



UPDATE

Vol. XXXII
No. 3
March
2017

Greater Dayton Apartment Association

2034

EVICTIION NOTICE

This serves as notice that you have been evicted from the premises, effective immediately. Please speak to the manager to begin the process of removing your belongings. Your presence on this property without permission of the manager is a crime, and the authorities will be called.

You Gave the Notice... Now What?



You Gave the Notice... Now What?



You have been summoned to appear at
3155 Elbee Road, Suite 300
Dayton, Ohio 45439
on the 29th Day of March in the year 2017
For the **MOCK EVICTION TRIAL**
From 4:00 P.M. to 5:30 P.M.
\$25 per person. (\$27 if billed)

GDA member Rogers & Greenberg L.L.P.
attorney, Channing Kordik, will moderate the program.
She will share insights to successfully defend your
investment in a court of law and will facilitate a mock
eviction trial. This will be a great education session to
gain skills that you will have, but hopefully not need.
Dayton Municipal Court Magistrate, Brandon McClain
will preside over the “trial”.

EVICCTIONS!!?

You're building your business with a growing portfolio of excellent rental properties. BUT, that one apartment or house... With those folks that you put in it even though you had that funny feeling?

Maybe the rent has been showing up later and later.

Maybe there's a LOT more cars and people in the house than you expect when you go to inspect it.

Maybe the local police are REALLY interested in the business being conducted in the property.

**Sometimes an eviction has to be one of the tools you use
when conducting your business.**

There will be a discussion of effective techniques for presenting and defending a winning case before the Housing Court. GDA members will role-play the plaintiffs and defendants. Observe and interact with a seasoned eviction attorney for aspects of the landlords' and tenants' respective cases to a Housing Court Judge. Then hear first-hand from the Judge what presentation styles, techniques, and strategies were persuasive and effective.

Register by calling 937.293.1170 | emailing info@gdaa.org | visiting gdaa.org/event-registration

NATIONAL APARTMENT ASSOCIATION'S TOP THREE LEGISLATIVE ISSUES

Tax Reform

Tax reform is front and center on the congressional agenda, and there is a real chance it will become law this year. The last comprehensive tax reform legislation was the Tax Reform Act of 1986 (TRA 1986) signed into law 30 years ago by President Ronald Reagan. The industry remembers how that bill devastated the industry for years, so it is imperative we engage with policymakers to ensure a more positive outcome. In the years since TRA 1986, legislation has changed the tax code focusing on rate changes and other targeted provisions while comprehensive reform has eluded policymakers. The election of Donald Trump and continued Republican control of the Congress has changed the outlook for tax reform. One-party rule where reform is a priority for all of the key players has increased the odds that broad-based legislation can become law. At this stage of the process, House Republicans are taking the lead on reform. While President Trump made a number of proposals during the 2016 campaign, it is House Republicans who have put forward the most detailed plan. Entitled "A Better Way Forward for Tax Reform," the House GOP released a "blueprint" for reform last summer, which is the starting point for their internal discussions. The blueprint would:

- Reduce the top tax rate on LLCs, partnerships Corporations and other pass-thru entities to 25% from 39.6%;
- Tax capital gains, dividends and interest at a maximum rate of 16.5%;
- Replace depreciation with immediate expensing of all investment except for land;
- Eliminate the deduction for business interest;
- Eliminate like-kind exchanges;
- Eliminate the Low-Income Housing Tax Credit; and
- Repeal the estate tax while retaining stepped-up basis For inherited assets.

It is important to note while the blueprint appears to eliminate the LIHTC, there are good indications it may be put back into the House GOP proposal.

As the most developed tax reform product in circulation at the moment, the blueprint is the centerpiece of conversation around tax reform. However, it is not yet legislation, and there could be significant changes made before an actual bill is introduced. Moreover, the White House and Senate still need to flesh out their own proposals. There is much time to go before a reform agreement is reached, if at all, and we can expect the details of any agreement to change several times along the way. For our part, the apartment housing industry's primary objective in reform is to support

legislation promoting economic growth and investment in rental housing without unfairly burdening apartment owners and renters relative to other asset classes. To this end, we are pushing lawmakers to ensure the following priorities are reflected in any bill that moves forward. Tax reform must protect "flow-through entities" (e.g., LLCs, partnerships, S Corporations, etc.), which are the dominant business structure in the apartment housing industry. Under this model, a firm's earnings are passed through to the partners who pay taxes on their individual tax returns. Accordingly, Congress must not reduce corporate tax rates financed by forcing flow-through entities to pay higher taxes by subjecting them to a corporate-level tax or by denying credits and deductions. It is also a priority for the apartment housing industry to maintain "like-kind exchanges" where property owners can defer tax on the gain on sale of an asset if, instead of selling their property, they exchange it for another comparable property. These rules encourage property owners to remain invested in the real estate market. Such an important tool for investment must be maintained in a reformed tax code. Notably, with the exception of land, the expensing proposal in the House Republican Blueprint provides for de facto like-kind exchanges. Tax reform should also take care to preserve investment incentives. Borrowing is a central part of how apartment housing is financed (a typical development project could be financed with 1/3 capital and 2/3 debt and the tax code has long provided a full deduction for interest.) Indeed, without business interest deductibility, the cost of debt financing would increase and shift many real estate business models. This would inhibit development activity at a time when our industry faces significant affordability challenges.

National Flood Insurance Program (NFIP) Reauthorization

Congress must prevent disruption in the marketplace and pass a long-term reauthorization before the government's backstop expires on Sept. 30, 2017.

- NFIP ensures affordable flood insurance is available at all times and in all market conditions for every at-risk rental property. For the vast majority of apartment communities, the NFIP is the only available option for coverage. These include more than just high-rise apartments found in urban centers and extend to rental homes as well.
- Ensuring all rental properties continue to have access affordable, quality flood insurance through NFIP is a top priority to protect NAA/NMHC members' investments and to help manage the increasing costs of providing housing. NAA/NMHC expect that legislation to reform and ultimately reauthorize NFIP will be introduced in both the House and Senate during the first part of 2017.
- We strongly urge Congress to prevent disruption in the marketplace and pass a long-term reauthorization of the NFIP maintaining the government's backstop well before it is set to expire on Sept. 30, 2017.

Continued on Page 4....

Continued from page 3

Policymakers should also take care when making changes to cost recovery rules such as depreciation so they do not harm real estate investment. Apartment buildings are currently depreciated on a 27.5-year schedule. While House Republicans are proposing to allow buildings to be immediately expensed, others have suggested extending the current-law depreciation period. This would surely lead to reduced development and investment and ultimately undermine real estate values and stifle job creation. Finally, protecting the Low-Income Housing Tax Credit (LIHTC) is a priority for the apartment housing industry. The LIHTC is the central vehicle producing housing for moderate- and low-income families. We are in a period of crisis in housing affordability and need stronger incentives like the LIHTC to effectively respond. This program must remain a vital part of the strategy to address our nation's housing needs. There is some overlap between what is being proposed, at least in the House GOP blueprint, and the apartment housing industry's priorities. It is important to remember policymakers are truly looking to reshape how taxes are levied in this country and perhaps what they propose could effectively replace what is in the tax code now and keep the apartment housing industry whole. We remain open minded on this point as we continue to press for our top priorities and evaluate in detail what tax reform proposals mean for our business. Every member of the apartment housing industry must be engaged in the advocacy campaign on tax reform. This means contacting your members of Congress and communicating our message. Changes to the tax code will impact all of us, and it is our responsibility to ensure whatever reform is passed does not harm our ability to provide housing to one-third of the nation.

Americans with Disabilities Act (ADA) Reform

Provide a business owner with the opportunity to cure an alleged deficiency prior to the initiation of a “drive-by” lawsuit.

- Housing providers have responsibilities under the ADA to ensure their communities are accessible to people with disabilities, including the inclusion of specific building design features. However, the complex and sometimes conflicting nature of guidance, building codes and statutory language have led to varying interpretations of compliance. Allegations of non-compliance create significant challenges for apartment firms, including operational barriers and litigation concerns.
- Unfortunately, suits driven solely by litigants aiming for financial gain are growing even though they often have no intention of improving accessibility needs. Dubbed “drive-by” lawsuits, these complaints often result from tester visits to a business for the express purpose of finding violations and filing suit. Plaintiffs then typically demand settlement money in lieu of filing a lawsuit, with a single plaintiff sometimes filing hundreds of actions.
- We support legislation introduced in the past several Congresses to allow a business owner to cure an alleged deficiency prior to a lawsuit's initiation. This measure would increase access for the disabled and create an important disincentive for complaints motivated purely for financial gain.



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1. A GDAA dropped member will not be considered a NEW member until 12 months have passed.

2. If a member apartment community changes management companies or an owner/property management company adds units these will not be considered new members.

**Just follow
these Guidelines**



MEMBERSHIP ANNOUNCEMENTS

Welcome New Members!

New members are approved by the Membership Committee and the Board of Directors.
If you should have any questions or comments about sponsoring new companies,
please contact the GDAA office at (937) 293-1170 or info@gdaa.org



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Jeff Hahn/Brad Havens

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In Zone Roofing & Restoration LLC
1733 Little York Rd.
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Beverly Class Owner & Jeff Class

I am a certified GAF roofing contractor, meaning all our roofing is performed at local, state, international building code requirements. The same applies to every aspect of restoration and upgrades we offer. I have been in the Home Improvement and Hospitality industry for 30 + years and have outstanding customer service skills. We want our customers happy. I stand behind my company in every aspect from Certified Roofing Systems to general property maintenance. I'm accredited with the Better Business Bureau, and I aim to provide outstanding customer service. I accept all major insurances and offer senior and veteran discounts. We have several certifications pertaining to the Home and Business restoration and maintenance industry, we make solutions not excuses.

As a local roofer, my top goal is to earn your long-term trust, and I can handle everything from extensive repairs to brand-new construction. I run an environmentally conscious company, so don't hesitate to contact In Zone Roofing And Restoration in Dayton, OH, today. References are available upon request.



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Matt Jones/ Pam Jones

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MEMBERSHIP ANNOUNCEMENTS



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 Atlanta, GA 30339
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 Andrew J. Riggs (513) 275-8307

If you're looking for a roofer, then you'll want to make sure that you've found a professional. All Around Roofing, Siding & Gutters has more than 10 years of experience, and all of our work is done by our in-house employees.

Our team can assist anyone who needs help with:

- Gutters, Siding, Roofing and Commercial roofing

All Around Roofing, Siding & Gutters is committed to providing excellent customer service, which is why we'll perform a complete cleanup once our work is done. Call us today to learn more or to schedule an appointment anywhere in Greater Dayton Area. Our roofers are available Monday - Friday, 7:30am - 6:30pm; Saturday, 9:00am - 12:00pm; and Sunday, by appointment.

New Primary Member :

D.A.F. Inv. L.T.D.
 1505 Shroyer Road
 Oakwood, OH 45419
 (937) 567-0701 Fax (937) 567-0937
 Rita Neargarder

Property:

Acorn Arms Apts.(12 units)
 1505 Shroyer Road
 Oakwood, OH 45419
 (937) 567-0701 Fax (937) 567-0937
 Rita Neargarder

GDAAs welcome back the GDAAs as a member. They have rejoined and have included 9 of their stores. For store locations please refer to your new April 2017 Membership Directory when you receive it or call the GDAAs office for more information on the individual stores.

When The Home Depot was founded in 1978, Bernie Marcus and Arthur Blank had no idea how revolutionary this new "hardware store" would be for home improvement and the retail industry.

Today, they are proud to be the world's largest home improvement retailer. In more than 2,200 stores across North America, they aspire to excel in service – to their customers, associates, communities and shareholders. That's what leadership means to them. "That's The Home Depot Difference."

New Primary Member:

Herman & Kittle Properties
 500 E. 96th Street, Suite 300
 Indianapolis, IN 46240
 (317) 975-4482 Fax (317) 975-4483
 Thomas Lahmon

Property:

Cambridge Commons (190 units)
 841 Gawain Circle
 West Carrollton, OH 45449
 (937) 866-2479 FAX (937) 866-7637
 Patty Taylor

Property:

Wingate at Belle Meadows
 (240 units)
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 Trotwood, OH 45426
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 Fax (937) 854-1323
 Luke Elton



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2017 Fair Housing Update #3

Fair Housing Reports Available on Website of Miami Valley Fair Housing Center

The Miami Valley Fair Housing Center, (MVFHC) maintains a website that can be used by consumers and housing professionals to learn more about fair housing. Go to www.mvfhc.com and click on Service/References where there are additional tabs such “Service Animal Policy” or “Advertising Word and Phrase list.” Click on the “Reports” tab to view the fair housing reports. These are required of all jurisdictions receiving certain federal funds like Community Development Block Grants (CDBG). The tab has reports from the State of Ohio, the cities of Springfield, Troy, Piqua, and the counties of Clarke, Greene, Miami, Fayette and Preble. There is one Regional report called the “2015 Regional Analysis of Impediments for Montgomery County and the Cities of Dayton and Kettering, OH.”

Each report lists its own community’s barriers to fair housing. For example, one thing that all reports from our areas agree upon is that many neighborhoods and towns lack affordable accessible housing for people with disabilities and for aging in place. The reports look at all housing through the lenses of protected classes and examines discrimination issues based on race, color, religion, national origin, the presence of minor children in housing, gender and disability along with any locally protected classes like ancestry, military status, age or marital status. Moreover, the reports attempt to examine aspects of the community linked to housing and it asks questions such as: “Is there adequate transportation to jobs from all residential areas?” and “Is there access to high performing schools for all children in the residential areas of our city?” If the answers are no, then these documents can be used by municipal planning departments as cities grow, improve amenities, and work for their citizenry because the reports also have recommendations for overcoming the listed barriers. Follow this link to see all of the local reports: <http://mvfairhousing.com/reports.php>.

***The information in this article was collected by John Zimmerman,
VP Miami Valley Fair Housing Center from resources from HUD
and the local jurisdictions in the Miami Valley.***

LEASING ARTICLE

Five Tips Every Leasing Professional Should Read By Matt Easton

Honesty

Nine times out of ten a leasing agent is going to hear this question when giving a tour: "How thin are the walls?" I learned that the best thing to do is be honest. Realistically, apartments are multi-family housing and the walls are typically built pretty thin. Inform renters that they are going to hear sounds between units and floors. If it's a real concern for them, encourage them to consider a top floor. This goes for crime, too. If someone ask you if your community is safe, your best response is "Crime has no address."

Phone Technique

If there's one thing to remember on the phone it's this: always answer a question with a question. It's a great way to stay in control of the conversation, and makes it easier to ask for an appointment. The more you know about the prospect the better you can sell your product and satisfy their needs. Converting more telephone calls into walk-in traffic will increase your overall traffic and, consequently, your sales!

Team Closing

No matter how good you are at your job, there are going to be some people with whom you don't connect. Instead of desperately trying to close these people, make a deal with a coworker to help close the deal and split the commission with him/her. If the coworker can vibe more with the prospect, it's a win-win situation. This is also a great technique to use with managers. When a manager pops into the room and chats with the prospect, the person immediately feels as though they are getting special treatment. This could ultimately be their push to complete an application or sign a lease.

Follow Up

You go out on a first date and everything goes well. You're interested in a second date, but when do you call and ask? You don't want to seem desperate, but you also don't want to miss your window of opportunity. When following up with a prospect, a good time frame to reach out is within the first 48 hours. Now you might not get a response for a few days or weeks. It may even get to the point where you feel as though you are stalking these people when you continue to follow up. What I learned: stalk until you can't stalk no more... or until they tell you to stop calling! One of the leasing agents told a story about how they followed up with a prospect for over 6 months. The gentleman initially said he was just looking, but eventually ended up signing a lease!

Terminology

Using the right words with the right people is so important in this industry. You wouldn't want to tell a prospect that you have a make ready 2 by 2 unit, even though that's how you would speak with the maintenance and office staff. Below you will find the appropriate terms to use with both audiences:

Staff Language

Tenant
Unit
Complex/ Property
2 by 2
Handicap Unit
Maintenance Man
Leasing Agent Professional

Make Ready

Renter Language

Resident
Apartment Home
Community
2 Bedroom, 2 Bathroom
Accessible/ Barrier Free
Service Technician
Leasing Associate/ Leasing Professional
Move- In Ready

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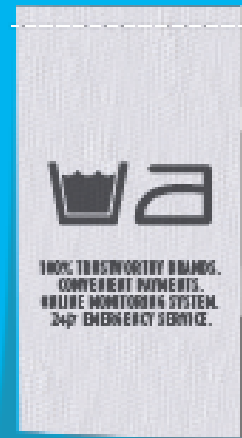
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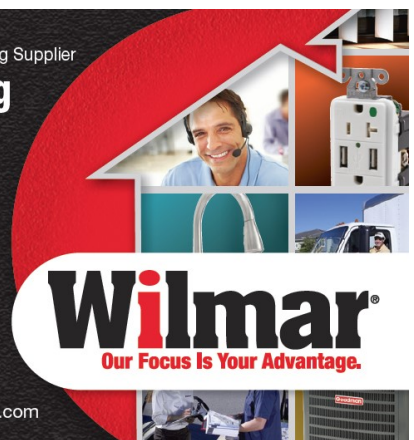
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2017 **GDAA** MAINTENANCE MANIA!®

THURSDAY, MARCH 16th 2017

THE GAMES:

- AO Smith Water Heating Installation
- CFG Faucet Repair
- Fluidmaster Duo Flush Toilet Conversion
- Frigidaire Icemaker Installation - AE FICKERT
- Kidde Fire & Carbon Monoxide Safety Installation - MR ROOF
- Kwikset Key Control Deadbolt Test
- Seasons Ceiling Fan Installation
- Motorola Race Car Competition - SHERWIN WILLIAMS PAINT



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Dayton, OH 45439
info@gdaa.org
gdaa.org/maintenance-mania

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♣ KISS ME I'M GDAA EDUCATED!

All events are held at the GDAA Event Center located at 3155 Elbee Rd, Ste 300, Dayton, OH 45439 unless otherwise noted. Registration for events can be made by calling 937.293.1170, emailing info@gdaa.org, or visiting gdaa.org/event-registration.

Cancellations made after deadlines will not be honored. No-shows will be billed. Non-members **MUST** pay in advance or at the door. Credit cards accepted.

Wednesday, March 8th



Outreach Marketing

Presentation by Oksana Lukjanenko, Denizen

9-11am \$42 includes 2 CECs and Continental Breakfast

The principles of outreach marketing that help you create passionate recommendations for your community.

Thursday, March 9th



Fair Housing Tips for Welcoming People w/ Disabilities

Presentation by John Zimmerman, MVFHC

9-10am \$10 includes 1 CEC

The provisions of reasonable accommodation and reasonable modification.

Tuesday, March 21st



Time & Task Management

Presentation by Ken Knox, Redwood Living

9-11am \$42 includes 2 CECs and Continental Breakfast

How long does it take to get the job done and done right and how do you explain it to management?

Wednesday, March 22nd



REAC Property Inspection Training

Presentation by Victoria Taylor, Wallick Properties

9-11am \$42 Includes 2 CECs and Continental Breakfast

Get valuable information on what to look out for to get ready for REAC

Thursday, March 23rd



Lease-A-Palooza

Visit www.gdaa.org/lease-a-palooza for full information

Presentation by GDAA's Leasing and Managing Professionals

9am-3pm \$99 Includes Lunch

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- ◇ Keeping Your Residents During and After Their Lease is Up

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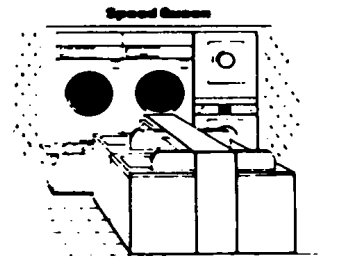


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- Entry Door Window Signs (2)
- Show entry poster
- Four sided sign in center of show
- Name/Logo on attendee name badges
- GDAA email member's invitation to your booth
- 10 free admission tickets for your customers



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OR E-MAIL INFO@GDAA.ORG**

Flying Trapeze Sponsor - \$1250 - 1 Available Includes:

- Banner on Registration Table
- Exhibit area poster sign

Tiger Tamer Top Bar Sponsor \$675 - 1 Taken by Feazel, Inc.

1 Available includes:

- Wall Banner in Bar

Sword Swallower Sidebar Sponsor \$250 - 1 Taken by Sherwin Williams Paint

3 Available Includes:

- Signs in front bar area

Fire Eater Food Sponsor \$250 - Taken by HD Supply & Harrison's Pro Tree 2 Available Includes:

- Signs on food table

Juggler Door Sponsor \$150 - 1 Taken by CORT 3 Available Includes:

- Sign on bathroom door

Clowning Around Bathroom Sponsor \$75 - 8+ Available Includes:

- Sign on bathroom stall doors





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LEFT!!!**

**36th ANNUAL TRADE SHOW REGISTRATION
APRIL 26, 2017
Presidential Banquet Center Kettering 45420
4:30—7:30 p.m.**

**Deadline for pre-registration was 1/16/17
Registrations accepted on a first come-first serve basis!
Total booth cost must accompany this Registration**

All booths -\$650 inclusive!

Included will be: 10' X 8' booth, 8 foot backdrop, 3 foot side rails,
8 foot draped table & electric (if needed), chairs and unlimited
exhibitor representatives in booth!

For booth choice - please refer to layout on next page →

I would like to reserve the following booth(s)_____

THESE ARE MY BOOTH(S) PREFERENCES:

1st Choice_____2nd Choice_____3rd Choice_____4th Choice_____

REMEMBER—ALL REMAINING BOOTHS ARE RESERVED ON A FIRST COME- FIRST SERVED BASIS!

Total booth cost must accompany this contract

THIS CONTRACT IS IN THE NAME OF: (PLEASE NOTE RULES & REGULATIONS ON OTHER SIDE)

Company_____YOUR NAME _____

Address_____City, State, Zip_____

Phone ()_____e-mail:_____

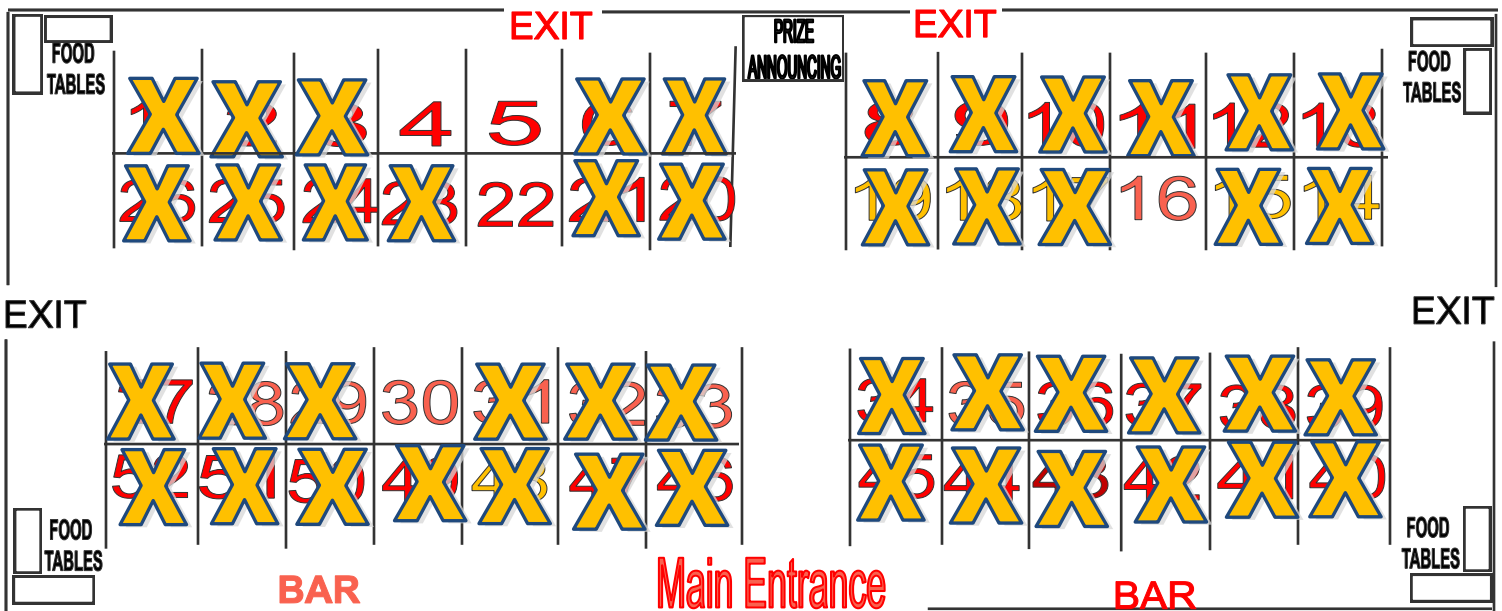
Authorized Signature_____Title_____Date_____

**Please return with payment to: Greater Dayton Apartment Association; 3155 Elbee Rd.
Suite 300; Dayton, OH 45439; (937) 293-1170 fax (937) 293-1180 or e-mail info@gdaa.org**

PAYMENT METHOD [☐] Check Enclosed [☐] Visa [☐] MasterCard [☐] Discover [☐] American Express

Payment Amount _____ Card# _____ Expiration date _____

Security Code _____ Card Billing Street Address _____ zip code _____



RULES AND REGULATIONS

Exhibit Date: April 26, 2017

Exhibitor Terms:

Total booth cost must accompany this contract. Cancellation of space or failure to occupy booth not subject to refunds. No part of any payment will be refunded or applied to any future contract. If company does not choose to exhibit for any reason, the space will revert to GDAA. Booths will display only merchandise regularly sold by them. No space may be shared or sublet. Exhibits must remain intact until the closing of the show. Booth Location: GDAA will make every effort to honor requests, but reserves the right to make adjustments in the published floor plans.

SHOW CANCELLATION AND DISCLAIMER:

In the event of cancellation of the Trade Show due to fire, strikes, act of God, government regulation or any other causes beyond control, the management shall determine an equitable basis for refund of such portion of entrance and booth fee as is possible after consideration of expenditures and commitments already made. Disclaimer: The Greater Dayton Apartment Association, its officers, agents and employees expressly disclaim any and all liability sustained by an exhibitor, or any person, caused by fire, theft, water or accidents, either intentionally or negligently caused by the conduct of any party. Exhibitor agrees to fully indemnify and hold forever harmless the GDAA, its officers, agents and employees for any loss, damage or injury sustained by an exhibitor or any person caused by fire, theft, water, or accidents, resulting from the conduct of the signed exhibitor, his agents or employees.

1. Ehrlich Pest Control
2. The Lake Doctors
3. CSC Service Works
- 4.
- 5.
6. US Lawns
7. Mr. Roof
8. Houser Asphalt & Concrete
9. Jetz Service Co
10. Feazel, Inc.
11. Extermital
12. Aquatic Pond Plus
13. Pinnacle Paving & Sealing
14. A-1 Sprinkler
15. Dayton Windustrial
- 16.
17. Harrison's Pro Tree Service
18. Scherzinger Pest Control
19. AQUA DOC
20. HD Supply
21. Precision Concrete Cutting
- 22.
23. SIBCO Building Products
24. Rent Manager
25. AmRent
26. National Credit Services
27. Cincinnati Coin Laundry
28. Roto-Rooter
29. Roto-Rooter
- 30.
31. Ferguson Enterprises
32. A.E. Fickert
33. Sholiton Industries
34. CORT
35. Habegger Corporation
36. Appliance Warehouse of America
37. Maintenance Supply Warehouse
38. One Way of Ohio Carpet Restoration
39. Great Lakes Laundry
40. IGS Energy
41. Sherwin Williams-Flooring
42. Sherwin Williams - Paint
43. Coming Clean
44. MB Link
45. Wilmar
46. RentPath
47. Dependable Constrution
48. Apartments.com
49. CertaPro Painters
50. PPG Paints
51. Rite Rug
52. For Rent Media Solutions

Front Entrance



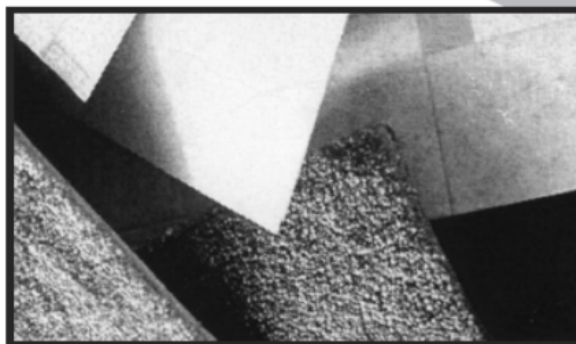
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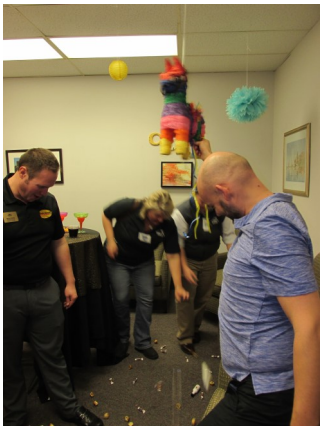
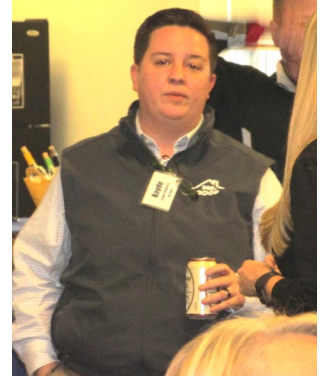


GDAA FEBRUARY 2017 GENERAL MEETING HIGHLIGHTS

The Butterfly Effect With Toni Blake



New Member!
Dexter McGhee -
McGhee Electric



More Photos at:
gdaa.org &
facebook.com/GDAA.ORG

HOW MAINTENANCE CAN IMPROVE THE RESIDENT EXPERIENCE

The opportunity for maintenance techs to have face time with residents is increasing. Techs are out in the community day after day, working with residents on maintenance issues or repairs. Or, they are seen working in and around apartment buildings, doing what they do to keep the lights on in multifamily.

That's why maintenance team members must understand their roles in the customer experience, Paul Rhodes, National Maintenance and Safety Instructor for the National Apartment Association Education Institute (NAAEI), says. Because a resident may be more likely to put a face with a community through contact with maintenance personnel, technicians need to be on top of their games at all times.

"Almost every day, residents may see maintenance because they're doing service requests," Rhodes says. "It's important that maintenance personnel have clean uniforms, show confidence and professionalism and look like they know what they are doing. Maintenance has to understand how they are perceived and their role in the resident experience."

Rhodes offers myriad ways that maintenance teams can improve the resident experience:

Streamlining the types of products and parts used throughout each apartment in the community will simplify the service processes and lead to quicker resolution of maintenance issues and repairs. For example, a property should use the same type of vanity faucet or door knob throughout the property, and maintenance should always have such items in stock for replacement. Standardizing saves time and money because there are fewer variables when maintenance completes service requests, Rhodes says. When the technician arrives with the right part the first time, residents are more confident in maintenance's ability.

Outward Appearance

Perception is a reality, whether it's true or not, says Rhodes. For example, a maintenance tech who looks clean, professional and is wearing a smile but may not be as experienced will connect with a resident rather than a master technician who's dirty, seems disheveled and is a little agitated. The resident won't know which is the lesser experienced, but the more professional-looking tech is more likely to gain the resident's confidence.

Maintenance has a larger role in communication with the resident than many realize. It's important for technicians to communicate in a way with residents so that nobody gets offended, especially when it's an issue created by resident error.

"You want to get information across in a way that doesn't offend, belittle or sound condescending to residents," Rhodes says. "Make sure the maintenance team is getting training in communication."

Proper Appliance Use

Rhodes says residents don't always understand how appliances work, and often don't read the instruction manuals left at move-in. Short videos featuring onsite maintenance technicians that are accessible on mobile devices can educate residents on how to properly operate appliances like ovens, dishwashers and washing machines. The videos are a great way for residents to connect with Maintenance while also helping reduce service calls. Just as residents don't always read the instructions, maintenance techs sometimes look the other way on appliance manuals, Rhodes says. A technician who doesn't appear to know how to fix a problem is a maintenance disaster, Rhodes says. That's all the more reason that technicians should receive periodic training, especially since technology changes.

"Refrigerators don't have defrost timers these days," he says. "They now have a circuit board to advance the cycle. You have to follow the manufacturer's instructions to force defrosting. It's run by a computer."

Rhodes says giving residents a repair-related move-in gift is a sure way to put the maintenance team against a wall.

"Don't give out a toilet plunger as a move-in gift," he says. "Let's think it through... you have a resident move in, they pay rent and they are greeted in the bathroom by a toilet plunger. That's like buying a car with a 100,000-mile warranty, but you open the trunk and it's full of tools. How much confidence in the plumbing does this brand new resident have?"

Bringing Gifts

Giving the gift of a plunger can be done by the maintenance team after they've used a new plunger to clear the lines on a service call.

"In this way the resident knows that the toilet works, and maintenance will respond if there is a problem," Rhodes says. Educate office staff about the information that Maintenance needs on a service request. Rhodes says the office needs to know the difference between a dripping faucet and leaking faucet, and be able to convey that to the maintenance team before the service call. He recommends arming staff with cue cards that can be used to ask questions and get better detailed information from residents when they call for service. "It's teaching the right language for office staff to use," Rhodes says. "The cards are written in Maintenance's own words so that Maintenance gets a more complete description of the problem."

Invite office staff members to spend a full, normal day shadowing a maintenance technician. That, Rhodes says, will help leasing associates and administrative assistants who are likely to field maintenance calls a better understanding of what the technician needs to do the job right the first time.

If a technician has to return to the job because he or she doesn't have the right information and tools, resident confidence in management's ability to resolve issues may be shaken, Rhodes says. By the same token, spending a normal day in the office can help a technician with understanding life as a leasing professional.

A Maintenance Social is a great way to let residents mingle with technicians in a casual atmosphere. Rhodes encourages management to put spatulas in their tech's hands and host a hamburger or hot dog cookout during the outdoor season.

"Make it maintenance-themed so that your residents see maintenance techs as human beings, and maintenance techs see the same in residents," he says.

Consider having an agenda, and include topics like most common service requests and tips residents can use to help their apartments run more efficiently.

Host regular team meetings with the office staff so that everybody is always on the same page.

"Let the maintenance department talk about what's going on in their world and the office talk about what's going on in their world," Rhodes says. "But it can't be about whining."

Understanding issues that face each group will help improve communication with residents and resolve problems faster, Rhodes says.

--- This article originally appeared in *Property Management Insider*, an e-newsletter produced by RealPage.

APARTMENT COMMUNITY OF THE MONTH

This month's Apartment Community of the month is **Waterstone at Carriage Trails** and is located at 1998 Persimmon Way in Huber Heights.



Waterstone at Carriage Hills is managed by Miller-Valentine Group.

They are currently in lease up. The first building opened in January 2017 and one building will be delivered each month through July 2017.

Waterstone at Carriage Hills features 5 floorplans, with contemporary updates and great space! 1 bedroom, 1 bedroom with den, two 2 bedroom floorplans and a 3 bedroom floorplan.

There many amenities include: heated saltwater pool, fire pit, dog park for small dogs, dog park for large dogs, clubhouse with 24 hour fitness center, yoga area, media lounge, business center with MacBooks, printer and wifi, game room with shuffleboard and billiards table, residents events, rentable clubhouse, playground, garages available and pet friendly.



Waterstone at Carriage Trails provides special services also. Package acceptance, resident events, 24 access to the clubhouse and the Hometown Heroes program offering 5% discount to Military, Police, Fire, EMT and Teachers.



The Waterstone at Carriage Hills Management Team

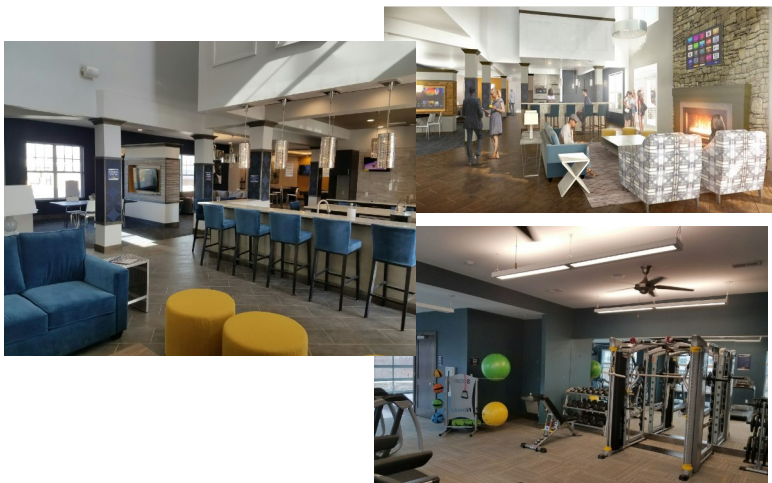
Left to Right

Ashley Zimmerman
Jen Wiand (seated)
Thomas Tolbert

Leasing Professional
Community Manager
Service Technician



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2017 PRESIDENT'S CLUB EXCLUSIVE EVENTS

February 22nd—after Toni Blake's presentation/General Meeting—Celebrate National Margarita Day in the GDAA President's Club Lounge— special drinks and hors d'oeuvres

March 29th— after General Meeting - drinks and hors d'oeuvres in the GDAA President's Club Lounge

April 26th—Trade Show Private Preview (Must have Trade Show Booth) at the Presidential Banquet Center. 3:00 p.m.

June 9th—Wine/Beer Tasting , Cookout includes steak or salmon you grill yourself and a delicious buffet at the Valley Vineyards Winery -Brewery. In Morrow, Ohio. One significant other or friend per attendee included.

August 23rd—Poolside Brunch at The Conifers at 10:00 a.m.

September 27th—after General Meeting — Bourbon Tasting and hors d'oeuvres in the GDAA President's Club Lounge

October 11th—After hours gathering starting at 4 p.m. at Caddy's in Miamisburg. Appetizers and drinks included.



Join the Club!

Benefits Include:

- ◆ Recognition in the Members Directory
- ◆ Recognition as a Club Member on the website
- ◆ Name Display on Two Banners in GDAA Offices
- ◆ Recognition in UPDATE
- ◆ Recognition on flyers & mailers for all GDAA Members (520 Individuals and companies)
- ◆ Company announced as Club Member at all General Meetings and October Annual Meeting & Mini Trade Show PLUS recognition during PowerPoint presentation
- ◆ Recognition in Spotlight On Success Event Program
- ◆ GDAA Trade Show Private Preview with Apartment District Managers, Owners, Property Managers, Presidents, Vice Presidents and Decision Makers. (Must have a Trade Show Booth to participate)
- ◆ Exclusive Event Invitations with apartment industry decision makers.
- ◆ Company name on all beverage cups used at the events held in the GDAA offices (exception: GDAA Holiday Party)
- ◆ The opportunity to introduce the General Meeting featured speaker or educational instructor at a seminar or workshop
- ◆ Recognition in the Annual Members Planner as previous year's President's Club Member

Join now! Call 937-293-1170 or email info@gdaa.org

MARCH

DATE	TIME	EVENT
2	8:00AM—9:00AM	Executive Director Search Committee
7	8:30AM—9:00AM	Maintenance Education Council Meeting
	9:15AM—10:00AM	Education Committee Meeting
8	9:00AM—11:00AM	Outreach Marketing
9	10:00AM—11:00AM	WEBINAR—Fair Housing Disabilities
14	9:00AM—11:00AM	Don't Act Your Age—Marketing to Older Communities
	11:00AM—NOON	Spotlight on Success Committee Meeting
	3:00PM—4:00PM	Legislative Committee Meeting
16	4:00PM—6:30PM	Maintenance Mania Competition
21	9:00AM—10:00AM	Membership Committee Meeting
	9:00AM—11:00AM	Maintenance Time's Task Management
	10:00AM—11:00AM	Program Committee Meeting
22	9:00AM—11:00AM	REAC Property Inspection Training
23	9:00AM—3:00PM	Lease-A-Palooza
	4:00PM—5:00PM	Board of Directors Meeting
28	8:30AM—9:30AM	Rent Foundation Committee Meeting
29	4:00PM—5:30PM	General Meeting

APRIL

DATE	TIME	EVENT
5	9:00AM - NOON	GDAA Job Fair
6	8:30AM—12:45 PM	AC Basic and Advanced Training
12	9:00 AM—11:00AM	Fair Housing For Service Techs
13	10:00AM—11:00AM	WEBINAR-What's Spotlight on Success and How Do I Win?
14	Good Friday	GDAA OFFICE CLOSED
18	9:00AM—10:00AM	Membership Committee Meeting
	10:00 AM—11:00 AM	Program Committee Meeting
	3:00PM—4:00PM	Legislative Committee Meeting
20	9:00AM—10:00AM	Board of Directors Meeting
25	8:30AM—9:00AM	Rent Foundation Committee Meeting
26	1:30PM—4:30PM	HUD Talks Fair Housing
	4:30 PM—7:30 PM	Annual Trade Show

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