoke today — less than half the percentage of smokers 50 years ago. Health professionals continue to warn of the dangers of secondhand smoke and even "thirdhand smoke" — the residue that remains on surfaces after smokers vacate a residence.

Many new apartment communities are opening as smoke-free from the beginning, and in November, the Department of Housing and Urban Development announced plans to enact a rule requiring all public housing to implement smoke-free policies.

Those factors could result in increasing pressure on existing communities — even those that do not receive government subsidies — to implement at least partial smoke-free policies in order to remain competitive.

Florida Department of Health's Bureau of Tobacco Free Florida is currently aware of more than 1,000 communities with no-smoking policies — 205 of which prohibit smoking anywhere in the community. TFF assisted 127 of those 1,000-plus properties in implementing smoke-free policies.

The Florida Apartment Association has partnered with the state Department of Health and Tobacco Free Florida to educate communities about the benefits of smoke-free policies and to provide referrals to TFF staff to help with transitioning if needed. The partnership was announced during the opening session of the 2015 FAA Annual Conference & Trade Show at the Hilton Orlando Bonnet Creek in October.

FAA also launched a Smoke-Free Certification to recognize communities that demonstrate their commitment to providing a smoke-free environment for their residents and staff.

Communities can become certified at one of three levels: blue, silver, and gold. The levels convey whether smoking is prohibited inside apartments and indoor common areas; in all indoor spaces and within 25 feet of buildings and amenities, including on balconies; or throughout the entire community.

Communities will be required to submit an application along with a copy of their lease or rental agreement that restricts smoking by residents and guests, as well as a handbook or contract that restricts smoking by staff members. For FAA member communities that use the Florida Lease (also known as the FAA Click & Lease powered by Blue Moon Software), a no-smoking addendum is already available as part of the lease package.

More information about the certification can be found on the FAA website at faahq.org/smoke_free_housing, where a list of smoke-free certified communities will be published soon.

Apartment Complexes | Community Associations
Commercial Office Parks | Retail Shopping Centers

DRIVEWAY MAINTENANCE INC.

Commercial Paving Connection Since 1956

- Paving
- Patching
- Sealcoating
- Asphalt
- Concrete
- ADA

800-432-1191 WWW.DRIVEWAY.NET

An LEED Accredited Environmentally Responsible Contractor.

attendees at the FAA Annual Conference & Trade Show in October. “But I think maybe we’re headed for extra innings,” he added. “Construction is still going on at a furious pace in urban centers.”

Even so, insufficient supply to meet demand is possible in some areas, predicted both Hayden and Joshua Harris, director of the University of Central Florida’s Dr. P. Phillips Institute for Research and Education in Real Estate. Harris told conference attendees that federal reports on investment trends show that while nonresidential investment continues to rise, residential investment is down, which could result in “undersupply.”

But many economic indicators are positive, Harris said. Corporate profits are very strong, and “more people are working — we finally have higher employment than before the crash.” Along with that is a rise in what he terms “nontraditional income,” for example, from freelance work or car services such as Uber. More people are working from home, he noted, which will mean a growing demand for office space in apartments. And even though “some workers at the mid- to upper-career level who were laid off are not getting jobs at the same level,” average incomes across the board are up.

On the other hand, millennials are finally getting into their first jobs and looking to move into their own apartments, and a record number of high school graduates means an increase in college students and a potential bump in apartment-seekers four years from now. ▲

Geoff Harlan of MyRentComps contributed to this article.

Freshen Up Your Apartment Community!

GREEN
eARTH
eco-FRIENDLY
POWERWASHING
Covering All Of South Florida

www.GreenEarthPowerwashing.com
Sales@GreenEarthPowerwash.com



- Competitive Prices
- Solid References Within The Apartment Community
- Licensed, Insured & Bonded
- No Water Access Required, We Bring Our Own
- Chemical-Free Hot Water Cleaning
- Licensed, Insured, and Bonded
- Roof Cleaning, Building Exteriors, Breezeways, Walkways, Common Areas

877-511-4379

Proud Member of SEFAA

FAA Sets Platform, Plans Statehouse Visits

BY COURTNEY BARNARD

Members of the Florida Apartment Association established four 2016 priorities at their annual legislative platform meeting in October. The annual platform meeting is an opportunity for apartment owners, managers, and other industry professionals to meet and discuss the legislative and regulatory issues which affect their business, and decide on what priorities to pursue in the coming legislative session.

The priorities are to:

- Support expansion of repairs certified maintenance professionals are permitted to perform.
- Support clarification of renters insurance requirements.
- Support full funding of the Sadowski Affordable Housing Trust Fund.
- Oppose changes to landlord-tenant law which create criminal penalties for apartment landlords.

FAA supports Senate Bill 704 and House Bill 535, which expand the allowable repairs maintenance professionals can perform. Apartment communities rely on maintenance professionals to perform a variety of repairs each day, and currently maintenance workers in Florida are restricted from performing many basic repairs to heating, ventilation, air conditioning, and water heating systems. SB 704/HB 535 allow maintenance workers holding a Certificate for Apartment Maintenance Technicians (CAMT) to perform these types of repairs, which are often urgently needed on-site. Hiring a licensed contractor can increase the cost of repairs and result in delays. This bill will allow trained professionals to perform on-site work quickly and safely, while saving apartment owners costly contractor costs.

FAA is working with multiple stakeholders to protect apartment owners and residents by clarifying renters insurance requirements by supporting Senate Bill 342 and House Bill 237. This legislation will allow apartment owners to include lease addendums that would advise residents of the importance of insurance and require them to carry insurance. The clause clarifies that resident and their belongings are not covered by the apartment owner's insurance policy. By clarifying the law, this legislation will help protect both residents and owners from future legal entanglements.

FAA is committed to full funding of the Sadowski Affordable Housing Trust Fund. FAA is a member of the Sadowski Coalition, a housing advocacy group of 30 business and



nonprofit partners in Florida that lobby for affordable housing funding in the state budget annually. In 2015, FAA helped to secure \$175 million in funding. Affordable housing funds come from "doc stamp" revenue (taxes on real estate transactions) and are distributed by the state in the form of loans. These loans are used to build new housing to serve Florida's most vulnerable populations — including veterans, senior citizens, people with disabilities, and homeless people — as well as to refurbish aging affordable housing units. According to the Sadowski Coalition, the loans create 32,600 jobs and \$4.6 billion in positive economic impact annually. These loans also help to alleviate the need for increased inclusionary zoning measures.

FAA is opposed to Senate Bill 474 and House Bill 053 which would establish criminal penalties for apartment owners and employees who do not meet the maintenance requirements specified in CH 83.51-83.59. SB 474/HB 053 would greatly alter Florida landlord-tenant law by creating criminal penalties, as opposed to civil penalties, for any person who has violated the premises maintenance section of CH 83. If enacted, this legislation would allow a landlord or apartment employee to be charged with a misdemeanor for the first offence and subsequently a felony if standards of annual repairs and pest control are not met.

According to the state Department of Corrections and statute 775.083, a third-degree felony is punishable by up to five years in prison and/or a \$5,000 fine. A first degree misdemeanor is punishable by a fine of up to \$1,000. FAA is committed to keeping criminal penalties for landlords and apartment employees out of landlord-tenant law.

FAA is committed to member-driven advocacy and will continue to monitor any issues affecting the apartment industry in Florida. To learn more about FAA's priorities and to assist in our grassroots lobbying efforts, please join FAA this January to promote our legislative priorities in Tallahassee. You will have the opportunity to learn more about all of the issues affecting our industry, meet with state lawmakers, and network with your peers. Register online today at faahq.org/legislative-conference. ▲

FAA University Draws Praise, Record-Breaking Attendance

BY LAUREEN M. CROWLEY

The FAA University numbers and reviews are in, and they are outstanding. A record-breaking 825 apartment industry professionals attended the 2015 FAA Annual Conference & Trade Show at the Hilton Orlando Bonnet Creek October 7-9, which had the theme FAA University. Nearly 95 percent of respondents to a post-conference evaluation survey gave the event a positive rating. Among the best-loved aspects were keynote speakers Bobby Bowden and Jeff Havens, as well as Patrick Morin and other session speakers.

In keeping with the university theme, a marching band from Liberty High School in the nearby Hunters Creek section of Osceola County started off Thursday morning's session with a rousing performance. Bowden, renowned former football coach at Florida State University, gave the opening keynote, "The Bowden Way: Leadership Wisdom." Evaluators found him a witty, refreshing storyteller: "An excellent combination of funny, informational, motivational and great way to start the conference," wrote one attendee. And another: "Loved how he put things in relatable context to apply to my team."

Survey respondents also praised Patrick Morin's sessions on "The Art of Disruption" and "The New ROI: Return on Individuals." "I am now a huge fan of Patrick Morin," wrote one. "He does not mess around, gets straight to the point, does not let you nod off." Another described him as "engaging, funny, passionate, and his messages just made a lot of sense."

Attendees also raved about teacher-turned-standup-comic Jeff Havens, who spoke about generational differences in "Us vs. Them" as well as presenting the closing keynote "Uncrapify Your Life." He was described as "outstanding, fun, and very motivating," and kept his audience "wondering what he was going to say or do next."

This year's conference offered the first Masters Sessions, tailored to senior-level multifamily executives such as vice presidents, C-suite executives, and company owners. The invitation-only Masters Sessions included roundtable discussions and networking opportunities for part of one day. Masters participants also attended regular conference programming.



Liberty High School marching band launches the opening session.



Josh Gold, FAA executive vice president



Cindy Clare, president of Kettler Management and NAA vice chair



Speaker Rommel Anancan



Speaker Bobby Bowden



Speaker Jeff Havens entertained and inspired with his closing keynote, 'Uncrapify Your Live,' sponsored by platinum sponsor RentPath.



Speaker Patrick Morin



Major corporate investors were recognized at the conference closing dinner. They are Camden Property Trust and MAA, 2015 sapphire APAC investors (\$5,000 and above); Ron L. Book PA and Entrata, 2015 ruby APAC investors (\$2,500 and above); Apartment Finder, Bright House, Collier Companies, ContraVest, Greystar, Heist, Weiss and Wolk PA, iLS Network, JMG Realty, Massey Services Inc., Milestone Management, Royal American Property Management, Sherwin Williams Floorcovering, 2015 emerald APAC investors (\$1,000 and above).



2015 Management Volunteers of the Year (above) and 2015 Associate Volunteers of the Year (right)



Glenn Evers, 2015-2016 FAA president



The sold-out trade show floor was popular with attendees.



The closing dinner entertainment by the SAK Comedy Lab in Orlando got FAA members up on stage for a taste of improv and kept the audience in stitches.



LEGISLATOR OF THE YEAR

State Sen. Wilton Simpson (R-18) of New Port Richey was selected as FAA's 2015 Legislator of the Year. Linda Paolo, chair of FAA's Apartment Political Action Committee and former FAA president, introduced Simpson and described his support of many of FAA's legislative efforts in 2015.

Simpson is chair of the Senate Community Affairs Committee and vice chair of the Environmental Preservation and Conservation Committee, and sits on the Appropriations Committee on General Government.

He sponsored Senate Bill 1232, which included the FAA maintenance exemption. That exemption would have allowed apartment workers who hold a Certificate for Apartment Maintenance Technicians (CAMT) to perform HVAC, water heater, and AC repairs costing less than \$1,000. In addition to sponsoring the maintenance bill, Simpson also presented important testimony regarding the details of the bill, as well as its impact on the multifamily industry. The bill did not become law because the House companion bill did not pass before the session ended early. In accepting the award, Simpson pledged to pursue passage of that bill in the 2016 session.

Simpson also supported legislation to strengthen penalties for falsely claiming a pet is a service animal, and his appropriations committee allocated \$175 million in trust funds to support affordable housing and help secure housing for Florida's most vulnerable populations.

Simpson is the head of Simpson Environmental Services Inc., which specializes in asbestos removal, mold remediation, duct cleaning and general contracting. Simpson also owns and operates Simpson Farms, Inc., an egg-laying operation home to over one million chickens that supply eggs for Florida's families through supermarkets all over the state.



Linda Paolo (left), APAC chair, and Courtney Barnard (right), FAA government affairs director, presented State Sen. Wilton Simpson with the 2015 FAA Legislator of the Year award.

2015-2016 EXECUTIVE COMMITTEE INSTALLED

NAA Past Chairman Alex Jackiw installed FAA's new slate of officers at the conference closing dinner on October 9. They are:

Glenn Evers, Regional Vice President, MAA, President
Shawn Wingate, Pinnacle Realty Services, President Elect
Lori Trainer, Southern Affordable Services Inc., Vice President
Bonnie Smetzer, JMG Realty Inc., Treasurer
Cecelia Ford, Pinnacle Family of Companies, Secretary
James Cornell, Invisible Waste Services, Associates' Vice President

Chip Tatum, Apartment Association of Greater Orlando, Association Executives Council Chairman
Ron Wenzel, BH Management Services LLC, Immediate Past President
Stacey Stuart, Heron's Run Apartments, Past President
Linda Paolo, WRH Realty Services Inc., Past President



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



Alex Jackiw and the 2015-2016 FAA Executive Committee



FAA President Glenn Evers presents a plaque to outgoing president Ron Wenzel.

MAINTENANCE MANIA

On Thursday, October 8, winners of maintenance competitions around the state competed for the distinction of top maintenance professional in the state.



This year's overall winners were first place Miguel Robles, BAAA; second place Jimmy Garcia, FCAA; and third place Brandon Gay, FCAA.

APAC CAMPUS CHALLENGE



Linda Paolo, APAC chair, and Courtney Barnard, FAA government affairs director, welcome the competitors and station sponsors.



The members of ContraVest's team completed the final puzzle in the shortest amount of time and were declared APAC Campus Challenge champions.



A silent auction with a variety of items drew some friendly competition among bidders and raised \$6,000 for APAC.



APAC SUPPORTERS TAKE THE CAMPUS CHALLENGE

Eighteen teams of eight completed tasks that required various skills — and more often than not a sense of humor — in a lively fundraiser to benefit FAA's Apartment Political Action Committee. Competitors solved puzzles, tossed bean bags, built towers of cups, hit a golf ball through an obstacle course of fire extinguishers, and figured out how to get a hula hoop from one end of the team to the other. Each team that completed all the challenges received a set of puzzle pieces, which had to be assembled to show the identity of "big reveal" sponsor Entrata. Sponsorships and entry fees totaled \$18,000 to help APAC support legislation important to the multifamily housing industry.



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



— **Ed Malone**
Regional Vice President
Camden Property Trust



There is a clear need to have a collective voice in support of multifamily housing in Florida in the political process. APAC raises awareness of critical issues impacting multifamily housing with political leadership in both parties. There is a choice: Either engage in the political process or risk having others' agendas imposed upon us. APAC is committed to ensuring our voices are heard now — voices that will only become louder as our PAC grows.

— **Shawn Wingate**
Regional Director of Operations
Carlisle Property Management



I believe strongly in supporting APAC because it represents the interest of all apartment owners and managers in Florida. I have worked in apartment management over 28 years in Florida and have seen how important it is to have a strong united voice for the apartment industry. Together we have kept laws off the books that would have negatively impacted our industry and have successfully worked together to change laws that were causing harm to our operations.

— **Bonnie Smetzer**
Partner, Executive Vice President
JMG Realty

**Your freedom to do business
depends on our continued ability
to advocate for your issues!**

LEADERSHIP LYCEUM GRADUATES



Cliff Barfield of All-County Paving, Lyceum Reception sponsor



Katie Wrenn, FCAA president and Lyceum Committee chair, with Peggy Queen, FCAA Executive Vice President



Brian Cron, MAA; FAA President Glenn Evers, MAA; and Cassie Johnson, incoming president, CCAA



Lisa McLemore, volunteer AE for ECAA and Brian Bazinet, AE of CCAA



LeeAnn Poole of ECAA, Bonnie Smetzer of AAGO, Jenn Bass Allen of CCAA



Kristi Novak of Greystar and Ron Wenzel of BH Management, immediate past president of FAA



Jordan Petras, Tanya Stewart, Dave Jurek, Mike Jurek, and Brenda Sweeting, all of BAAA

LEADERSHIP LYCEUM GRADUATES

Twenty-four students graduated from the Leadership Lyceum program, which prepares them for leadership roles in their local apartment associations and FAA. Students are required to attend key events throughout the year and to complete classroom modules.

The 2015 Leadership Lyceum Graduates are:

Ricardo Alicea, Apartment Association of Greater Orlando
Jen Allen, Capital City Apartment Association
Rick Biermann, First Coast Apartment Association
Brian Cron, First Coast Apartment Association
Justin Frost, Apartment Association of Greater Orlando
Shannon Gregory, First Coast Apartment Association
Amanda Hoang, Apartment Association of Greater Orlando
Cassie Johnson, Capital City Apartment Association
Erika Johnson, Apartment Association of Greater Orlando
Christopher Koback, Bay Area Apartment Association
Paul Licata, Southeast Florida Apartment Association
Cassandra Livatt, Apartment Association of Greater Orlando

Joni Luce, Apartment Association of Greater Orlando
Peggy Lugo, Southeast Florida Apartment Association
Wendy Meinkevich, Bay Area Apartment Association
Karen Mitchell, Space Coast Apartment Association
Marysol Narvaez, Tri-City Apartment Association
Dorothy Palmer, First Coast Apartment Association
Lee Ann Poole, Emerald Coast Apartment Association
Bonnie Smetzer, Space Coast Apartment Association
Elizabeth Smith, Tri-City Apartment Association
Ronnette Smith, Bay Area Apartment Association
Erin Tounge, Apartment Association of Greater Orlando

CRUISE VACATION INCENTIVES

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

TO MEXICO, THE BAHAMAS OR THE WESTERN CARIBBEAN

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

Up to a
\$1798 value

Only \$139 - \$169
per certificate

**Get the Edge Over
Other Properties!**

FREE Marketing Materials



AIM Cruise Incentives

Call: (866) 541-9090 x1

www.AIMcruise.com



The Smart Solution to Dog Pollution.

Keeping Dog Friendly Areas Cleaner Since 1994

Providing Aesthetically Pleasing Commercial Duty Products



**Original
Pet Station**
1003-L



Junior Bag Dispenser
1002-2



Header Pak Dispenser
1002HP-4



Poly Junior Bag Dispenser
1007-2



Poly Pet Station
1010



Header Pak
1402HP



Roll Bags
1402

All Dispensers & Trash Receptacles Include FREE Standard Preloaded
SMART Litter Pick Up Bags™ & SMART Liner Trash Bags™.
Hardware & Specification/Instruction Sheets Included.

DOGIPOT.com 800.364.7681

Ask about the all inclusive DOGIPOT DOGVALETS®.

NAN CAVARRETTA 3K

Friends and colleagues of Nan Cavarretta gathered before dawn for a fund-raising walk in her memory and to support the scholarship fund that bears her name. Cavarretta spent more than 30 years in the multifamily housing industry and served in a variety of capacities, including as board member and regional vice president for NAA, and president of FAA, AAGO, and SCAA. After she passed away in January 2015, a scholarship fund was established in her memory and to recognize her passion for education. Scholarships will enable up to two students per year to complete the FAA Leadership Lyceum program. Registrations fees paid by the 145 participants will go toward the scholarship fund, which is managed by FAA and administered in partnership with the AAGO Foundation.



Don Adamson accepts an NAA Paragon Award from FAA Vice President Lori Trainer on behalf of his late wife, Nan Cavarretta.



THANK YOU TO OUR 2015 SPONSORS

- Platinum sponsors (\$10,000 and above) were Apartment Finder (now CoStar Apartment Network), For Rent Media Solutions, House of Floors Inc., Massey Services Inc., and RentPath.
- Gold sponsors (\$7,000 and above) were The Sherwin Williams Company, Valet Waste, and Zillow Rental Network.
- Silver sponsors (\$4,000 and above) were AFR Furniture Rental, Capture the Market, Coinmach & Mac-Gray, Invisible Waste Services, and Rapco Supply.
- Bronze sponsors (\$1,000 and above) were All County Paving, Appliance Warehouse of America Inc., Bay Area Apartment Association, CORT, ET & T Distributors Inc., NAA NEXT GEN Committee, and Playmore Recreational Products and Services.



Platinum sponsors were recognized on stage during the conference opening session (from left): Bob Clouser of RentPath, Harvey Rosenberg of For Rent Media Solutions, FAA outgoing President Ron Wenzel, Linda Beach of Apartment Finders, Tami Swanson of Massey Services Inc., and Tara Simmons of House of Floors Inc.

MARC ROSENWASSER INDUCTED INTO FAA HALL OF FAME

Marc Rosenwasser, owner of Meadow Wood Property Co. in Tampa was inducted into the FAA Hall of Fame on October 8. Rosenwasser is the chief executive officer and president of Meadow Wood Property Co. in Tampa and an active member of the Bay Area Apartment Association. He has been a part of the apartment industry and association volunteer for decades. He has served on numerous boards and committees and was elected FAA president in 1999. He served as a Florida delegate to NAA for many years, and in 2010 he was elected to the highest ranking volunteer position in the multifamily industry — chairman of the National Apartment Association. Rosenwasser has a bachelor's of business administration from St. John's University. He is a licensed real estate broker and community association manager, as well as a Certified Apartment Portfolio Supervisor (CAPS).



Marc Rosenwasser accepts his 2015 FAA Hall of Fame award from Lori Trainer, FAA vice president.

Urban Convenience in a **RESORT TOWN**

BY MARY LOU JAY



The Courtney at Universal Boulevard, a new apartment community in South Orlando, offers the best of both worlds for people who live and work in the area. While only a short drive away from resorts like SeaWorld Orlando, Universal Orlando Resort and Walt Disney World, it's also close to shopping and other services for residents looking for a more walkable, urban lifestyle.

Construction on The Courtney at Universal Boulevard began in January 2014 and renters began moving into the first finished units at the beginning of 2015. ContraVest, the multi-family developer that built, owns, and now manages the property, expects to complete all buildings by the end of 2015.

"We're a three-legged stool — a development company, construction company and property manager," said Mark Ogier, a principal with the firm. "We take projects from trees to keys. For this project, we found the land, developed the concept and project, built it, and are now in the process of leasing it up."

"What's interesting as a developer is that we're really trying to please two customers: our investors and the residents who are going to be living there," he added. "One of the advantages of being a vertically integrated company is that we can overlay our development expertise, our construction expertise, and our property management expertise to develop the most cost-effective design that will deliver what both investors and residents will want."

ContraVest has transformed the 13 vacant acres north of the Orange County Convention Center into a luxury apartment community of 355 rental units. The site, owned at various times by Lockheed Martin, Universal (and GE), and an investor, will eventually accommodate another separate, 345-unit ContraVest community as well.

▼
“We take projects from trees to keys. For this project, we found the land, developed the concept and project, built it and are now in the process of leasing it up.”

— Mark Ogier, ContraVest

AMENITIES FOR BETTER LIVING

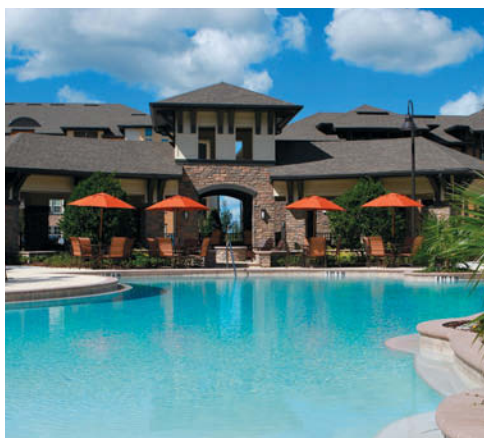
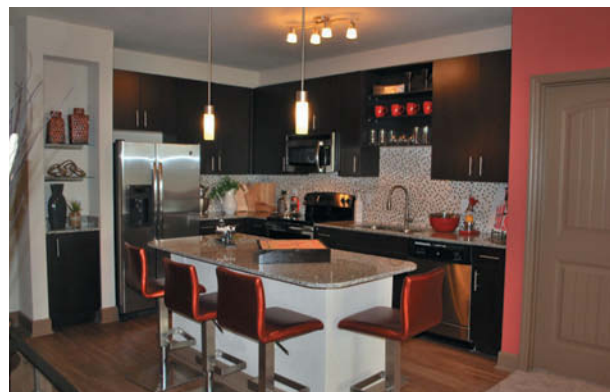
At The Courtney at Universal Boulevard, ContraVest wanted to create a neighborhood that gives people the opportunity to live a healthier lifestyle. That’s why all apartments, balconies, patios, and shared spaces are 100 percent smoke-free. The company was among the first to receive the new Florida Apartment Association (FAA) Smoke-Free Housing Gold Certification.

The clean lines and muted tones of their stone and siding exteriors give The Courtney a contemporary European feel. The neighborhood includes seven large buildings (three- and four-story with elevators) and seven two-unit carriage houses over garages.

The community’s studio and one-, two-, and three-bedroom units range in size from a 590-square-foot studio to a 1,441-square-foot three-bedroom, two-bath residence. The new homes reflect renters’ preferences for more amenities in slightly smaller spaces, said Ogier.

The Courtney’s “chef enthusiast kitchens” include 42-inch European-inspired cabinetry with satin nickel hardware, sleek granite countertops, mosaic tile backsplashes, and chic track lighting. All appliances are stainless steel, and some units include customized food storage pantry and prep islands or breakfast bars with pendant lighting. Bathrooms feature spa-like amenities such as European cabinetry, granite countertops, and ceramic tile flooring and tub surrounds. Some units offer a relaxing soaking tub.

Residents enjoy the full-size washers and dryers, the high ceilings (nine feet or 13 feet), and the plank flooring in all kitchen and entry spaces. Most homes have screened verandas as well.



AMERICAN

PAINTING & RENOVATIONS, INC.

Covering Your Multi-family, Commercial
and Residential Needs Since 1991.

Honest. Reliable. Consistent.

Providing top-rated painting
and renovation services within
the residential, commercial
and multi-family industries.

1325 Satellite Boulevard • Suite 101
Suwanee, Georgia 30024

888.522.9288 (Toll Free)
www.amerapaint.com

DOG PARK PRODUCTS & DESIGN



🐾 🐾 🐾 **LIVIN THE DOG LIFE™** 🐾 🐾 🐾

www.LivinTheDogLife.com

Sales@LivinTheDogLife.com Phone: 800-931-1562

Pond and Lake Management

*We offer Custom
programs within
your budget*

**Ask About Our
Discounts!**

- ♦ Aquatic Weed & Algae Control
- ♦ Fountains & Aerators, Sales and Service
- ♦ Game Fish and Grass Carp Stocking
- ♦ Water Testing and Consulting Services
- ♦ Friendly, Professional Service
- ♦ Trained and Certified Aquatic Technicians
- ♦ Free Estimates & Competitive Pricing
- ♦ 10 Locations to serve you

The Lake Doctors. Inc.

800-666-5253 | www.lakedoctors.com
lakes@lakedoctors.com



**FOWLER, HEIN, CHEATWOOD
& WILLIAMS, P.A.**
ATTORNEYS AT LAW

Specializing in Fair Housing Complaints
Throughout the U.S.

Corporate Legal Counsel for Apartment
Management Companies Nationwide

Providing Legal Services for Apartment Owners
and Managers in All Areas of Apartment Law

Toll Free 1.866.585.9116

Fax 404.325.9721 www.ApartmentLaw.com

**Robert P. Hein
J. Steven Cheatwood
J. Mike Williams
Alain C. Didier**

**Justin D. Kreindel
Elizabeth E. Colston
Toya L. Perkins**



Some apartments have built-in USB charging stations. In addition, ContraVest has wired the apartments for digital technology that allows residents to choose their preferred service providers. To accommodate residents' busy schedules, The Courtney also provides concierge services such as package acceptance, dry cleaning pickup and delivery, postage and notary services, and valet trash service.

The largest building in the community, which contains 100 apartments, also houses a multi-media Internet café; a Starbucks station; a 24/7 health club with cardio machines, ellipticals, treadmills, and free weights; a tanning studio; a game room; and a club lounge complete with fireplace, kitchen with bar, and large-screen TVs.

Residents who prefer spending their time outdoors can relax in the saltwater, zero-entry pool, cook a meal on one of the four gas grills or sit under the shaded cabana and listen to music, browse the Web or check email via the free WiFi connection. If the weather turns cool, they can warm up around the community fire pit. There's a tot lot with a covered seating area and a car-care detail center with spray and vacuum for those who want to keep their vehicles looking their best.

SPECIAL PERKS FOR PEOPLE AND PETS

The Courtney offers a preferred employee program that gives some renters a break on their living expenses. Active service members and people who work for the area's major resorts, for Orange County, for Lockheed Martin, or for several hospitality-related businesses can get half off their application fee, deposit, and administration and pet fees.

Dogs and cats are welcome, and the community includes a pet walk, pet stations,

and an inside dog-washing station with professional-grade dryer.

Although the community is not yet completed (and so not fully leased), The Courtney already holds monthly get-togethers and yoga classes where residents have the opportunity to meet each other and socialize.

Residents can also enjoy the convenience of walking to their shopping. A drug store and supermarket are already close by, and a 12-acre retail and restaurant development will open right next to The Courtney next year. ▲



MALLARD

S Y S T E M S

Providing Professional Cleaning Services since 1992

Roofs • Exteriors • Breezeways • Walkways • Common Areas



- Detailed project plans and communication throughout the project
- Fully compliant with third party groups
- Licensed and insured and bonded
- Uniformed work crews
- Flexible scheduling with multiple crews to minimize impact on residents

"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 Manager - Orlando



MALLARD

S Y S T E M S

(877) 382-620

www.mallardsystems.com





NEW LOOK - SAME GOLD STANDARD

Our look might have changed but our gold standard remains the same. The FAA Click & Lease will continue to provide nearly 2,000 communities of all types and sizes across Florida with the most accurate, standardized, and widely used lease in the state. Continually reviewed and updated by NAA's and FAA's expert attorney network to ensure accuracy, the FAA Click and Lease — also known as the Florida Lease — is designed for success and increased effectiveness. Its accompanying addenda are easy to use, state specific, and customizable at the company and community level.

With new leases being created every second, it's no wonder more and more communities — more than half of all communities statewide — turn to us for their lease form needs.

CONTACT US AT (407) 960-2910 TO LEARN MORE ABOUT
THE FLORIDA LEASE PROGRAM.

WWW.FAAHQ.ORG-LEASE

FAA Click & Lease
THE INDUSTRY STANDARD

Powered by Blue Moon Software



Getting the
RIGHT
Insurance Coverage &
BEST Rate For Your
Florida Apartment Building
STARTS
with
Blacks Insurance!!!



Brian Dozark

Brian@Blacksinsurance.com

Black's Insurance and Financial Services
204 N. Collins Street, Plant City, Florida 33563
Phone: 813-75BLACK (813-752-5225)



As a
Florida apartment
building owner, you must
consider many types of
insurance coverage to protect your
building and business. Many of the
policies we've helped apartment building
owners with include Building, General
Liability, Loss of Rent, Workers'
Compensation, Building Ordinance,
Equipment Breakdown and more. We'll
not only help you make sure you have
all the coverage you need, but we'll
also make sure you are not
paying more than you
need to.

www.blacksinsurance.com

SOUTHERN
AQUATIC MANAGEMENT, INC.



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

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



FREE on-site consultation!!

Call us at **407-878-6655** or
go to www.southernaquaticmgmt.com

OCCUPANCY and AVERAGE RENTS in FLORIDA

Data collected through local Association Online Market Surveys conducted by MyRentComps are aggregated and reported in the Apartment Market Survey and Trend Report known as "AMSTR."

Here are some trends of the overall association areas.



ASSOCIATION AREAS

For AMSTR reporting purposes, these are the counties within each association area that make up the statistics in this piece.

Apartment Association of Greater Orlando (AAGO): Lake, Orange, Osceola, Seminole, Volusia

Bay Area Apartment Association (BAAA): Hillsborough, Pasco, Pinellas, Polk

Capital City Apartment Association (CCAA): Leon

Emerald Coast Apartment Association (ECAA): Escambia

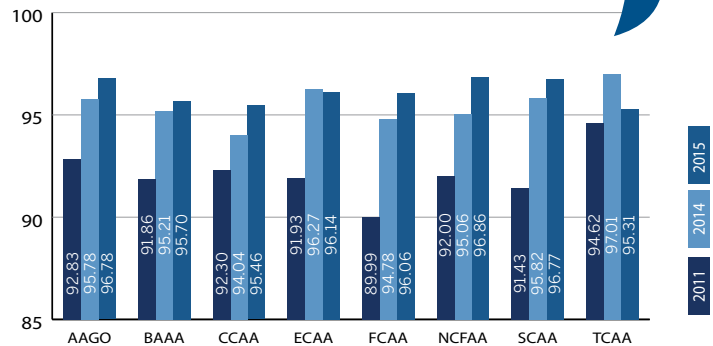
First Coast Apartment Association (FCAA): Clay, Duval

North Central Florida Apartment Association (NCFAA): Alachua, Marion

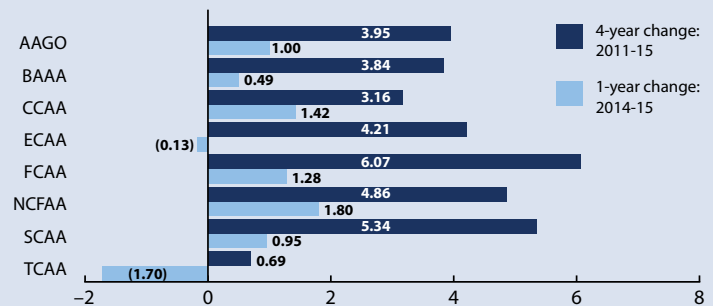
Space Coast Apartment Association (SCAA): Brevard

Tri-City Apartment Association (TCAA): Manatee, Sarasota

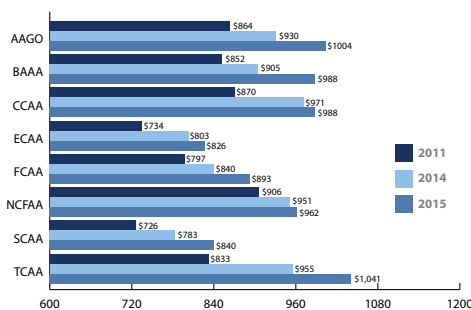
THIRD-QUARTER OCCUPANCY TRENDS



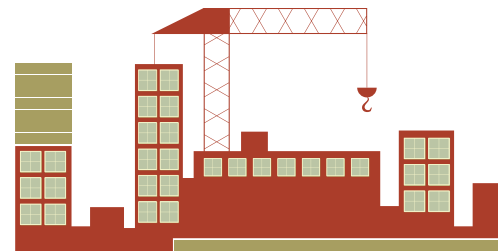
THIRD-QUARTER OCCUPANCY TREND CHANGES



THIRD-QUARTER AVERAGE RENTS (ALL UNITS)



	4-YEAR CHANGE	1-YEAR CHANGE	4-YEAR CHANGE	1-YEAR CHANGE
	2011-15	2014-15	2011-15	2014-15
AAGO	\$140	\$74	16.2%	8.0%
BAAA	\$136	\$83	16.0%	9.2%
CCAA	\$118	\$17	13.6%	1.8%
ECAA	\$92	\$23	12.5%	2.9%
FCAA	\$96	\$53	12.0%	6.3%
NCFAA	\$56	\$11	6.2%	1.2%
SCAA	\$114	\$57	15.7%	7.3%
TCAA	\$208	\$86	25.0%	9.0%



PIPELINE

All of the markets in Florida with a large one-year rent growth trend are being impacted by new, higher-end, higher-rent apartments. New construction will continue to affect occupancy and rent growth trends in Florida markets until this development cycle comes to an end. All the major markets and some of the secondary markets in Florida continue to have large pipelines of new construction properties as investors worldwide continue to look at apartments as an opportunity.

Source: MyRentComps Apartment Market Survey and Trend Report (AMSTR)

COINMACH • MAC-GRAY • ASI CAMPUS LAUNDRY
SDi LAUNDRY SOLUTIONS • APPLIANCE WAREHOUSE

*Not since soap and water
has there been
a better combination.*

DIGITAL LAUNDRY SOLUTIONS
INDUSTRY LEADING TECHNOLOGY & CUSTOMER SERVICE

Our family of companies have come together to simplify your laundry solutions. With over one million machines in service, we're the leading provider of commercial laundry solutions. Our customers know that better laundry solutions equal improved resident experience. And that's not only good for business – it just makes life easy.

CSC
SERVICEWORKS
Making life easy

North & Central Florida (800) 432-1541 x50512
South Florida (800) 456-9274 x50624
cscsw.com


Dog-ON-It-Parks®
Your source for pet-friendly solutions



Dog Park Agility Equipment 🐾 **Shade Shelters**
Site Furnishings 🐾 **Drinking Fountains**
Pick-Up Bag Dispensers 🐾 **Surfacing Solutions**

1-877-348-3647 🐾 www.dog-on-it-parks.com
www.canine-courtyard.com

Texacraft®



jrega@brownjordan.com
www.texacraft.com

Proud Member of  352.484.5307
954.557.2462

Playgrounds



Pool/Patio Furniture



Dog Parks & Site Amenities



ET&T Distributors Inc.
Playgrounds & Outdoor Furniture
"Have a Smile On Us"

Toll Free - (888) 642-2226
www.Ettflorida.com
Sales@ettflorida.com

INDEX TO ADVERTISERS/ADV.COM

ANIMAL WASTE REMOVAL PRODUCTS

DOGIPOT20
www.dogipot.com

APARTMENT MANAGEMENT SOFTWARE

Rental Calls LLC29
www.rentalcalls.com

APARTMENT REHABILITATION

American Painting & Renovations Inc.24
www.amerapaint.com

APPLIANCE DISTRIBUTORS/MANUFACTURERS

GE Appliances.....3
geappliances.com

ASPHALT PAVING, REPAIR & RESTORATION

Driveway Maintenance Inc.12
www.driveway.net

ATTORNEYS

Fowler, Hein, Cheatwood, and Williams, P.A.24
www.apartmentlaw.com

COIN-OPERATED LAUNDRY EQUIPMENT

Coinmach Corp — PSC member.....28
cscsw.com

COLLECTION SERVICES

Ideal Collection Services Inc.30
www.idealcollections.com

COMPUTER SOFTWARE - CONTROL

Yardi Systems Inc.4
www.yardi.com/genesis2

CRUISE INCENTIVES

AIM Cruise Incentives20
www.aimcruise.com

DOG PARK EQUIPMENT

Dog-On-It-Parks.....28
www.dog-on-it-parks.com
ET & T Distributors Inc.28
www.ettflorida.com
Livin the dog life-Dog Parks24
www.livinthedoglife.com

FENCING/RAILING PVC

King Architectural Metals Outside Back Cover
www.kingmetals.com

FINANCIAL SERVICES

NorthMarq Capital30
www.northmarq.com

FIRE & DISASTER DAMAGE RESTORATION

American Painting & Renovations Inc.24
www.amerapaint.com

FURNITURE

Pavilion Furniture Inc.7
www.pavilion-furniture.com

INSURANCE

Black's Insurance and Financial26
blacksinsurance.com

LAKE & POND MAINTENANCE

Brownie's Septic & Plumbing9
www.plumbingservicesorlando.com
The Lake Doctors Inc.24
www.lakedoctors.com
Southern Aquatic Management Inc.26
www.southernaquaticmgmt.com

LAUNDRY EQUIPMENT

Coinmach Corp — PSC member.....28
cscsw.com

OUTDOOR FURNITURE & ACCESSORIES

ET & T Distributors Inc.28
www.ettflorida.com
Texacraft.....28
www.texacraft.com

PAINT & WALLCOVERINGS

American Painting & Renovations Inc.24
www.amerapaint.com

PATIO FURNITURE

Taylor & Associates Pool and
Patio Furniture Inc.30
www.taylorincorporated.com

PERSONNEL SERVICES

BG Staffing7
www.bgstaffing.com

PLAYGROUND EQUIPMENT

ET & T Distributors Inc.28
www.ettflorida.com
Playmore Recreational Products & Svcs29
www.playmoreonline.com/faa.htm



RentalCalls
more leads. more calls.

Got Leads?

Spending Too Much?

**Know Your Real Cost Per
Lead or Cost Per Lease?**

**Increase Profits With
RentalCalls™**

412.685.4096
rentalcalls.com

Multifamily Online Advertising
And Call Tracking Solutions



**We have the solution for
any playground challenge.**

PLAYMORE

**Recreational
Products & Services**

info@playmoreonline.com
www.playmoreonline.com
888-886-3757

Florida License
CBC 1252224

Free bench with modular play structure order, just mention FAA.

INDEX TO ADVERTISERS/ADV.COM

POWER WASHING

Green Earth Powerwashing 12
greenearthpowerwash.com

RENOVATION

Absolutely Amazing Refinishes 30
www.aarefinishing.net
 American Painting & Renovations Inc. 24
www.amerapaint.com

ROOF & EXTERIOR CLEANING

Mallard Systems Inc. 25
www.mallardsystems.com

ROOFING

American Painting & Renovations Inc. 24
www.amerapaint.com

SEWER, DRAIN & PIPELINE CLEANING

Brownie's Septic & Plumbing 9
www.plumbingservicesorlandofl.com

SHELTERS/PAVILIONS

Playmore Recreational Products & Svcs 29
www.playmoreonline.com/faa.htm

SITE FURNISHINGS


Playmore Recreational Products & Svcs 29
www.playmoreonline.com/faa.htm

SUBMETERING

Billing Associates SouthEast 30
www.tbasoutheast.com




UTILITY BILLING & COLLECTIONS

Billing Associates SouthEast 30
www.tbasoutheast.com



Taylor & Associates, Inc.

Outdoor Seating • Site Amenities • Umbrellas

Renna Levert
 Account Executive

889 Opie Arnold Road • Limestone, TN 37681
 Toll Free: 855-734-3580
 Phone: 352-347-0600 • Cell: 352-342-4787
 e-mail: rlevert.taylorincorporated@gmail.com
 website: www.taylorincorporated.com

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

Bathtub Refinishing
Countertop Refinishing
Tile Refinishing
Cabinet Refinishing
Fiberglass Repair
New Cabinet Doors

Doing business since 1994!

Absolutely Amazing Refinishing, Inc.

Now Servicing from
 Daytona to Palm Bay.

AArefinishing.net

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

Utility Billing **TBA** Submetering/
 SOUTHEAST RUBS

- Recoup your utility costs. | - Increase your properties value.
 - Lower water usage by 45% | - Can't submeter? Let's allocate
 and save money.

813-994-4930

"Our success is measured by your success"
www.TBASoutheast.com


Ideal Collection Services, Inc.

5223 Ehrlich Road Suite A
 Tampa, FL 33624
 Tel: (813) 920-0141
 Fax: (800) 426-6122
 Web: www.idealcollections.com

Ideal Collection Services offers collections nationwide. We pride ourselves in working exclusively with Multifamily Housing Accounts! We can custom fit a plan to your properties needs. If you are not satisfied with your current agencies results or the way they conduct business call Ideal Collection Services. We are the clear choice for lease collections.

NorthMarq Capital
 Web: www.northmarq.com
 Tampa (813) 223-3088
 Miami/Boca (305) 820-6640
 Orlando (407) 843-4004
 Jacksonville (904) 858-5300

NorthMarq Capital is a national mortgage banking firm offering a full range of commercial real estate solutions with 36 offices coast-to-coast, including 5 Florida locations, averaging \$13 billion in annual production, and servicing a loan portfolio of \$45 billion for a diverse group of institutional investors.

Thank You

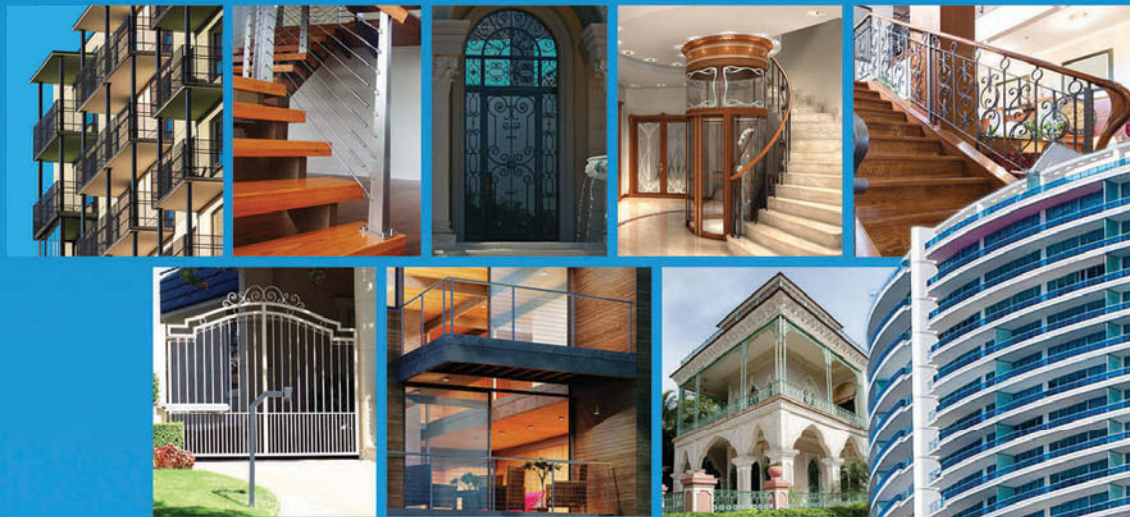
to the advertisers
 who helped make this
 publication possible.

PEOPLE, PURPOSE, PASSION

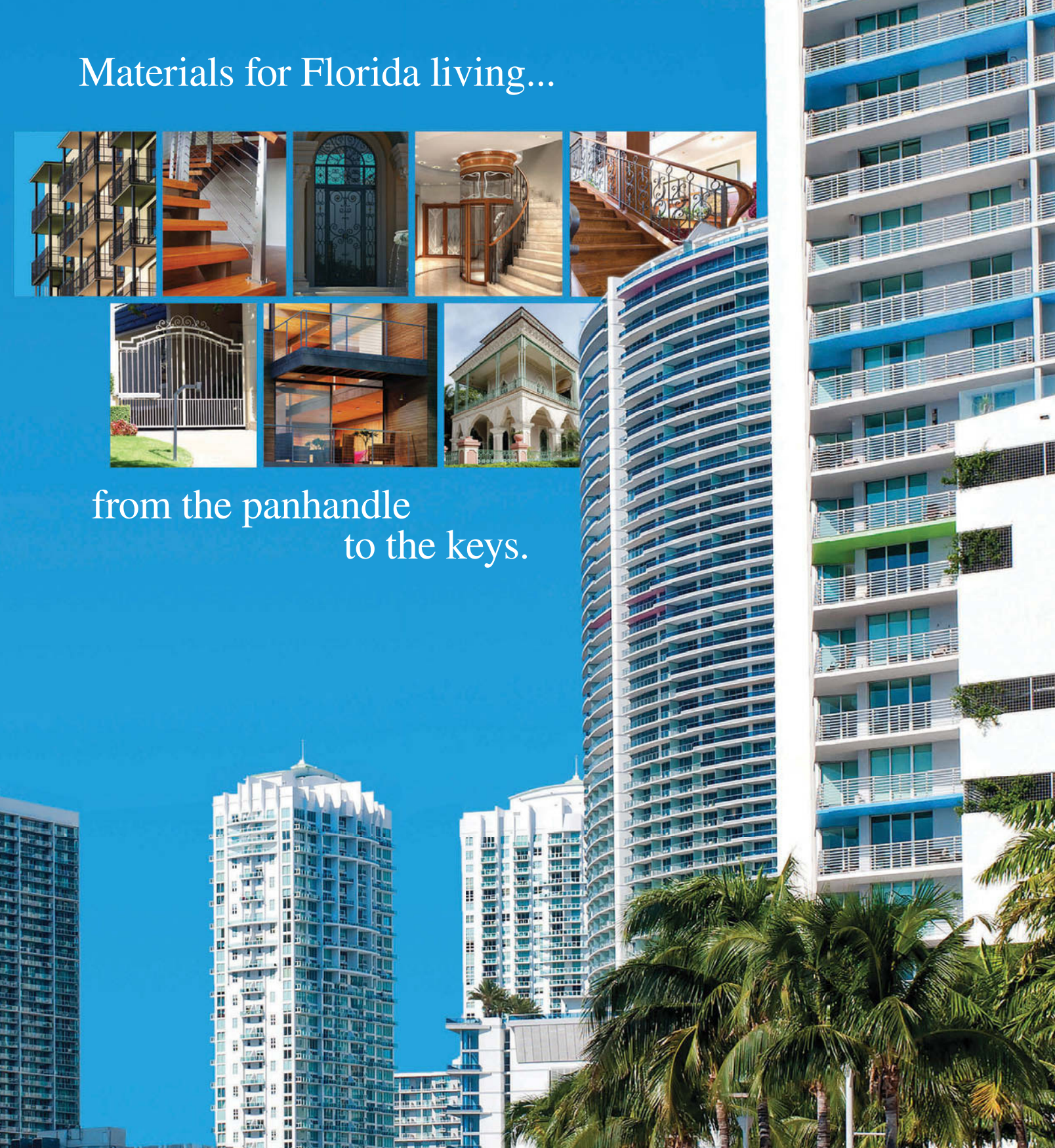


2016 FAA ANNUAL CONFERENCE
& TRADE SHOW
BOCA RATON RESORT & CLUB
OCTOBER 5 – 7, 2016

Materials for Florida living...



from the panhandle
to the keys.



KING ARCHITECTURAL METALS

LOS ANGELES

DALLAS

ATLANTA

BALTIMORE

800.542.2379 / KINGMETALS.COM / FACEBOOK / PINTEREST / YOUTUBE

