

JULY/AUGUST

THE OFFICIAL NEWSLETTER OF THE SOUTH DAKOTA MULTI-HOUSING ASSOCIATION





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#### SDMHA MISSION STATEMENT:

Advancing the residential rental community by providing leadership, education, advocacy and partnerships.





#### NWE MANAGEMENT COMPANY

314 Founders Park Drive • PO Box 2624 Rapid City, South Dakota 57709

> Telephone (605) 394-3310 Fax (605) 341-2558

#### Leadership, Education, Advocacy & Partnerships.

L.E.A.P. – As we move into these coming months we will be asking how, where, and with what purpose we as an association will want to meet. Address our industry's concerns, and basically congregating to enjoy the professionalism of people doing business within the association and enticing those outside to join.

Looking at the Golf Tournament as our latest congregation of associates and general members, I would like to thank all that participated in Rapid City and point out the success and absolute enjoyment that was shared at the event. It was great to see the associate members show up in force both as support at the everyday operational care that our industry relies on, and the "fun bus" they were driving (metaphorically) on the course. What a great experience for the Board. The UTV was on sight for the first raffle ticket sales and you can view and buy the raffle tickets on the website now. The machine is housed at the guardian dealership in Rapid City with the banner in place for anyone who wants to purchase tickets right there on sight at Rice's Rapid Motorsports.

The Board is currently involved with Legislative committees that are getting better acquainted with what can make Multi Housing development less difficult to stabilize at a rent rate that can benefit more of the states income level wage earners. This will be ongoing through the summer and we sill have more to come.

As always, I would like to assure our members that your thoughts and directions are important, and that my door is always open, and communication is welcome.

Let's make the difference where we can.

Todd C. Hollan

President

**NWE Management Company** 

## **WELCOME** NEW MEMBERS:

### Black Hills CHAPTER

### Sioux Falls CHAPTER

**Best GEN Management** Sander's Sanitation

**Apartment Ratings & Satisfacts Benyon Properties** 

# MEMBER TO MEMBER DISCOUNTS

Did you know all the discounts your membership in SDMHA allows you?



Auto-Owners Group gives 9% discount for insurance 1412 S. Minnesota Ave., Sioux Falls, SD 57105 THE INSURANCE O: 605-339-3147 F: 605-339-2715 www.insuranceconnection.com



Background screening with: Discounted Package Rates No Setup Fees No Renewal Fees Link to their application with package pricing:



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https://form.jotform.com/60904637356157

#### **NOT A MEMBER, BUT WANT TO BE?**

To join go to

www.sdmha.com OR CONTACT

Denise Hanzlik **EXECUTIVE DIRECTOR** info@sdmha.com

# SAVE THE DATE

## STATE CONVENTION, TRADE SHOW & MAINTENANCE MANIA

OCTOBER 21 & 22, 2021

**JULY** 2021

4: HAPPY 4TH OF JULY

14: Black Hills Meeting - Rapid Restoration

14: Board Meeting

15: FunRaising Committee

20: Member Development Committee

21: Sioux Falls Social

21-23: NAA Gov't Affairs Round Table

AUGUST 2021

16-22: SDMHA Office Closed

10: New Member Orientation

11: Black Hills Meeting

18: Board Meeting

19: Sioux Falls Social (TBD)

**30-Sept 2:** NAA Apartmentalize





#### **2021 SDMHA COMMITTEES**

Member Development: STATEWIDE:

Chair: Alex Pugach & Jennifer Sinclair Board Liaison: Jill Madsen

Amy Ibis Donya Hoscheid Ken Fisher Kyle Eberts Todd Tucker Todd Hollan

**Education: STATEWIDE** 

Chair: Anny Libengood & Lori Marsh Board Liaison: Jody Bjornebo

Brian Majerus Fran Rice Josh Day
Julie Redlin Kala Rebelin Laura Carlson
Lydia Freedon Marilyn Metzger Sam Wylie

Candice Nelson Amy Miller Mandi Zigmond-Reinke

Bobbi Nelson Donya Hoscheid Doug Geiken

Travis Soldatke

FunRaising: STATEWIDE

Chair: Board Liaison: Amy Ibis

Jim MannieJosh DayJesse CallahanBill O'ConnorJill MadsenPaul GourleyTodd LebenowRandy SnydersJennifer Sinclair

Independent Rental Owner (IRO): STATEWIDE

Chair: Board Liaison: Angie Munce

Shauna Batcheller Brian Majerus

Legislative: STATEWIDE

Chair: Board Liaison: Linda Dunham

Amy Miller Bill O'Connor Dean Krogman, Lobbyist

Paul GourleyJoel DykstraRon RensbergerRon SaubyTodd HollanJill MadsenSteve BootePJ HaarKari EbbersShawn StorhaugMallory MinerElena McKeown

Jeff Brooks Meghan Kelly Amy Ibis

Kyle Eberts

Product Services Council: STATEWIDE

Chair: Board Liaison: Julie Redlin

Rick Anderson Glenn Peterson Jim Mannie
Bobbi Nelson Jesse Callahan Trepp Nagel
Ryan Goff Todd Lebenow Matt Martin

Cliff Vanderbush Darcie Strehlow

Merit Awards: STATEWIDE

Chair: Angie Stingley Board Liaison: Kristi Miller

Jennifer Sinclair

## MEMBERS LOOKING AHEAD

### SDMHA REPRESENTS YOU!

35,864 Total Units • 114 Total Associate Members

### Sorry to see these Members go:

Norberg Paints



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# ELEVATE RAPID CITY

## APRIL 2021 ECONOMIC INDICATORS

#### **UNEMPLOYMENT RATE: 3.5%\*** | JANUARY: 3.4%

\*Preliminary February rate

EMPLOYMENT	CURRENT	12 MONTHS % CHANGE
AVERAGE WEEKLY WAGES	\$ <b>853</b> Down \$19 from January	+6.0%
NONFARM	<b>66,200</b> Up 1,100 from January	-1.0%
LEISURE & HOSPITALITY	<b>8,000</b> Up 300 from January	-8.0%
EDUCATIONAL AND HEALTH SERVICES	<b>12,300</b> No change from January	-0.8%
PRIMARY SECTOR PROFESSIONAL SERVICES, FINANCE, INFORMATION AND MANUFACTURING	<b>12,900</b> Up 200 from January	

ECONOMY	CURRENT	12 MONTHS % CHANGE
RAPID CITY GROSS SALES	\$ <b>556,335,193</b> Down \$30,159,842 from February	-5.1%
AIRPORT PASSENGERS	<b>34,119</b> Up 10,431 passengers from February	36.4%
HOTEL OCCUPANCY	<b>54.4%</b> Up 9.5% from February	+24.8%
BUILDING PERMITS	<b>382</b> Up 141 permits from February	+70.1%
BUILDING VALUATION	<b>\$22.1M</b> Down \$700,000 from February	Year to date: \$ <b>74.8M</b>

REAL ESTATE	CURRENT	12 MONTHS % CHANGE
ACTIVE LISTINGS	<b>118</b> Down 10 from February	-74%
MEDIAN LISTING PRICE	\$ <b>302,000</b> Up \$68,000 from March	-17%

Rapid City metro statistics

COMMERCIAL R.E.	CURRENT	NATIONAL INDEX
MARKET RENT/SF	\$17.77 Down <sup>\$</sup> 0.08 from February	\$34.19
VACANCY RATE	<b>9.4%</b> Down 1.1% from February	12.1%
VACANCY SF	<b>303,000</b> Down 32,000 from February	982 Million

AGRICULTURE	CURRENT	12 MONTHS % CHANGE
FEEDER CATTLE	\$1.38/CWt Up \$0.01 from March	+.2%
CORN	<b>\$5.90</b> /bu Up <sup>§</sup> .65 from March	+3.1%

cwt = per hundredweight • bu = per bushel

Data as of April 23, 2021.



- elevaterapidcity.com -

## City of Sioux Falls Building Permit Data January through June 2021

	2019	2020	2021
Number of Permits Issued	3,547	3,382	3,569
Total Value of Permits Issued	\$350,541,020	\$286,055,722	\$492,205,649
New Residential	\$108.1M	\$107.6M	\$166.5M
Residential Addition & Remodel	\$32.1M	\$29.3M	\$31.7M
New Commercial	\$114.6M	\$90.2M	\$173.5M
Commercial Addition & Remodel	\$95.7M	\$59.0M	\$120.5M
Totals	\$350.5M	\$286.1M	\$492.2M
New Commercial			
Manufacturing	\$6.6M	\$7.5M	\$38.9M
Office, Institutional, Educational	\$6.9M	\$36.3M	\$8.1M
Apartments	\$36.9M	\$27.5M	\$114.1M
Other Commercial	\$64.2M	\$18.0M	\$12.4M
Totals	\$114.6M	\$89.3M	\$173.5M
New Residential			
Single-Family Units	340	330	475
Duplex Units	2	0	4
Townhome Units	155	166	247
Multiple Family Units	338	284	1031
Totals	835	780	1,757
Manufactured New Housing Placements	10	10	28

**Source:** Building Service Division. For Question, call 367-8670.







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# Why are Employee Turnover and Resident Turnover So Closely Linked?

Kara Rice via Multifamily Insider

Seasoned multifamily leaders know from experience when an apartment community suffers employee turnover in one or more key positions, such as the Manager or Maintenance Supervisor, increased resident turnover will likely follow.

Why the connection?

It boils down to these three factors: focus, competence, and familiarity.

#### **Focus**

When an apartment community is plagued with high employee turnover, the focus of the remaining staff shifts from delivering dependably good service to putting out fires. A team that is short-staffed is by necessity operating in survival mode. They're like physicians in an emergency room forced to give their attention only to the highest priority crises. They don't have the luxury of concentrating on things like improving the resident experience; they simply have to make choices based on the fundamental question, "What do we need to do to get through the day?"

This is a vicious cycle that is hard to break. Operating in survival mode is so exhausting and tough on morale that it can easily cause the remaining team members to burn out. And the employee turnover continues.

#### Competence

By definition, a high-turnover workforce is a less experienced workforce. Newly-hired employees may be highly qualified and terrific people, but they lack the expertise and experience of more seasoned staff. While newly hired associates may be well-meaning, smart, and friendly, they don't have the depth of knowledge that can more quickly lead to good service outcomes for your residents. As a result, your team's overall ability to effectively serve your residents is compromised.

If you've ever worked alongside a Maintenance Supervisor or Technician who's been at their community longer than most of the residents have, you know exactly what I'm talking about. There is immeasurable value in that history and experience, and that is lost when employees quit. Resident service suffers because of it.

#### **Familiarity**

Customers in any business prefer working with people they know. They like service providers who know their story. This is especially true in apartment community management because a person's home is so much more personal to them than their auto insurance, for example. Ours is a relationship business, and residents prefer to work with a familiar face in the leasing office and especially on the maintenance team. They hate it when they have to "start over" with new people on the team.

Residents find it especially uncomfortable and unpleasant when they are forced to deal with new team members again and again. High employee turnover among apartment community staff shakes their confidence and causes them to feel less comfortable in their own home. This can lead to resident turnover.

The post-pandemic world is shifting as we speak. Market conditions are changing, and some residents may be considering leaving their lock-down residences behind for a fresh start. If your goals for the remainder of the year include minimizing resident turnover, concentrate on keeping your community team in place. An experienced, well-trained, and reliable apartment community team is your best resident retention tool.

#### SOUTH DAKOTA MULTI-HOUSING ASSOCIATION **PRESENTS**



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Early-Bird \$\$\$

Register Before August 27



Regular \$\$\$

Register Up to September 10

\$350



Week of \$\$\$

Register Week of Class

#### **COURSE SCHEDULE AND TIMES**

September 7 from 9:30 am to 10:30 am | 1 Hour ORIENTATION

September 14 from 9:30-1:30 | 4 Hours (10 minute break and 30 minute lunch break) SESSION ONE

September 21 from 9:30-2:00 | 4.5 Hours (10 minute break and 30 minute lunch break) SESSION TWO

• SESSION THREE September 28 from 9:30-2:00 | 4.5 Hours (10 minute break and 30 minute lunch break)

• SESSION FOUR October 5th from 9:30-1:30 | 4 Hours (10 minute break and 30 minute lunch break)

• RECAP/REVIEW October 12 from 9:30-11:00 | 90 Minutes

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 the Market Survey course (*totaling 25 hours*)
  Meet all examination standards within 6 months of declaring candidacy

This course qualifies for 20 CEC's; 7 R and 13 E; There is NO CHARGE for orientation or test prep

**LEARN MORE & SIGN UP AT SDMHA.COM** 

# 5 Biggest Property Management Challenges on the Horizon

June 2021 By Les Shaver

#### As the country reopens, labor continues to be a significant concern for apartment executives.

The labor concerns aren't just about filling open spots, which is still a major concern. There are other issues that keep management executives up at night. Following are five things they are most concerned about as they look to the second half of 2021.

#### 1. Filling Open Roles

"Some of the site-level positions are right in the same income bracket as those who have been affected with the government's support," says Julie Brawn-Whitesides, Executive Vice President, Property Management at San Diego-based ConAm. "So how do you motivate those people to quit waiting on the next stimulus and encourage them to come back in [and work]?"

#### 2. Compensation Challenges

When it's difficult to find associates, one of the most obvious steps is evaluating compensation and pay.

#### 3. Refilling the Talent Pipeline

There are other ways to fill the talent pipeline if raising pay is difficult. During the pandemic, apartment managers continued to employ different strategies to fill their onsite roles. As the country reopens, expect those efforts to intensify.

#### 4. Back to the Office

"One of the bigger focuses and challenges is going to be finding the right balance instead of just trying to return to normal," Davidson says. "I think companies who just open back up and say that people are required to be back in the office are going to face challenges retaining top talent and even attracting top talent."

#### 5. Eviction Moratorium Concerns

When moratoriums expire, Brawn-Whitesides thinks it will be a challenging time for onsite associates. "I think it's going to be an emotional time," she says. "I think it's going to affect our associates. I also think that it's going to affect their neighbors. I'm concerned about it."

But most of all, Brawn-Whitesides is concerned about the industry's site-level staffers. After more than a year of facing potential COVID infections, being understaffed and having to perform tasks that they would never have imagined, like doing temperature checks, it's no surprise that some of them may be overwhelmed.

**To read the entire article go to:** https://www.naahq.org/news-publications/units/june-2021/article/5-biggest-property-management-challenges-horizon?utm\_source=Pardot&utm\_medium=Email&utm\_campaign=Industry-Insider

#### The How, What, Why, & When of Canine Bedbug Detection

By Dakota Bedbug Detection, LLC

While everybody has heard of canine detection in order to detect bombs and drugs, we continue to be surprised by the number of people we meet who have never heard of canine detection of bedbugs. In truth, canines have been trained to detect almost anything that has a scent (e.g., food, termites, bodies, mice). Bedbug detection dogs are trained to only alert to live bedbugs. The easiest way to understand this process is to imagine a game of hide and seek. As you scan your environment you see the cabinet, the closet, the bed, the fish tank, etc., but you only "alert" when you've found the person you were seeking. Similarly, a dog smells food, the candle, dirty socks, other insects, etc., but will only "alert" when it smells the pheromones of a bedbug.

#### So, how does it work?

There are a number of physiological characteristics which contribute to a dog's ability to smell, the shape of their nose, the amount of the brain used to capture and categorize smells, even the floppy ears which help funnel scents to the nose. The canine handler's job is to put their dog in a position of a potential scent and then be alert to any changes that occur. In this way, the handler and their dog must be a team.



#### What does a canine detection company do?

Prior to arriving at a client's location, the company will provide information to prepare for the inspection. This information is intended to maintain the safety of the dog and enhance the accuracy of the search, by minimizing clutter or removal of distractions. Once at the location, the canine handler will lead the dog to different areas and items in the room. To do this there must be a great deal of trust between the handler and canine. If the search triggers an alert from the canine, the team must work together to determine if this is an isolated location or one of many.

Ideally, a detection company will be able to inform its clients of the location of the problem, the scope of the problem, and the most effective and cost-efficient remedy. It is worth noting that providers of canine detection services can be broadly placed into two groups. One group are pest control companies that primarily provide remediation services and supplement this by also providing detection services. A second group are companies that provide detection services but not remediation.

#### Why is it uniquely important for property managers?

Property managers must be vigilant in protecting both their tenants and their property. Most of the time these two goals are complementary. By maintaining the property structure, they are insuring the safety of the tenants and the ability to generate income. Unfortunately, bedbugs can turn this collaborative relationship adversarial with both parties blaming the other for the problem.

In a worse-case situation, this may cause a tenant to actively hide a problem from a property manager as a way of avoiding conflict.

#### When do you need detection services?

Many detection companies will have two different types of inspections – Reactive & Preventative. Reactive inspections would be triggered by a specific concern in a specific location (e.g., a tenant finds a bedbug or complains to you about waking up with insect bites) Preventative inspections are scheduled inspections based on time or tenant turnover. Each of these inspections serve a different purpose and are often differentially priced.

Whatever your reasons may be, we understand the anxiety and uncertainty that goes along with bedbug suspicions or infestations. We want to not only help in preventing costly issues from occurring if possible, but also assist you in finding, evaluating and controlling any issues that you may have. We want to be a resource for our clients in determining what options are available and will walk through the steps of control with you.

### **SDMHA BUYERS GUIDE**

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COLLECTIONS	
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<u>FLOORING</u>	
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FREED'S FLOORS60	5.519-6299
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<u>GOVERNMENT</u>	
SD HOUSING DEVELOPMENT AUTHORITY60	5.773.3181
<u>HOUSING</u>	
PENNINGTON COUNTY HOUSING AND REDEVELOPMENT60	5.394-5350
ODOR REMOVAL	
SERVPRO OF RAPID CITY60	5.388.3000
RAPID CITY RESTORATION60	5.858.2726
<u>LAUNDRY</u>	
BDS LAUNDRY MANAGEMENT88	8.286.7810
PLUMBING, HEATING & AIR CONDITIONING	
MIDWESTERN MECHANICAL INC 60 MOLD INSPECTION & CLEANUP	)5.261.6519
SERVPRO OF RAPID CITY	15 388-3000
REAL ESTATE	75.500 5000
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RECYCLING & SANITATION	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
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PENNINGTON COUNTY HOUSING & REDEVELOPMENT	5.394.5350
<u>UTILITY</u>	
LIVABLE 60	
PROPERTY MELD	5.646-4107

All raffle funds to be used in the advocacy activities and promotion of South Dakota Multi Housing Association throughout South Dakota. If sales quota is not met, SDMHA will refund ticket prices.



**ONLY 400 TICKETS WILL BE** 

Drawing to be held October 22, 2021 at **SDMHA State Convention** 

(DO NOT NEED TO BE PRESENT TO WIN)

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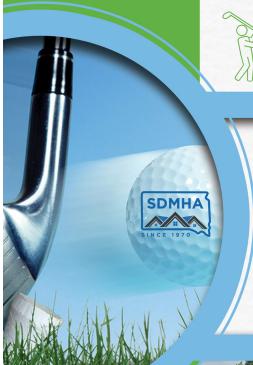
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**SOUTH DAKOTA MULTI-HOUSING ASSOCIATION** 



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## THE SOUTH DAKOTA MULTI-HOUSING ASSOCIATION

**30TH ANNUAL GOLF CLASSIC** 



11AM SHOTGUN START - REGISTRATION OPENS AT 9AM **BRANDON GOLF COURSE** 4 PERSON BEST BALL, 18 HOLES, 3 FLIGHTS



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- STRAIGHTEST DRIVE
- LONGEST DRIVE SHORTEST DRIVE
- CLOSEST TO THE PIN
  - LONGEST PUTT
- HOLE IN ONE'S

NO REFUNDS AFTER JULY 1ST, 2021



#### EAGLE \$1.300 (4 AVAILABLE)

- HOLE IN ONE SPONSOR
- BANNER ON CLUBHOUSE
- RECOGNITION ON HANDOUTS
- RECOGNITION IN RENTAL REVIEW
- GOLF TEAM REGISTRATION WITH MEALS



#### HOLE S300 OR S750 (18 AVAILABLE) (INCLUDES GOLF AND MEALS)

- SIGNAGE ON HOLE
- RECOGNITION ON HANDOUTS
- RECOGNITION IN RENTAL REVIEW
- 1 MEAL TICKET



#### PAR \$125 (5 AVAILABLE)

- SIGNAGE AROUND PUTTING GREEN
- RECOGNITION ON HANDOUTS
- RECOGNITION IN RENTAL REVIEW
- 1 MEAL TICKET



#### BIRDIE \$1.000 (5 AVAILABLE)

- BEVERAGE CART SIGNAGE
- COMPANY NAME ON DRINK TICKETS
- RECOGNITION IN RENTAL REVIEW
- GOLF TEAM REGISTRATION WITH MEALS



PIN PRIZE \$125

LOGO ON COMPETITION FLAG

RECOGNITION AT AWARDS CEREMONY

SD MULTI-HOUSING ASSOCIATION PO BOX 90327 SIOUX FALLS, SD 67109 OFFICE: 605.336.7756 Email: Info@sdmha.com Website: SDMHa.com

REGISTRATION & SPONSORSHIP COMMITMENTS MUST BE COMPLETED ONLINE AT HTTPS://WWW.SDMHA.COM/EVENTS/GOLF-CLASSIC-SIOUX-FALLS-2021





CHANGE SERVICE REQUESTED

