



SOUTH DAKOTA
MULTI-HOUSING ASSOCIATION

R ENTAL REVIEW

SEPTEMBER/OCTOBER 2017

**LEASE WITH
CONFIDENCE**

**DINNER
with HUD**

**EARN
YOUR CAMT**

WWW.SDMHA.COM

MISSION STATEMENT:

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

SDMHA STATE CONVENTION

OCTOBER 18-19TH, 2017
SEE INSIDE FOR DETAILS • PAGES 8-9



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Our company has grown steadily since our first publication launched in 2001. With 13 print publications and a strong digital focus, we are proud to lead the way in niche marketing. We are a progressive multi-media company with a passion for finding solutions for our partners.

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[Facebook.com/southdakotamultihousingassociation](https://www.facebook.com/southdakotamultihousingassociation)

MESSAGE FROM THE TEAM



Summertime is busy. Work is chaotic. There are endless family events. So when is a person supposed to slip in a little volunteer time? If you have the magic answer to that question, please email me. With so many demands on our time, it is important to remember to say thank you to all the owners, managers and employees that volunteer their time to SDMHA.

Please keep in mind that there are SDMHA volunteers out there working for you and your business. With that in mind, perhaps you could find an hour or two to volunteer and help SDMHA accomplish its mission. While Denise is doing a great job, she cannot do everything. So please respond to those emails, take the time to attend a committee meeting and be ready to speak out on behalf of SDMHA and its members

With that in mind, there are several important items I would like to address to our great members:

1. It is time to sign up for our fall conference! Your attendance is important.
2. There is a lot of talk out there about how to build affordable market rate housing. It is clear that public sector financing is not the answer to the challenge. We need to hear from our members about the roadblocks to building more housing in South Dakota communities that say they need more workforce affordable housing.
3. Are you using and referring business to other SDMHA members? If not – please do so. Please let Denise know of possible vendors that should join SDMHA.

Thanks for being a member and please remember in your thoughts and prayers the thousands of our fellow citizens that are homeless due to flooding or fires.

Brian Majerus

Brian Majerus, President
South Dakota Multi-Housing Association

Brrrrrr! The weather has certainly shifted to fall. Which is unfortunate, as I have not gotten my deck painted yet. We have been busy, meeting with various City Departments, Mayoral and Governor candidates, locating new board members, finalizing Convention details and planning for our expansion across South Dakota. While it is true, the majority of our current membership is in the Sioux Falls area, there are property owners throughout South Dakota and they all deal with similar issues on a local, county and statewide level. So, we are expanding to be the voice of ALL residential rental property owners in South Dakota. This is a very exciting time for SD Multi-Housing Association.

If you haven't registered for our State Convention yet, do so today at: <http://sdmha.com/meetinginfo.php?id=26&ts=1503508356>. You will learn new ways to "Survive Property Management"! Also plan to attend the Trade Show on Thursday, October 19th from 4pm – 6pm to talk with your existing and meet new vendors. Casino event will start at 5pm.



Denise Hanzlik

Denise Hanzlik, Executive Director
South Dakota Multi-Housing Association

PH: (605) 336-7756 • FAX: (605) 271-0565 • INFO@SDMHA.COM
P.O. BOX 90327, SIOUX FALLS, SD 57109

MEMORY HOOKS CREATE *Lasting Impressions*

Have you ever heard the term "memory hook"? It's a tried-and-true technique used by sales people and interior designers that can help you and your property stand out from the rest of your competition. The formal definition of a memory hook is "a strong visualization of some kind that hooks a strong emotion into the memory of whatever information you're trying to share." Memory hooks can be an important part of your sales presentation when you're touring a prospect through your community, especially the model apartment home. After an afternoon of touring, all of the properties and models will start to blend together, that is unless you've taken the time to create a unique memory hook. That hook should reinforce something unique about the apartment home, your community, or even the staff, and leave a lasting impression on your prospect.

One of the models that I toured during my shopping expedition was in a community that did not have a fitness center. It was located next to a full-service sports club with indoor and outdoor activities. Residents of this apartment community were provided with a membership to the club. When I toured the model, this was reinforced in a fun way. When the leasing associate opened the refrigerator, it didn't contain just snacks and drinks – there were tennis balls in the butter compartment and small barbells in the vegetable crisper – a fun way of reinforcing a special amenity of this community. Another model featured a large soaking tub in the bathroom, something the rest of its competitors did not have, that had a funny full-sized mannequin in the tub surrounded by blue balloons. I had a hearty chuckle and still remember that model vividly.

For older communities that have less popular floor plans, think about how you can create a lasting impression in a unique way. There are many ways to make a second bedroom of a two-bedroom one-bath appeal to different shoppers. You could easily transform the second bedroom into a nursery by installing chair rail and then use pastel colored children's hand prints on the bottom half. Add a crib with bright-colored bedding, a wicker rocking chair and some large plush stuffed animals and you've transformed the apartment into something prospects with children will remember. Or you could transform the second bedroom into a nice office or second living/workout space by staging with office furniture or workout mats and plants. The possibilities are endless. Memory hooks can also be used in unfurnished "mini-models". A community, with proximity to a beautiful park, had a red and white checkered tablecloth on the floor, with decorative picnic basket, colorful napkins and wine glasses. This clever use of space and materials really created a memory hook in my mind, and I'm sure it's helped them to lease their apartments.

Clever sign-age can create a lasting impression. And don't forget to take the seasons and special holidays into account when you're thinking about those memory hooks. Change things up several times during the year to keep it fresh and appealing. When developing a plan for your memory hooks, consider the personality of your community and the image you are trying to create for your prospects. Short on ideas? Tour models in single-family home developments and pay attention to how they are accessorized and staged. Take note of layouts or memory hooks that really stand out to you, then consider using something similar in your model. Your job is to help create a memorable impression on each and every prospect – not just with an exceptional sales presentation but also by hooking them in a memorable way when you showcase your property's amenities and model homes. *What's your memory hook?*

Article condensed from *Rent & Retain*, Summer edition, author Alex Jackie

NAA OPEN DOOR

Experience the Savings



Open Door — the most rewarding cost-saving program in the apartment housing industry

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|  | <ul style="list-style-type: none"> • Save up to 45% off on top 500 items • Up to 10% off just about everything else |
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|  | <ul style="list-style-type: none"> • Plans at favorable rates not available to the general public • Compare multiple plans |
|  | <ul style="list-style-type: none"> • Rental and direct sale uniform and supply services provider • 10% off on current direct sale list prices on most items |
|  | <ul style="list-style-type: none"> • Rent payment and merchant processing solutions • Average Savings of \$1315 per year in merchant processing fees |

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BECOME PART OF THE TEAM WE NEED YOU!

GOVERNMENT AFFAIRS

Set & assist with fundraising goals for each year
 Work closely with Lobbyists
 Be available to attend City, County & State legislative hearings
 Promote SDMHA to local politicians

AMBASSADOR

Invite prospective members
 Welcome new members to meetings & events
 Host at various events
 Assist with quarterly New Member Orientations

INDEPENDENT RENTAL OWNERS

Enlist in the participation among other independent rental owners at various events
 Suggest educational offerings to the Educational Committee that are pertinent to IRO's

SUPPLIERS COUNCIL MAINTENANCE MANIA

Determine date & venue for event
 Solicit sponsorships & attendance
 Assist with setup & judging of stations
 Assist with public relations before & after events

EDUCATION

Develop monthly membership meeting schedule
 Organize & host annual State Convention
 Promote webinar opportunities
 Develop & promote educational opportunities throughout SD
 Annually offer at least one national program i.e. CAM, CAMT, NALP, CAPS, CAS
 Solicit sponsorships for seminars, classes & conferences
 Solicit & encourage attendance at events

PUBLIC RELATIONS & MARKETING

Develop press release database
 Monthly press releases to build awareness of SDMHA
 Assist in Rental Review revamp
 Assist in new logo for SDMHA
 Assist with social media

GOLF

1 SPOT LEFT

Determine date & venue for event
 Solicit sponsors & golf teams
 Solicit prizes & giveaways
 Assist with development of promotional materials
 Assist with public relations blitz

WALK OF STARS

Determine date & venue for event
 Solicit sponsorship & attendance
 Determine awards & winners

NOT ON A COMMITTEE, BUT WANT TO BE?

CONTACT Denise Hanzlik - EXECUTIVE DIRECTOR

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AMBASSADORS

Cindi Biever
Julie Redlin
Ken Fisher
Jeanne Gerken
Joel Christensen

BUDGET/FINANCE

Jill Madsen
Brian Majerus
Paul Gourley
Southwind Bookkeeping

EDUCATION

Drew O'Brien
Joel Christensen
Lydia Freedon
Jody Bjornebo
Tammy Van Bockern
Amber Fluit

GOLF CLASSIC

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Todd Lubenow
Jarred Smith
Paul Gourley
Kris Graff
Jeff Brooks
Randy Snyders

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Jeanne Gerken
Gary Gasper
Jean Kenyon
Shauna Batcheller

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Bill O'Connor
Joel Dykstra
Ron Rensberger
Dean Krogman, Lobbyist
Jonn Byre
Rod Fitts
Paul Gourley
Ron Sauby
Joan Franken
Linda Dunham

SUPPLIERS COUNCIL & MAINTENANCE MANIA

Travis Soldatke
Mandi Zigmond, Lloyd
Lorae Lodes, Midco
Mark Lancaster, ePremium Ins.
Julie Redlin, Rainbow
Glen Alderson, Xtremely Clean
Bobbie Nelson, Novak
Jason Baker, Lloyd

PUBLIC RELATIONS & MARKETING

Nate Burdine, DooGooders
Michels Communications
Amber Fluit, Samuelson Devel
Todd Lubenow, INTEK
Nick Blau

WALK OF STARS

Matt Petersen
Sarah Ross, Hubbell Realty
Taylor Fitts, Rod's Property

M E M B E R S

WHAT YOU NEED TO KNOW

SDMHA REPRESENTS **YOU!**

19,046 Total Units • 109 Total Associate Members

SEPTEMBER

9/7: Independent Rental Owners Committee

9/12-13: SDHDA Housing Conference, Pierre

9/14: Sioux Empire Housing Part. Annual Breakfast

9/18-22: Property Managers License, Pro-Ed

9/20: Membership Meeting, Vermillion

9/21: Membership Meeting, Sioux Falls

9/26: Board Meeting

9/27: Education Committee

OCTOBER

10/10: Board Meeting

10/18-19: STATE CONVENTION see pg. 8-9

10/19: Trade Show see pg. 8-9

WELCOME NEW MEMBERS

GENERAL MEMBERS:

Jeff & Tammy Gross

M2R Enterprises, LLC

Professional Management, Inc.

Idema Duplex

ASSOCIATE MEMBERS:

PPG

Trash Bros., LLC

NOT A MEMBER, BUT WANT TO BE?

To join go to

www.sdmha.com OR CONTACT

Denise Hanzlik
EXECUTIVE DIRECTOR

Make plans today to attend the **SDMHA STATE CONVENTION**

**October 18 & 19
Ramkota Hotel in Sioux Falls**

FEATURED SPEAKERS

JUSTIN COLEMAN, CAM, 9 years of experience working with an organization that deals directly with the intricacies of leasing and marketing at apartment communities nationwide. Focusing solely on increasing occupancy. The past 2 years, he has leased 16 communities in 15 states. Justin has trained 30-50 new leasing specialists as the National Training Director for CLASS, Inc.

HOLLY HOFFMAN, born and raised in Eureka, South Dakota, Holly was the last remaining member of the Espadad Tribe and the last woman standing on Season 21 of CBS' hit reality show "Survivor Nicaragua". Through that experience, and others through-out her life, Holly was inspired to share her message of positivity, determination and confidence with business leaders, teachers, and students across the nation.



PETRA MARQUART, CAM, is an international keynote speaker and author of the best seller, *The Power of Service: Keeping Customers for Life*. For 16 years, she managed over 1,100 apartment units within 21 properties and now owns rental property in Santa Fe, New Mexico. She wrote the 'Management' section for Minnesota Multi-Housing's Certified Resident Manager (CRM) program and 'Introduction to Property Management' for Hennepin Technical College's Associates Degree. She has a BA in Communication.



WEDNESDAY, OCT. 18TH

7:30am - Registration Open

8:30am - 5:00pm Maintenance

Certified Apt Maintenance Technician

Brian Wilhite, NAAEI

8:30am - Leasing & Managers

Marketing & Leasing (3E)

CLASS, Inc.

Learn the fastest and most effective way to lease your apartments from the experts!

Owners, Asset Managers & Regional Managers

8:30 - 10am

Cash Flow Planning for Real Estate Investors (1.5 R)

David Kelley

Discover a unique strategy to reduce risk, while delivering a reasonable rate of return.

10am - 11:30

Asset Protection Michael Paulson, Attorney

Ensure that you and your investments are protected legally.

11:45 - Lunch with Keynote,

Holly Hoffman, Survivor Nicaragua

1pm Everyone

The Power of Service in Property Mgmt (3E)

Petra Marquart

What is service? How does it affect your bottom line? This presentation will answer these questions with humor & passion. And address service from all angles: structural, interpersonal, systemic, operational & Individual.

4:15pm **PROPERTY CRAWL** (bus provided)

- ◆ **GrayStone Heights**
- ◆ **TBD - looking for a renovation success!**
- ◆ **TBD - do you have a property you would like showcased - CALL TODAY!**

Evening Event with Bryan Greene,

HUD General Deputy Assistant Secretary

CE's have been submitted to the SD Real Estate Commission.

Two full days of educational opportunities for Maintenance, Managers, Leasing Staff, Regional Managers and Independent Rental Owners.

A bus has been contracted to travel from Rapid City to Sioux Falls, with various stops along I90 to pick up convention attendees. Price includes: convention, travel & hotel.

REGISTRATION below or register online at sdmha.com/meetinginfo.php?id=26&ts=1503508356



THURSDAY, OCT. 19TH

7:30am - Registration Open

8:30am - 4:00pm **Maintenance**

Certified Apt Maintenance Technician

Brian Wilhite, NAAEI

8:30am - **Everyone**

Maintaining Quality Performance Through Change. (3E) *Petra Marquart*
Change is not optional and the ability to adapt to it and move on is at the core of successful communities.

Noon **Round Table Lunch (1E)**

Owners, Managers, Regional & Maintenance should attend to discuss various topics. Example: emergency preparedness, bed bugs, training new employees and Emotional Support Animals

1pm **Everyone**

Fair Housing with Panel Discussion (3R)

Colleen Moran, Sioux Falls HR Dept.

1pm - 2:30pm **Maintenance**

Customer Service for Maintenance (3E)

Brian Majerus, NAAEI

2:30 - 4pm **Owners & Regional Managers**

Model Efficiencies/Rebates/HUD

Allowance Chris Johnson with Integra
Discover what you can do to improve efficiencies and your bottom line.

4 - 6pm **TRADE SHOW in the Exhibit Hall**

Opportunity to meet new vendors, catch up with friends and win prizes!

Casino event going on at same time.

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REGISTRATION

All Day Wednesday (includes property tour)

\$75 Mbrs OR \$100 Non Mbrs

All Day Thursday (includes lunch)

\$75 Mbrs OR \$100 Non Mbrs

All Day Both Days (includes lunches)

\$125 Mbrs OR \$150 Non Mbrs

(if registering multiple people, please include a list of attendees on separate page.)

Or Pay Ala Carte for MEMBERS ONLY

WEDNESDAY

| | | |
|---------------------|------------|----------|
| Maintenance CAMT | ___ X \$50 | = \$ ___ |
| Marketing & Leasing | ___ X \$30 | = \$ ___ |
| Cash Flow Planning | ___ X \$25 | = \$ ___ |
| Asset Protection | ___ X \$25 | = \$ ___ |
| Lunch - Wednesday | ___ X \$35 | = \$ ___ |
| Power of Service | ___ X \$50 | = \$ ___ |
| Property Tour | ___ X \$20 | = \$ ___ |

THURSDAY

| | | |
|-------------------------|------------|----------|
| Maintenance CAMT | ___ X \$50 | = \$ ___ |
| Quality Performance | ___ X \$50 | = \$ ___ |
| Round Table Lunch | ___ X \$35 | = \$ ___ |
| Fair Housing | ___ X \$30 | = \$ ___ |
| Maint. Customer Service | ___ X \$25 | = \$ ___ |
| Model Efficiencies | ___ X \$25 | = \$ ___ |
| Trade Show | FREE | |

TOTAL: \$ _____

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Built-in mathematical calculations

Calculations for charges and rent amounts assure efficiency and simplicity



Customizable databases

Set up a lease database that holds information for each community in your portfolio



Simple online rental application

Collects relevant future resident data and optimizes the application process for prospective residents

Find out why NAA Click & Lease is the industry standard at www.naahq.org/lease.



City of Sioux Falls Building Permit Data

January through August 2017

| | 2015 | 2016 | 2017 |
|---|-----------------|-----------------|-----------------|
| Number of Permits Issued | 9,265 | 5,300 | 5,125 |
| Total Value of Permits Issued | \$502,314,556 | \$526,361,728 | \$494,268,820 |
| New Residential | \$120.0M | \$142.8M | \$166.7M |
| Residential Addition & Remodel | \$65.2M | \$33.5M | \$29.1M |
| New Commercial | \$178.3M | \$234.1M | \$177.1M |
| Commercial Addition & Remodel | \$138.8M | \$116.0M | \$121.3M |
| Totals | \$502.3M | \$526.4M | \$494.2M |
| New Commercial | | | |
| Manufacturing | \$5.5M | \$11.5M | \$24.9M |
| Office, Institutional, Educational | \$54.9M | \$37.7M | \$39.1M |
| Apartments | \$57.5M | \$128.9M | \$58.2M |
| Other Commercial | \$60.4M | \$56.0M | \$54.9M |
| Totals | \$178.3M | \$234.1M | \$177.1M |
| New Residential | | | |
| Single-Family Units | 480 | 518 | 545 |
| Duplex Units | 0 | 0 | 4 |
| Townhome Units | 174 | 242 | 312 |
| Multiple Family Units | 633 | 1,323 | 648 |
| Totals | 1,287 | 2,083 | 1,509 |
| Manufactured New Housing Placements | 70 | 74 | 39 |
| Source: Building Service Division. For Questions, call 367-8670. | | | |



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CITY OF SIOUX FALLS SIGNAGE

There are three types of signage:

Permitted - must be done through a sign company, examples could be:

- Monument Sign
- Reader Board Sign – 60 days max through the year
- Wind Feathers or inflatables

Allowed, No Permit Needed:

- Banners – attached to building or free standing sign, where zoning allows. 100 sf max.
- Stick in the dirt signs – 9 sf max for a property. Removed when property is leased.

Not Allowed:

- Painted Wall Signs
- Parking or Advertising vehicles
- Nuisance Signs

The entire Sign Code, which was recently updated, can be found on the City's website at: <http://siouxfalls.org/planning-building/zoning/shape-places-zoning-ord>. On the left side of screen, click on "Information & Pamphlets" look for Sign Code Book.

Are you missing signs? The City may have taken them for non-compliance. They are in a garage area in the back of City Hall. Drive through the alley, there is an open garage that you can look through and take what is yours.

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- * Sabir Sebit, IRET
- * Kathryn Kennedy, IRET



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CERTIFIED APARTMENT MANAGER:

- * Sarah Ross, Hubbell Realty

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Have you looked at NAA's toolkit. It is very informative and helpful in dealing with these issues. It includes, a webinar, verbiage on how you should respond to various questions as well as the needed documentation which you would send to the medical professional to verify that an animal is needed.

Check it out at: <https://tinyurl.com/mzfv8a3>



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DINNER WITH HUD



Bryan Greene, General Deputy Assistant Secretary of Fair Housing & Equal Opportunity, from Washington, DC, will be attending our State Convention. We have lined up a couple of opportunities for you to meet and talk with him.

Wednesday, October 18th - Evening with Bryan

Social: 5:30pm

Dinner: 6:00pm

Tickets: \$50 or reserve a table for \$350

Thursday, October 19th – Round Table Lunch

Noon – 1:00pm

Lunch: \$35, if registered for the convention (full or all-day Thursday), it is included in your registration.

Invitations will be mailed and emailed soon!

We are also working on having Bryan participate in the Fair Housing panel discussion during the Fair Housing class which starts at 1pm on Thursday.

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| The Renter's Guide - MyRentersGuide.com..... | 221-1030 |
| SiouxFallsRental.com..... | 940-5389 |
| Sioux Falls Shopping News..... | 339-3633 |

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| Karl's TV & Appliance..... | 336-3244 |
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| Whirlpool..... | 303-803-4141 |

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| Insight ValueMetrics..... | 201-0684 |
| Rogers Appraisal Service..... | 331-0144 |
| Shaykett Appraisal Co..... | 332-3553 |

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| CorTrust Bank..... | 444-4038 |
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| First Dakota National Bank..... | 333-8218 |
| First Premier Bank..... | 357-3000 |
| First Savings Bank..... | 201-2608 |
| Frontier Bank..... | 331-2889 |
| Great Southern Bank..... | 712-277-0320 |
| Great Western Bank..... | 334-2548 |
| MetaBank..... | 782-1820 |
| Minnwest Bank of Sioux Falls..... | 323-3865 |
| Wells Fargo..... | 575-6355 |

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| Menards..... | 362-7159 |
| Menards East Side..... | 331-6405 |
| Park Supply of America..... | 651-398-5521 |
| Premier Systems..... | 361-4955 |

CABLE & INTERNET SERVICES

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| CenturyLink..... | 402-990-6648 |

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| Extremely Clean..... | 582-2237 |
| INTEK Cleaning and Restoration..... | 334-9716 |
| Rainbow International of Sioux Falls..... | 271-1111 |
| SRM - ServiceMaster Recovery Mgmt..... | 320-293-1216 |

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| The Insurance Connection (Oscar DeVries)..... | 339-3147 |
| Wollman Insurance Group (Merle Wollman)..... | 334-0004 |

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 SiouxFallsRental.com..... 940-5389
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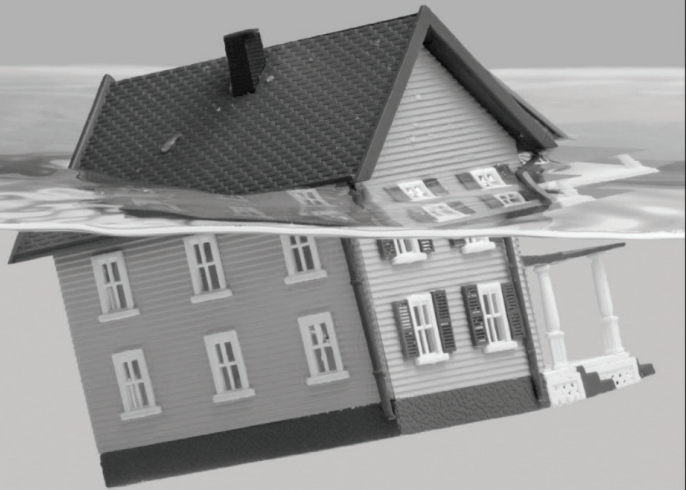


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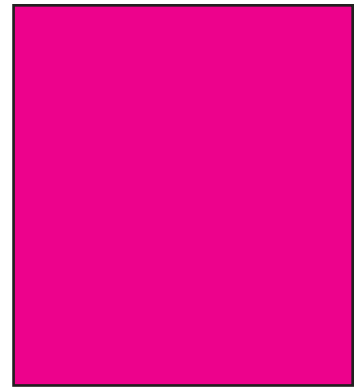


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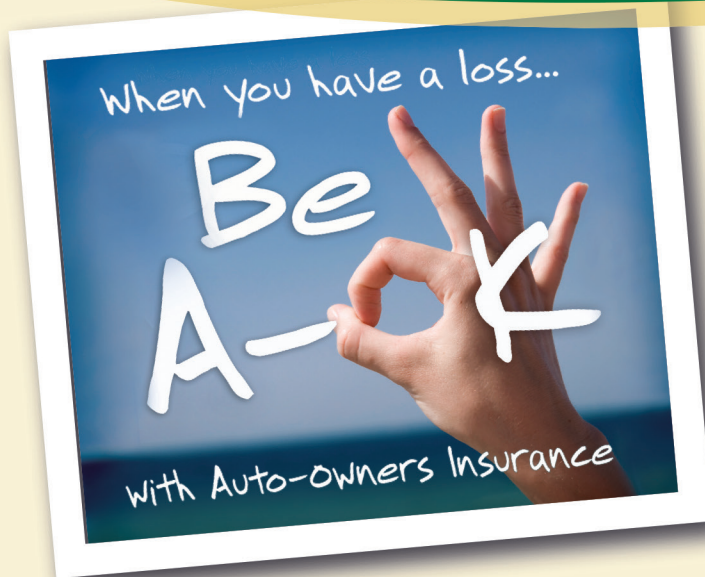
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