



2024 MEMBERSHIP INFORMATION

Who We Are and What We Do

The Piedmont Triad Apartment Association (PTAA) is an apartment industry trade association comprised of owners, operators, on-site managers, supplier partners, and other employees of the multi-family housing industry. Founded in 1980, the PTAA now boasts a membership of approximately 80,000 rental apartment units housed in over 500 multifamily communities throughout the region.

IDENTITY AND PURPOSE:

The Piedmont Triad Apartment Association (PTAA) is the leading multi-family housing organization serving the Piedmont Triad region. Originally organized by apartment owners and operators, today PTAA constituencies also include Supplier Partners and the community-at-large. It is an advocate for the industry in local, regional, and national legislative issues. PTAA provides leadership and resources to its members in order to create and operate apartment communities Piedmont Triad residents can trust to meet their housing needs. In concert with AANC and NAA, its principal programs address industry standards and best practices in providing continuing education and professional development.

VISION:

The premier community resource for quality rental housing in the greater Piedmont Triad.

CORE VALUES:

Honesty
Integrity
Professionalism

Accountability
Inclusiveness

GOALS:

1. Advocate for balanced, practical solutions to issues affecting multi-family communities.
2. Educate PTAA constituencies* to embrace the highest standards of professionalism and utilize best practices.
3. Promote apartment communities as a preferred choice for Piedmont Triad living and working.
4. Build a mission-centered community of engaged, motivated constituents*.
5. Develop, provide, and be responsible stewards of the resources required to advance PTAA's mission.

**Owners, Developers, Site and Multi-Site personnel, Supplier Partners, Community-at-large.*

OUR MISSION:

Provide leadership, advocacy and education to advance quality rental housing in the greater Piedmont Triad.

Dedicated to improving apartment living in the Piedmont Triad

7015 Albert Pick Road, Suite D | Greensboro, NC 27409 | 336.294.4428

www.piedmonttaa.org    @piedmonttaa

AANC and NAA

Your membership in PTAA includes an umbrella membership in the Apartment Association of North Carolina and the National Apartment Association. PTAA, AANC, and NAA lobbyists in the Triad, Raleigh, and Washington DC all work to insure the best possible political climate for multi-family housing.

APARTMENT ASSOCIATION OF NORTH CAROLINA

- Updated legal and regulatory information that affects your everyday operations.
- Publications reporting on industry trends, legal issues, and property management strategies.
- Conferences where you can learn from your peers, seek out new products and solutions, and build your professional network.
- Continuing education and professional development programs.

Visit the AANC's website www.aanconline.org for more information.

NATIONAL APARTMENT ASSOCIATION

- NAA Government Affairs – Protecting the industry through local, state and national advocacy initiatives and grassroots mobilization.
- NAA Lease Program– Customize to protect you locally.
- NAA Education Institute– Skill development that maximizes NOI.
- NAA Meetings & Expositions – Network, get educated & learn about the new products and services all that increase your NOI.
- Industry Resources– National award-winning monthly magazine, newsletters and website, and knowledge-sharing through social media.

Visit the NAA's website www.NAAHQ.org for more information.

Legislative/Government Affairs

- Legislative Advocacy- PTAA takes an active role in both state and local government activities. As the watchdog for the multifamily industry, the Association monitors land use planning, building & housing codes, utility rules and public services.
- A portion of your dues goes to the Apartment Association of North Carolina (AANC), National Apartment Association (NAA) and Triad Real Estate and Building Industry Coalition (TREBIC). PTAA also has developed working relationships with other real estate and development trade groups throughout the region, and as a result you're interests are well represented at the local, regional, state and national levels.
- PTAA goes to bat for you and the entire apartment industry before city and town councils throughout the 12 counties of the Piedmont Triad, including Winston-Salem, Greensboro and High Point. We also represent your interests before the county commissions in any of the 12 counties in the Piedmont Triad
- PTAA also represents your interests at the State Legislature through participation in the AANC and directly with state representatives from the Piedmont Triad

CONTACT US

PIEDMONT TRIAD APARTMENT ASSOCIATION

7015 Albert Pick Road Suite D
Greensboro, North Carolina 27409

 336.294.4428

OFFICE HOURS

M-F, 8:30AM-5:00PM

Executive Director
Benjamin Brockschmidt
Ben@piedmonttaa.org

Director of Events & Marketing
Alexis Williams
Alexis@piedmonttaa.org

Manager of Finance & Administration
Amy Reynolds
Amy@piedmonttaa.org

Director of Education & Workforce
Jenni Hall
Jenni@piedmonttaa.org

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www.piedmonttaa.org

- We fight for coherent, fair, and efficient government rules in areas such as solid waste fees, housing and building codes, utility rules, and landlord-tenant law
- We vigilantly fight for the best possible legislative climate for developing and operating multi-family rental housing
- We're involved and connected with all the public elected and appointed officials at the local, state, and national level who might make proposals that affect you

Communications/Public Relations

- Public Relations Program: PTAA staff works to keep the local media and public officials updated on activities & developments in the Piedmont Triad's multi-family housing industry. PTAA's representatives work diligently to convey the Association's views on current issues, whether to various media or other interested groups, and to provide insights on any issues related to the growing multi-family industry.
- Offers positive media perspectives on fire safety, security, public health, and our industry's practices in working with apartment residents
- Disseminates industry information, including government requirements and market research, via a variety of communications modes

Industry Information

- Standardized lease that helps protect against resident lawsuits.
- PTAA provides updated legal forms and the Legal Handbook which helps you comply with all the nuances of state law and become a better apartment professional
- PTAA conducts a salary survey every other year and that information is provided for free to all survey participants
- Assists owners and managers with their questions about property operations
- Provide forums which you and your industry peers can both address and solve common problems
- Legal Forms and Publications - PTAA Membership gives you access to a standardized Lease Agreement and other quality property

management forms that are recognized and respected by the North Carolina court systems. Other resource publications, such as the AANC Legal Handbook and the biannual Salary Survey are available to members only.

- Conferences where you can learn from your peers and build your professional network.
- Legal Handbook- This 400+ page manual is a comprehensive overview of the state and federal statutes and regulations that impact owners, developers, management companies, and on-site personnel. The text of the AANC Legal Handbook includes both the actual statutes and comments/interpretations from an attorney experienced in landlord tenant relations. One of the key features of this document is a line-by-line explanation of the Lease Agreement, with distinct notations regarding any recent changes to that document.
- Industry data- Timely information on the local, state and national level.

Education & Training

PTAA is the exclusive local provider of the following National Apartment Association Education Institute designation and certificate programs:

- Certified Apartment Leasing Professional (CALP)
- Certified Apartment Manager (CAM)
- Certified Apartment Maintenance Technician (CAMT)
- Certified Apartment Portfolio Supervisor (CAPS)
- Certified Apartment Supplier (CAS)

A partial list of certification classes and seminars include:

- Certified Pool Operator (CPO)
- Leasing
- CFC
- Fair Housing
- Legal Seminar
- Financial Based-Seminars

Prospecting and Networking Opportunities

Our yearly events are designed to offer a rewarding experience through networking, building relationships, outreach and celebration opportunities within our association. We offer a variety of events attracting over a 1,000 people

each year! Check out our calendar of events on our website for more details at piedmonttaa.org.

Online Membership Directory

This information is provided for PTAA members' exclusive use. The directory provides a wealth of information about each member, including contact information, owner/property affiliations, and, in the case of Supplier Partner members, both an alphabetical listing and a listing by type of service that these members provide to the industry. You may also request an excel spreadsheet of the Supplier Partners' contact information.

Trade Show Exhibitor Opportunities

Display your products and services at one of PTAA's most popular and energetic events; it's the best way to meet over 450 apartment professionals in a single evening. Traditionally held in the fall, this event is always one of the highlights of the PTAA calendar year.

Community Service Programs

Each year PTAA has a food drive that involves most of PTAA's member communities and includes outings at one Greensboro Grasshoppers and one Winston-Salem Dash game in July. Sponsorship and volunteer opportunities are available for community service projects and provide a fantastic way for supplier partners to work side-by-side with owner/operator members.

Career Center Job Board

Gives all members the opportunity to browse ads and post job openings at their communities or businesses.

Committee Involvement

A great way to develop membership skills and plug into PTAA. If you want to learn about our committees, check out a full list with descriptions on our website.

Your Partners in the Multi-family Industry

"We are unified through the PTAA and more than just property management professionals. We are lucky to have an organization that extends to all aspects of our industry: owners, property management professionals, supplier partners, and political relationships on local, state, and federal levels."

- Fred Kicsak,

**Vice President, Maintenance and Service,
Blue Ridge Companies**

Sponsoring Meals for Seminars and Classes

Throughout the year PTAA provides dozens of seminars and classes for its members and there are sponsorship opportunities for almost all of them. Meal sponsors have the opportunity to address the class participants and are given a list of all attendees. This is a very effective way to meet members in a pressure-free environment.

Exposure on the PTAA website

PTAA's website offers members 24-hour accessibility to Association news, timely industry news on PTAA's Blog, class & program schedules, and industry information from AANC and NAA. Members can also register for PTAA events and programs, and update their contact information. The website also includes an online Supplier Partner directory with direct links to listed members' sites.

Advertising and Sponsorship Opportunities

We offer various online sponsorship opportunities including the banner ads, PTAA's email newsletter The Community Insider, social media advertising, and more.

Full Time Staff

The Piedmont Triad Apartment Association staff includes four full time professionals who are eager to help you with issues that affect your business and to provide you with all of the benefits of association membership.

The Triad Apartment Report

Published twice per year by PTAA member Real Data, this survey of vacancies, rents, amenities, and relative market conditions is the best source for an accurate and current view of the Piedmont Triad apartment market. The report is available in either a printed summary format or a much more detailed CD-rom version. PTAA members receive a discounted rate for these products.

Drive Your Results, Join PTAA Today

"It's truly rewarding to create a symbiotic relationship where both parties are seeking to make the other party succeed and prosper. The PTAA also does a great job of providing educational events for both owner-operators and supplier partners. In these events we get to learn how to better interact with the other side of the table. That's beneficial for both parties and makes connecting with each other easier and more profitable for both sides."

- Tyler Lowe,

Green Salix Real Estate

2024 PTAA MEMBERSHIP APPLICATION

Company Name: _____

Contact Name: _____ Referred by PTAA Member: _____

Address: _____

City/State/Zip: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

Type of Membership	Base	Calculation Table	Dues
<input type="checkbox"/> Independent Rental Owner, 0-50 Units	\$ 205	+ _____ units x \$4.62 = _____	= \$ _____
<input type="checkbox"/> Independent Rental Owner, 51-149 Units	\$ 260	+ _____ units x \$4.62 = _____	= \$ _____
<input type="checkbox"/> Owner/Operator*	\$ 575	+ _____ units x \$4.62 = _____	= \$ _____
<input type="checkbox"/> Supplier Partner **	\$ 599	+ 1x Vendor Partner App Fee \$50	= \$649

*To prorate dues, divide Total Yearly Dues by 12 and then multiply by the remaining months in the calendar year.
 **This will cover your membership dues through December 31, 2023. The next calendar year's dues will be prorated.

Management Companies: Please duplicate this section for additional communities. Please note, all Piedmont Triad communities in your portfolio must also be members of PTAA. This also ensures that potential NAA/AANC lease usage is not interrupted.

Community Name: _____

Manager: _____

Address: _____

City/St/Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

#of Units: _____ Year built/Last renovation: _____

Conventional
 Student
 Section 8

Supplier Partners: Please list a second contact person and give a brief description of your product/service.

Name: _____

Address: _____

City/St/Zip: _____

Phone: _____ Fax: _____

Email: _____

Preferred Categories for Online Listing (pick any 2):

Company description: _____

Social Media: This information will be included on your online profile. Please provide us with your profile name(s)

FB _____ Twitter _____ LinkedIn _____ Instagram _____ Other _____

Method of Payment

Check Payable
(Piedmont Triad Apartment Association)

Credit Card:
 VISA Mastercard
 AmEx Discover



Name as it appears on card: _____

Card Number: _____

Expiration date: _____ Sec Code: _____

Amount: \$ _____

Card billing address: _____

Signature of cardholder: _____

Dedicated to improving apartment living in the Piedmont Triad

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Community Name: _____
Manager: _____
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Phone: _____ Fax: _____
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#of Units: _____ Year built/Last renovation: _____
Circle one: Conventional Student Section 8

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