

RENTAL REVIEW

• MAY/JUNE •

THE OFFICIAL NEWSLETTER OF THE
SOUTH DAKOTA MULTI-HOUSING ASSOCIATION



NEW MEMBER BENEFIT

APARTMENTALIZE

LEGISLATIVE UPDATE

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BLACK HILLS GOLF

SDMHA MISSION STATEMENT:

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



SDMHA
SINCE 1970

**JOIN A LOCAL
OR STATEWIDE
COMMITTEE
IN 2021**

CONTACT DENISE FOR MORE DETAILS
(INFO@SDMHA.COM)

L.E.A.P. Leadership, Education, Advocacy and Partnerships. Its what we do !!! Your association is hard at work getting updated online presence, we are excited about how we do business for you.

As an association we have a new look online and have established easier ways for new members to get connected with our process. That being said, please reach out to our associated members in your market to thank them for their support, and please inform our new member committee of names you would like to see added to the list.

Are you able to get plugged into what you need form us? Facebook Live, established invites for Zoom meetings, are these working for those of you that can not make it in person. I would like to know the answers.

Spring is here and new construction with added Multi Family communities are coming out of the ground ready to stabilize. The community of ownership keeps growing, as you have all seen your new tax assessment amounts let's make sure if there are concerns, we have direction on how to move forward for possible corrections for the next year.

I am still here to assure the members that if thoughts and direction are needed to be heard, and you want to speak directly to me, that door is always open, and communication will be welcome.

I look forward to working with all of you, let's make the difference where we can.



Todd C. Hollan

President



WELCOME NEW MEMBERS:

Vermillion CHAPTER

Guthmiller Holdings

Black Hills CHAPTER

K O Property Management & Rentals

Sioux Falls CHAPTER

Best Choice Cleaning & Restoration

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Entrata

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allows you?



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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

TOWNHALL THURSDAY

We hope that you have been enjoying our virtual meetings. **Remember they are recorded and are available for you to listen to anytime** at: <https://www.sdmha.com/town-hall-recordings> (you must be signed into your user account to access these recordings).

**Due to low numbers of attendees
future TownHall Sessions have not been scheduled.**

WE NEED YOUR INPUT. If you prefer that they continue and there is a topic you want to hear more about, please let us know via phone (605-336-7756) or email @ info@sdmha.com.

Thank you to these contributors from January and February TownHall Sessions:



MAY 2021

- 9:** HAPPY MOTHER'S DAY
 - : Black Hills Meeting
- 18:** Member Development Committee
- 19:** Board Meeting
- 20:** Sioux Falls Social

JUNE 2021

- 2-4:** SDMHA Office Closed
 - : Black Hills Meeting (TBD)
- 17:** Sioux Falls Meeting (TBD)
- 14-18:** Property Mgrs Licensing (Pro-Ed)
- 21:** SDMHA Board Meeting

May is the perfect month to take big steps forward in building your career. That's why in the month of May, Visto is making it easy to get up and march forward in your career.

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<https://store.gowithvisto.org/pages/visto-lean-in-learn-forward>

2021 SDMHA COMMITTEES

Member Development: STATEWIDE:

Chair: Alex Pugach & Jennifer Sinclair
Amy Ibis
Kyle Eberts

Donya Hoscheid
Todd Tucker

Board Liaison: Julie Redlin
Ken Fisher
Todd Hollan

Education: STATEWIDE

Chair: Anny Libengood & Lori Marsh
Brian Majerus
Julie Redlin
Lydia Freedom
Candice Nelson
Bobbi Nelson
Travis Soldatke

Fran Rice
Kala Rebelin
Marilyn Metzger
Amy Miller
Donya Hoscheid

Board Liaison: Jody Bjornebo
Josh Day
Laura Carlson
Sam Wylie
Mandi Zigmond-Reinke
Doug Geiken

FunRaising: STATEWIDE

Chair:
Jim Mannie
Bill O'Connor
Todd Lebenow

Josh Day
Jill Madsen
Randy Snyders

Board Liaison: Amy Ibis
Jesse Callahan
Paul Gourley

Independent Rental Owner (IRO): STATEWIDE

Chair:
Shauna Batcheller
Brian Majerus

Board Liaison: Angie Munce

Legislative: STATEWIDE

Chair:
Amy Miller
Paul Gourley
Ron Rensberger
Jill Madsen
Kari Ebberts
Elena McKeown
Amy Ibis

Bill O'Connor
Joel Dykstra
Ron Sauby
Steve Boote
Shawn Storhaug
Jeff Brooks
Kyle Eberts

Board Liaison: Linda Dunham
Dean Krogman, Lobbyist
Brian Majerus
Todd Hollan
PJ Haar
Mallory Miner
Meghan Kelly

Product Services Council: STATEWIDE

Chair:
Rick Anderson
Bobbi Nelson
Ryan Goff
Cliff Vanderbush

Glenn Peterson
Jesse Callahan
Todd Lebenow
Darcie Strehlow

Board Liaison: Julie Redlin
Jim Mannie
Trepp Nagel
Matt Martin

Merit Awards: STATEWIDE

Chair: Angie Stingley

Board Liaison: Kristi Miller

MEMBERS

LOOKING AHEAD

SDMHA REPRESENTS **YOU!**

34,934 Total Units • 111 Total Associate Members

Sorry to see these Members go:

TCP Properties (Paul Choudek)

Go For It (Jo Hausman)



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Check website for complete info

2021 CALENDAR OF EVENTS

South Dakota Multi Housing Association

<p style="text-align: center;">January</p> <p>14: Townhall - 211 University</p> <p>20: Board Meeting</p> <p>15: Merit Awards - SF</p>	<p style="text-align: center;">February</p> <p>18: Townhall</p> <p>17: Board Meeting</p> <p style="text-align: center;">LEASING 101</p> <p>24: Breath of Fresh Air Summit</p>	<p style="text-align: center;">March</p> <p>10: Black Hills</p> <p>17: Board meeting</p> <p>25: Sioux Falls - Golf Extravaganza</p> <p>9, 16 & 23: LEASING 101 - Online</p> <p>9-10 - ADVOCATE, Virtual</p> <p>15-19 - Property Mgr Licensing</p>
<p style="text-align: center;">April</p> <p>7: Legislative Committee</p> <p>7: Education Committee</p> <p>21: Black Hills - Midco</p> <p>15: Sioux Falls - Fair Housing</p> <p>20: Member Development Committee</p> <p>21 - Board Meeting</p>	<p style="text-align: center;">May</p> <p>9: HAPPY MOTHERS DAY</p> <p>11: New Member Orientation</p> <p>12: Black Hills Meeting</p> <p>18: Member Development Comm</p> <p>19: Board Meeting</p> <p>20: SF - Social - Remedy Brewing</p> <p>31: Happy Memorial Day</p> <p>26-27: NAA Summer Governance</p>	<p style="text-align: center;">June</p> <p>24: Black Hills Golf</p> <p>15: Member Development Comm</p> <p>17: Sioux Falls meeting</p> <p>23: Board Meeting</p> <p>14-18: Property Mgr Licensing</p>
<p style="text-align: center;">July</p> <p>4: HAPPY 4th of JULY</p> <p>14: Board Meeting</p> <p>14: Black Hills Meeting</p> <p>20: Member Development Committee</p> <p>20: Product Services Council</p> <p>21: Sioux Falls Golf Classic</p> <p>21-23: NAA GART</p>	<p style="text-align: center;">August</p> <p>16-20: SDMHA office closed</p> <p>10: Member Development Comm</p> <p>10: New Member Orientation</p> <p>11: Black Hills Meeting</p> <p>18: Board Meeting</p> <p>19: Sioux Falls Meeting</p> <p>16-18 - Apartmentalize - Chicago</p>	<p style="text-align: center;">September</p> <p>6: HAPPY LABOR DAY</p> <p>8: Black Hills Meeting</p> <p>16: Sioux Falls Social</p> <p>21: Member Development Comm</p> <p>22: Board meeting</p> <p>9-10: SDHDA Housing Conference</p> <p>7, 14, 21 & 28: CALP - Online</p> <p>13-17: Property Mgr Licensing</p>
<p style="text-align: center;">October</p> <p>19: Member Development Committee</p> <p>20: Board Meeting</p> <p>21-22: STATE CONVENTION</p> <p>TBD : BH Maintenance Appreciation</p> <p>5, 12: CALP - Online</p>	<p style="text-align: center;">November</p> <p>11: VETERANS DAY</p> <p>10: Black Hills Meeting</p> <p>16: New Member Orientation</p> <p>16: Member Development Comm</p> <p>18: Sioux Falls Meeting</p> <p>17: Board meeting</p> <p>25: HAPPY THANKGIVING</p>	<p style="text-align: center;">December</p> <p>8: Black Hills Holiday Social</p> <p>16: Sioux Falls Holiday Social</p> <p>15: Board Meeting</p> <p>25: MERRY CHRISTMAS</p>

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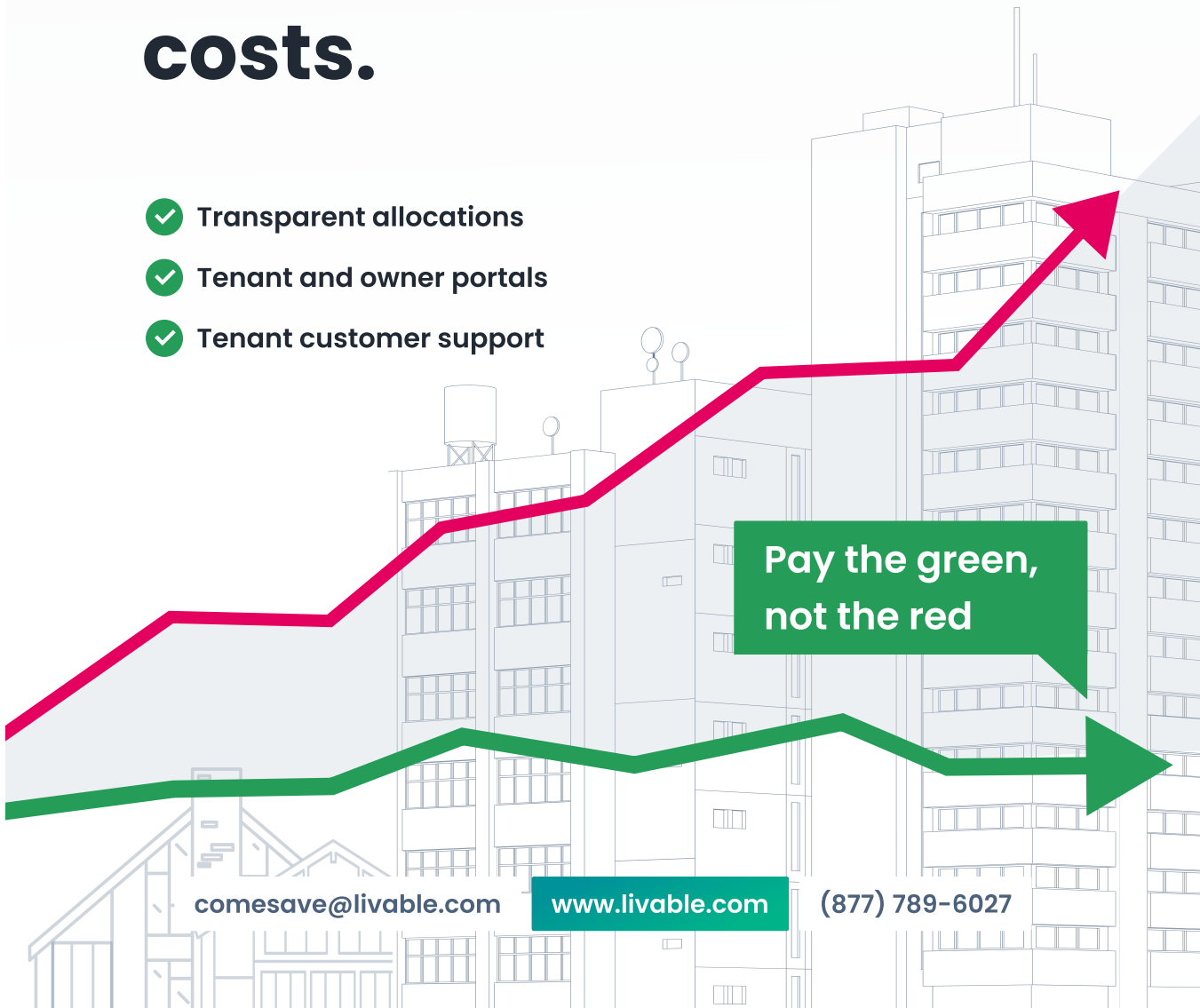
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5 Real Estate Video Ideas for Multifamily Marketing Teams

Article from Ashley McGovern, Content Specialist Realync

Video. It is a tried and true marketing tactic and a powerful lead-to-lease tool. Real estate video statistics don't lie. However, that doesn't mean it's easy to come up with compelling real estate video ideas.

To get you started, or just to help you refresh your video content, here are five real estate video ideas for multifamily marketing teams that really work. With these five ideas, would you take it or leave it?

Unit specific videos

1. Precise property tours
2. Move in videos
3. Resident testimonials
4. Neighborhood videos



Go Unit Specific

While a video tour showing a model unit can be great for top-of-the-funnel marketing uses, if you want to truly get someone to sign a lease, you need your video to be unit specific. This is by far one of the best, and most effective, real estate video marketing ideas out there. Prospective residents want to see THEIR exact unit. Not a unit that looks similar to the one they want – they want their unit.

There should be no surprises in the video. Show prospects all the views from the way drawers in the kitchen are laid out to where the outlets are located. We can't rely solely on in person touring as the only way for a consumer to see their new place. Of course, there's room to couple the two... both in person touring and video touring. What does this mean? Well, for example, after having a conversation with a prospect on the phone, maybe you send a few videos of your available apartments over to the prospect. Tailor those videos to the prospect's preferences. Once you've narrowed down the one they would like to see, then you take them on an in person tour. For a multifamily leasing team, you should look to get ahead with your real estate video marketing. You should go out and proactively build a video library of exact units. It will pay dividends over time. Having unit specific videos is an absolute game-changer in both the property marketing and leasing process.

Precise Property Tours

Property tours may include highly produced, fully artistic, and polished professional videos. These are great for a website homepage with their sweeping views, snippets and highlights of the property. However, they usually don't go into detail about specific amenities or details of the property. That's why one of our top real estate video ideas is to do the deep dive!

There are most likely parts of your property, outside the units, that make it truly special. Take the time to create amenity specific pieces for your properties. It can go a long way in showing a prospect what it looks and feels like to live there. Plus, you don't have to go searching for topics for real estate videos when there are so many around you. And you don't need a full real estate videography team. Take a leasing agent and visit each amenity or creative space. For an amenity tour, do a detailed walk through, explaining any processes for use, and talking about how residents use it. Do the same for a creative space where residents work, read, or just hang out. Have the agent explain what makes it unique, different, and/or special.

Move In Videos

Yup, move in videos. Why? Well, we believe that you should always simplify a process for a prospect and over communicate how to do something. With these types of videos, you explain the move in processes and procedures. You should set and manage expectations on that front before someone moves in. What would this be for marketing? Well, the more transparent you are on the front end and the more you explain and pull prospects into the process, the better off you'll be and the more they will buy into it. When they see how easy move in day is and how much the leasing team and the management team partners to create a smooth and streamlined process, the better. This sort of thing can go a long way for someone getting comfortable with moving to your community.

Resident Testimonials

This is sometimes an underutilized idea and also a way to get really creative real estate videos. Get your current residents in front of the camera. Have them talk about what makes the property special, what got them there and what makes them stay. What better way to tell prospects that your community is awesome than from residents themselves? If you're looking for real estate video ideas that are going to have an impact, this is it. Whether it's a group of residents at an event or a one-on-one video, these testimonials will show a prospect so much about the property. They'll get a sense of the vibe and personality of the property and its residents, which is exactly what prospects need in order to decide if it's the right move for them.

Neighborhood Videos

The property is only one part of the story your community has to tell a prospective resident. That's why another great real estate video idea is to get outside those walls. Showcase the surrounding neighborhood with videos. Everything from the coffee shops, restaurants, grocery stores... it's all part of why someone would want to make your community their new home. With today's virtual environment, many prospective residents may not have the luxury of driving around the neighborhood early on in the leasing process. These types of videos give them that change. You can virtually show the neighborhood and show off the amenities beyond the community itself.

Whether you hire out for real estate video marketing services or DIY, the power of video is evident. Use these ideas as a jumping off point and have fun with it. There's so much you can do through the power of video from marketing to virtual leasing. Find what works for your team and run with it!

SOUTH DAKOTA MULTI-HOUSING ASSOCIATION
PRESENTS



The Leasing Professionals learn teamwork, organization, time management, technology, and professionalism, all with the goal of developing the skills they need to successfully bring in new residents. Engaging videos and lively discussions help to bring the key points to life.

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\$399

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COURSE SCHEDULE AND TIMES

- **ORIENTATION** September 7 from 9:30 am to 10:30 am | 1 Hour
- **SESSION ONE** September 14 from 9:30-1:30 | 4 Hours (10 minute break and 30 minute lunch break)
- **SESSION TWO** September 21 from 9:30-2:00 | 4.5 Hours (10 minute break and 30 minute lunch break)
- **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



THE SOUTH DAKOTA MULTI-HOUSING ASSOCIATION
PRESENTS

JUST FORE FUN

30TH ANNUAL GOLF CLASSIC

JULY 21, 2021

11AM SHOTGUN START - REGISTRATION OPENS AT 9AM

BRANDON GOLF COURSE

4 PERSON BEST BALL, 18 HOLES, 3 FLIGHTS



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NO REFUNDS AFTER JULY 1ST, 2021



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- STEAK DINNER WITH 2 DRINKS EACH



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- LONGEST PUTT
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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 \$300 OR \$750 (18 AVAILABLE)
(INCLUDES GOLF AND MEALS)

- SIGNAGE ON HOLE
- 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



PAR \$125 (5 AVAILABLE)

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



PIN PRIZE \$125

- LOGO ON COMPETITION FLAG
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WEBSITE: SDMHA.COM

REGISTRATION & SPONSORSHIP COMMITMENTS MUST BE COMPLETED ONLINE AT
[HTTPS://WWW.SDMHA.COM/EVENTS/GOLF-CLASSIC-SIOUX-FALLS-2021](https://www.sdmha.com/events/golf-classic-sioux-falls-2021)

LEGISLATIVE UPDATE

COVID 19 BUSINESS LIABILITY PROTECTIONS

SD HB 1046- An Act to limit liability for certain exposures to COVID-19 (Passed). ...

(8) "Person," a natural person, corporate or common law entity, business entity registered pursuant to § 37-11-1, and the state and any political subdivision thereof, including school districts. The term includes an agent of a person; ...

(10) "Premises," any real property and any appurtenant building or structure, and any vehicle, serving a commercial, residential, educational, religious, governmental, cultural, charitable, or health care purpose; ...

21-68-3. Limitation--Actions--Owner--Premises. A person who possesses or is in control of a premises, including a tenant, lessee, or occupant of a premises, who directly or indirectly invites or permits an individual onto a premises, shall not be liable for damages for any injuries sustained from the individual's exposure to COVID-19, whether the exposure occurs on the premises or during any activity managed by the person who possesses or is in control of a premises unless the person who possesses or is in control of the premises intentionally exposes the individual to COVID-19 with the intent to transmit COVID-19. In alleging intentional exposure with the intent to transmit COVID-19, a party must state with particularity the circumstances constituting intentional exposure with the intent to transmit COVID-19 including all duty, breach, and intent elements and establish all elements by clear and convincing evidence.

CDC Extends Eviction Moratorium to June 30, 2021, for ALL properties

CFPB Rule Clarifies Tenants

Can Hold Debt Collectors Accountable for Illegal Evictions

Bureau Issues Interim Final Rule on Fair Debt Collection Practices Act

<https://www.consumerfinance.gov/about-us/newsroom/cfpb-rule-clarifies-tenants-can-hold-debt-collectors-accountable-for-illegal-evictions/>

SDMHA along with NAA worked to educate Senator John Thune on the issue and equipped him with information and questions when it was before the Commerce Committee, which he sits on. We continue to monitor this movement and will keep you abreast.

RENTAL & UTILITY ASSISTANCE

<https://www.sdhda.org/social-programs/cares-act-housing-assistance-program>

YES, you can assist your residents in requesting the funds. Resident does need to provide requested documents and verify their application and information. However, with your help, it may speed up the process. Which means you receive rental funds quicker.

SDMHA BUYERS GUIDE

SIOUX FALLS CHAPTER

ADVERTISING

ARVIG MEDIA	507.829.3683
COSTAR GROUP	612.799.2733
MY RENTERS GUIDE	605.221.1030
RENTPATH	701.799.8214
ZILLOW GROUP	206.775.4467

APPLIANCES

DENNY'S APPLIANCE	605.261.9314
KARL'S TV & APPLIANCE INC	605.336.3244
MAHLANDERS	605.336.7798

APPRAISAL SERVICES

ELWOOD & MARTIN APPRAISALS, LLC	605.271.0351
ROGERS APPRAISAL SERVICE, INC.	605.331.0144
SHAYKETT APPRAISAL COMPANY INC	605.332.3553
CB RICHARD ELLIS	605.201.0684

ATTORNEY SERVICES

CHRISTOPHERSON, ANDERSON, PAULSON & FIDELER	605.336.1030
BREIT & BOOMSMA P.C.	605.336.8234
LYNN, JACKSON, SHULTZ & LEBRUN, PC.	605.332.5999

BANKING SERVICES

BANK MIDWEST	605.444.2081
CENTRAL BANK	605.782.1820
CORTRUST BANK	605.444.4038
DACOTAH BANK	605.367.6412
FIRST DAKOTA NATIONAL BANK	605.333.8218
FIRST PREMIER BANK	605.357.3039
FIRST SAVINGS BANK	605.977.4120
FRONTIER BANK	605.332.3832
GREAT WESTERN BANK	605.336.4442
MINNWEST BANK	605.323.3865
SECURITY NATIONAL BANK	605.977.9005
WELLS FARGO BANK	605.575.7502

BUILDING SUPPLIES

MENARDS	605.362.7159
MENARDS EAST OF SIOUX FALLS	605.357.7310
CONTRACTORS SIDING, WINDOWS & ROOFING SUPPLY	605.334.7070

CABLE & INTERNET

CENTURYLINK	605.215.5862
FARR TECHNOLOGIES	888.687.8765 X 101
ICS ADVANCED TECHNOLOGIES	515.232.4453
MIDCO	320.402.4508
VAST BROADBAND	605.965.9574

CARPET CLEANING/REPAIR/EMERGENCY SERVICES

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INTEK CLEANING & RESTORATION	605.334.9716
RAINBOW INT'L OF SIOUX FALLS	605.271.1111
RAPID CITY RESTORATION	605.858.2726
SERVICEMASTER OF SIOUX FALLS	605.595.3086
SERVPRO OF WEST SIOUX FALLS	605.213.3303
EXTREMELY CLEAN	605.321.8220
BEST CHOICE CLEANING & RESTORATION	605.334.0633

COLLECTIONS

CREDIT COLLECTIONS BUREAU	605.381.5666
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CONCIERGE SERVICES

TRASH BROS, LLC	307.281.6001
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DATA

ALN APARTMENT DATA	800.643.6416
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EDUCATION

SIOUX EMPIRE HOUSING PARTNERS	605.212.0969
HEALTH CONNECT OF SOUTH DAKOTA	605.371.1000

FINANCING

ERNST CAPITAL GROUP	605.271.7172
NORTHMARQ CAPITAL	402.343.0468
NORTHPOINT COMMERCIAL FINANCE	678.496.9775

FLOORING & SUPPLIERS

HOME DYNAMICS	605.361.5467
THORNTON CARPET SALES	605.368.2568X2104
MOXIE SERVICES INC	605.201.6189

GOVERNMENT

SD HOUSING DEVELOPMENT AUTHORITY	605.773.3181
SIOUX FALLS PLANNING & DEVELOPMENT SERVICES	605.367.8177

HARDWARE & MAINTENANCE SUPPLIES

NYBERG'S ACE HARDWARE	605.336.6474
MOEN	800.628.0569

HEALTH

AVERA	605.940.8497
HEALTH CONNECT OF SOUTH DAKOTA	605.371.1000

HOUSING

SIOUX EMPIRE HOUSING PARTNERS	605.212.0969
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INSURANCE

AARON SMITH INSURANCE AGENCY INC.	605.361.3515
AFLAC	605.777.2233
FISCHER ROUNDS AND ASSOCIATES	605.334.0004
MARSH & MCLENNAN AGENCY	605.231.0841
MARTIN & ASSOCIATES, LLC	605.336.6470
MCKINNEY OLSON INSURANCE	605.339.3147
RIVERVIEW INSURANCE AGENCY	605.498.0305
WILCOXON INSURANCE	605.271.6600

LANDSCAPING

WELLER BROTHERS	605.351.4748
THE PORCH SWING STORE	888.767.6875

LAUNDRY

BDS LAUNDRY MANAGEMENT	888.286.7810
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LIGHTING

YESCO SOUTH DAKOTA EAST	605.696.3576
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LOCKSMITH

FRED THE FIXER	605.334.5411
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LODGING

COUNTRY INN & SUITES	605.373.0153
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ODOR REMOVAL

AIRE-MASTER OF THE PLAINS	605.275.0302
SIMPLY FRESH CLEANING	605.521.6400

PAINT & WALL COVERINGS

NORBERG PAINTS	605.332.6821
BFB PAINTING, INC.	605.376.7755
DIAMOND VOGEL PAINTS	605.334.2051
PPG PAINTS	605.515.2215

PATROL

SIoux MERCHANT PATROL INC. 605.334-9357

PET SERVICES

DOOGOODERS 605.254-2145

PEST CONTROL

DAKOTA BEDBUG DETECTION 605.951.7127

PLUMBING, HEATING & AIR CONDITIONING

FRISBEES PLUMBING & HEATING 605.338-6321

MOEN 800.628-0569

MIDWESTERN MECHANICAL INC 605.366.8164

REAL ESTATE

LEE SCHELLING REAL ESTATE..... 605.582.2119

NAI--SIOUX FALLS..... 605.357.7100

REALTOR(R) ASSOCIATION OF THE SIOUX EMPI 605.334.4752

TAX & MANAGEMENT SERVICES LLC..... 605.201.1650

RECYCLING & SANITATION

PIONEER BUILDERS 605.359.1968

NOVAK SANITARY SERVICE..... 605.338.7126

RESIDENT SCREENING

WESTERN REPORTING INC 801.417.0420

ENTRATA..... 801.564.5486

RESURFACING

GET A GRIP RESURFACING - WEST RIVER..... 605.858.9600

ROOFING

RESTORATION RX 605.759.1531

SECURITY

SAFE-N-SECURE, INC. 605.543-5068

SEWER DRAINING CLEANING

AROUND THE CLOCK/DRAINMASTER 605.335-0384

TAX PLANNING

ICS TAX INC 605.929-6942

TENANT ASSISTANCE

MINNEHAHA CO. HUMAN SERVICES..... 605.978.5611

SIOUX FALLS HOUSING & DEVELOPMENT 605.332.0704

TITLE COMPANIES

LAND TITLE GUARANTY 605.336-1095

STEWART TITLE CO 605.339-3199

TOWING

ALL AMERICAN TOWING 605.332-3100

UTILITY BILLING

LIVABLE 650.720.5466

MULTIFAMILY UTILITY COMPANY, INC. 800.266.0968 X 729

PROPERTY MELD 605.646.4107

SDMHA BUYERS GUIDE

RAPID CITY CHAPTER

ADVERTISING

COSTAR GROUP..... 612.799.2733

MY RENTERS GUIDE 605.221-1030

RENTPATH..... 701.799.8214

ZILLOW GROUP..... 206.775.4467

APPLIANCES

KARL'S TV & APPLIANCE..... 605.343-3610

ATTORNEY

BANGS MCCULLEN LAW FIRM..... 605.343-1040

LYNN, JACKSON, SCHULTZ, LEBRUN 605.332-5999

CABLE & INTERNET

MIDCO 605.797-7121

VAST BROADBAND 605-721-2000

CARPET CLEANING

MIDCO 605.797-7121

VAST BROADBAND 605-721-2000

COLLECTIONS

CREDIT COLLECTION BUREAU 605.391-5666

FLOORING

FLOORING AMERICA 605.342-8304

FREED'S FLOORS 605.519-6299

THORNTON CARPET SALES..... 605.900-6224

GOVERNMENT

SD HOUSING DEVELOPMENT AUTHORITY 605.773.3181

HOUSING

PENNINGTON COUNTY HOUSING AND REDEVELOPMENT 605.394-5350

ODOR REMOVAL

SERVPRO OF RAPID CITY..... 605.388.3000

RAPID CITY RESTORATION 605.858.2726

LAUNDRY

BDS LAUNDRY MANAGEMENT..... 888.286.7810

PLUMBING, HEATING & AIR CONDITIONING

FRISBEES PLUMBING & HEATING 605.338.6321

MOLD INSPECTION & CLEANUP

SERVPRO OF RAPID CITY 605.388-3000

REAL ESTATE

DUEMELANDS COMMERCIAL REAL ESTATE..... 701.221-9033

RECYCLING & SANITATION

TRASH BROS, LLC..... 307.281-6001

RESIDENT SCREENING

WESTERN REPORTING 801.417-0420

ENTRATA..... 801.564.5486

RESURFACING

GET A GRIP RESURFACING - WEST RIVER 605.858-9600

SOFTWARE

APPFOLIO. 805.364.6098

TENANT ASSISTANCE

PENNINGTON COUNTY HOUSING & REDEVELOPMENT 605.394.5350

UTILITY

LIVABLE..... 605.720-5466

PROPERTY MELD 605.646-4107

MULTIFAMILY UTILITY COMPANY 800.266-0968

Using Your Membership

Enhance *YOUR* directory listing with images

They say a picture is worth a thousand words. Which is why you **do not want to miss** the opportunity to show the many faces of your business within your member directory listing on SDMHA's website. Several of our Associate Members have already taken advantage of this FREE promotional opportunity to help brand their business listing.

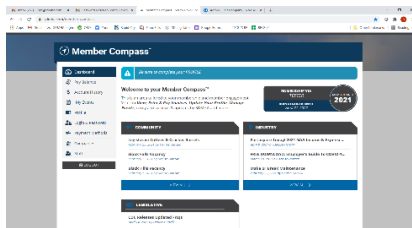
All members are invited to add your business logo and pictures or videos of your products. There is no additional cost, and you will gain added visibility for your listing. And your staff is encouraged to add their photos to their own user accounts.

Below is the minimum size for optimal image quality, but for larger sizes, you can use an image resizing tool:

Company Logo's and **Individual Headshots** are best utilized in either a .jpg or .gif format with maximum dimensions of 300 x 300px. Since these are smaller images, your file size should be a bit smaller as well.

Product Images are best in utilized in either a .jpg or .gif format with maximum dimensions of 250 x 250px.

To add your images, first login to your user account on sdmha.com. Link can be found in the upper right corner of the website. For logo and product images, only the admin for the company can add these.



Once logged in to your account, you will see your Member Compass. Select **“Profile”** on the left side of screen. This is where you can enter information about you, your license #, credentials or designations, social media links, headshot, etc.

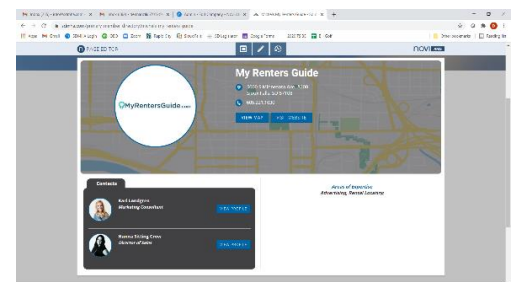
Select **“Payment Methods”** if you would like to save payment information. Just click on **“ADD NEW CARD”**, add your information, and it will auto renew your membership for you. Of course you have the ability to stop any auto payments.

Select **“Companies”** on the left side of screen for what companies you are associated with. This is also where you can add a company logo, social media links, etc for the company. For suppliers/vendors you can choose up to five, **Areas of Expertise**, this information is translated into our Buyers Directory.

Select **“Staff”** to ensure staff is correctly associated with you. If they are not listed, they are not receiving emails or event notices from SDMHA.

Be sure to click “SAVE” before leaving any page.

Finally, to check that your logo and photos are displaying correctly, hover over **“MEMBERSHIP”** at the top of page, then click on the **“Membership Directory”**. Search for you or use filter for area of expertise. You should see your company logo and headshots of your team. Click on each team members profile to ensure theirs is complete also.



THANK YOU FOR IMPROVING SDMHA.COM



PRESENTS

PAR TEE IN RAPID

RAPID CITY GOLF CLASSIC

JUNE 24, 2021

1:00PM SHOTGUN START - REGISTRATION OPENS AT 11:30AM
ELKS GOLF COURSE
3333 JOLLY LANE, RAPID CITY, SD
4 PERSON BEST BALL, 18 HOLES, 3 FLIGHTS

STEAK DINNER AT 5PM

**REGISTRATION & SPONSORSHIP COMMITMENTS
MUST BE COMPLETED ONLINE AT**

<https://www.sdmha.com/events/black-hills-2021-golf-par-tee>



SDMHA WOULD LIKE YOU
TO SHARE IN OUR
APPRECIATION OF OUR
RAPID CITY GOLF SPONSORS

REGISTRATION

NO REFUNDS AFTER JUNE 1, 2021



\$450 TEAM | \$112 PLAYER

- 18 HOLES OF GOLF, 2 MULLIGANS PER GOLFER
- 2 CARTS PER 4 PERSON TEAM
- STEAK DINNER WITH 2 DRINKS EACH



**PRIZES AWARDED FOR
1ST & 2ND PLACE**

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



SPONSORSHIPS

NO REFUNDS AFTER JUNE 1, 2021



EAGLE \$1,300

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



HOLE \$300 OR \$750

- (INCLUDES GOLF AND MEALS)
- SIGNAGE ON HOLE
 - RECOGNITION ON HANDOUTS
 - RECOGNITION IN RENTAL REVIEW
 - 1 MEAL TICKET



BIRDIE \$1,000

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



PAR \$125

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

SD Multi-Housing Association
PO Box 90327
Sioux Falls, SD 57109
OFFICE: 605.336.7756
EMAIL: info@sdmha.com
WEBSITE: sdmha.com



PIN PRIZE \$125

- LOGO ON COMPETITION FLAG
- RECOGNITION AT AWARDS CEREMONY



**SOUTH DAKOTA
MULTI-HOUSING ASSOCIATION**
PO Box 90327
Sioux Falls, SD 57109

OFFICE 605.336.7756
EMAIL info@sdmha.com
WEB sdmha.com

JOIN TODAY!



MEMBERSHIP BENEFITS & DUES

OWNER, MANAGEMENT, PROPERTY BENEFITS


 **DISCOUNTS FROM SUPPLIER MEMBERS** including screening companies; flooring companies; insurance providers and many more.


 **MEETINGS** with location specific topics. Also, a great opportunity to network with other rental property owners.

 **BIMONTHLY PUBLICATION** with articles of interest and value to the multi-family propertyowner (local, state, and national association news).

 **EDUCATIONAL OPPORTUNITIES** with industry specific topics, South Dakota Real Estate Commission CEC's, National Designations and more.


 **STATE CONVENTION AND TRADE SHOW** is a great opportunity for various education sessions and network with industry peers. Discover new suppliers at our Trade Show.

 **LEGISLATIVE ADVOCACY** at the local, state and federal levels. Our legislative efforts have greatly benefitted rental property owners, management and properties over the years.

 **SOUTH DAKOTA SPECIFIC LEGAL FORMS** including application, leases, security deposit, various addendums, and more.


 **VACANCY SURVEY** is compiled semi-annually for South Dakota. Completed reports assist in forecasting development projects.


SUPPLIER PARTNER BENEFITS


 **ACCESS** to our ever growing membership of owners, managers and properties. Our membership currently consists of over 35,000+ rental units throughout South Dakota.

 **STATE CONVENTION AND TRADE SHOW** where you can showcase your products and services to those in the rental industry.

 **SPONSORSHIPS AND MARKETING OPPORTUNITIES** are available for events and meetings allowing you valuable exposure to the rental community.

 **ADVERTISING OPPORTUNITIES** are available in various sizes for print, website and various social media outlets.

 **PRODUCT SERVICES COUNCIL** is a vibrant community of more than 100+ vendor-partners focused on building close working relationships with South Dakota multi-housing owners and managers.

 **MEMBERSHIP DIRECTORY** is a easily accessible listing available in print and website. Also, where we promote member participation.

 **VACANCY SURVEY** is produced biannually in the Rapid City and Sioux Falls markets. You will receive completed reports of each.



**BECOME A SDMHA MEMBER & MEMBERSHIP WITH
THE NATIONAL APARTMENT ASSOCIATION IS INCLUDED**

ANNUAL HOUSING PROVIDER DUES

\$125 for 1 to 10 Units
\$135 Base + \$3.45 per Unit for 11 to 100 Units
\$185 Base + \$2.45 per Unit for 101 to 449 Units
\$235 Base + \$1.45 per Unit for 450+ Units

ANNUAL SUPPLIER DUES

\$275 Inquire About Our Other Accelerated Supplier Products to Better Promote Your Company