

GFAA Gazette

We have "remodeled" our Annual Tradeshow!!

Join us on September 19th, 2019 at our new venue- the Crown Complex ballroom & lounge- for the GFAA's "Life's a Beach Supplier Expo".



It is encouraged that all booths are in theme, and Attendees can be dressed in costume - trophies will be awarded for both Suppliers and Attendees. Hor d'oeuvres and bar (cash, credit and tabs are all welcome) will be located in the lounge adjacent to the ballroom.

Joining us for DJ/MC will be Paul Bruss of PB Productions!

Admission is free for all attendees of this Members Only event. So, bring your entire staff to support the Suppliers' biggest event of the year.

Meet new people, mingle with your current vendors and industry friends, see new products and learn about new services, collect info for budget season, win prizes, and more!



Save the Dates!

- 7/11/19 Vendor Appreciation Bowling Night at Lafayette Lanes from 6-9 pm
- 7/18/19 Lunch & Learn Appliance Repair with Maintenance Supply HQ at Addison Ridge 9 am-12:30 pm
- 7/26/19 Deadline to register for NALP
- 7/31/19 Supplier deadline to reserve booth for Expo
- 8/7 /19 NALP 8:45 am-5pm Westlake at Morganton (also 8/14 + 8/21)
- 8/14/2019 CPO with Mark Cukro 8:45-5pm at Addison Ridge
- 8/15/19 Member Luncheon & Seminar w/ Satisfacts/ Apartment Ratings 11:30 am -4 pm at Highland Country Club
- 9/19/19 Life's a Beach Supplier Expo at the Crown Coliseum 4-7 pm



NATIONAL APARTMENT
LEASING PROFESSIONAL®

NALP—National Apartment Leasing Professional

Class dates are August 7th, 14th, and 21st, 2019 at Westlake at Morganton from 8:45 am—5pm. This designation course is sponsored by Loeb sack and Brownlee.

Credential Program Synopsis:

Earning NALP, your first industry credential, signals to an employer your commitment to a career in residential property management.

Requirements:

To obtain the NALP credential, candidates must complete the following:

- Minimum of six months of onsite property management experience in a leasing role (This can be obtained while taking the course; you will receive a provisional certificate until this requirement is met.)
- Successful completion of seven NALP courses including completing the Market Survey presentation (totaling 25 hours)
- Meet all examination standards within 12 months of declaring candidacy

You'll learn about:

- * Using technology to generate traffic
- * Monitoring and managing your community's reputation
- * Inspecting the leasing center, tour route, model units, and vacant apartments
- * Shopping the competition while building relationships with competitors
- * Compiling a comprehensive community resource tool
- * Effective marketing plans
- * Relationship sales process and evaluating personal sales performance
- * Evaluating a prospect's commitment level and overcoming objections
- * Reviewing the next steps in the sales process with prospective residents
- * Applying fair housing laws and communicating rental criteria
- * Qualifying prospective residents according to rental policy
- * Preparing and reviewing leases with new residents
- * The move-in process
- * Responding to resident issues and maintenance requests with appropriate follow-up
- * Building relationships with residents and creating a sense of community
- * Reporting incidents, maintaining documentation, and taking corrective action
- * Maximizing revenue and operational efficiency

Registration Deadline is July 26th, 2019 so classroom materials can be ordered in advance. Cancellations after July 26th, 2019 will not be accepted/refunds will not be given after this deadline. You can send a substitute candidate to the class if the original registrant can not attend; as long as they fulfill the above listed requirements.

Pricing: Member \$429, Non Member \$529

Click here to register: [NALP](#)

A special
recognition to our
Diamond Sponsor

Loeb sack & Brownlee

for being our 2019
Education Sponsor



LOEBSACK
& BROWNLEE, PLLC

August Member Luncheon and Satisfacts/Apartment Ratings Seminar

Member Luncheon 11:30 am—1 pm
Seminar 1:00 pm—4:00 pm, 3 CEC's
Highland Country Club, 105 Fairway Drive, Fayetteville NC 28305



About the Seminar: Review Response Workshop and Negative Reviews - Your New BFF

The multifamily industry has always had a love/hate relationship with online reviews. We've taken a defensive approach to negative reviews in particular - but what if we didn't have to? Believe it or not, negative reviews aren't necessarily a bad thing - they can be just as powerful in swaying decision makers. Learn 5 ways your community can use negative reviews to attract and retain residents.

Who should attend? Marketing and Training Directors, all Property Management Staff

Session Takeaways:

- Retool your response strategy for online reviews
- Gain a new perspective on the positive effects a negative review can have on renter behavior
- Transform your responses into marketing opportunities

About the Speaker: Jennifer Carter | Director of Client Performance, SatisFacts Research and ApartmentRatings.com

Jennifer has 10 plus years of proven experience in Marketing and Training as a Director of Marketing for several property management companies where she has trained employees in industry best practices. Jennifer holds a B.A. in Business Management from Westfield State University and an M.B.A. in Business Entertainment from Full Sail University.

Check out this link for registration and pricing: [August Lunch and/or Seminar](#)

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Vendor Appreciation Bowling Night

Date:
July 11, 2019

Time:
6:00-9:00 pm

Location:
Lafayette Lanes
3313 Raeford Road
Fayetteville, NC 28303

Cost:
Suppliers/Vendors =
FREE!!

Apt Community/Mgmt
Company Staff—\$10.00
per person

Everyone receives a meal, shoe rental, game and a drink ticket!
Invite your entire staff for an evening of networking and fun....come out and mingle with your favorite supplier and vendor members and let them know how much you appreciate their support, services, and products that they provide your communities with year round.

RSVP here by 7/8/2019: [BOWLING!](#)



Lunch & Learn Appliance Repair with Maintenance Supply Headquarters

Date:
July 18, 2019

Time:
9:00 am—12:30 pm

Location:
Addison Ridge
1000 Antietam Creek Dr
Fayetteville, NC 28303

Cost:
\$15.00 includes class
and lunch

Join us for a new maintenance class!
Great knowledge for everyone on the maintenance team.

This course will cover basic appliance trouble-shooting and ways to make a low cost repair versus replacing with a new unit. This class will also cover the basic of pressures and temperatures as it applies to Freon in appliances.

*Space is limited, register here: [Lunch & Learn](#)



AANC 2019 Education and Legislative Conference Recap

The Greater Fayetteville Apartment Association had great attendance and representation at the Apartment Association of North Carolina's 2019 Education and Legislative Conference. We had approximately 40 attendees from our market at the conference; and 75% of those attendees went lobbying with us—our best turn out yet!

Our very own Governance Chairperson and long-time volunteer on the Board of Directors Jonathan Elliot was inducted into the AANC Hall of Fame for his many years of service and dedication to advocacy. We are so proud of you, and appreciate your loyalty to our industry!

We hope to raise the bar and have even more GFAA members in attendance at the AANC conference in 2020, so Save the Date!



SAVE THE DATE
5/18/20 - 5/20/20



20/20
VISION
AANC EDUCATION
& LEGISLATIVE CONFERENCE
WWW.AANCONLINE.ORG



President's Corner

It is such an honor to the GFAA that our President, Catina Rhinehart, was the recipient of the NAAEI Certified Apartment Portfolio Supervisor (CAPS) of the Year Award at the NAA Apartmentalize conference in Denver in Junewe are so proud of you and your accomplishments!



Dear Members of GFAA,

We hope this year has been successful for you and your companies thus far. Occupancy and rents are increasing and forecasted to continue for the remainder of 2019. It is a great time to be in the multi-family industry and to be a part of our association.

Our members represented strong at AANC Education and Legislative Days. I sincerely appreciate everyone that attended and helped lead our efforts on Lobby day. We show strength in numbers and our voice was heard loud and clear. A special thank you to all the sponsors!

On behalf of AANC Board of Directors, It was also an honor to induct Jonathan Elliot into the AANC Hall of Fame. Jonathan has dedicated over 30 years of volunteer time to the governance committee. It was a well deserved accomplishment and we are very proud of you to represent GFAA.

Although we are half way through the year, we still have many upcoming quality events; you will not want to miss! Our new Supplier Expo has a fun fresh look and venue. This is a great way to network and learn about our incredible suppliers that service our area and offer products.

Please make plans to attend our August seminar with Satisfacts. Who couldn't use help with online reviews and reputation management? This will be a great addition to your education for 2019.

As always, thank you for being a part of our association. I hope you plan to attend our upcoming events and I would like to personally invite you to join one of our committees. Your voice, perception and feedback is what we need to help us reach new levels. Please reach out to Jennifer Scott for more details.

I hope to see everyone for Vendor Appreciation Bowling Night on July 11, 2019 at Lafayette Lanes!

Best regards,

Catina V. Rhinehart

Certified Pool Operator (CPO) with Mark Cukro



This class is
sponsored by:

Spa and Pool
World



Whether it is your first time learning how to take care of a pool at your community, or it is time for your re-certification (every 5 years), register for this course with Mark Cukro!

Students please bring with you the day of class:
pen, pencil, paper, calculator, sample of pool water
and a valid ID.

Wednesday, August 14, 2019 8:45 AM - 5:00 PM
Addison Ridge
1000 Antietam Creek Drive
Fayetteville, NC 28303

About the Instructor:

Mark Cukro is a leading resource in the field of service team development and brings to you all of the knowledge, skills, and resources necessary to promote personal and professional development. Through his exceptional leadership and industry-proven effectiveness Mark has become a highly sought after resource to train service departments and assist companies in creating a customized training program or university to achieve their goals. Through Mark's upbeat and unique approach to delivering technical information each student is engaged and encouraged to learn how to work more effectively in the multi-housing and service industry. Mark was the Director of Service Team Development for Colonial Properties Trust, Inc, a New York Stock Exchange traded company with 148 properties and over 48,000 apartment homes. He has developed 12 technical modules and two leadership modules that are critical for a service department to operate successfully and lower employee turnover. Mark's certifications include CAPS, CAMT1, CAMTII, EPA Proctor for HVAC/CFC 608 and 609 Certifications. He is also an award winning Certified Pool Operator Instructor for the National Swimming Pool Foundation which issues a five year CPO certification. He has given hundreds of presentations specific to the multi housing industry and helped thousands of people increase their technical knowledge including management teams at every level. Mark's training results in a better understanding of Maintenance and Service operations which directly increases a company's NOI.

Space is limited sign up by Monday August 12th, 2019: [CPO](#)

KidsPeace News

Join us in supporting KidsPeace in these following upcoming events in 2019!

****Attendance and donations are welcome for the following...**

- Art Club meets at Dirtbag Ales on June 29 –bird feeders, July 13– crayon sun catchers July 20—pipe cleaner animals, August 17—melted crayon art, and August 31-blowpaint germs art; from 2-4 pm each date. Fun crafts to be made by all in attendance, craft supply donations needed!
- Greg’s Pottery July 18th from 5:30-8:00 pm; help is needed painting pigs for the auction.
- Carraba's is hosting a Give Back Night on August 29th from 6-8 pm. 15% of the sales goes to KidsPeace on this date. Plan to have dinner at Carraba’s on August 29th!
- Annual Auction on September 26th
– Doors Open at 5:30 pm at the Ramada Plaza in Fayetteville. KidsPeace® Fayetteville is a local branch; of a national foster care organization. The purpose of our Annual auction is to directly raise funding for our local children's fund and support the necessities of our foster children. **GET TICKETS!**
- Oyster Roast at Dirt Bag Ales on October 5th. Details TBA.



KidsPeace®

- Watch your email and GFAA social media for a supply drive closer to the holidays to support the Christmas gala for the children!

If you would like more information about any of these events, or wish to make a donation:

Please visit <https://www.kidspeacefayettevilleauction.com/>



The GFAA has been nominated into the Best Non-Profit category in the annual Fayetteville Observer's Readers' Choice Awards.

Voting takes place online from 6/30/2019—7/14/2019.

One vote per email address/per person/per day, click here:

[Vote for the GFAA!](#)

We appreciate your support and are so proud of this nomination.

Greater Fayetteville Apartment Association

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Email: greaterfayetteville@gmail.com

Website: <http://www.mygfaa.org>

Click here to Follow, Add and Like the GFAA on social media:

