

apartment**times**

The official publication of the Greater Charlotte Apartment Association

May/June 2016



What *GARBAGE!*

**City of Charlotte proposed elimination
of multifamily trash collection;
City Council demanded further study.**

story on p. 11

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May 5th 2016

Leasing & Manager APPRECIATION

at the Whitewater Center!

This annual event is a tribute to the people who make it all happen for the apartment industry: **the on-site leasing & management teams!**

Every guest at GCAA's **Leasing & Manager Appreciation Night** will receive:



- 2 Drink Tickets (*craft beer, wine, or soda*)
- Classic Southern BBQ Buffet Dinner in the Conference Center (*details below*)
- Free Parking at the Whitewater Center (*you must mention GCAA at the gate*)
- Live Music at the River Jam

PLUS Special Appreciation **GIFTS** for Leasing/On-Site Management Team Members

Executive Sponsor: CORT



Buffet Menu

Classic Southern BBQ
House-smoked Pulled Pork and
Chicken served with Smoky BBQ
and Vinegar Sauces
Buttered Corn on the Cob
Trinity Cole Slaw · Baked beans
Freshly-baked Dinner Rolls
Strawberry Short Cake

Details, details...

Date: May 5th, 2016

Time: 6 - 9 pm: Registration at 5:30 pm, Buffet from 6:30 pm;
River Jam Live Music at 7 pm

Place: US National Whitewater Center

500 Whitewater Center Pkwy., Charlotte 28214

Park: **FREE** (*tell gate attendant that you're with GCAA's group*)

Cost: \$48 GCAA members; \$62 non-members

\$10 surcharge for late registrants & walk-in guests

RSVP: at greatercaa.org or call 704.334.9511 x102

Deadline to make/cancel a reservation is noon on April 28th.

GCAA Mission Statement

The GCAA promotes the interests of its members through legislative advocacy, education and networking; and supports housing quality, value and choice throughout the Greater Charlotte community.

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GCAA 2016 Sponsors

These member firms, recognizing the importance of the GCAA's purposes and objectives, have provided additional, sustaining support to the Association. Please give them careful consideration, whenever possible, in your business.

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Reservation/Cancellation Policies For GCAA Events:

Dinner Meetings/Seminars: Reservations/cancellations must be made (either online, via email, or by phone) by the deadline published for each event on the GCAA's website calendar (www.greatercaa.org).

NAA Education Classes: Registration and/or cancellation in writing only at least 14 days prior to initial scheduled class.

For all GCAA events: No-shows and late cancellations will be invoiced.



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contact Irene Gammon at the GCAA:
704.334.9511 x106 or irene@greatercaa.org

Make Someone's Day Remarkable!

There is a big night approaching on May 5th - **GCAA's Leasing and Management Team Appreciation Night**. I cannot say enough about my contemporaries as we manage the day to day operations of our communities throughout the greater Charlotte area. Office teams and Maintenance teams alike strive daily to provide the best apartment homes and communities they can for our changing customer.

Some things you hear when interviewing to work on a site include: every day is different and customer service is critical. Those two statements are truer than ever before. With a demographic ranging from 18 to 80, on-site teams are masterful at wearing many hats. At communities ranging from affordable to luxurious, on-site teams make the difference in hundreds of people's lives.



Charlotte Eaker



Our customer list includes residents, owners, investors, co-workers, managers, vendors, delivery services (like UPS and USPS), among others. Every day is singular, and we have the opportunity to affect people with our remarkable service. Remembering to smile when greeting everyone, actively listening to their needs in addition to following through so that all is resolved, knocking on a resident's door before entering to complete a service request, saying hello to every resident you encounter while out on your property. Small efforts go a long way to show your customer that you see them *and* care enough to say hello.

As on-site management teams, both office and maintenance personnel, are responsible and accountable. Helping make someone's day remarkable is something we can all do. Being a member of the management team of two communities in Charlotte, I've learned over and over how vital my co-workers are in helping our company be successful. If I forget, I'm reminded by a great resident survey telling me how terrific my service team is - or how thorough a Leasing Consultant was in helping them find the perfect apartment home - and how much they appreciate the resident events, birthday cards, someone jump starting their car, etc.

No one associate is more important than the other. It takes a team to manage a community, and we all know there is no "I" in team. Take care of each other and take a moment today to think about how you're going to make someone's day remarkable!



This May, GCAA's bringing back Walking Wednesdays



For the second consecutive year, GCAA and its Products & Services Council are partnering with the Charlotte Chamber's **Healthy Charlotte Council** to help our city become healthier. GCAA members and their residents can participate in **Walking Wednesdays** by simply **walking for 30 minutes or more each Wednesday in May**.

WALK with your on-site team members, **WALK** with residents, **WALK** with prospects, **WALK** with vendors when they visit your community, it doesn't matter who you walk with, just **WALK!**

Look for details & incentives at greatercaa.org & on social media!

from your products & services council president



Jarrod Clay

Let me start off by saying – THANK YOU! Thank you to the Tradeshow committee (led by Charity Ellis of BG Staffing) and Irene at the GCAA for all of their hard work and planning for the amazing 2016 GCAA Trade Show. Thank you to all of the over 1,100 attendees. This year was the LARGEST attended show in GCAA history. Everyone should be so proud of their efforts in making the GCAA trade show one of the best shows in the Southeast. We have a few events coming up that I want to highlight....

Leasing/Manager Appreciation Night is May 5th at the White Water Center. CORT is the Executive Sponsor his fun and awesome annual event at which our industry recognizes the onsite management teams that make it happen every day. All guests will receive Free Parking, Drink Tickets, BBQ Buffet, Live Music at the River Jam *plus* Leasing/On-Site Management Team Members will receive Bonus Appreciation GIFTS. Join us in this fun filled night to celebrate our amazing industry friends.

GCAA Charity Golf Classic is May 12, 2016 at Old Sycamore. Registration is almost closed, so please hurry and sign your teams up as soon as possible. *Further details below.*

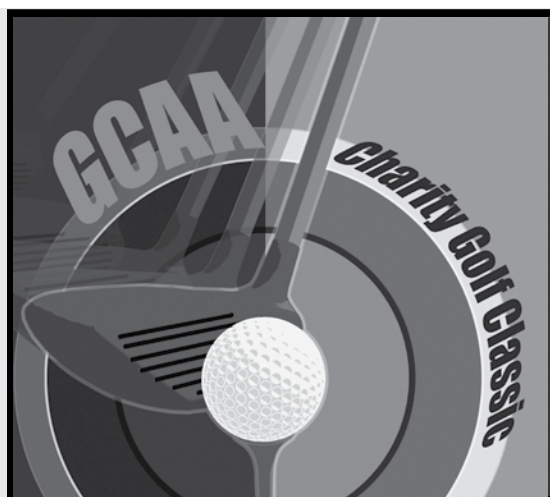
YAPS (Young Apartment Professionals) will be holding a **Volunteer Day at Crisis Assistance Ministry on Tuesday May 24th.** Crisis Assistance and the GCAA have a long-standing relationship, and anyone wanting to volunteer for this event is welcome to do so by registering on the GCAA website. An independent non-profit agency, Crisis Assistance Ministry focuses on preventing homelessness and preserving dignity for Charlotte-Mecklenburg's working poor by providing assistance with rent, utilities, clothing and furniture. *More information on p. 7*

PSC/YAPS co-hosted Amazing Race Scavenger Hunt June 23rd - groups embark on a history-filled photo scavenger hunt through the streets of Uptown Charlotte. Participants will receive challenging clues from knowledgeable guides that tell a vivid story of the region's past, present and future while using cameras equipped in their phones to document their progress. The event will conclude at the brand new Circa Uptown, and this is one adventure you do not want to miss! *Details - page 7.*

Again – I encourage you to join a committee, attend an event and get involved and grow professionally and personally with the GCAA. The Chairman and CEO of my parent company has a quote that I love, and is really meaningful to all of our growth and development - *"Someone is sitting in the shade today because someone planted a tree a long time ago."* - Warren Buffett.

Get Involved! I'll see you at a GCAA event or committee meeting soon.

Jarrod F. Clay, Territory Sales Manager
CORT, A Berkshire Hathaway Company
704.506.3864 • Jarrod.Clay@cort.com



May 12th at Olde Sycamore Golf Plantation

Benefitting Crisis Assistance Ministry

EVENT FEATURES:

- **LATER START TIME!** **SHOTGUN START at 11:00 AM**
- **FREE GOLF LESSONS for beginner golfers** from 10:00 am
- **BOXED LUNCHES** provided to all golfers at tee-off
- **SNACKS/GOODIES/GAMES** at all sponsored holes

Cost/What's Included: \$110 per player provides the following: Green Fees • Golf Cart • Box Lunch • Beer/Soft Drinks/Water • Team Awards • Contests of Skill • Awards Ceremony with Snacks & Desserts • Free Golf Lessons for Beginners

Bring some cash for raffle prize tickets: \$5/ea; 3 for \$10; 'waistband' for \$20

Captain's Choice: (teams of 4 play the group's best shot)

Address/Directions: 7500 Sycamore Drive, Charlotte NC 28227. Take Exit #44 (H218/Mint Hill) off of I-485. Go East off the exit; course is 1 mile on the right.

Registration is by TEAMS of FOUR only - sign up at greatercaa.org or phone 704-334-9511 x102

GCAA Volunteer Day at Crisis Assistance Ministry

GCAA's YAPs (Young Apartment Professionals) committee invites any/all members to volunteer with them at Crisis Assistance Ministry. This community service effort will involve stocking clothing racks and display shelves at C.A.M.'s "Free Store" with donated items for area residents in need. It's a good time spent doing good work. Join us if you can. **RSVP required as the number of volunteers is limited to 30.** Visit greatercaa.org or call 704-334-9511 x102 to register. Thanks!

Tuesday May 24th

2:30 - 4:30 pm at Crisis Assistance Ministry

500 Spratt St., Charlotte 28206

Please arrive 10 minutes early to find parking and to sign in. Enter through the "Welcome Volunteers" Entrance which is the small door to the left of the Donation Drive Thru. Since you will be standing the majority of the time, wear comfortable clothing and closed-toe shoes. Crisis encourages volunteers to bring their own water bottles.



GCAA's Uptown Summer

SCAVENGER HUNT

The YAPs Committee and Products & Services Council announce GCAA's First-Ever **Scavenger Hunt Event**

Thursday, June 23rd in Uptown Charlotte

Participants will form teams at the starting point & compete to find and photograph historically-significant hidden gems in Charlotte's Center City.

Prizes will be awarded to the first & second place finishers.

Concluding festivities at the new CIRCA Uptown apartments

Start Time 6 pm at First Ward Park

\$40 per person

Limited # of attendees, RSVP today! Deadline to register or cancel is noon on June 15.

Get more details/register to attend online at www.greatercaa.org



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GCAA MEMBERS AT THE 2015 AANC CONFERENCE...




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MAY 25 - 26, 2016

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This year's format is even BIGGER & BETTER - featuring 1.5 DAYS of educational programming with more guest speakers than ever, and culminating with our Lobby Day at the NC Legislature. *Opportunities secured to date include:*

Keynote Speaker - Lisa Trosien

◆ Lisa Trosien is a highly respected multifamily educator, speaker, author and consultant with over 25 years of industry experience. Described by her customers as “incredibly smart” and “amazingly effective,” she’s worked with owners, management companies and trade associations across the U.S. and Canada. Lisa is utilized as an industry expert by companies such as The Wall Street Journal, CBS Marketwatch, Washington Post, National Public Radio, SELF Magazine, Business Week, Chicago Tribune and more. Attendees of her educational sessions agree that she presents great information and superior strategies, while still keeping learning both meaningful and fun.



Panel Discussions with subject-area experts:

- ◆ *Maintenance Panel: Making Cent\$ of Renovations*
- ◆ *Apartment Market Panel: The State of the NC Market in 2016*
- ◆ *Social Marketing & Technology; The Real Story*

Education & Training Opportunities

- ◆ *“Defining 2016 Social Media & Digital Trends”* with Erica Byrum, ForRent Media Solutions
- ◆ *“What Residents Want & How To Keep Them”* with Mary Gwyn, Apartment Dynamics
- ◆ *“Smoke-free Multi-Unit Housing”* with Anna Stein, NC Division of Public Health
- ◆ *“The Leadership Image”* with Mindy McCorkle, Enhancement Talent Development

Legislative Discussion Opportunities

- ◆ *“Legislative Update / Lobby Day Role Playing”* with Colleen Kochanek
- ◆ *“Latest NC Legal Topics & Trends”* with Will Brownlee & Chris Loeb sack
- ◆ *“NC SPIN Political Panel”* with Tom Campbell, Chris Fitzsimon, & John Hood

Additional Events

- ◆ Trade Show
- ◆ NC Apartment Industry Tribute
- ◆ Evening Reception
- ◆ Larry Cranford Scholarship Award Presentation

The fee for this all-inclusive program is \$99 per person, or just \$85 per person when 5 or more associates from the same company attend.

HURRY! REGISTER TO ATTEND AT WWW.AANCONLINE.ORG

Lodging must be secured separately. The Raleigh Marriott City Center is the official event hotel. Early registration deadline has passed; visit online or call 919-833-1120 to check availability and options.

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Charlotte Apartment Trash Collection Retained for Now; City To Conduct Comprehensive Study

Members of the Greater Charlotte Apartment Association are certain to know that, in recent months, the City of Charlotte had proposed discontinuing trash collection service for multifamily properties of over four units. This proposal was evidently tied to the City's 2017 budgeting process, with the City Manager's office estimating a cost savings of over \$3 million by this service elimination.

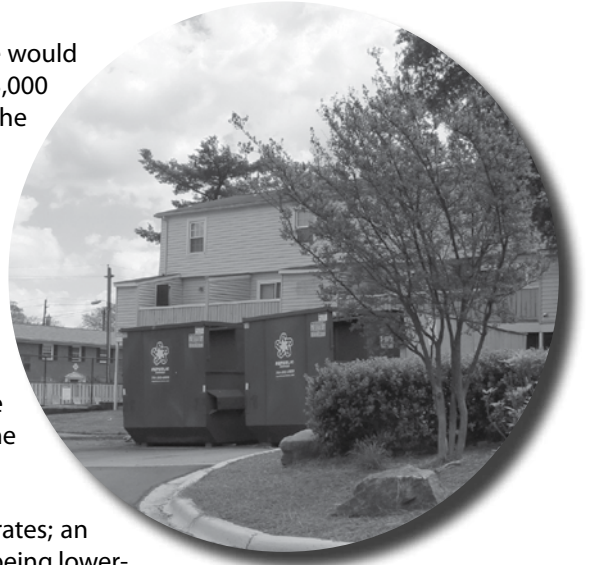
GCAA's staff and leadership worked extremely diligently to combat this proposal, which our industry viewed as inequitable to both apartment residents and owner/operators.

In early April, Charlotte City Leaders announced that trash collection service would NOT be eliminated for condominiums and townhome residents (roughly 33,000 homes), but that no decision had been made about whether to continue the same service for residents of over 103,000 apartments in Charlotte.

Currently, apartment owners pay \$25 per unit per year for trash collection, plus property taxes. The proposed elimination of this service (in July, 2017) would have required apartment owners to contract with private-sector haulers for trash removal, clearly at a higher cost, but would not have reduced their property taxes. While this scenario screams of inequity and even, as City Council Representative Ed Driggs called it, "double jeopardy" (paying twice for the same service), the City Manager's office had justified the policy as a "best practice" which is carried out similarly in other cities across the nation.

The bottom line is that the cost of apartment operation *does* affect rental rates; an increase in the former will impact apartment residents, the most vulnerable being lower-income residents, to whom even a minimal rental increase can be an insurmountable challenge.

GCAA and its members received encouraging news at the conclusion of Charlotte City Council's April 11th business meeting when Councilman John Autry (District 5) asked his colleagues to remove the proposed changes to the multifamily trash collection policy from the ongoing budget discussion and refer the issue back to the Council's Environment Committee for a more comprehensive review. The motion was seconded by Councilwoman Patsy Kinsey and unanimously approved.



Autry, who will be leaving Council in January to become the new State Representative for House District 100, asked for at least six months to review the city's 25-year-old Solid Waste policy, to look at opportunities for modernization, and to examine what other cities around the country are doing with regard to trash collection.

Below and on page 12 we've highlighted opinions and insights which GCAA representatives had communicated to City Council Members, the City Manager's Office, and the Department of Solid

Waste Services as Charlotte's trash collection issue evolved. No doubt the efforts of GCAA members and staff, especially our tireless Government Affairs Manager Bryan Holladay, were effective in convincing city leaders to adopt a more thoughtful, comprehensive strategy for determining the best solid waste policies for Charlotte's future. As the study progresses, GCAA will remain as involved and proactive as possible to secure an equitable outcome for multifamily owner/operators and residents.

"It may be that there is a bias against multifamily rental housing because of a belief that this housing "is a business" - but it is important to understand that the trash generated out of multifamily rental housing is in fact residential trash. It is also important to understand that current (and proposed) City policies shift solid waste costs to the multifamily housing consumer and adds to their housing costs."

"... 'equity of services' should be considered in making this choice if one believes that the City's taxing authority should be wielded in a manner that treats all residents equitably. If the City discontinues trash service to apartment communities, we believe it will not meet this responsibility."

local & state news

GCAA leaders address the trash collection issue, continued...

“While imperfect in some ways, the current contract between the City and a private hauler to provide trash service at 100% of the multi-housing communities in Charlotte has a clear public benefit: it drives down the per-dwelling unit collection and disposal cost. The per-unit cost is much lower than individually negotiated contracts would yield. So, the current contract is a “win-win” for the municipality, the housing consumer, and the housing provider...”

*“Affordability starts with our existing inventory of housing, and public policy that supports this inventory, so we don’t risk losing it. According to CoStar Group, Charlotte has 86,610 apartments that can be rented for less than \$1,000 a month. The primary method to achieve affordability is efficiency at every level. Preserving our current stock of apartments and making those homes as efficient as possible could include incentives for energy savings or other ideas to reduce living costs for residents. It should *not* include proposals such as one in the current city budget that would raise the solid waste fee on apartments.”*



“What logic is there to support increasing housing costs for these middle and lower income apartment dwellers while bending over backward to not increase the real estate tax burden for homeowners? Surely not one to be proud of. ”

The current “basis for exclusion” of this core residential municipal service in Charlotte is housing type, but it could just as easily be geography, income strata, or ethnicity. Each basis is as arbitrary as the next.

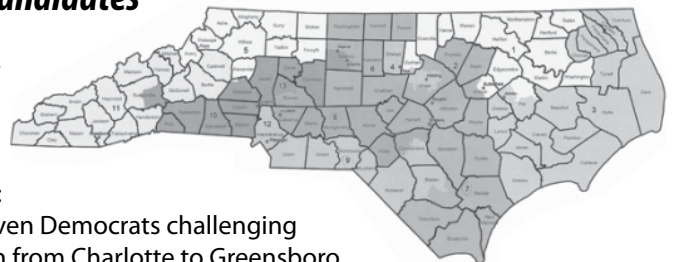
“...the City’s past and current trash service policy has made a significant contribution to keeping all rents affordable in Charlotte relative to apartments in peer cities. This result has enhanced Charlotte’s position as a destination of choice for many households seeking a new home in a new city with a bright future.... keeping rents as low as possible for all apartments is a goal that should be supported by the City.”

We need to change to a process that looks at the issue more holistically. Let’s work together to make Charlotte a world leader in coming up with novel solutions to advance the economic mobility of all of our citizens.

New NC Congressional Districts Attract a Flood of Candidates

New district mapping has not only shuffled North Carolina’s congressional primaries, but also created a rare opportunity for candidates to win with just a fraction of the vote. If upheld by federal judges, the June 7 primaries will set up a sprint for candidates across the state. In the Charlotte-centric 12th District:

Three state lawmakers and a former lawmaker are among the seven Democrats challenging Alma Adams in the newly configured district. The 12th, which ran from Charlotte to Greensboro, now is contained within Mecklenburg County. Rep. Tricia Cotham of Matthews and Reps. Carla Cunningham and Rodney Moore as well as former Sen. Malcolm Graham, all of Charlotte, are trying to unseat the first-term congresswoman. Because there will be no “run-off”, the winner could prevail with as little as 20-30% of the vote.



UPGRADE FINISHED?



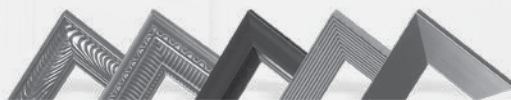
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One Industry. One Voice.

The NAA's 2016 Capitol Conference (March 8-9) was appropriately named "Apartments Work" as over 700 apartment industry professionals worked hard to reach all 535 Members of Congress or their staff members. On March 9th, Federal Apartment Industry Lobby Day, GCAA leaders visited with key North Carolina elected officials including Senator Richard Burr, Senator Thom Tillis, Congresswoman Alma Adams, Congressman Robert Pittenger, Congressman Richard Hudson, Congressman Patrick McHenry, and Congressman Mick Mulvaney (SC). We conveyed to them an urgency to act on three specific matters of keen interest to the apartment industry:

- **The "Right to Cure" ADA and Fair Housing Design and Construction non-compliance allegations for a period of up to 120 days prior to the initiation of a lawsuit.** Allegations of architectural non-compliance pose significant cost, operational barriers and other challenges for apartment firms. Since 2009, the U.S. Dept. of Housing and Urban Development has investigated roughly 300 cases of alleged accessibility violations. Similarly, the U.S. Dept. of Justice filed 19 cases in the same timeframe. Private groups also are pursuing legal action; since 2005, one particular nonprofit organization has sued 13 major apartment firms for noncompliance, resulting in a number of settlement agreements, which included costly retrofits.
- **National Flood Insurance Program (NFIP) Reform and Reauthorization:** the NFIP is set to expire in September 2017. The NFIP is in need of reform to ensure that it remains financially solvent, is able to continue guaranteeing at-risk property owners flood coverage in all market conditions, and can expand coverage options for at-risk property owners through the private market.
- **Section 8 Reform:** This 1975 program was a fundamental federal shift away from new public housing construction toward portable housing vouchers to be used as a rent subsidy in the private market. The theory was this: Spend fewer public dollars for bricks and mortar, use the available private housing stock, and give assisted households residential mobility to help with geographic dispersion of low-income housing. In Charlotte and most cities, the program is unfortunately not widely subscribed to by private housing providers, due to: unit inspection hassles, re-certification problems, rental rate increase sluggishness, and problems with difficult residents.

GCAA was well-represented at the Conference; we're grateful to our members who were able and willing to attend, including: **Linda Caudle** (Westdale Asset Management), **Charity Ellis** (BG Staffing), **Jonathan Tee** (Paragon Services Group), **Lisa Taylor** (Greystar), **Scott Wilkerson** (Ginkgo Residential), **Skip Huddleston** (AAPCO), **Will Fisher** (THS National), **Mary & Tom Gwyn** (Apartment Dynamics), and **Will Brownlee** (AANC). GCAA staff was represented by **Ken Szymanski** (Executive Director) and **Bryan Holladay** (Government Affairs Manager).



Above: AANC representatives, including several GCAA members, met with Senator Thom Tillis in his office at the US Capitol

"...our advocacy power grows each year as more and more apartment owners, managers and other industry members come together as advocates to educate their members of Congress about the value apartments bring to communities across the country."

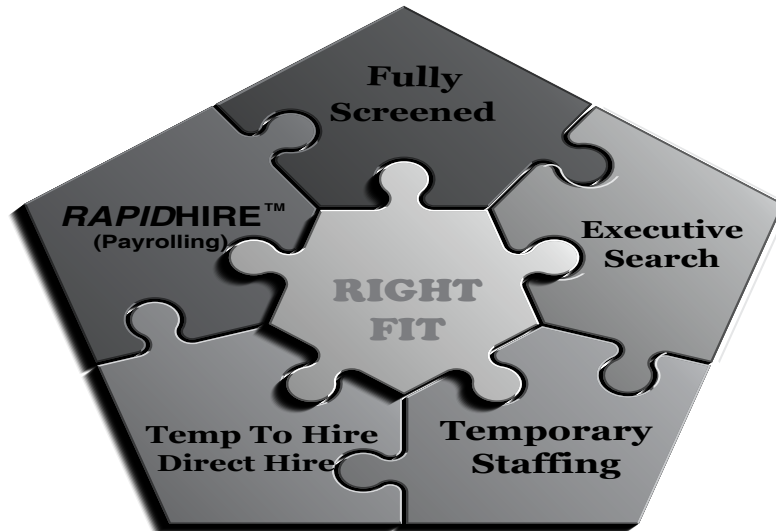
*- Greg S. Brown,
NAA Senior Vice President
of Government Affairs*





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Apartment Financials: *Show Me The Money!* with Brandon Negron - May 11

This course will give EVERY member of the on-site staff the opportunity to make an impact where it matters most. Participants will learn how to dissect standard property financial reports from beginning to end, with the result being impactful NOI and positive cash flow.

At the end of this course you will be able to:

- Create and build a financial report
- Appraise value on specific amenities and determine their impact on your investment
- Understand specific calculations like NOI, Expense Ratios, Net Rental Income, Capitalization Rates, etc.
- Report to your owners on positive progressions and/or negative variances with confidence

Details, Details...

DATE: May 11, 2016
TIME: 9 am - 1 pm; 8:30 registration
PLACE: GCAA Career Development Crt.
COST: \$99 GCAA members; \$125 public
CECs: 4
RSVP: online at greatercaa.org or call 704-334-9511 x102. *Deadline to RSVP or cancel is noon on 5/9*

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Now GCAA members can take CAPS modules as stand-alone, full-day seminars for \$250/each.

Remaining 2016 Classes (9 am - 5 pm at the GCAA; earn 6 CECs per session!)

5/13/16: Legal Responsibilities/Risk Management with Will Brownlee, AANC



6/10/16: Effective Leadership with Mindy McCorkle, Enhancement Talent Development



To register contact Jennifer Galeazzi @ jennifer@greatercaa.org / 704.334.9511 x103

Still to come in 2016...the seminars your teams NEED the most:

- Sept. 8 **Leasing Essentials** with top industry pros
- Sept. 15 **Landlord Tenant Law** with Will Brownlee
- Oct. 4 **AANC/NAA Lease Reviews** with Will Brownlee
- Oct. 20 **Fair Housing** with Mindy McCorkle

Details will be posted as finalized at greatercaa.org





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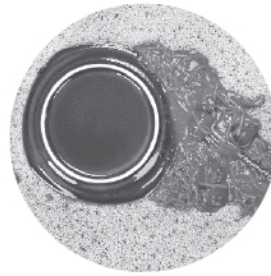
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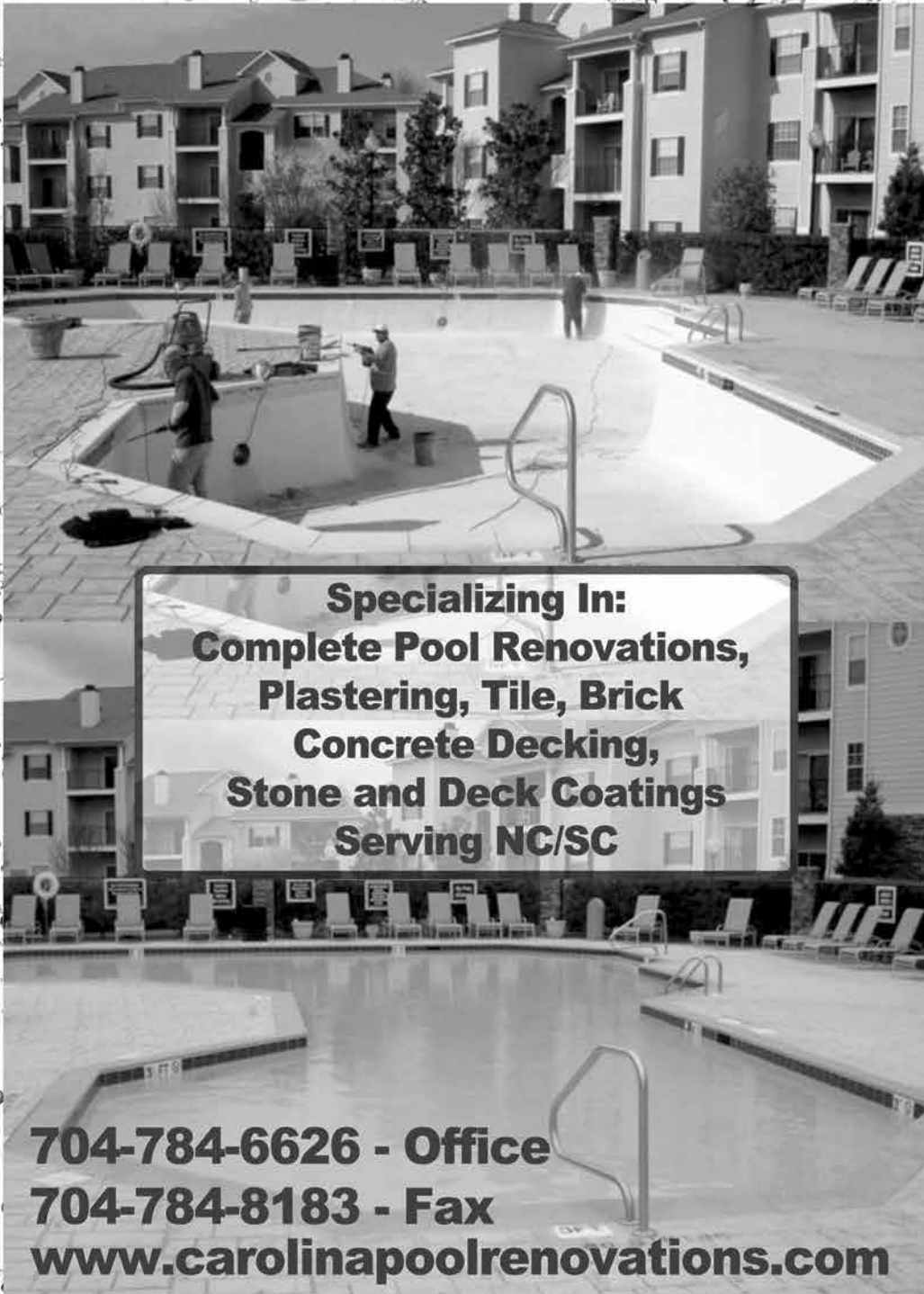
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**Various
Classes
Between
NOW
and
August**

POOL SCHOOL 2016

GCAA offers MANY course options to suit your specific training needs and busy schedules!

Half-Day Refresher Course: Provides updates on latest requirements, laws, and trends in apartment pool operation (no certification). **April 19 only.** \$75 for GCAA members.

One-Day Course (5-Year NC Certification): Meets all the requirements of NC's Public Swimming Pool Statutes. **Jan. 26, Feb. 11, March 22, April 19, May 25, June 15, or Aug. 23.** \$125 for GCAA members.

Two-Day Course (5-Year National CPO Certification): Meets all requirements for both the National Swimming Pool Foundation's Certified Pool Operator (CPO) certification and NC's Public Swimming Pool Statutes. **May 26 plus any one-day session listed above.** \$245 for GCAA members.

About the Course Instructor: *Roy Fielding is a Senior Lecturer in the Department of Kinesiology at UNC-Charlotte, serving as program coordinator for the Exercise Science degree program as well as Director of Aquatics for the Dept. of Recreational Services. Mr. Fielding has assisted the American Red Cross over the last 12 years with the development & implementation of the Lifeguard and Lifeguard Management programs, and has served as a Chapter volunteer for over 40 years. Roy was recently named one of the most influential individuals in aquatics in the U.S. by Aquatics International Magazine. He is a member of the University of Northern Iowa Athletic Hall of Fame for swimming.*

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224804	R4A430GKA	N & SE	2.5	30,000
224806	R4A436GKA	N & SE	3.0	36,000
224820	R4A518GKA	SW	1.5	18,000
224822	R4A524GKA	SW	2.0	24,000
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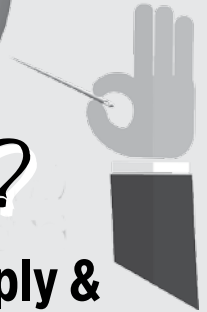
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monthly meetings

July 28th Breakfast Meeting

with Jay Parsons of MPF Research/Real Page



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The details...

Date: July 28th, 2016

Time: Registration from 7:30 am; breakfast from 8 am
Program 8:30 - 10:00 am

Place: Hilton Charlotte Center City
222 E. 3rd St., Charlotte 28202

Cost: \$42 (GCAA Members) • \$47 (Non-Members)
Late registrants/walk-ins add \$10
RSVP/cancellation deadline: 5 pm on 7/25/16.

RSVP: online at greatercaa.org or call
704-334-9511 x102



Jay Parsons is a Vice President for MPF Research, the market intelligence arm of RealPage, Inc. Jay oversees the research, analysis and services teams. He has written commentary pieces for several industry publications and is a frequent speaker on topics which include housing economics, multifamily market conditions, and demographic trends. Jay has been with MPF Research/RealPage since March 2009. He is a native of Charlotte, N.C., and a graduate of the University of Maryland, currently living in the Dallas area.

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THANKS to everyone who attended the 2016 GCAA Trade Show, “a moment in time”

booth winners:

BEST OF SHOW

Full House Marketing ▶
pictured: Rebecca Rosario
and Lisa Foley



BEST PRODUCT DISPLAY

◀ **Phoenix Landscaping**
pictured: Jeremy Loadholdt
& Mack Partee

MOST ORIGINAL Cares ▶

pictured: Chrissy Carter
& Jackie Ratzlaff



ROOKIE EXHIBITOR OF THE YEAR

◀ **Brook Furniture Rental**
pictured: Brad Hahn &
Michelle Hutto

*We had spectacular participation this year and once again broke all former attendance records! **Total reservations to attend: 1,562** (1111 attendees & 451 exhibitors) Your support of the annual Trade Show, whether as an exhibitor or as an attendee, directly impacts the GCAA's ability to effectively pursue its core objectives of providing effective and timely education, advocacy, and industry updates. **Thank you all so much!***



cash prize winners:



\$1,000 Winner
Andrew White
Ashton
SouthEnd



\$100 Winner
Gonzalo Honorate
Pressley Ridge



\$100 Winner
Alex Forde
5115 Park



\$100 Winner
Edwin Peralta
Willow Ridge



\$100 Winner
Phyllis Sanders
940 Brevard



\$100 Winner
José Mendez
McAlpine Ridge

thanks to booth judges:

Brenda Meetze, CAA President 1996-97
Bo Proctor, CAA President 1994-95
Mary Beth Woodard, CAA President 1990-91

more trade show candid



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- BG Staffing • Brook Furniture Rental
- CORT • Diversified Flooring
- Full House Marketing • LED Source
- Marietta Drapery & Window Coverings
- MOEN • National Credit Systems, Inc.
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Karen Lindstrom

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FLOORCOVERING

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(704) 201-4700

swrep4938@sherwin.com

Doug Houston

(704) 579-4023

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Welcome New Members!

The following **24** companies joined the GCAA in February or March of 2016. Help us welcome them - now and throughout the year. And remember to **DO BUSINESS WITH GCAA MEMBERS** as often as you can!

ASSOCIATES (VENDORS)

Apartment List

Apartment Locating Service
Brenda Giloth
336-706-4854
brenda@apartmentlist.com
Sponsor: Brandi Robelotto

Carolina Carpet One

Flooring-carpet, vinyl, tile, hardwood
Steve Helms
980-721-2130
steve.helms@carolinacarpitone.com
Sponsor: Todd Pfalzgraf

Clean Collections

Valet Trash
Derrick Hill
704-791-1623
cleancollections@yahoo.com

Heavenly Scent Cleaning

Cleaning & Turnkey Services
Chad Jones
704-524-9379
heavenlyscents@gmail.com
Sponsor: Wendy Gherardi

Landmark Landscape

Landscape Services
Bobby Harmon
704-348-4688
bharmon@landmarklandscapes.net
Sponsor: Charity Ellis

Modern Plumbing of Charlotte

Plumbing, Backflow Prevention
Tina Lathe
704-376-6367
modernplumbing@gmail.com
Sponsor: Megan Horton

Quiet Stream Financial

Commercial Real Estate
Lisa Henshaw
704-731-6260
lhenshaw@qsflc.com

SL Seal Coating

Seal Coating
A.J. Jameson
704-889-2608
sl.sealcoatingdivision@gmail.com
Sponsor: Melody Adames

Studio Fusion

Architecture – Interior Design
Ed Hickman
704-377-9799
ehickman@studiofusionpa.com

TNC Communications (DirecTV)

Telecommunications
Addam Holdorf
919-538-1410
admin@trapstarnc.com

Trane/American Standard

HVAC Manufacturer
Amie Hicks
903-730-4395
rncadmin@irco.com

Triple D Inc

Flooring Supplier
Jeff Walsh
803-707-3811
jeff@thinkexp.com

WASH Multifamily Laundry

Multifamily Laundry & Appliances Solutions
Michael Lombardo
310-606-0743
mlombardo@washlaundry.com

Waste Pro USA

Recycling, Trash Removal
Karen Gibson
704-792-0810
kgibson@wasteprousa.com

Yardi Systems

Property Mgmt. Software
Tracy Ayres
805-699-2040
tracy.ayres@yardi.com

OWNER/OPERATORS

Capstone Multi-Family Group

Owner: Carolina Crossing
(267 units)
Ashley Adams
704-487-1114
ashley@capstonemultifamily.com

Darby Development

Small owner: Laurel Hill
(100 units)
Debra Bowen
704-487-1114
laurelhill@carolina.rr.com

New View Realty Group

Small Owner: Fountain Hill, Saratoga, Hoskin Mills Lofts
(82 units)
Sara Escobar
704-906-5308
sara@newviewrg.com

Parkway Court

Small Owner: Parkway Court
(11 units)
Reid Thompson
828-776-1718
reidt40@gmail.com
Sponsor: John Maltry

Phillips Mgmt. Group

Owner: Brentwood, Glen Haven, Landings, Ridgeway, Woodland Creek (1198 units)
Micki Oakley
336-274-2481
mickio@phillipsmanagement.com

Pinnacle Real Estate Group

Owner: no units
Andrew Johnson
704-909-8535
andrew@prg1.net

Romeo Alexander

Small Owner: (28 Units)
Annie Alexander
704-737-6760
romeoalex00@gmail.com

Sharonwest

Small Owner: Sharon West
(72 units)
Lisa Ahn
704-554-0053
sharonwestapt@gmail.com

Whitecliff Properties

Small Owner: Cambridge Park (56 units)
Collin Parsons
704-208-4280
whitecliffproperties@gmail.com

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members in the news

New Kids on the BG Staffing Block



GCAA Board Member and chair of the 2016 Programs Committee, **Courtney Moreno** has recently joined BG Staffing as their **Regional Operations Manager**. Courtney takes this role after a decade of onsite experience in both Charleston, SC and Charlotte, NC. During her time onsite, she received numerous awards including *Assistant Manager of the Year*, *Manager of the Year* and *Team of the Year*. Charlotte is the first of BG Staffing's central offices to be located outside of Texas. Courtney will be overseeing both of the Carolinas along with Philadelphia, Baltimore, Norfolk, and Boston. She is thrilled for this new opportunity and to be joining such an amazing team!



Dana Flaherty, CMP is BG Staffing's newly-hired **Charlotte Director of Sales**. Dana has over eight years of property management experience, including positions with JMG Realty and Fogelman Management Group. Her strong interpersonal skills contributed to her success in marketing and leasing, and she is excited to share her expertise with today's new apartment industry talent. The multifamily housing industry is something that has always been very important to Dana; she could not think of a more perfect fit than joining BG Staffing's amazing team as Charlotte Director of Sales, where she will be servicing all properties in the Greater Charlotte area.

GCAA member **MirrorMate LLC**, the leader in retro-fit frames for existing plate glass bathroom mirrors, continues to grow its apartment division with the addition of new sales representatives in North Carolina and Texas. Based out of the Charlotte headquarters, **Kristen Aspey** will cover the North Carolina territory. Prior to MirrorMate, Kristen held positions both in retail sales and interior design, which she will tap when working with property managers, regional property managers and property management firms in showcasing MirrorMate frames for bathrooms within their property. Kristen is a graduate of University of North Carolina Wilmington. "We're dedicated to growing our business within the apartment community and are thrilled to bring such top-notch talent onto the MirrorMate team," explains Lisa Huntting, president and inventor of MirrorMate frames.

The Charlotte-Mecklenburg Community Relations Committee (CRC) announced in early April that the **Greater Charlotte Apartment Association** had been selected to receive the **2016 Jack L. Bullard Fair Housing Award**. At *Apartment Times* press time, CRC's Fair Housing Program planned to honor this year's award recipients at its April 19th, 2016 board meeting, with a reception to follow. GCAA leaders planned to attend to receive this honor.

Renewals! Thanks to these 94 companies for recently renewing their GCAA memberships!

Action Pest Exterminators	Disaster One, Inc.	Leslie's Pool Supplies	Response Team 1
AIG Global	Dogwood Building Supply	MMA of Charlotte	Riverworks Investment Corp.
American Pool Service	Easlan Management	Morgan Group	Royal Landscape Service
Another Printer	Eller Living	Nationwide Eviction	Ruppert Landscape
Apex Billing Solutions	Enhancement Talent	New Forum	Seigle Point
Appliance Warehouse	Development	New Millennium Property	Sherwin Williams
BedRock Solutions	Epoch Management	Management	SL Nusbaum
Belfor, USA	First Communities Mgmt.	Nu Hue Company	SouthStar Management
Better NOI	Grace Hill	O'Leary Group Waste	Spare Time at Lake Norman
Brownlee Whitlow Praet & File PLLC	Grandbridge Real Estate	Systems	Speedy Filer
Campus Advantage	GraphiCal Creations	Pat & Playground Products	Spring Gardens
Carolina Capital Mgmt. Co.	Greenway Properties	Pfalzgraf Asset Management	Stonewall Jackson Homes
Carolina Golf Cars	Greystar	Piper Glen Maintenance	Supportive Housing Communities
Ceasar Corporation	Griffith Real Estate	Professional Realty	Tierra Bella Realty
CertaPro Painters	Hallkeen	Management	Time Warner Cable
Charlotte Family Housing	Hammond Residential	PRP Real Estate Management	TR Lawing Properties
Childforms	HD Supply	Quintessential Marketing & Training	Triforte
Click Pack Move	Heaven & Earth Landscaping	REAL Floors	Unifour Fire & Safety
Comedy Zone, The	HHHunt	RealPage	US Fitness Charlotte
CoStar Group	Howard Nance	Regency Windsor	US Lawns Charlotte
Cox Landscape	J.B. Stegall Properties	Management	Vision Development
Crown Builders	JD Property Management	Rejuven8 Carpet Care	Waterford Square
Davey Tree & Lawn Company	Jones Lang LaSalle	Rent Debt Automated Collections	Maintenance
David Long Electrical	Just Say Jump	Rental Properties of Charlotte	Windsor Landing
DDC	Landmark Properties	Resolve Partners	Zap-It! Pressure Washing



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 Waterford Creek Apartments - Property Manager

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