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APARTMENT

OCTOBER 2021

VOLUME 38 ISSUE 10 WWW.GCNKAA.ORG

SERVING THE MULTIFAMILY HOUSING INDUSTRY IN GREATER CINCINNATI AND NORTHERN KENTUCKY

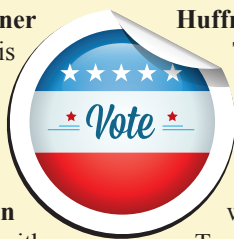
ADVANTAGE

VOTE FOR YOUR LEADERS

Vote for your leaders at the **General Membership Dinner Meeting and Elections** on Tuesday, October 19, 2021. This year, the party is once again at the Kenwood Country Club located at 6501 Kenwood Road beginning at 5:30 pm.

The Nominating Committee will present their recommended slate of directors for the four open seats including: **Todd Hignite with Hearth Home Communities; Megan Lawhon with PLK Communities; Oksana Lukjanenko with Denizen Management, and Mike Markus with BRG Apartments.**

We also have seven candidates running for seven open seats on the Associate Council. Candidates for this year include: **Mark Arnold with Royal Finish; Courtney Griffin with Precision Concrete Cutting; John Gruen with Cincinnati Coin Laundry; Jeffrey Holbrook with Acme Lock Services; Rick Holste with Chadwell Supply; Abbie**



Huffman with Rent Manager; and Dennis Merkle with Advanced Turf Solutions. For a list of candidates, see the insert on pages 29 through 32 of this newsletter. It is one vote per company and only Associate Members may vote for Associate Council and only Primary Members may vote for the Board of Directors.

Voting is available by proxy. Votes must be on letterhead with an authorized signature and received by GCNCAA by Tuesday, October 19, 2021, at 12 pm. Votes can be emailed to michele@gcnkaa.org or mailed to the Apartment Association offices at 7265 Kenwood Road, Suite 100, Cincinnati, Ohio, 45236. Please remember, nominations will be accepted from the floor.

The October General Membership Dinner Meeting is Tuesday, October 19 with networking at 5:30 pm at the Kenwood Country Club. Cost is \$45 per person. Call the office at 513 407-8612 or click here to register today!

GCNCAA LAUNCHES NEW LEGISLATIVE RESOURCE

The Greater Cincinnati Northern Kentucky Apartment Association (GCNCAA) has a new resource: a legislative website www.ApartmentHeadlines.com. This curated news site has been specifically created for the multifamily housing industry in the Greater Cincinnati and Northern Kentucky area.

This site features a modern design with an intuitive navigational structure. It allows us to deliver the latest GCNCAA news and announcements, keep you updated on the hottest legislative issues, and better tell GCNCAA's story.

ApartmentHeadlines.com is updated regularly with news, multifamily business matters, market trends, and practical insights on legislative updates - including COVID-related issues. Our team of curators offers a daily roundup of headlines, business smarts, big ideas, and opportunities every other weekday morning. Each day's post offers a must-read article on the top issues focusing on legislative updates, rental housing, market trends, and a Friday Infographic.

Rental owners play a vital role in our communities and the economy overall: our story needs to be heard and our viewpoints need to be voiced. ApartmentHeadlines.com gives access to the latest research, trends and resources in addition to providing a platform for breaking news. Getting you engaged in our lobbying efforts is a top priority and we believe that this tool provides you with an easier, more efficient way to learn about issues that are of vital importance to our industry.

Visit ApartmentHeadlines.com today to get a pulse on what's driving the world of multifamily in our local market.

CELEBRATING 10 YEARS IN KENWOOD

As we head into 2022 and celebrate Mark Frank's many accomplishments as he retires, it is a great time to celebrate our 10th Anniversary at the Kenwood Executive Center.

Throughout his tenure, Mark has brought so much to the association and we can't begin to count the many advances he has made for our organization. One of the most impactful changes he made was spearheading our move to a more central location and our investment into ownership of a building. Both the change in location and the income from the non-dues revenue from ownership have influenced our growth. Attendance at events has risen, more members visit our offices, and the non-dues revenue has helped to support our legislative efforts.

Even as he retires in November 2021, Mark's legacy will live on in many ways. Being in the offices he dreamed of for the Greater Cincinnati Northern Kentucky Apartment Association will be an ongoing reminder of his commitment to the members, the staff, and our mission. Our dream would be to have the building filled with our members so that we can serve as the true hub of resources for all our association - a one-stop shop in many ways!

To that end, we would love to invite any members who may be shopping for space to visit our offices and explore the possibility of joining us at the Kenwood Executive Center. You can set an appointment by emailing Robby Croswell at rcroswell@brgapartments.com.

REPUBLIC BANK TEAM WINS FALL GOLF CLASSIC

Congratulations to the team for Republic Bank for winning the 16th Annual Fall Golf Classic. For complete details and photo highlights, see 13 inside.



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MELISSA JOY
Village Green Mgmt
Treasurer
mjoy@villagegreen.com



JUSTIN SEGER
HILLS Properties
Secretary
JustinS@hillsinc.com



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Todd Hignite, Hearth Home Communities
Rick Holste, Chadwell Supply
Associate Council 1st Vice President
Abbie Huffman, Rent Manager
Associate Council President
Megan Lawhon, PLK Communities
Jordann Morgan Fath Properties
John Recob, Towne Properties
Trinity Vanover, First Green Commercial Landscaping
Associate Council 2nd Vice President
Lesley Wardlow, CMHA
Elizabeth Werner, Stoneridge Properties

GCNKAA STAFF

Mark Franks, Executive Vice President
Rebecca McLean, Assistant Vice President
Pat Crowley, VP of Governmental Affairs
Michele Klusman, Director of Communications
& Programs; *Apartment Advantage* Editor
Patty Braun, Director of Membership and Sales,
Outreach Administrator
Zach Jameson, Finance Coordinator
Jackson Johnstone, Social Media and Education
Coordinator
Susan Peck, Administrative and Outreach Assistant

GCNKAA PAST PRESIDENTS

2020...Don Brunner
1999...Roy Wergers
2019...Jud Oscherwitz
1998...Robert J. Wahlke, CAPS
2018...Jud Oscherwitz
1997...Terry Sievers
2017...Stacy Walton
1997...Dave Lockard
2016...Stacy Walton
1996...Jim Cohen, CPM
2015...Rusty Lykes
1995...Jim Ruh
2014...Rusty Lykes
1994...Mark Robinson
2013...Maria Stanton
1993...David Noll
2012...Maria Stanton
1992...Bernie Wessels **
2011...Jeff March
1992...Jerry A. Moliue, CPM, CAPS **
2010...Brian Fullenkamp
1991...Jay O. Ingram, Jr., CPM
2009...Brian Hendy, CPM
1990...Ronald Bommer
2008...Brian Hendy, CPM
1989...John Cobey
2007...Becky Alejandrino, CPM
1988...Robert J. Wahlke, CAPS
2006...Marc Cameron, CPM
1987...Robert J. Wahlke, CAPS
2005...Marc Cameron, CPM
1986...Charles Berling
2004...Gary Sanzone, CPM, CAPS, CAM, NALP
1985...Joseph Fullenkamp, CAPS
2003...Gary Sanzone, CPM, CAPS, CAM, NALP
1984...John Stalnaker
2002...Jim Ruh
1983...Jerry A. Moliue, CPM, CAPS
2001...Jay Ingram, CPM
1982...Harry Fath
2000...Roy Wergers

**Apartment Association of N. KY merged with GCNKAA



Office Hours:
Monday Through Friday
8:30 am to 5:00 pm

ADVERTISING RATES 2021

The following advertising rates are for full year contracts. Six month contracts are also available. Call Patty at 513 407-8612 for more information.

Business Card	\$95
Quarter Page	\$115
Half Page	\$145
Full Page	\$165
Inside Front	\$209
Back Cover	\$219

Ad rates are for full color ads. Link from your ad to your website is included. Ads must be submitted as a press quality pdf file or high resolution jpg sized as listed above.

ADVERTISING DEADLINES

Ad deadlines are the first of the month for the next month's issue. Placement of articles and ads is limited to pre-set space and dimensions of the *Apartment Advantage*. Submissions may or may not be used and placement is at the discretion of the editor.

November 2021.....	October 1, 2021
December 2021.....	November 1, 2021
January 2022.....	December 1, 2021
February 2022.....	January 3, 2022
March 2022.....	February 1, 2022
April 2022.....	March 1, 2022
May 2022.....	April 1, 2022
June 2022.....	May 2, 2022
July 2022.....	June 1, 2022
August 2022.....	July 1, 2022
September 2022.....	August 1, 2022
October 2022.....	September 1, 2022

Apartment Advantage is a monthly publication of the Greater Cincinnati Northern Kentucky Apartment Association, Kenwood Executive Center, 7265 Kenwood Rd, Ste. 100, Cincinnati, OH 45236; phone (513) 407-8612; fax (513) 407-7868. For up-to-date information check out our website: www.gcnkaa.org.

OCTOBER 2021

					1 Apartment Advantage Deadline, 5 pm	2
3	4	5	6	7	8	9
10	11 IRO Planning Committee 10:30 am	12 Trade Show Committee, 10 am Associate Council 11 am Fall Golf Committee 12 pm	13 NextGen Committee, 9 am Education Committee, 10 am Membership Committee, 12 pm	14 Legislative Committee, 8:30 am	15	16
17	18	19 Executive Comm. 7:45 am Board of Directors, 8:30 am Holiday Cheers Comm., 9:45 am General Membership Meeting, 5:30 pm	20	21 Maintenance Is The New PR Team 12 pm	22	23
24	25	26 Social Media Committee, 9 am	27	28	29	30
31						

COMING UP IN NOVEMBER 2021

COMMITTEES

- 9 Trade Show Committee, 10 am
- 9 Associate Council, 11 am
- 10 NextGen Committee, 9 am
- 10 Education Committee, 10 am
- 10 Membership Committee, 12 pm
- 11 Legislative Committee, 8:30 am
- 16 Executive Committee, 7:45 am
- 16 Board of Directors, 8:30 am
- 16 Holiday Cheers Comm., 9:45 am
- 18 AAO Board Meeting, 9 am
- 23 Social Media Committee, 9 am

EVENTS

- 2 NAA Assembly of Delegates
- 3 Assembly of Delegates Welcome Reception, 5 pm
- 4 Assembly of Delegates Installation Reception and Dinner, 6 pm
- 18 Maintenance Mania, 5:30 pm
- 18 IRO Roundtable,

EDUCATION

- 11 Disaster Preparedness 9 am



HAPPY
THANKSGIVING

CALL FOR *sponsors*

Why:

Don Brunner, President & CEO of BRG Apartments, is being installed as the Chairman of the Board for the National Apartment Association for 2022.

When:

GCNKAA Welcome Reception - Wednesday, November 3rd from 5:00pm to 6:00pm (FREE)

Installation Dinner-Thursday, November 4th from 6:30pm to 8:30pm (Tickets \$150 each before 10/28)

Post Reception - Thursday, November 4th from 8:30pm to 11:30pm in the Pavilion Room with The Menus (Free)

Where:

Hilton-Netherland Plaza - Downtown Cincinnati

How You Can HELP:

Be a \$500 dollar sponsor to help offset the cost of the live band, open bars, photo booth and lite bites at the GCNKAA Post Reception. As a sponsor, your company logo will be displayed at the GCNKAA Welcome Reception and Post Reception.

We want to encourage everyone to register online for the 3 events listed above, even if you have no plans to attend the installation dinner, registration is still required. **Registration for all events must be done by October 28th to avoid a \$50 registration fee.**

On NAA's website, www.naa.org > Click on "Menu" in upper left hand corner > Under "Meetings & Events" Click "Assembly of Delegates Meeting". All the information will be here: Registrations, Schedule and Travel/Hotel.

To be a sponsor, Contact Mark Franks at mark@gcnkaa.org



live THE
MENUS





A MESSAGE FROM THE PRESIDENT

By Don Brunner, President



Don Brunner
BRG Apartments

Hello everyone.
I wanted to start out by talking about the surprise retirement party the Greater Cincinnati Northern Kentucky Apartment Association (GCNKAA) hosted for Mark Franks at our Fall Golf Outing at Oasis Golf Club on Monday, September 27. We had another sold-out event and a day filled with sunshine and fun. It wasn't until the end of the event when we pulled the wall back and surprised Mark with a video and pictures from his more than 28 years of work with GCNKAA. As it turned out,

Mark was surprised - and several people had the opportunity to discuss their history with Mark and the association. Thank you to Mark for all you have done to make our affiliate into the nationally-recognized organization it is today! Finally, I would like to thank John Recob with Towne Properties and Rick Holste with Chadwell Supply for their work as co-chairs of the fall golf event. These two did a great job with sponsorships, attendance, and the overall success of the event.

The GCNKAA has been working closely with the City of

Cincinnati, Hamilton County, Jobs and Family Services, and the Community Action Agency on processes to make the availability of rental assistance easier for our residents. We are hosting an event at 10 am on October 19 at the Cincinnati Metropolitan Housing Authorities training facility. During this event CAA and JFS will walk us through the sign-up process and assist in setting up direct deposit. Please call or email the association if you would like to attend. We are looking to limit the participation to one person per company.

As I close I look forward to seeing everyone at our annual elections on Tuesday, October 19 at Kenwood Country Club beginning at 5:30 pm. We will once again pay tribute to Mark Franks as this will be his last event as Executive Vice President for GCNKAA.

See you then!

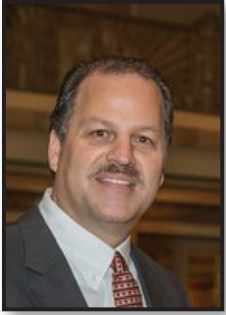
[Editor's Note: The Business Exchange event scheduled on October 19 has been cancelled due to scheduling conflicts. GCNKAA will be creating a survey for members so that we may re-schedule this event in 2022 at a time that allows for maximum return on investment and participation. Please complete the survey when you receive it via email.]

A Special Thank You To Our Diamond Sponsors!



A GOODBYE FROM OUR EXECUTIVE VICE PRESIDENT

By Mark Franks, GCNKAA Executive Vice President



Mark Franks
GCNKAA

Well the time has come after 28 years as the Executive Vice President for me to say goodbye. I have decided to step down and enjoy life at a slower pace. I have truly enjoyed every minute of my time with the Greater Cincinnati Northern Kentucky Apartment Association - specifically working with the staff, our Board of Directors and the membership. Thank you!

I want to personally thank the entire staff - Rebecca McLean, Susan Peck, Jackson Johnstone, Michele Klusman, Patty Braun, Zachary Jameson and Pat Crowley - who do an unbelievable job day-in and day-out. Their commitment and dedication to the Association and our members don't go unnoticed. They are superstars...Thank You!

I want to thank the Past Presidents, officers, and board members - past and present - with whom I have been able to serve. We have not always agreed over the years on every single issue, but I believe we have always done what was in the best interest of the Association and its membership...and I thank you.

To the Associate Council members - past and present - thank you all for your support of the Association and your support of me. Each of you has played a vital role in your volunteerism and

your financial support for the Association. More importantly, the products and services you provide to the membership is why every dues paying member should "Do Business with a Member."

To the Apartment Association Outreach (AAO) and their Board of Directors: what an incredible charitable organization you have become that shines a positive light on our industry and all the good work that we do throughout Greater Cincinnati and Northern Kentucky. Thank You!

GCNKAA Members, I could not be more thrilled with the promotion of Rebecca McLean as your new Executive Vice President for the Association. She is an outstanding individual who has been my Assistant Vice President for more than 20 years with an unbelievable knowledge of the multifamily housing industry, trade organizations and is extremely qualified and talented. You are in great hands!

Finally, I want to thank you...the membership. Your support, volunteering, and attendance at dinner meetings, networking events, and programs are the reason why we are a successful Association. It's your participation and financial support that pushes us to succeed as an organization and I thank you.

Everyone, it has been an honor and pleasure to have served this organization since November of 1993. I have truly enjoyed every single moment.

Best wishes and success to you all.
Mark

MARK FRANKS....

CHEERS TO RETIREMENT!

GCNKAA wishes you the best! Thank you for all your years of hard work and dedication.





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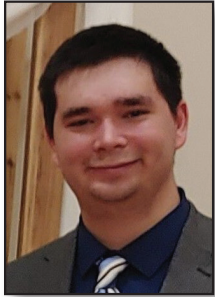
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EDUCATIONAL OPPORTUNITIES COMING THIS FALL

By Jackson Johnstone, Social Media and Education Coordinator



Jackson Johnstone

We are officially celebrating the crisp fall time of the year. And now is the time to start planning on furthering your education and register for one of our upcoming educational opportunities.

UPCOMING SEMINARS

Maintenance Is Your New PR Team with Anne Sadovsky

There is more to Maintenance Than Nuts and Bolts. With the advent of online leasing, service requests and rent paying, plus package lockers or direct delivery to the apartment, and now the Virus, visits to the office by the resident are becoming less and less. That means that the Service Techs see and speak with the residents more than the management team. How much customer service training are your techs getting? It is time for maintenance training to be more than nuts and bolts, plumbing and AC! This 1 hour virtual session includes:

- A real understanding of turnover costs, learning words and behaviors that create trust
- How words matter, better manners and personal appearance
- Staying cool and calm under stress
- Dealing with people who are upset, having empathy
- Being a team player and leader.

This class is for those who train and lead the service teams as well as the techs!!

October 21, 2021, at 12:00 pm

Online Seminar via Zoom

Member price: \$69

Nonmember price: \$138

Disaster Preparedness

General disaster preparedness including having a plan and

procedure in place to ensure residents are safe, have a place to move, and how to secure both resident belongings and the building structure. Types of disasters and causes, including fire, weather, health, and biohazards. How to assess risk and plan accordingly. Learn from experienced managers what has worked and what has not worked in various disasters. Working with residents, your own team, emergency responders, vendors, government officials, insurance companies, and the press when a disaster occurs.

Led by Dan Pike, Vice President, Assured Partners with other presenters including Bob Kohlman, Vice President of Operations, BRG Apartments; and Charles Tassell, COO with National Real Estate Investors Association.

November 11, 2021, at 9:00 am

Apartment Association / CORT Training Center

7265 Kenwood Road

Member price: \$69

Nonmember price: \$138

COMMITTEE OPPORTUNITIES

If you are interested in getting involved with the Education program or the NextGen group and help plan all of the great opportunities like education and career advancement, please contact Jackson@gcnkaa.org. Both committees meet back-to-back on the second Wednesday of every other month. Our next meetings are October 13 at 9 am and 10 am. These meetings are hybrid in person with online Zoom option.

SPONSORSHIP OPPORTUNITIES

The Education program offers great exposure through sponsorships. Seminars and course modules can be sponsored for as little as \$150 and comes with many benefits. Sponsorship dollars help the association provide food and beverages for the attendees. Please email Jackson@gcnkaa.org if you are interested in more details about the benefits of sponsoring education!

NEXT GEN HAPPY HOUR

OCTOBER 28, 2021 AT BIG ASH BREWING
5 PM TO 7 PM



**SPONSORSHIPS
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Contact
Jackson@gcnkaa.org
for details

Government & Housing Legalities



This heading deals with housing & legal issues within the Governmental structure.

KY GOVERNOR NO LONGER PERMITTED TO ISSUE EVICTION MORATORIUMS

By Pat Crowley, Vice President of Governmental Affairs



Pat Crowley

The Governor of Kentucky will no longer be permitted to issue eviction moratoriums through emergency order due to recent action by the Kentucky Supreme Court and the Kentucky General Assembly.

In August the state's highest court reigned in Gov. Andy Beshear's emergency powers by ordering a lower court to dissolve an injunction blocking laws that had been enacted by the GOP-controlled legislature. The ruling ended a battle between

Beshear, a Democrat, and Republicans in the Kentucky House and Senate over the reach of a governor's executive authority during an emergency.

Then earlier this month, the General Assembly met in Frankfort and passed a resolution stating that the governor is not allowed to issue new executive orders that are effectively the same

in premise or principal as orders he previously ordered.

During the COVID pandemic, including in March, Gov. Beshear issued executive orders prohibiting evictions in place.

Gov. Beshear has spent recent days urging Kentucky residents to apply for rent and utility assistance through the Healthy at Home Eviction Relief Fund, which still has \$152 million available.

Since March, Kentucky has paid more than \$51 million in rent and utility relief, though some apartment owners and managers have reported that the money is slow to reach them and their residents.

The relief fund can help residents pay past due rent payments. It is open until September of next year or until the money runs out.

According to the program's website, it is designed to allow landlords and utilities to get substantial payments for arrearages and reduce the volume of eviction cases in Kentucky courts.

Patrick Crowley is the GCNKAA Vice President for Government Affairs.

Vote For Your Leaders
GCNKAA October GMM & Elections

Tuesday, October 19, 2021 | 5:30 pm Networking
Kenwood Country Club | 6501 Kenwood Rd.
\$45 per person

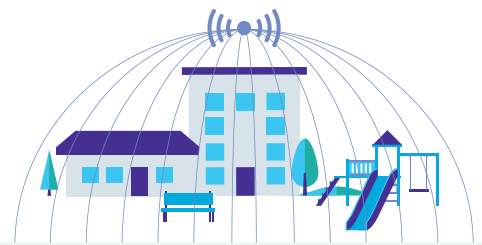
APARTMENT ADVANTAGE 11

Quantum Fiber delivers the whole connected world with ease.

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Residents can access their personal WiFi across the property without the need to reauthenticate or log in. **Your fiber deployment:**

- Improved property value with connectivity solutions to attract and retain residents.
- Wireless access points beam WiFi speed up to 300 Mbps throughout the property.
- Additional in-home wired connection delivers up to 940 Mbps symmetrical speeds.

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Let's discuss your property, contact:

Sarah Voshart

sarah.a.voshart@lumen.com

Q.com/connectedcommunities



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Our House



This heading contains membership, staff, committee information and events.

REPUBLIC BANK TEAM WINS FALL GOLF CLASSIC



Congratulations to the team from Republic Bank - Brendon Dunigan, Marianne Taylor, Eric Bruckman and Chris Simmons - for winning the 16th Annual Fall Golf Classic benefiting the Industry Defense Fund. At the Fall Golf Classic, we score differently so congratulations to Dennis Merkle with Advanced Turf Solutions, Trinity Vanover

with First Green Commercial Landscaping, and Dave Molloy and Michelle Bruegge with McSwain Carpets for placing 10th in the outing.

Congratulations also to all our contest winners including: Gerry Johnson with RentPath for Closest to the Pin on hole 3; Brandon Gampfer with Contractors Inc for Longest Drive on hole 7; Clay Nickell with ICON Property Rescue for Longest Drive on hole 13; Rod Herper with National Credit Systems for Closest to the Pin on hole 14; and Jen Johnson with Fath Properties for Longest Drive on hole 18 and for Longest Drive on hole 4.

If you were one of the winners listed above and you did not

get your award, GCNKAA is working on getting them out to you.

Thank you to our hole-in-one contest sponsor: Assured Partners. A big thank you to **Towne Properties** for their Event Sponsorship. Thank you also to Apartments.com, Belfor Property Restoration, Brandstetters Kanga Roof, Calloway Cleaning & Restoration, Chadwell Supply, Contractors Inc., Corken Steel Products, CORT, Greenway Waste & Recycling, Hays + Sons Complete Restoration, Jetz Service Co., Nationwide Energy Partners, Neyra Paving, Pinnacle Paving & Sealing, PPG Paints, Sherwin Williams, Teasdale Fenton Carpet Cleaning & Restoration, and TNT Services for their hole sponsorship; ABCO Pavement Solutions, BRG Apartments, HKC Roofing and Sheet Metal, and Rhino for sponsoring dinner; Cincinnati Coin Laundry and Royal Finish for sponsoring lunch; and to our beverage sponsors including ABCO Pavement Solutions, Cincinnati Bell, National Credit Systems, Precision Concrete Cutting of KY, and Zumper

All funds raised at the Fall Golf Classic directly benefit the GCNKAA Industry Defense Fund. These funds help us meet our commitments to the National Apartment Association (NAA), the Apartment Association of Kentucky (AAK) and the Ohio Apartment Association (OAA) government funds as well as provide backing for Pat Crowley, GCNKAA Vice President of Governmental Affairs, and the legislative committee's political needs. See page 33 for photo highlights.

CALL PATTY BRAUN
FOR MORE INFO

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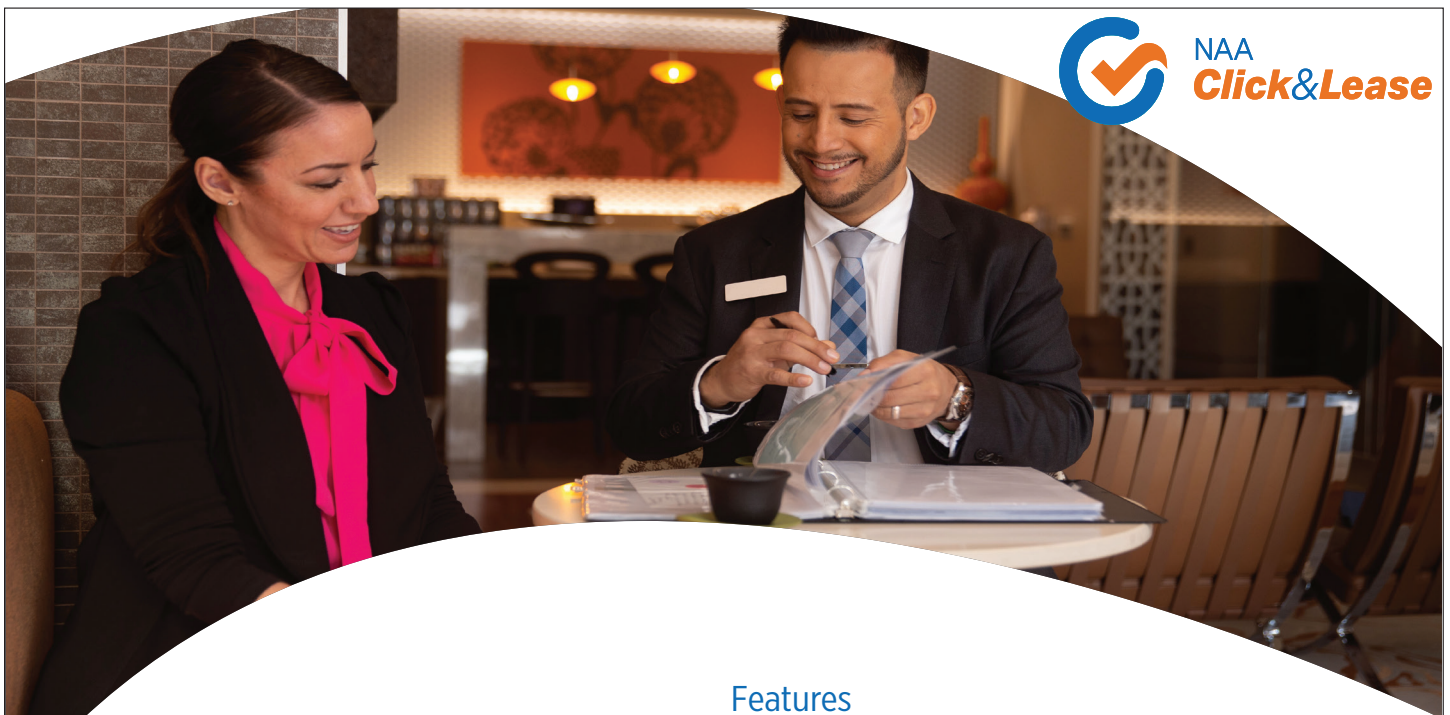
MVAH Partners

Courtney Colbert
9100 Centre Pointe Drive, Suite 210
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(513) 964-1152
Courtney.Golbert@mvahpartners.com

ASSOCIATE

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WHAT IS MAINTENANCE MANIA?

Maintenance Mania® is a national program offered by the National Apartment Association (NAA) and presented by HD Supply (HDS), where maintenance technicians compete against each other in various skill based games. In a matter of minutes, participating attendees could win an all expense* paid trip to San Diego for the NAA Education Conference in June 2022 where they will compete against the top 20 individuals nationwide. These top 20 individuals will receive *airfare, hotel accommodations and conference registration courtesy of HD Supply.

In previous years, more than \$25,000 in prizes have been won by the top 3 competitors in conferences located in various cities including Las Vegas, Denver and San Francisco We are sure there is more planned for 2022.

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- Frigidaire Icemaker Installation
- NEW GAME! Halstead Click Lock Plank Installation

- Kidde Fire and CO Safety Installation
- Kwikset Key Control Deadbolt Test
- NEW GAME! Pfister Faucet Installation
- Home Depot Pro Xtra Race Car Competition

All you need to do to compete is build a race car from maintenance products ahead of the event. You can compete in one or all games, with your cheers and support everyone is sure to have a good time.

Maintenance Mania is scheduled for Thursday, November 18, 2021, at Dave & Busters in the Springdale area beginning at 5:30 pm. Competitors may begin arriving at 4 pm to practice. Competing in Maintenance Mania is free.

To register as a competitor, click here or contact Michele Klusman at the Greater Cincinnati Northern Kentucky Apartment Association by email at michele@gcnkaa.org or calling (513) 407-8612.

**Participants must compete in all six challenges plus enter a car in the race car competition to be able to qualify for a spot in the National Championship. If you do not complete the car, you may still compete locally, but will not qualify for the National Championship. The top overall time in each region*

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THURSDAY, NOVEMBER 18
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**Free admission for all maintenance techs. All paid attendees get a \$10 Game Card for use at Dave & Busters.*

WORKERS COMP UPDATE AND DEADLINES APPROACHING

ENROLLMENT DEADLINE APPROACHING SOON

The deadline to enroll is just around the corner! Make sure you choose our program administered by Sedgwick. Enrollment paperwork was sent to you for our traditional group rating and/or group retrospective rating programs. Don't miss out on your opportunity for significant premium savings!

- Group Rating - Sedgwick must receive your enrollment by November 17, 2021
- Group Retrospective Rating - Sedgwick must receive your enrollment by January 26, 2022.

Sedgwick is proud to deliver workers' compensation claims management and cost containment strategies to nearly 65,000 hard-working Ohio employers and have our endorsement.

Sedgwick has saved Ohio employers participating in group rating more than \$4 billion over the past ten years and Ohio employers participating in group retrospective rating have earned over \$630 million in refunds since implementation in 2009.

For more information, contact our Sedgwick program manager, Julia Bowling at julia.bowling@sedgwick.com or phone 513-218-4062.

OHIO SAFETY COUNCIL 2021 – 2022 MEGA MEETING

All Ohio employers are invited to attend two online statewide meetings - one in October and another next April - hosted by the Ohio Bureau of Workers' Compensation (BWC) to supplement the Ohio Safety Council Program year. There is no fee to attend.

Leading from Your Heart!

Wednesday, October 6, 2021

David Sarkus, MS, CSP is Chief Servant Leader and Founder of David Sarkus International, a leading health and safety management consulting and training firm.

You want to achieve zero-incident culture for safety—who doesn't? But what does it really take to get to that point? For starters, it takes great leadership, coaching, and engagement. This inspiring keynote, which parallels servant leadership principles, is infused with humor, and will reveal seven contemporary and empirically based principles that will move your people from superficial compliance to deeper and more durable forms of personal commitment to safety.

Now What? How to Lead by Bringing Your Human to Work

Wednesday, April 13, 2022

Erica Keswin is a two-time Wall Street Journal bestselling author, internationally sought-after speaker, and workplace strategist.

We've all been through a lot, but managers at every level are dealing with unprecedented levels of stress and pressures. Erica will provide tools to help leaders find their way through this difficult time. Learn more about how successful companies navigate turbulent times, prepare to bring your human to work, be confident that you can manage the chaos and be ready to rock the hybrid revolution!

If you have any questions, contact our Sedgwick program manager, Julia Bowling, at 513-218-4062 or julia.bowling@sedgwick.com.



September General Membership Meeting

Tuesday, September 21, 2021

Kenwood County Club

SAFETY STARTS AT THE TOP

Courtesy of Sedgwick



Successful organizations establish safety as a core value of their operations. Senior leadership, including the top executive on site, must be role models to all employees for creating a safe work environment. Active leadership includes, at a minimum:

- Authorizing the necessary resources for accident prevention.

- Discussing safety processes and improvements regularly during staff or employee meetings.
- Ensuring that all members of management are held accountable for accident prevention activities and processes.
- Annually assessing the success of the safety process by utilizing perception surveys, personal interviews, and behavior sampling strategies.
- Encouraging employees to take an active part in maintaining a safe workplace.

IMPLEMENTATION

Senior leadership must assume the leadership role in establishing the importance of safety in all operations. By taking the lead, leadership can effectively use its safety process to contribute to the bottom line and better service to customers by reducing losses due to accidents. The full support and active commitment of senior management is vitally important because it encourages supervisors at all levels to make the safety process a success through accountability. This requires measuring actual performance against pre-established objectives and goals through the organization's performance appraisal system.

There are many ways senior leadership can participate to show active leadership in safety processes:

- Issue a written Safety Policy, affirming safety as a core value to the organization.
- Establish both annual and long-term safety goals.
- Establish safety responsibilities and a system of accountability for all levels.
- Regularly include safety topics in meetings.
- Regularly review progress of the safety process with department heads, supervisors, and employees.
- Accompany supervisors or safety team members during their periodic safety inspections.
- Review copies of all completed accident investigation reports.
- Openly discuss safety with employees during periodic tours.
- Participate, as a student, in employee safety training programs, such as first-aid training.
- Participate in meetings with loss control consultants.
- Use accident loss reports to analyze and develop solutions.
- Review minutes of safety team meetings.
- Review safety survey reports.

As noted above, a written safety policy is a sign of your organization's commitment to providing a safe working environment. Essentially, this policy should be a mission statement to foster a culture conducive to a safe work environment. The requirements include:

- Top executive's philosophy on safety and well-being of employees and commitment to compliance with all applicable governing agencies.
- Manager, supervisor, team facilitator and employees' responsibilities regarding the organization's commitment to workplace safety.
- Commitment to returning injured or ill employees to work at the earliest and safest opportunity.
- Signed and dated by the top executive.
- Communicate to new and existing employees verbally, on bulletin board(s), and in employee handbook.
- Review the policy on an annual basis with all employees.

Although this seems like a minor step, it is the foundational step in implementing an effective safety process. It expresses the commitment of your organization, its ownership, management, and employees to maintaining a safe work environment for all employees. This communication of intent should be just as important as the organization's statement of quality of product or service.

If you have questions or would like to review in more detail, please contact Jim Wirth at 614.546.7331 or jim.wirth@sedgwick.com.



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DONATE AN ITEM OR BECOME A SPONSOR FOR THE HOLIDAY CHEERS BENEFIT IN DECEMBER

The 24th Annual Holiday Cheers Benefit is a fundraiser benefiting the Apartment Association Outreach Inc., a 501(c)3 charitable organization dedicated to assisting residents with rent payments during times of personal emergencies or crisis. Monies raised during the Benefit will help fund the Rent Assistance programs of various local agencies including:

1. FreeStore Foodbank
2. Citizens Active In Northside (CAIN)
3. Jewish Family Service and
4. Santa Maria Community Services

Each year, the Apartment Association Outreach, Inc. supports these programs with annual payments of more than \$148,000 per year. With the current economy, these funds are more important than ever to support our local community and the efforts of our fellow organizations.

Due to COVID19, the fundraiser will be a hybrid event with portions held online and other portions happening live at the

Holiday Cheers Party at Kenwood Country Club. All members and the general public will have a full week of bidding opportunities for silent auction items beginning on December 2 and will culminate on December 9 with the live auction, Rapid Raffle, Mystery Bags and raffle ticket items.

If you do not have an item to donate or the time to buy something to donate, we can go out and purchase items for you. Cash donations are acceptable and will be used to buy items for the benefit in your company's name. This is one event that will not be possible without the support of all our members and the surrounding community. Through the help of the Holiday Cheers Committee, spearheaded by Gerry Johnson with RentPath and Tonya Beckner with Miller Valentine Group, this is an event that will be a huge success.

If you would like to donate an item or would like more information, please contact Michele Klusman at the Association office, 513 407-8612 or [click here](#).

All donations are tax deductible to the fullest extent allowable by law.



The GCNAAA Associate Council Presents
HOLIDAY CHEERS
for Outreach
2021

RAPID RAFFLE
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RAFFLE AUCTION
LIVE AUCTION
WINE AND BOURBON
MYSTERY BAGS

Thursday, December 9, 2021
5 pm to 8 pm
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Auction Donation Agreement Form

PROCEEDS BENEFIT THE APARTMENT ASSOCIATION OUTREACH
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RAPID RAFFLE SPONSOR (3 AVAILABLE)

- ~ includes 4 admissions to the event
- ~ includes 8 beverage tickets at the event
- ~ signage for rapid raffle
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- ~ company name or logo on back of raffle tickets
- ~ company name or logo included on event email blasts
- ~ full color, full page ad in Apartment Advantage for two months



WINE & BOURBON MYSTERY BAG SPONSOR (3 AVAILABLE)

- ~ includes 2 admissions to the event
- ~ includes 4 beverage tickets at the event
- ~ signage for Wine & Dine and Bourbon Trail area
- ~ company name or logo on web banner as a Bourbon Trail sponsor
- ~ company name or logo included on event email blasts
- ~ full color, half page ad in Apartment Advantage for two months



MISCELLANEOUS ITEMS AND CASH DONATIONS

- I am stepping up as a major sponsor. Count me in as the _____ sponsor as listed above.
- I am donating cash to use to purchase items in my company's name. \$ _____
- I am donating the following item. _____
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Company Address: _____

Phone: _____ Fax: _____ Email: _____

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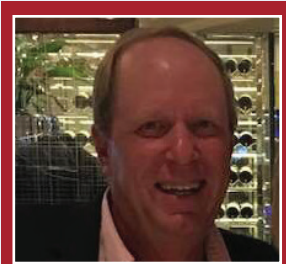


GREATER CINCINNATI NORTHERN KENTUCKY APARTMENT ASSOCIATION VOTER GUIDE

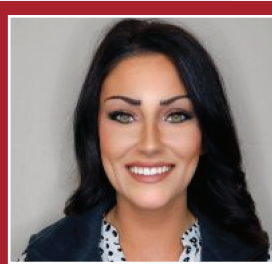
GCNKA Election

Tuesday, October 19, 2021 | 5:30 PM | Kenwood Country Club

ASSOCIATE COUNCIL CANDIDATES



MARK ARNOLD
Royal Finish



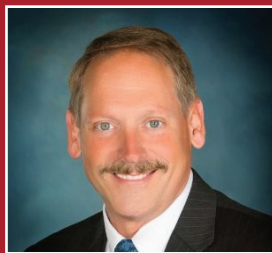
COURTNEY GRIFFIN
Precision Concrete Cutting



JOHN GRUEN
Cincinnati Coin Laundry



JEFFREY HOLBROOK
Acme Lock Company



RICK HOLSTE
Chadwell Supply

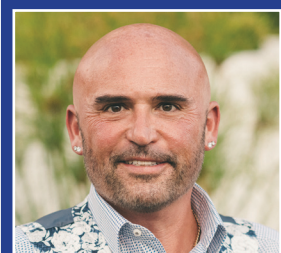


ABBIE HUFFMAN
Rent Manager



DENNIS MERKLE
Advanced Turf Solutions

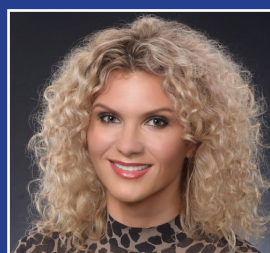
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GREATER CINCINNATI NORTHERN KENTUCKY APARTMENT ASSOCIATION ASSOCIATE COUNCIL

VOTE FOR SEVEN (7)

MARK ARNOLD, ROYAL FINISH

Mark is currently serving on the Associate Council. He also serves on the summer golf committee, fall golf committee, trade show committee, Business Exchange committee and the Holiday Cheers committee. Outside the GCNKAA, Mark is involved in the Columbus Apartment Association, Apartment Association of Indiana, and the Louisville Apartment Association.

When asked about running for the Associate Council, Mark states that he would like to continue to serve the members of this association that has been the stability of our industry. "We all need to give back."

In regards to issues affecting the Associate Members of the GCNKAA, Mark says the main issue he encounters include governmental issues as well as the shortage of a work force.

He feels his 35 years of experience in this industry as both a primary member and a vendor member afford him skills that will be beneficial to the Greater Cincinnati Northern Kentucky Apartment Association.

COURTNEY GRIFFIN, PRECISION CONCRETE CUTTING

Courtney is not currently serving on the Associate Council, however, is hoping to get involved in the Greater Cincinnati Northern Kentucky Apartment Association through running for a seat on the council.

"I am interested in serving on the council simply to make a difference," Courtney replied when asked why she was running for council. "I love being an advocate for the people and a voice for members."

When asked what she felt the major issues affecting the associate members of the GCNKAA, Courtney replied, "I think that communication is the biggest issue in any type of association. On the email/phone side and also the event side. I think that the opportunity for better communication could be huge."

"I honestly am new to the apartment association side of things. I have a lot of experience as an associate member to different organizations so I can safely say I know what to do."

JOHN GRUEN, CINCINNATI COIN LAUNDRY

John currently serves on the Associate Council as well as on the GCNKAA Summer Golf Committee, Fall Golf Committee and the Apartment Association Outreach 5k For Outreach Committee.

Outside of GCNKAA, John is also involved with the Greater Dayton Apartment Association, Lexington Apartment Association, Louisville Apartment Association and the Apartment Association of Indiana.

When asked why he was running for Associate Council, John simply stated he wanted "to help continue the tremendous growth in our association."

John stated that he felt the biggest issues affecting the associate members of the GCNKAA included member retention and member participation.

John has served on the board of directors for the Greater Dayton

Apartment Association for 23 years and has been a member of the GCNKAA since 1987, both of which allow him to use his experience to benefit the Council.

JEFFREY HOLBROOK, ACME LOCK SYSTEMS

Jeffrey is not currently serving on the Associate Council but hopes to become more involved.

Outside of GCNKAA, Jeffrey is involved as the Vice President with Door and Hardware Institute (DHI) - Buckeye Chapter and also Treasurer for the Cincinnati Chapter of Miami University Alumni Association.

"I am excited about bringing experience and perspective related to the digital transformation of business and enterprises to multifamily in this market," Jeff replied when asked about running for Council.

When asked about issues that are affecting the associate members of the GCNKAA, Jeff listed business transformation, change management, business agility, consolidation and economic trends around real estate development, management and ownership.

Jeff lists several skills he feels will be beneficial to the Council including an MBA, an MS in Political Economy, certifications in numerous enterprise access control platforms, cloud platforms, business methodologies, and technological tools.

RICK HOLSTE, CHADWELL SUPPLY

Rick currently serves as 1st Vice President of the Associate Council. He has previously served as President of the Council. Rick also serves on the summer golf committee, the Holiday Cheers for OutReach committee and the trade show committee and co-chairs the Fall Golf Classic committee. Outside of the GCNKAA, Rick is also active with the Greater Dayton Apartment Association and has served on the board of directors for both GCNKAA and GDAA.

"Serving on Associate Council allows me the ability to give back to our industry. Our association - like most associations - needs volunteers to remain successful," Rick stated.

When asked about what issues are affecting our associate members, Rick replied that there were three things he has noticed. First, COVID19 has become part of our daily routine and this has changed a lot within our industry. Next, he stated that staying informed has become paramount due to all the changing city and state requirements. And finally, Rick stated he sees the disruption in the supply chain due to lack of workers and new logistics at our ports as a major concern.

Rick concluded, "Since I work for an MRO provider, I have been able to assist on finding products needed to help keep our industry moving forward. I am always willing and ready to assist as needed. Stepping up to assist is part of what we all should be willing to do within our industry."

ABBIE HUFFMAN, RENT MANAGER

Abbie is currently serving on the Associate Council as President, and also serves as the co-chair of the Business Exchange Committee as well as serves on the membership committee,

GREATER CINCINNATI NORTHERN KENTUCKY APARTMENT ASSOCIATION ASSOCIATE COUNCIL

VOTE FOR SEVEN (7)

the trade show committee and the Holiday Cheers committee. Previously she has volunteered on the NextGen committee and the social media committee. At the national level (NAA), Abbie serves as National Suppliers Council (NSC) Secretary, as well as serves on the Exhibitor Advisory Group (EAG), and the Apartmentalize Committee. Outside of the GCNKAA, Abbie is active on the Greater Dayton Apartment Association trade show committee as well as their Spotlight on Success and membership committees. She is also involved with the programs committee of the Indiana Apartment Association.

Abbie is also involved with the Institute of Real Estate Management (IREM), Manufactured Housing Institute, Columbus Apartment Association, Louisville Apartment Association, Ohio Manufacture Housing Association, the National Association of Residential Property Managers, and the Building Owners and Managers Association International.

When asked why she wanted to serve on the Associate Council, Abbie stated, "I have a strong commitment to the GCNKAA, as evident by my history and involvement in various Association committees, Associate Council, and the Board of Directors. My elected peers and I have contributed to many significant and positive events and opportunities within the association—examples include: implementing the annual trade show location change, increasing membership through continual and enthusiastic recruitment efforts, fundraising for outreach, etc. I have always had a passion for the apartment industry, having previously been a primary member for 7 years and working a combined total of 14 years in the multifamily industry. Working with both the staff and members of the GCNKAA has been extremely fulfilling and rewarding for me professionally and personally. The GCNKAA is one of the most impressive NAA Affiliates in the country and I seek to continue to contribute and build on this success."

When asked about obstacles facing the associate members of GCNKAA, Abbie stated one of the major issues affecting associate members is understanding the dynamic day-to-day operations of property managers and owner/operators. Not only is it important to support and participate in the GCNKAA, but it is crucial to take the time and effort necessary to get to know and understand the industry from a primary member's perspective. It's important to understand the issues and challenges that affect their business and ultimately their bottom line. It's also essential to encourage everyone to take ownership of their memberships and associated benefits, as it is our individual responsibility to make the most of our GCNKAA enrollment.

"Throughout my experience as both a primary and associate member, I have been recognized for my strong leadership skills and my dedication to my community and the multifamily industry. Some of the other skills I possess that will bring value to the Associate

Council are a strong work ethic, dedication, and a commitment to the success of this organization. I am a sincere and passionate leader. Through my role as Senior Business Engagement Manager for a technology company, I have worked with other property-management-related businesses and organizations—both locally and nationally—which enables me to bring new and innovative ideas to the GCNKAA."

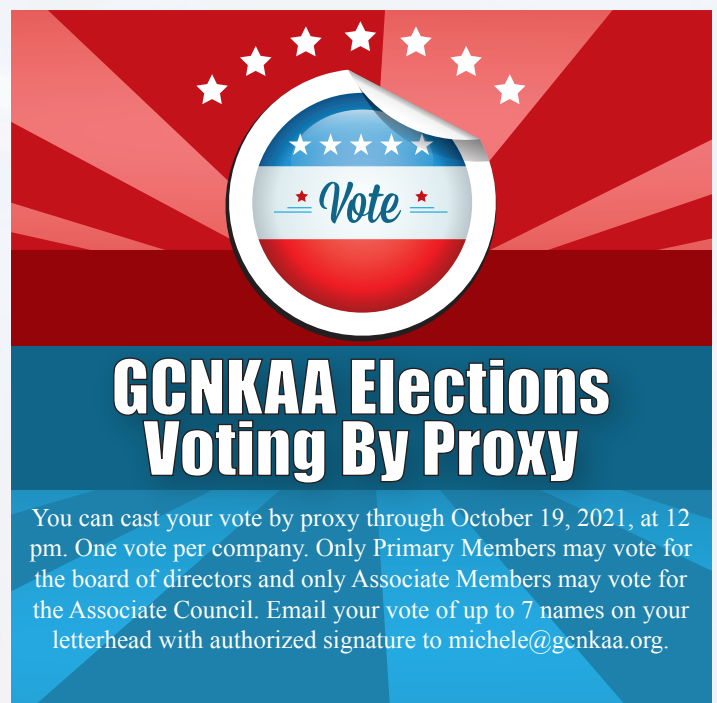
DENNIS MERKLE, ADVANCED TURF SOLUTIONS

Dennis Merkle is already serving on the Associate Council as well as the summer and fall golf outing committees and the Holiday Cheers committee. Outside the GCNKAA, Dennis is also involved with the Greater Dayton Apartment Association and the Building Owners and Managers Association (BOMA).

When asked why he wanted to serve on the Associate Council, Dennis stated, "My goal is to continue to help associate members grow their business within the GCNKAA and to be a voice for other associates within the organization."

Dennis states he sees the labor shortage and finding ways to add and keep quality employees so our associate members can provide excellent service to the property owners and management companies as the major issues affecting multifamily housing.

He responds, "I have served on the Associate Council for the past several years. I have the communication skills necessary to help to continue to grow the GCNKAA."



**GCNKAA Elections
Voting By Proxy**

You can cast your vote by proxy through October 19, 2021, at 12 pm. One vote per company. Only Primary Members may vote for the board of directors and only Associate Members may vote for the Associate Council. Email your vote of up to 7 names on your letterhead with authorized signature to michele@gcnkaa.org.

GREATER CINCINNATI NORTHERN KENTUCKY APARTMENT ASSOCIATION BOARD OF DIRECTORS

APPROVED SLATE

TODD HIGNITE, HEARTH HOME COMMUNITIES

Todd Hignite is Vice President of Hearth Home Communities. He oversees all aspects of operations and is the key decision maker for all policies, procedures, and investments for the management company. In addition, he plays an integral role in financing projects, decisions on future projects and land purchases, and all interior/exterior design of product(s). Mr. Hignite has more than 25 years in multi family housing that began with corporate housing and progressed to conventional market rate communities, as well as AA, new construction, senior, student, tax credit, and military housing. Todd is currently on the GCNKAA Board of Directors and also serves on the Education Committee, Membership Committee and the Holiday Cheers Committee. He is also involved in the NAA Education Institute, Self-Storage Association, and the Cincinnati Home Builders Association.

Todd replied when asked why he was interested in serving on the board, "To help assist in any manner that will help to continue to propel our local Association as one of the best in the NAA. I want to continue giving back to the multifamily industry, especially locally, that has supported and encouraged me throughout my career."

When asked what he felt were the major local and state issues affecting the industry, Todd responded, "There are many; however the primary issues currently are the lack of affordable housing, state and local legislative decisions, and the impacts COVID has had both on a residential level as well as on the part of ownerships."

Todd has completed his NALP, CAM, and CAPS and continues to support these programs on both a personal and regional level. He is part of the NAA staff and has been certified with NAAEI since 2016 through the AFT and most recent VFT courses. Todd has taught NALP, CAM and CAPS courses for the GCNKAA, has been a speaker at Apartmentalize, Master of Ceremonies and featured speaker at GLAStar Awards (Great Lakes Association of Michigan) twice, and award winning recognition in the GCNKAA. He has a love and commitment for education in our industry and looks to continue using his networking, social, and teaching abilities to help continue growth in the industry and for those within it.

MEGAN LAWHON, PLK COMMUNITIES

Megan Lawhon is the COO of PLK Communities. She is currently responsible for overseeing the operations of PLK Communities' 5180 unit (and growing) portfolio. This responsibility includes company culture, financial performance, attracting talent, site operating and much more. Megan started as a leasing consultant in 2002 and has worked her way through all positions including assistant property manager, property manager, multi-site property manager, district manager, regional manager, VP of Operations and to her current position as COO.

Megan is currently serving on the GCNKAA Board of Directors and has joined the Business Exchange Committee.

"I currently serve on the board and am honored and proud to be involved. I think it is vital to represent our industry and be of value in any capacity I am able. PLK is one of the largest owner/operators in our association and I feel there is value being a representative."

In discussing local and state issues affecting the industry, Megan replies, "Obviously, current COVID issues and mandating vaccines. The 'great resignation' created labor challenges. In addition, the lack of workforce housing and outside investors absorbing product is affecting

our industry."

Megan lists her 20 years in the industry serving in various roles within operations, as well as her leadership experience and her servant approach as skills that will be beneficial to the board.

OKSANA LUKJANENKO, DENIZEN MANAGEMENT

Oksana Lukjanenko is the President of Property Management or Denizen Management. She oversees and directs all aspects of property management operations, business development, training and education, procedural compliance, and continuing involvement of the company's culture. Her experience includes roles as property manager for several properties across this market, area manager, regional manager, vice president and now president of Denizen Management. She is not currently on the GCNKAA Board of Directors. Outside GCNKAA, Oksana is involved with Greater Dayton Apartment Association, Ohio Apartment Association, National Apartment Association and the Indiana Apartment Association.

When asked why she wanted to continue to serve on the GCNKAA Board of Directors, Oksana replied, "I miss serving on the GCNKAA Board and playing my part. This Board is undoubtedly dedicated to our industry growth, continuous improvement, innovation and compliance to current laws and regulations while challenging outdated and not serving the purpose of our industry laws and regulations."

Oksana listed COVID related issues, shortage of work force housing, shortage of labor and supplies, government forcing landlords to accept Section 8 vouchers, and regulating many aspects of the real estate private sector as major issues affecting multifamily housing.

Oksana lists her financial background, running a company with almost 5000 units as well as her previous board experience as skills that will benefit her position on the current board.

MIKE MARKUS, BRG APARTMENTS

Mike is the Director of Maintenance for BRG Apartments. His job responsibilities include advocating for the maintenance team, capital planning and execution, vendor relationships, budgeting, operational policy and procedures, personnel duties, internal services group leadership, and training development and execution. Mike has 6 years of experience as an independent rental owner working in every touch point possible. He is an NAAEI Faculty member and has both his Certified Apartment Manager (CAM) and Certified Apartment Maintenance Technician (CAMT) designations. He served on the GCNKAA board in 2014-2015, on the OAA board in 2015, and sits on the GCNKAA education committee and the legislative committees. He is also involved in the Home Builders of NKY and his local church.

"I left the board in 2015 when I moved to BRG Apartments. It was a great experience then and I feel I have a broader understanding to share this time around," Mike replied.

Mike stated that he feels the biggest issues facing multifamily housing are government overreach into private business operations, skills gap for maintenance and hiring, and market inflation.

Mike concludes that his active involvement in the operations of 8000 apartment homes, and his small ownership and property management background - along with being a Marine veteran - are all skills that are beneficial to serving on the GCNKAA board.



Fall Golf Classic

Monday, September 27, 2021

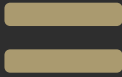
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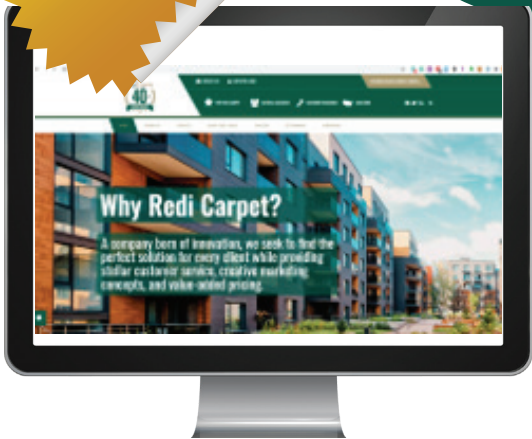


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LETTER FROM THE PRESIDENT

By Jeff March, BRG Apartments, Outreach President



Jeff March

A NIGHT OUT FOR OUTREACH & CHAMPIONS FOR OUTREACH

The 10th Night Out for Outreach was an extraordinary success as we enjoyed being together at beautiful Music Hall to raise critical funds to support the work of the Apartment Association Outreach (AAO) and to celebrate our accomplishments. Bob Wahlke with Towne Properties was our Event Chair and has provided great leadership as we continue to raise record amounts of funds to support our non-profit partners.

All 275+ attendees enjoyed fine music provided by the Pete Wagner Orchestra, a delicious meal compliments of Funky's Catering, and our program was highlighted by remarks from Ryan Luckie, the Rent Assistance Coordinator for the Freestore Foodbank. Ryan spoke to the significant impact that Outreach funding has provided to help residents to maintain housing stability, and how this has been especially important during the pandemic. At the conclusion of the evening, Bob and I had an opportunity to bring Mark Franks, our beloved GCNCAA Association Executive and AAO Vice President, to the stage to recognize his immense contributions to Outreach, and thus, the thousands and thousands of people that he has helped during his 28 years of involvement.

The Champions for Outreach now has commitments from 31 Primary and Associate member companies, and the sponsor total has grown to \$300,000! Champions for Outreach makes it easy for our members to support the great work of our organization in a simple way that includes all three of our fundraising events. Along with our Champion commitments, the Night Out event added 8 Orchestra sponsors (\$1,000 each), 5 Conductor sponsors (\$2,500 each), donations of \$7,900 and ticket purchases of \$3,450. Thanks to your generous support, AAO is on pace to exceed our prior record fundraising of \$350,000 achieved in 2020!

Please review the list of all the Champions for Outreach, Conductor and Orchestra sponsors in this Apartment Advantage, and join me in thanking them for their dedication to assisting those in our community

who are in the greatest need.

AAO ADDITIONAL UPDATES

Gateway Community & Technical College: On September 8, most of the AAO Board attended a ceremonial ribbon cutting on the Gateway Edgewood campus to dedicate the new Food for Thought Pantry that was made possible by AAO and our Nippert Foundation grant. We heard from a young woman who spoke to the vital impact provided by Gateway and access to the food pantry to help her overcome severe obstacles and get her life moving in a positive direction.

Holiday Cheers: On December 9, we will celebrate Outreach and the holiday season from 5 – 8 pm at Kenwood Country Club. I always look forward to this fun event, and I can't wait for us to be back together as we bring 2021 to a close. I want to thank Tonya Beckner with Miller-Valentine Group and Gerry Johnson with RentPath for chairing this once again. AAO appreciates the important role that our Associate Council plays in assisting us with our mission.

MY CONCLUDING REMARKS FROM NIGHT OUT FOR OUTREACH

I am extremely proud to be a part of this industry, and to share with you, our Primary and Associate members, the incredible work we do to improve the Greater Cincinnati and Northern Kentucky communities that we serve. I have often cited the following quote from Winston Churchill ... "We make a living by what we get, but we make a life by what we give." Well, I am equally gratified by both parts of this quote. Our industry works tirelessly to build quality housing as well as to acquire, improve and maintain apartment homes that house well over 100,000 of our local citizens. I think that is pretty cool!

However, equally or arguably even more remarkable, is our recognition of the importance as a collective of companies and industry leaders to give back to help those in crisis, to share our many blessings, and to assist those who deserve a hand up during their time of need. With your continued generous commitment to Outreach and our valued partners, I know that we will do even more to help those in need, and this will in turn shine a brighter and brighter positive light on our beloved multifamily housing industry. Thank you!

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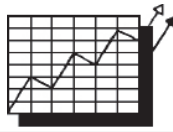


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To become a Champion For Outreach, please contact Rebecca McLean, Bob Wahlke or Jeff March.
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Trend Setting



This heading contains information on
Management & Leasing.

ONLINE REPUTATION SPEAKS FOR ITSELF, DELIVERS ROI

By Doug Pike, Content Manager at LinnellTaylor Marketing.

Considering that 70% of online reviews are positive, communities should encourage residents to share their experience.

What is the ROI of a positive online reputation? And what impact does it have on leasing and renewal? The 2021 Apartmentalize session, “Your Online Reputation: Trends, Strategy and ROI in Multifamily” delved into those questions, as well as strategies for improving online reputation.

Joseph Batdorf, President of J Turner Research, opened the session with some eye-opening statistics: In 2014, apartment communities received 1.7 million online reviews. Through just the second quarter of 2021, apartment communities had already received 11.7 million reviews. And those reviews are factoring into prospect decisions, with 64% of prospects reading all reviews, regardless of their rating. Also, during their apartment search, prospects actively research 14.3 properties but only visit 4.22 properties prior to leasing.

“Residents are now looking at more sites to gather more in-



formation, and physically visiting fewer sites,” said John Hinckley, Senior Vice President of Living Suite at RealPage and founder of Modern Message. “Decisions are being made based on information found online.”

So, what does that mean for leasing teams? Online reputation needs to mirror the actual resident experience.

“It starts with service,” said Kelly Shannon, Senior Vice President of Marketing and Customer Engagement for The Bozzuto Group. “Are you doing the things you need to be able to do, just

to deliver on service? My reputation online needs to reflect the level of service residents are receiving in person.”

Shannon noted that the right online response from the property team also has a positive impact. “We want to make sure we have the best response out there, and sometimes that takes a little bit of time,” she said.

While traditional schools of thought suggest that a rapid response to online feedback is essential, research shows that responses that also offer a solution to a stated issue can be even more beneficial. In cases of negative reviews, 58% of prospects prefer a response within 72 hours that offers a solution and contact info, compared to 42% who prefer a reply from the community within 24 hours with a simple acknowledgement of the issue.

Property managers can look at review trends and data to boost resident satisfaction by figuring out what the hot button items are for the community and working to address those issues for residents.

“People are happy when you’re delivering or even overdelivering,” Shannon said. “When residents are happy with your service, that’s a good time to ask them for their online feedback.”

Encouraging residents to create online content, take pictures, post and share their resident experience and what it’s like to live at the community creates an opportunity for resident engagement. And resident engagement generally results in a spike in positive reviews.

When resident satisfaction is high, and online ratings reflect that, operators can even reduce their marketing budgets.

“We don’t have to market as hard because our online reputation speaks for itself,” Shannon said.

Hinckley said online reviews and responses from the property team can be used to tell the community’s story. Considering that 70% of online reviews are positive, teams should encourage residents to share their experience.

“Review sites are not a liability anymore,” Hinckley said. “They’re selling your community online and telling your story. The more people you can get to share their feedback, the more positive the story is likely to be.”

Doug Pike is a Content Manager at LinnellTaylor Marketing.



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4 LESSONS LEARNED FROM SINGLE-FAMILY AND MULTIFAMILY PROPERTY MANAGEMENT

By Nick Latz, Chief Revenue Officer at Zego

Owners and operators of single-family rentals and multifamily housing can use each other's experiences to combat challenges and take advantage of opportunities.

According to a report by Walker & Dunlop, all eyes have been on single-family rentals (SFR), with rental growth expected to outpace multifamily, office, retail, storage and hospitality growth by 2022. With an increasing number of investors betting on the SFR market, owners and operators of multifamily housing have had their ears to the ground and are beginning to adjust their own operational strategies to stay ahead of the game.

According to Jered Lerum, Director of Business Development at Edison47, the focus should be on identifying what is appealing about SFRs and multifamily, and then creating a resident experience that works within both markets. For instance, owners and operators of both SFRs and multifamily housing can create communities that have the independence of a SFR while also having the support and extra layer of insulation of a traditional, high-end multifamily housing community.

However, despite leading the charge recently, SFRs have also gained deeper insights from legacy multifamily owners and operators who have been successful at fostering thriving communities



that attract and retain residents year over year. With the ability to promote a sense of community through shared amenity spaces, door staff, onsite maintenance and more, owners and operators of multifamily housing have many lessons to share with the SFR community, which can't always boast the same onsite luxuries.

During a time when resident experience management (the curation of personalized and frictionless touchpoints throughout a resident's tenure) has become critical

for owners and operators of properties on either side of the coin, resident touchpoints are going digital to deliver elevated living experiences. The rise in innovative technologies is improving bottom lines, increasing efficiencies and growing net operating income (NOI), proving how much owners and operators of SFRs and multifamily housing can gain from each other.

Here are four key takeaways stemming from the similarities and differences in SFR and multifamily housing property management.

TECHNOLOGY CAN BE USED TO STREAMLINE TIME-CONSUMING AND COSTLY ASPECTS OF THE RENTAL PROCESS.

Technology adoption can be instrumental in making the rental process more efficient and streamlined. SFRs are geographically dispersed by nature. When thinking about the various aspects of the rental process, as well as the resident experience once they officially move into a home, property owners and managers need to think about the time and energy it takes to conduct property tours, complete applications, conduct ID verifications, compile maintenance and work orders, onboard residents and more. Even tasks as simple as collecting rent requires time, and time is money.

SFRs don't have the luxury of having their units co-located, or the simplicity of having maintenance staff onsite ready and able to fulfill requests at a moment's notice. Technology adoption has been vital in ensuring these processes are completed successfully and in a timely manner when having a property manager onsite isn't possible. And while much of multifamily housing is contained under one roof, the ratio of residents to staff can often create a bottleneck of available resources to manage things like rent collection and maintenance requests. With today's renter focused on convenience and accessibility, both multifamily housing and SFRs can lean on technology to heighten the resident experience.

"Automating simple tasks like paying rent, submitting maintenance requests, etc. enables owners and operators of [multifamily rentals] to focus on residents and their living experience," said Joe Melton, Vice President of Marketing and Management Support Services at The Morgan Group.

RESIDENT PRIORITIES ARE SHIFTING.

According to a 2020 survey from Zillow, Millennials account for 43% of single-family home renters and 41% of multi-

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family housing residents, and are more open to using a mobile app for maintenance requests, lease renewal and communications with property management in general. The National Multifamily Housing Council and Kingsley found that 80% of residents across multifamily housing and SFRs want to be able to interact and do everything through a mobile app – community events, maintenance, paying rent, controlling utilities etc. In addition, Zego’s State of Resident Experience Management Report found that 50% of managers regularly communicate with residents via their home phones, and 98% of management companies offer or plan to offer a digital portal or mobile app for communication with management teams in the next 12 months. Fully native mobile solutions are becoming increasingly important to residents.

“The adoption of online rent payment went lock and step with digital communication,” said Jason Hagen, Chief Operating Officer at Cobblestone Real Estate in a story in Propmodo about single-family rentals. “Before residents didn’t want to provide their email addresses, but now they do so happily. We used to have to print out 500 letters and now we can do almost all of that over text and email.”

Because SFR assets are more dispersed, operators have had to adopt technology faster and as a result, have been providing renters with virtual and digital service offerings that cater directly to their preferences and the overall resident experience. While many multifamily operators have been comfortable up to this point with their traditional ways of handling the rental process, they now need to digitally transform and evolve to remain relevant and competitive. In the age of COVID-19, renters have become accustomed to tech-enabled remote offerings. Considering the tremendous growth SFRs have experienced in the last year, multifamily owners and operators need to continually think about technology adoption as a way to boost retention and increase resident satisfaction.

NOT ALL TECH STACKS ARE BUILT EQUAL.

While multifamily and SFR operators have been quick to adopt technology, they often run into the pain point of having a wealth of choices. With so many innovative solutions in the market, portfolios can easily feel overwhelmed by the array of options, or simply intimidated with the idea of evolving past what they’ve used for the past decade. But in many instances, this approach leads to operators managing with solutions that either don’t fit their current needs, or never were a perfect fit for their business. Many times, large property management systems are purpose-built for multifamily, so they can often feel like a “square peg” solution for a “round hole” problem to the largest players in SFR.

These challenges create unique opportunities for best-in-breed technology options and more targeted proptech stack solutions. Instead of staying within the full stack, operators who hone in on identifying targeted systems can alleviate the pain points associated with researching and purchasing multiple disparate tech applications. Targeted systems that focus on one particular aspect of the real estate industry and include multiple functionalities provide operators with the efficiency they crave. Their stacks can be simplified without being tied to an all-in-one solution, providing them with the best of both worlds.

UNTAPPED OPPORTUNITIES IN PREDICTING MAINTENANCE AND UTILITIES.

Predictive maintenance is a huge opportunity for owners and

operators of both SFRs and multifamily housing that has yet to be fully tapped. For instance, being able to collect analytics on HVAC systems is where owners and operators can determine other issues like leak detection. HVAC systems are often big expenses, so the ability to monitor these systems with predictive maintenance enables issues to be treated proactively before they become larger and more costly problems.

This opportunity also lies in utility usage and conservation, especially for SFRs. The nature of SFRs forces owners and operators to think about scaling faster. However, multifamily operators aren’t always thinking about maintenance cost per unit, as all they need are maintenance staff in the building. SFR operators are therefore hyper-aware of expenses, because they often need to tap into dispersed networks, contacts and resources. The ability to have automatic settings can make a world of difference for both SFR owners and operators, whose utility efficiencies vary unit to unit, as well as multifamily owners and operators looking to better track building infrastructure and energy efficiency. A systemized “checklist” is critical as well, as it provides a clear overview of entire portfolios. Implementing technology solutions can enable these checklists to be standardized and managed at a large scale, providing NOI gains to property owners on both the SFR and multifamily sides.

As the needs of consumers continue to fluctuate, SFR and multifamily owners and operators can use each other’s respective experiences to both combat challenges and take advantage of opportunities within their respective spaces. Additionally, as the commercial real estate industry continues to digitally transform, the unique opportunities, challenges and learnings from SFR and multifamily housing’s technology journeys are critical to accelerating their transformations and gaining a competitive edge in the market.

Nick Latz is Chief Revenue Officer at Zego.

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