

RENTAL REVIEW

• MAY/JUNE •

THE OFFICIAL NEWSLETTER OF THE
SOUTH DAKOTA MULTI-HOUSING ASSOCIATION



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COURSES**

GOLF CLASSIC

**MAINTENANCE
MANIA**

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SDMHA MISSION STATEMENT:

To provide leadership, advocacy, education and professionalism to our residential rental industry members comprised of owners, management and suppliers throughout South Dakota.

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Spring is here! I am so excited to see the sun shining, the grass turning green, and to hear the birds chirping. Spring is typically the start of the busy season for most of us and SDHMA is not excluded from that.

At the beginning of March we attended “advocate” in Washington and had successful conversations with our senators, representatives, and members of HUD. We talked to them about issues and trends we are seeing in the industry such as: flood insurance, assistance animals, and source of income. If you are interested in hearing more about our legislative actions or want to get involved, please reach out to any of the board members.

Looking ahead we have the Sioux Falls golf tournament in July and the Black Hills golf tournament in September. Have you gotten your team registered yet? This is one of my favorite events we put on each year. I’m always impressed to see so many members come together for our industry.

Be sure to check out our website for all the other exciting events we have going on and be sure to ask how to get involved!

JODY BJORNEBO
Chairman, South Dakota Multi-Housing Association

A stylized illustration on the left side of the advertisement. It shows a house with a chimney, a car parked in front, and a person standing with hands on hips. The style is simple and graphic.

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WELCOME NEW MEMBERS

GENERAL

Ballard Properties, Sioux Falls
Ho-Chunk Capital Real Estate, Winnebago, NE
Tonya Madsen, Sioux Falls
True North Asset Group, Rapid City

ASSOCIATE

FARR Technologies, Sioux Falls
Rent Path, Atlanta, GA

MEMBER TO MEMBER DISCOUNTS

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



Auto-Owners Group gives **9% discount** for insurance
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<https://form.iotform.com/60904637356157>



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www.wollman-insurance.com

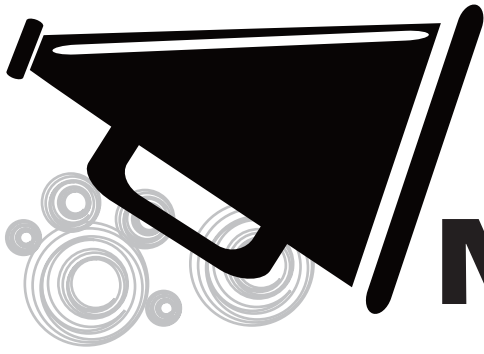


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www.thorntoncarpets.com

NOT A MEMBER, BUT WANT TO BE?

To join go to
www.sdmha.com OR CONTACT

Denise Hanzlik
EXECUTIVE DIRECTOR
info@sdmha.com



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FOR EVERY NEW FULLY PAID MEMBERSHIP
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- EXTENDED WARRANTY PLANS
- PREVENTATIVE MAINTENANCE & SERVICE

MEMBERS

LOOKING AHEAD

SDMHA REPRESENTS **YOU!**
29,452 Total Units • 100 Total Associate Members

MAY
2019

JUNE
2019

5-7: Fair Housing and Beyond, Rapid City

5-8: Black Hills Monthly Meeting

9: Sioux Falls Housing Summit

12: HAPPY MOTHERS DAY

13: Sioux Falls Education Committee Meeting

14: SDMHA Board Meeting

16: Aberdeen Crime Free Seminar & Safety Presentation

16: Sioux Falls Monthly Meeting

17: HAPPY MEMORIAL DAY

10: Black Hills Monthly Meeting

10: SDMHA Board Meeting

16: HAPPY FATHER'S DAY

17-21: Property Mgr Licensing – ProEd

20: Sioux Falls Monthly Meeting

25-28: NAA Apartmentalize, Denver CO



SiouxFallsRental.com

Check website for complete info

2019 CALENDAR OF EVENTS

South Dakota Multi Housing Association

January	February	March
<p>8 - Board Meeting 8 - SD Legislation Session Begins 9 - Black Hills Planning Mtg 23 - SDMHA Strategic Planning Session</p> <p>17 - Walk of Stars Holiday Inn City Centre</p>	<p>12 - Board Meeting 13 - Black Hills - What are the Benefits & Legislative Update 21 - Sioux Falls -Domestic Violence</p> <p>20 - New Member Luncheon</p>	<p>19 - Board Meeting 13 - Black Hills - Renter Education 21 - Sioux Falls - Active Shooter Kyle Johnson, SFPD</p> <p>5-8 - ADVOCATE, Washington DC 10-17 - Office Closed 18-22 - Pro-Ed PM Licensing Course</p>
April	May	June
<p>2 - Board Meeting - Yankton/Vermillion - Fair Housing - Aberdeen - Fair Housing 9-11 NALP Rapid City 10 - Fair Housing & Sales Process Sessions 16 - 18 NALP Sioux Falls 24 - MAINTENANCE MANIA 24 - RAFFLE DRAWING</p>	<p>14 - Board Meeting 8 - Black Hills - RCPD Scene Safety Wellness Check 15 - New Member Orientation 16 - Sioux Falls -</p>	<p>11 - Board Meeting 12 - Black Hills - Human Trafficking Domestic Violence</p> <p>20 - Sioux Falls -</p> <p>17-21 - Pro-Ed PM Licensing Course 26-29 - Apartmentalize - Denver</p>
July	August	September
<p>9 - Board Meeting</p> <p>17 - Sioux Falls Golf Classic</p>	<p>13 - Board Meeting 14 - New Member Orientation 15 - Sioux Falls - Liabilities & Insurance - Jerry Priebe</p> <p>Aug 17-24 - Office Closed</p>	<p>10 - Board Meeting 10 - Yankton/Vermillion 12 - Black Hills Golf Classic 19 - Sioux Falls - Human Trafficking (Right Here, Right Now) 24 - Aberdeen</p> <p>16-20 - Pro-Ed PM Licensing Course</p>
October	November	December
<p>8 - Board Meeting 9th - Black Hills Maintenance Appreciation Event 16 & 17 - State Convention & Trade Show CAPS & CAMT to be offered</p> <p>29-30 - SDHDA Housing Conf - Pierre</p>	<p>12 - Board Meeting 12 - Yankton - 13 - Black Hills - Assist Agencies 14 - Aberdeen 20 - New Member Orientation 21 - Sioux Falls - Assist Agencies 5-9 - AOD - Greenville, SC 11-15 - Pro-Ed PM Licensing Course</p>	<p>10 - Board Meeting 19 - Sioux Falls - Legal & Evictions</p>



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Non Members

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Cost-Effective
Repair
Decisions!

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October 14 - 18, 2019

Holiday Inn City Centre
Sioux Falls, SD

To reserve your seat:
<https://www.sdmha.com/events/camt>

Earn your Certificate for Apartment Maintenance Technicians and advance your career in apartment maintenance. NAAEI developed the CAMT program to provide the knowledge and tools necessary to run a cost-effective maintenance program. Whether you are a new or experienced maintenance technician, you can improve your:

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NON-TECHNICAL

- Welcome to the Industry
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- Time & Project Management
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- Documentation & Paperwork
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For More Information Visit:
WWW.NAAHQ.ORG/CAMT



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WE RECOMMEND THIS COURSE for multi-site supervisors with 24 months of multi-site supervision experience.

This **brand-new CAPS course** will help you rise to the next level in property management. It will prepare you to be an effective portfolio supervisor which may lead to increased earning potential.

October 14 - 18, 2019

Holiday Inn City Centre in Sioux Falls, SD

YOU'LL LEARN ABOUT:

- Achieving ethical excellence
- Understanding the management agreement and creating an owner's report
- Stakeholder relations with residents, communities, and municipalities
- Mortgage financing
- Overseeing the budget process across a portfolio
- Measuring portfolio performance and property valuation
- Investigating and troubleshooting an underperforming property
- Property acquisition and due diligence
- Market analysis and property inspections
- Operational and financial analysis inspections

- Property development feasibility analysis
- Investment strategies, including renovation, disposition, and refinancing
- Key content for the owner/company due diligence report
- Talent development and management throughout the employee cycle
- Managing staff during property sales or purchase
- Contemporary issues, including occupancy, emotional support animals, hoarding, criminal background checks, RUBS, cybersecurity, and music licensing

\$950 for SDMHA Members

\$1,150 for Non Members



Available in person and online
Online member price: **\$1,299**
www.GoWithVisto.org

For more information, visit www.naahq.org/CAPS.
To locate an affiliate offering this course near you, visit www.naahq.org/education-careers/find-a-course.



To reserve your seat: <https://www.sdmha.com/events/caps>



TAX TIME

There are many complexities to the new tax law, making it tough to know where to begin for you and your business.

We asked the experts at Lamfer & Maas for their opinion. They complete the Associations taxes and are very respected in the accounting/tax prep industry.

They strongly suggest meeting with your tax preparer early this year. And though each situation will be different for each property owner. Here are some things that you should be aware of:

1. The new tax law has created the section 199A deduction, commonly known as the “pass-through deduction” or “qualified business income deduction”. If tax payers qualify, they may be able to take a deduction of up to 20% of their net business income. There are a lot of stipulations and factors to determine if you are eligible. Tax payers should consult their CPA to determine if they qualify.
2. If you would like your rental business to qualify for the 199A deduction, it would be a good idea to track the hours that you work on it. The IRS has established safe-harbor rules which allow the 199A deduction if certain hour threshold and other tests are met.
3. Certain assets used in conjunction with a rental property may now be eligible for section 179 depreciation or may qualify for 100% bonus depreciation in the year of purchase. Tax payers should review their additions with their CPA to determine what is eligible.

Eric Maas, CPA, MBA, of Lamfers & Maas, LLP

Phone: 605-332-8500 | Fax: 605-335-8585 | lamfersmaas.com

TAX PLANNING FOR RESIDENTIAL RENTAL REAL ESTATE

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5 Day / 4 Night Stay at Bear Butte Gulch Lodge,
Winner Scott Wick
Thank you Rick Gourley for donation



Remington 12 Gauge Shotgun
Winner Trent Gusso
Thank you to Jim Dunham for donating

Water Heater

- 1st Justin Faini
- 2nd Clinton Jaqua
- 3rd Zach Pfeifer

A/C Repair

- 1st Brian Van Voorst
- 2nd Clinton Jaqua
- 3rd J Shepard

Toilet Repair

- 1st Keith Scarlata
- 2nd Justin Faini
- 3rd Dustin Miller

Icemaker

- 1st Clinton Jaqua
- 2nd Jon Ridley
- 3rd Paul Osthus

1st Justin Faini

2nd Brian Van Voorst

3rd Keith Scarlata



WINNERS

Management

Division



1st Jody Bjornebo

2nd Josh Day

3rd Dylan Olson

Fire - CO Safety

- 1st Dontae Mothershead
- 2nd Dustin Miller
- 3rd Justin Faini

Key Control

- 1st Justin Faini
- 2nd James Schultz
- 3rd Dontae Mothershead

Heating Element

- 1st Keith Scarlata
- 2nd Justin Faini
- 3rd Brian Van Voorst

Race Car

- 1st David Wesselink
- 2nd Lonnie DeGroot
- 3rd Jon Ridley





SPONSORSHIP & ADVERTISING OPPORTUNITIES

RENTAL REVIEW

A bi-monthly publication sent to members of SDMHA. This is a great opportunity to keep your name, logo & message in front of them.

FULL PAGE: 7.5" x 10"

\$594 - for entire year (six times)
\$369 - for three times
\$132 - for one time

HALF PAGE: 7.5" x 5"

\$363 - for entire year (six times)
\$290 - for three times
\$83 - for one time

QUARTER PAGE: 7.5" x 2.5"

\$231 - for entire year (six times)
\$148 - for three times
\$52 - for one time

BUSINESS CARD: 2" x 3.5"

\$132 - for entire year (six times)
\$73 - for three times
\$30 - for one time

MAINTENANCE MANIA!

This is the sixth year we are offering this NAA event.

PLATINUM: \$600 (5 available)

Featured Sponsor at Event
Logo on Event Banner & Event Handouts
Recognition in Rental Review
Booth at Event

GOLD: \$300 (10 available)

Company Name on Event Banner & Event Handouts
Recognition in Rental Review
Booth at Event

SILVER: \$100 (10 available)

Company Name on Event Banner & Event Handouts
Recognition in Rental Review



EAGLE: \$1,200 (2 available)

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Banner on Clubhouse
Recognition on Handouts
Recognition in Rental Review
Golf Team Registration with Meals

BIRDIE: \$900 (5 available)

Beverage Cart Signage
Company name on Drink Tickets
Recognition in Rental Review
Golf Team Registration with Meals

HOLE: \$300 (13 available)

Signage on Hole
Recognition on Handouts
Recognition in Rental Review
1 Meal Ticket

PAR: \$150 (5 available)

Signage around Putting Green
Recognition on Handouts
Recognition in Rental Review
1 Meal Ticket

<https://www.sdmha.com>

With the launch of our new website in 2017, more people use it as a resource on a daily basis.

BANNER AD:

Annual - \$240
Monthly - \$25 + setup fee

FEATURED PARTNER:

Annual - \$120
Monthly - \$20 + setup fee



BAR SPONSOR: \$300 (2 available)

Signage at event, program & Rental Review

-STATE CONVENTION-

PLATINUM: \$1,000 (4 available)

Recognition at Opening Ceremony, After Party & Trade Show
1/2 page ad in Convention Program
Large Company Logo on Convention Signage
Credit at ALL Refreshment & Snack Tables

GOLD: \$700 (10 available)

Recognition at Opening Ceremony & After Party
1/3 page ad in Convention Program
Medium Company Logo on Convention Signage
Credit at ALL Refreshment Tables

EDUCATIONAL: \$500

Logo on Class Signage & Handouts
Recognition at Opening Ceremony
Opportunity to Speak to Audience at Opening Ceremony or Lunch about your Business

SILVER: \$300 (15 available)

Recognition at Opening Ceremony
Business Card sized ad in Convention Program
Company Name on Trade Show Banner
Credit for Snack Table at Trade Show

INFO@SDMHA.COM

CHAPTER NEWS

Aberdeen

May 16th - Aberdeen Police Dept wants to partner with you on crime prevention.

8:00am **Crime Free class**

1:00pm **Demonstration for Crime Prevention
on Rental Properties**

Register to attend by calling: 605-626-7000 or email Sgt. Theroux at 255.apd@aberdeen.sd.us. To be held at the Aberdeen Police Dept.

Black Hills

**May 8 - Scene Safety, Active Shooter & Wellness
Checks**

presented by Rapid City Police Dept.

Thank you to Rapid City Restoration for providing lunch
Meeting is at Lewis, Kirkeby, Hall Conference Room – 405 Sturgis St.
(1 block past Pizza Hut)

Must register at: <https://www.sdmha.com/events/may-black-hills---scene-safety>

May 7th – 9am – 1pm Fair Housing & Beyond
West River Electric Association

Register at: <https://www.sdmha.com/events/fair-housing-and-beyond>

June 12 – Human Trafficking & Domestic Violence

SDMHA BUYERS GUIDE

SIOUX FALLS CHAPTER

ADVERTISING

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MY RENTERS GUIDE	(605)221-1030
RENTPATH	(701)799-8214
SIOUX FALLS RENTAL.COM	(605)940-5389
SIOUX FALLS SHOPPING NEWS.....	(605)339-3633

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PARK SUPPLY OF AMERICA INC.	(651)398-5521
PRIMESOURCE BUILDING PRODUCTS.	(303)803-4141

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FARR TECHNOLOGIES	(605)929-2656h
MIDCO.....	(800)888-1300
VAST BROADBAND.....	(605)965-9574

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EXTREMELY CLEAN.....	(605)582-2237

INTEK CLEANING & RESTORATION.....	(605)334-9716
RAINBOW INTERNATIONAL OF SIOUX FALLS	(605)271-1111
RAPID CITY RESTORATION.....	(605)858-1027
SRM-SERVICE MASTER RECOVERY MGMT.....	(320)293-1216

COLLECTIONS

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CONCRETE

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DATA

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SD HOUSING DEVELOPMENT AUTHORITY.....	(605)773-3181

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PRIEBE INSURANCE AGENCY INC.....	(605)323-2811
THE INSURANCE CONNECTION	(605)339-3147

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HANDER PLUMBING & HEATING	(605)339-9633
MIDWESTERN MECHANICAL INC.	(605)339-3963
MOEN	(800)628-0569
TRANE	(605)336-8500
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NAI SIOUX FALLS	(605)357-7100
REALTOR® ASSOCIATION OF THE SIOUX EMPIRE	(605)334-4752
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KIEFFER SANITATION	(605)342-5575
SCRAP MART	(605)359-1968
NOVAK SANITARY SERVICE	(605)338-7126
<u>RESIDENT SCREENING</u>	
J FIELDS AND ASSOCIATES, LLC	(605)791-7007
WESTERN REPORTING INC.	(801)417-0434
<u>ROOFING</u>	
ROOF MAXX	(605)610-9255
<u>RUMMAGE SALES</u>	
RUMMAGESALES.COM	(605)362-7272

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CENTURYLINK

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TAX PLANNING

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LAND TITLE GUARANTY

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TOWING

ALL AMERICAN TOWING

UTILITY BILLING

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WATER DAMAGE RESTORATION

CREW

EXTREMELY CLEAN

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RAPID CITY RESTORATION

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WINDOWS

ALLIED BUILDING PRODUCTS

MENARDS

MENARDS EAST OF SIOUX FALLS

SDMHA BUYERS GUIDE RAPID CITY CHAPTER

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The Top 10 Reasons a Leasing Professional Quits



By: Brent Williams of Property Management Multifamily Training and Career Development Apartment Jobs



What do you think the top reasons are that leasing professionals quit?

There were so many great responses that I decided to showcase my personal top 10 favorite comments for why leasing consultants walk out the door.

 **Barbi Thomas** People seldom quit companies, but often quit people. Management, be it in house or corporate, has a huge influence.  9
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 **Leah Love Orsbon** Many times, the manager.  9
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 **Nichole Del Toro** If you don't appreciate that person helping keep the occupancy up and make sure they feel appreciated you will lose them. It's not always money 🙄  5
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 **Barbara Marie Savona** I also think that sometimes they don't have a clear career path. What's next? How can they advance? I agree with Leah Love Orsbon...I think a manager can play a huge role.  7
Like · Reply · 4d



 **Amy Mays** I believe that Leasing Agents are not encouraged to be "engaged" in our business. I've been doing leasing training for 20 years and seldom do leasing team members actually know their budgeted occupancy, have REAL leasing goals that are SMART etc. they are asked to do the "task" of the market survey but seldom asked for their input, ideas and suggestions. We expect results from people we have neglected to engage but we sure love to ride them for "Results".
Leasing and Maintenance team members have many answers to the "what can we do to increase occupancy, reduce delinquency, decrease turnover..." but they are seldom asked. "Process" people are managing "people" people with little training on how best to inform, engage and inspire them to learn more, reach beyond their comfort zone (and be safe doing so), to share their thoughts, ideas etc



Understaffed on busiest leasing/resident days (like weekends).



I could go on and on.... IM me and I'll give you my number and we can really talk about it! 😊  11
Like · Reply · 3d · Edited

 **Becky Mandel Currie** Working every weekend.  6
Like · Reply · 4d

 **Megan Orser** They get held back from advancement, burnt out from working every weekend, bad or poor commission structure, workplace bullying.....the last reason I heard from a colleague has to do with the frustration with heavy emphasis on compliance and reports and not on actually leasing  5
Like · Reply · 4d · Edited

 **Cathy Otterbine** Because they realize that leasing is the most important job but they are the last man on the totem pole. Leasing Consultants should be the sought after position. My very best Managers and Supervisors started out in Leasing. And there is no room for advancement unless you want to do bookkeeping.  4
Like · Reply · 3d

 **Lauretta Gerler Ludwig** Lack of advancement unless they have the opportunity to relocate. Some companies do not have more than one property in a city. Most of my leasing Consultants have quit to become a Manager or an Assistant Manager at another property. I always kept my incentives High. Had regular motivational games in an honest relationship with each leasing consultant.  1
Like · Reply · 4d · Edited

 **Katrina Mattern** I think lack of room for advancement is a top one. Lots of smaller companies don't have a marketing position higher up, and the personality traits that make some one a good leasing agent might not make them good for management! For example, my leasing agent is great but her attachment to our residents and their stories doesn't work in management that needs someone more impartial, and there's no other position here  2
Like · Reply · 4d

SDMHA GOLF CLASSIC

Wednesday, July 17, 2019

Brandon Golf Course

Shotgun Start at 11am

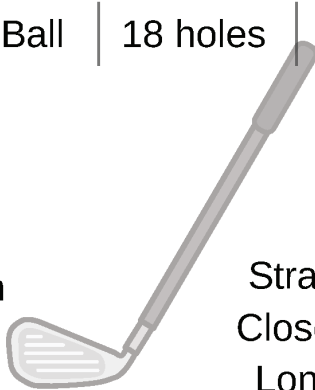
Registration Opens at 9am



4 Person Best Ball | 18 holes | 3 flights

Registration fee of \$105 per golfer includes:

18 holes of golf, 2 mulligans per golfer, 2 carts per 4 person team, and steak dinner with 2 drinks each



Prizes awarded for:

1st & 2nd place

Straightest Drive	Longest Drive
Closest to the Pin	Shortest Drive
Longest Putt	HOLE IN ONE'S

AVAILABLE SPONSORSHIPS

EAGLE: \$1,200

- * Hole in One Sponsor
- * Banner on Clubhouse
- * Recognition on Handouts & Rental Review
- * 4 Person Golf Team w/Meals

BIRDIE: \$900

- * Beverage Cart Signage
- * Recognition on Handouts & Rental Review
- * 4 Person Golf Team w/Meals

HOLE: \$300

- * Signage at Hole
- * Recognition on Handouts & Rental Review
- * 1 Meal Ticket

PAR: \$125

- * Signage at Putting Green
- * 1 Meal Ticket

Registration Form

Online: <https://www.sdmha.com/events/golf-classic-sioux-falls>

Sponsorship Level _____

Company: _____

Name: _____ Handicap _____

Name: _____ Handicap _____

Name: _____ Handicap _____

Name: _____ Handicap _____

10% Early Bird Discount Deadline Jun 1st
Registration Deadline July 13th

_____	\$_____	Sponsorship
_____ x \$105 = \$_____		Member
_____ x \$125 = \$_____		Non Member
_____ x \$30 = \$_____		Add'l Meal

(2 Mulligans are included in pricing)

Subtotal	\$_____
10% Discount	\$_____
Total Due	\$_____

Name: _____

Card #: _____

Exp. Date: _____ CVC: _____

Billing Address: _____

NO refunds or cancellations after July 10th



RENTAL REVIEW

PO BOX 90327 • SIOUX FALLS, SD 57109



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To provide leadership, advocacy, education and professionalism to our residential rental industry members comprised of owners, management and suppliers throughout South Dakota.