



## Proactive property management: *reducing churn and maximizing benefits*

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Burnt out or just over it?  
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EPA expands lead  
paint rules for property  
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NARPM® provides resources for residential property management professionals who desire to learn, grow, and build relationships.

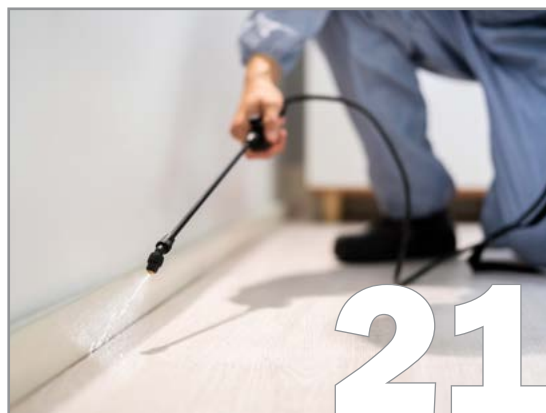
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## NEW MEMBER REFERRALS • SEPTEMBER/OCTOBER 2024

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Robert Dell'Osso, RMP®  
Craig Hawker, RMPC  
Danielle Huber Ohlms  
Diego Jaramillo, RMPC  
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Kelli Broughton

## EDITORIAL MISSION

Since 1989, the NARPM® news magazine has been a key focal point for the organization. The *Residential Resource* keeps members up to date on association events and provides valuable industry advice and insight. NARPM® members receive the *Residential Resource* as part of their membership, included in their annual dues.

The *Residential Resource* is published monthly, with occasional combined issues. Submit articles by email as a Word doc to: [publications@narpm.org](mailto:publications@narpm.org). You will be advised if accepted and be required to sign NARPM®'s Author, Presenter and/or Creator Warranty and Agreement before your article's publication. Items mailed in for publication cannot be returned. Address changes may be forwarded to NARPM® National. NARPM® reserves the right to edit or refuse all publications for content and selection. Members are encouraged to submit articles for publication. Printed articles help earn members credit toward their designations.

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An award-winning publication, the *Residential Resource* has won APEX Awards of Excellence, a Gold MarCom Creative Award, and a Communicator Award of Distinction for Print Media.

The *Residential Resource* is produced for members of the National Association of Residential Property Managers by Organization Management Group, Inc. in Chesapeake, Virginia, ([www.managegroup.com](http://www.managegroup.com)) with layout by BIZPORT ([www.bizportdoes.com](http://www.bizportdoes.com)).

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## SUBSCRIPTION

If you are not a member of NARPM® and wish to receive a yearly subscription to *Residential Resource* for \$49.95 per year (11 issues), please contact [info@narpm.org](mailto:info@narpm.org) to sign up.

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It is the policy of NARPM® to comply fully with all antitrust laws. The antitrust laws prohibit, among other things, any joint conduct among competitors that could lessen competition in the marketplace. NARPM®'s membership is composed of competitors; they must refrain from discussing competitively sensitive topics, including those related to pricing (such as rates, fees, or costs), individual competitors or specific business transactions, or controlling or allocating markets. NARPM® shall not restrict members' ability to solicit competitors' clients. NARPM® shall not restrict members' ability to advertise for business, provided the advertising is not false, deceptive, or otherwise illegal.

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# PRESIDENT'S Message



## Looking back: 2024 was a year to “Welcome Home” new ideas, change and help others

Among the accomplishments I am most proud of is our collective ability to adapt to an ever-changing landscape. The past few years have brought challenges none of us could have foreseen, yet we have weathered them with resilience and innovation.

I can't believe that it is time for me to write this final message as your NARPM® President. I am filled with a deep sense of gratitude and pride for the remarkable journey we have shared over the past year.

Serving as the President of this association has been one of the greatest honors of my professional and personal life. Together, we have accomplished so much, and none of it would have been possible without the people, passion, and persistence that everyone embodied this year.

As President I envisioned an association that not only nurtures its members but also serves as a leader for others in our field. I am proud to say that we have made great strides in achieving this vision. From launching new initiatives that enhance professional development to creating more opportunities for networking and mentorship, we have worked tirelessly to ensure that our community remains strong and vibrant.

Among the accomplishments I am most proud of is our collective ability to adapt to an ever-changing landscape. The past few years have brought challenges none of us could have foreseen, yet we have weathered them with resilience and innovation through online learning platforms, new forms of member engagement, and outstanding progress on the legislative front and our membership has emerged stronger and more connected than ever.

Of course, none of this would have been possible

without the support of our incredible board, staff, volunteers and each of you, our members. You have all contributed in ways big and small, ensuring that our association continues to thrive.

Your commitment to advancing our shared goals is truly inspiring, and I have no doubt that this association will continue to reach new heights in the years to come.

2024 was a year of challenges, and the membership far exceeded the expected outcomes. People stepped up in big ways as volunteers at all levels of NARPM®. From local Chapter leaders to state boards putting on Conferences to our Affiliates supporting everyone in more ways than I thought was possible, the passion of this organization and its Members continues to blow me away.

Let's not forget the generosity embodied this year with the Past Presidents' Charity challenge. Everyone did their part and TOGETHER we raised more than \$100,000 for the Pat Tillman foundation. I could not be prouder of this accomplishment and the people of NARPM® who made it possible. THANK YOU!

As I hand over the leadership reins, I am confident that Amy Hansen, your 2025 President, and board will build upon the foundation we have laid and guide this association into an even brighter future. I look forward to supporting their efforts as Member and staying connected with all of you as we continue our important work.

Thank you for the trust, encouragement and camaraderie that you have extended to me during my tenure. It has been a privilege to serve, and I leave with a heart full of pride and optimism for what lies ahead for NARPM®.

Welcome Home! 🏠

*Melissa Sharone*

**Melissa Sharone, MPM® RMP®**  
NARPM® President



2024 NARPM® President **Melissa Sharone, MPM® RMP®** is President at First Rate Property Management, CRMC®. A Boise, Idaho, native, she is a graduate of Boise State University. She received her Residential Management Professional (RMP®) designation in 2016 and Master Property Manager (MPM®) designation in 2018. She also serves on the advisory council for the Better Business Bureau.

# 2025 NARPM® CAPITOL SUMMIT



February 4-6, 2025 | The Royal Sonesta, Washington, D.C.

## LOCATION

Online hotel reservations are open. Special Room blocks are \$199.00 per night.

Visit <https://www.narpm.org/legislative/narpm-capitol-summit-2/> or call 202-448-1800 by **January 16, 2025** to receive the group rate. Individual cancellation policy is 72 hours prior to date of arrival to avoid one night's room plus tax charge to credit card provided. Please obtain a cancellation number when doing so. Also a charge of one night's room and tax will also be applicable to any guest who amends an existing reservation at the point of check in.

The Royal Sonesta | 2121 P Street, NW | Washington, DC 20037

## REGISTRATION

Full event Registration is \$475.00. Day passes are available for \$250 each.

Please complete the registration at: <https://www.narpm.org/legislative/narpm-capitol-summit-2/>

## MORE INFO

For additional information, please contact Governmental Affairs at [legislativeinfo@narpm.org](mailto:legislativeinfo@narpm.org)

## Thank You to Our 2024 Partner Sponsors





## NARPM® Capitol Summit Planning Committee Chair: Sarah Hatch



**Name, designations, company, location:** Sarah Hatch, RPA, Principal Broker Hatch Property Management and Sales, licensed in Virginia, Maryland and Washington, D.C.

**I've been in a NARPM® Member since:** 2016

**I became involved with**

**NARPM® because:** I love meeting other property managers and hearing their stories of the hardships and successes working in the industry.

**The most fulfilling thing about leading the Capitol Summit Committee, Feb. 4-6, 2025, in Washington, D.C. is:** Being able to create an event people will enjoy attending as much as I have at past NARPM® events.

**The things I'm most excited about regarding the 2025 event are:** I am excited to have the LEAD Paint Certification class as part of the Summit this year. I hope that more property management companies understand the laws surrounding lead paint and how to move forward with the legislation in place.

**I became involved with the NARPM® Capitol Summit because:** I was voluntold.

**Others should participate in Capitol Summit because:** The education and time spent in masterminds is a wealth of knowledge you wouldn't get at other conferences.

**My favorite memory of the NARPM® 2024 Capitol Summit is:** Getting lost in the Senate building. The Day on the Hill was both thrilling and confusing. Living in the D.C. area I have never been inside any of those buildings, and they are sometimes hard to navigate.

**Something people may not know about the NARPM® Capitol Summit is:** How YOU can get involved in your own state's legislative agenda.

**In my opinion, the greatest challenge facing the property management industry today is:** Client and tenant acquisition. It is taking much longer to find tenants and the bad property managers in our industry are pushing landlords to just self-manage.

**NARPM® membership is important to me because:** I value what I learn from others being part of the local and national group.

**My favorite NARPM® benefit is:** Conferences.

**My best advice for those who want to get involved in NARPM® is:** Don't be afraid to ask questions of your peers. They have probably lived through your pain at some point and made their way through it.

**Fellow NARPM® Members would be surprised to know:** I was "Called Down" as a contestant on "The Price Is Right" while on my honeymoon. 🏠

**Learn more. Visit [www.narpm.org/legislative/narpm-capitol-summit-2](http://www.narpm.org/legislative/narpm-capitol-summit-2)**



**Victoria Hecht** is the NARPM® Public Relations & Digital Media Director and Residential Resource Editor.

## NARPM® Members had a 'Tex-cellent' time at the 2024 Convention & Trade Show in Dallas

The Lone Star State pulled out big guns — figuratively speaking — and 10-gallon hats to “Welcome Home” almost 1,200 people to the National Association of Residential Property Managers (NARPM®) 2024 Convention & Trade Show in Dallas this fall.

Held Oct. 21-24 at the Hilton Anatole, the four-day event featured important up-to-the-minute industry information, business-building relationships, impactful speakers, masterminding and networking opportunities.

Convention Pre-Session activities kicked off Oct. 21 with the football/bowling-themed Past Presidents' Charity Fundraiser at BowlToss to benefit the Pat Tillman Foundation and the “Finance: Cash Flow Analysis” course taught by instructor Michael McCreary, MPM® RMP®. The evening's Welcome Reception, complete with a Western-wear contest and barbecue with all the fixings, encouraged attendees to strut their stuff in cowboy boots, fringed shirts, bandanas, hats (of course) and even chaps!

For the first time, the NARPM® Women's Council of Property Managers held its annual Women's Retreat on pre-Convention Monday, with attendees “Breaking Barriers, Building Bridges” to an empowering future, complete with a satisfying board-breaking exercise!

The Convention kicked into high gear Oct. 22 with a welcome breakfast and orientation for Convention first-timers, followed by the Keynote Opening General Session on “How to Lead Your Clients & Customers Through Challenges & Changes” with motivational speaker Dr. Mary Kelly. The day continued with huddles with the regional vice presidents (RVPs), and six workshops, each track-themed for either brokers/owners, property managers or support staffers.

During the day's lunch program, those who attained designations were honored during a recognition program, and Alex Zweydoff, RMP®, with Allegiant Management Group, was the recipient of NARPM®'s Darryl Kazen Memorial Scholarship, which honors the late Member's commitment to

NARPM®, mentoring and teaching. The afternoon rounded out with good advice during the General Session presentation “Psychological Hacks to Pick Up New Clients” with David Greene, and the opening of the Convention's Trade Show, featuring 130 exhibitors.

The momentum continued Oct. 23 with another full day of workshops, Committee meetings, mastermind and regional gatherings, workshops, the Volunteers and President's receptions, the Trade Show, the General Session “Asset Management for Single-Family Rentals” with Ron Phillips and the heart-touching Keynote “Because I Said I Would” with Alex Sheen.

During the day's lunchtime Annual Business Meeting and Chapter Awards, three Chapters were recognized for excellence with Chapter of the Year accolades:

- Medium Chapter of the Year: Southwest Idaho;
- Large Chapter of the Year: Atlanta; and,
- State Chapter of the Year: Nevada.

Additionally, President Melissa Sharone, MPM® RMP®, presented Bart Sturzl, MPM® RMP®, 2016 NARPM® Past President, with the 2024 President's Award, and recognized Jessica Foster, Pamela Greene, MPM® RMP®, and Tracy Streich, RMP®, as 2024 Volunteers of the Year. During the evening's President's Reception, Sharone gave gifts and thanks to the 2024 Board and staff for their support throughout her presidency.

Oct. 24's opening General Session, “Combatting Fraud in the Property Management World” with presenter Monica Gilroy, Esq., was an eye opener for a full final day, which included more workshops, the trade show, the Leadership Meet-Up and Reception, and NARPM® PAC Award recipients, Michael Hodges, MPM® RMP®, Spirit of NARPM® PAC Award (given in honor of Amanda Han), and Robert Gilstrap, MPM® RMP®, NARPM® Advocacy Award

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(given in honor of Michael McCreary).

Gearing up for a great 2025, the afternoon included a luncheon with Membership Awards and Longevity Recognition, plus Installation of the 2025 NARPM® Board of Directors, Introduction of the 2025 NARPM® President, and presentation of Rocky Maxwell Award, recognizing one who has shown leadership in NARPM® during their first 18 months of NARPM® membership, to Taylor Cooper with PURE Property Management of South Carolina. Additionally, recognizing the invaluable support that NARPM® Affiliates play in the success of the organization, Second Nature and Enterprise Bank & Trust were recognized as 2024 Affiliates of the Year.

2002 Past President Mike Mengden, MPM® RMP®, installed 2025's Board of Directors:

- President-Elect – DD Lee, MPM® RMP®
- Treasurer – Angela Holman, MPM® RMP®
- Immediate Past President – Melissa Sharone, MPM® RMP®
- Southeast RVP – Katie McNeeley, RMP®
- Northwest RVP – Hana Goodrich, RMP®
- Southwest RVP – Ben Parham, RMP®
- Pacific and Pacific Islands Regions RVP – JJay Jensen, MPM® RMP®
- Central RVP – Tracy Streich, MPM® RMP®
- Atlantic Region RVP – Steve Pardon, MPM® RMP®

2025 NARPM® President Amy Hanson, MPM® RMP®, was installed by Marty Hutchinson, MPM® RMP®. The new President announced her 2025 theme – “Every 1 Bring 1” – and the 2025 initiatives, the NARPM® PAC (<https://www.narpm.org/legislative/learn-narpm-pac/>) and the National Alliance on Mental Illness (<https://www.nami.org/>). The traditional passing of the gavel from the Past Presidents to new President followed, with thanks given to 2024 President Melissa Sharone, MPM® RMP®, for her leadership and service.

Rounding out the day, Closing Keynote presenter Meridith Elliott Powell gave attendees an energizing

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send-off with the tools to be “Mentally Fit, Powerfully Resilient, Competitively Strong.”

Congratulations to all recognized and/or installed, and immense thanks to the hardworking 2024 Convention Committee volunteers, staff and presenters. Mark your calendars now for the 2025 Convention & Trade Show, slated for Oct. 20-23 at the Loews Sapphire Falls Resort in Orlando, Florida.

Enjoy this photographic journey through 2024’s Convention. 📸





# Join a NARPM® 2025 *Committee!*



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# Automate rent collection, trust accounting, and bank reconciliation – all in one place.

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The dashboard displays the following sections:

- Incoming payments:** 3 Failed rental payments in the last 7 days; 6 Unreconciled incoming payments totaling \$3,475.00.
- ACH debits:** 33 ACH debits requiring mandates.
- Outgoing payments:** Payments to approve: \$180,427.45; Beneficiaries with a balance: \$60.00.
- Tenants:** Tenants in arrears: \$10,165.00; Active tenants.
- Properties:** Properties without tenants; Properties not mapped; Properties: \$163,533.46 (Projected monthly rent roll based on recurring invoices).
- Tenancy agreements:** 15 Tenancy agreements expiring next 2 months.
- Maintenance:** 1 New tickets; 18 Tickets in progress.
- Portfolio growth:** Bar chart showing Payments received and Management fee income from Dec to Oct.
- Summary:** Management fees: \$15,905.93 (LAST MONTH); Other income: \$45.00 (LAST MONTH).

A mobile app interface is shown on the right, displaying:

- Incoming payments:** 6 Unreconciled incoming payments totaling \$3,475.00.
- ACH debits:** 33 ACH debits requiring mandates.
- Outgoing payments:** 144 Payments to approve totaling \$180,427.45; 1 Beneficiaries with a balance totaling \$60.00.
- Tenants:** 14 Tenants in arrears totaling \$10,165.00; 131 Active tenants.
- Properties:**



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**Samantha Ferreira** is a seasoned, successful and versatile professional in the rental payments industry with a background in conveyancing and IT, and skills in negotiation, analytics, customer service and sales. She is a respected PayProp platform ambassador and trusted expert in the industry. As Head of Client Services at PayProp North America, Samantha is dedicated to creating value for clients and stakeholders while contributing to the growth and success of the property management industry.

## How to handle partial rent payments

There are many reasons a tenant might make a partial rent payment. When this happens, property managers can take different approaches to manage the situation quickly and effectively!

### COMMUNICATE AND ADJUST

Start by talking to the tenant to find out why they paid only part of the rent.

It could be as simple as a change in their pay schedule, meaning their check might now come after the rent is due. In cases like this, you might consider adjusting the rent due date to accommodate their new payday.

Another option is to give them until the next month to pay the outstanding balance along with their regular (full) rent payment and any late fees.

The risk is a delay in the landlord's payment that could potentially escalate to eviction if the tenant's situation doesn't improve. But if the tenant has been reliable and consistent until now, this approach could prevent future issues and maintain a strong tenant-housing provider relationship.

### TAKE LEGAL ACTION

The second option is more direct: serving the tenant with a pay or quit notice as soon as it's legally permissible in your state.

In most states, a pay or quit notice can be used from the day after the rent is due and gives the tenant between three and 30 days to either pay the remaining rent (and any late fees) or vacate the property.

If they fail to pay within that timeframe, you can proceed with filing for eviction

with your local court.

Keep in mind it could take anywhere between a few days to several weeks or months to get a hearing depending on court backlog or if the tenant chooses to file an appeal, so prepare your landlords for the possibility of going without full rent for an extended period.

### CONSISTENT STEPS TO TAKE

Regardless of the approach you choose, always document the first partial payment and any subsequent ones.

For tenants granted a second chance, consider sending them more frequent payment reminders. Property management software can automate these reminders and offer tenants a more secure and flexible way to pay, which might help them get back on track.

You might also consider offering a payment plan, allowing the tenant to continue paying in installments to catch up on owed rent.

If you go this route, make sure the payment plan is documented in writing and signed by both parties. This will be important evidence if you need to take further action.

If the payment plan becomes ineffective and you intend to file for eviction, notify the tenant immediately and stop accepting partial payments. Unless state law permits it, accepting partial rent payments during an eviction may force you to restart the entire process.

In extreme cases, where it's clear the tenant won't be able to pay in full at all in the future, a cash-for-keys deal could be a last resort. This allows the tenant to move out voluntarily in exchange for a sum of money, which can be less costly and time-consuming than going through the eviction process.

### THINK BEFORE YOU ACT

Before taking any action, check your state and local laws on partial payments and evictions. Then consult with the landlord to ensure your proposed approach serves their best interests while also protecting your property management business. 🏠





*MPM® Candidate Michelle Baker, RMP®, is a dedicated property manager with 19 years of experience and Committee chair for the 2024 NARPM® Annual Convention & Trade Show. Driven by her passion for real estate, she earned her real estate license in 2005 and her Broker's license in 2007. As the Operations Manager for PURE Property Management of Alabama, she oversees the Huntsville and Montgomery offices. Michelle's expertise and leadership have been key in promoting transparency and efficiency in her client relationships.*

# Proactive property management: reducing churn and maximizing benefits

In the competitive world of property management, staying ahead of problems and ensuring tenant satisfaction is critical to success. A proactive approach to property management not only enhances the value and condition of properties but also significantly reduces resident turnover.

This article delves into why property managers should be proactive, the benefits of this approach, how it helps in reducing resident turnover, and strategies for educating owners and investors to embrace this proactive mindset.

### WHY PROPERTY MANAGERS SHOULD BE PROACTIVE

Proactive property management involves anticipating potential issues and addressing them before they escalate into major problems. This approach is characterized by regular inspections, preventive maintenance and ongoing improvements. Key reasons for adopting a proactive stance include:

- 1. Preventive maintenance:** Routine checks and timely repairs prevent small issues from becoming costly emergencies.
- 2. Enhanced resident relations:** Proactive management leads to higher tenant satisfaction, which reduces turnover.
- 3. Cost efficiency:** Early problem detection and resolution save money on repairs and replacements.
- 4. Risk management:** Identifying and mitigating risks early reduces liability and enhances safety.
- 5. Value preservation:** Continuous upkeep maintains or increases property value.
- 6. Reduces the risk of churn:** Satisfied property owners and investors are more likely to remain

loyal to a property manager who proactively maximizes the return on their investment properties, and communicates a clear, forward-thinking plan.

Let's explore the benefits of proactive property management:

**COST SAVINGS:** Proactive management helps identify and fix issues early, which is less expensive than emergency repairs. Regular maintenance extends the lifespan of property assets and systems, reducing the need for costly replacements.

**INCREASED PROPERTY VALUE:** Well-maintained properties are more appealing to prospective tenants and buyers. Proactive management ensures the property remains in top condition, which can command higher rents and increase resale value.

**HIGHER TENANT SATISFACTION AND RETENTION:** Residents appreciate living in well-maintained properties where their concerns are promptly addressed. This satisfaction translates into higher retention rates, reducing turnover costs and

the effort required to find new residents.

**RISK REDUCTION:** Early identification and resolution of potential hazards decrease the risk of accidents and legal disputes. Ensuring safety and compliance measures are met protects the property manager, owner, and residents.

**ENHANCED REPUTATION:** Properties known for excellent maintenance and management attract

**Continued on next page**

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quality residents. A good reputation leads to positive word-of-mouth referrals and a competitive advantage in the market.

### REDUCING RESIDENT TURNOVER THROUGH PROACTIVE

**MANAGEMENT:** Resident turnover is a significant cost for property owners. Proactive management plays a crucial role in reducing this turnover by creating a positive living experience. Here's how:

- **Prompt issue resolution:** Addressing maintenance requests quickly ensures residents feel valued and heard.
- **Regular upgrades:** Continuous improvements, such as updated appliances and modern amenities, enhance resident satisfaction.
- **Safety and security:** Ensuring the property is safe and secure gives residents peace of mind, making them more likely to stay.
- **Effective communication:** Keeping open lines of communication with residents fosters trust and loyalty.

### EDUCATING OWNERS AND INVESTORS

To implement a proactive approach, property managers must educate owners and investors on its benefits. Here are strategies to achieve this:

#### Presenting data and case studies:

Use real-world examples and data to illustrate the advantages of proactive management. Show case studies that highlight cost savings, increased property value, and improved resident retention.

**Highlighting long-term savings:** Explain how routine maintenance and early problem detection play pivotal roles in achieving long-term cost savings for owners. By implementing proactive maintenance strategies, property managers can mitigate risks and optimize operational efficiency, thereby reducing overall expenditures compared to reactive management approaches.

Break down the financial implications of proactive strategies for maintenance of the property that involves planned expenditures based on regular inspections, annual or bi-annual servicing, and replacement of parts. While these costs are predictable and recurring, they are typically lower compared to the unplanned and often higher expenses associated with reactive maintenance (e.g., emergency repairs, unexpected replacement of equipment, etc.).

**Demonstrating resident retention:** Provide statistics and testimonials that illustrate how proactive property management contributes to reducing resident turnover, emphasizing the cost benefits associated with lower turnover rates.

Some examples would be statistics on reduced turnover rates, testimonials from residents, cost benefits, comparison with industry standards, and the long-term impact. By providing these detailed statistics and testimonials, property managers can effectively demonstrate the tangible benefits of proactive management in reducing resident turnover and enhancing the financial outcomes for property owners.

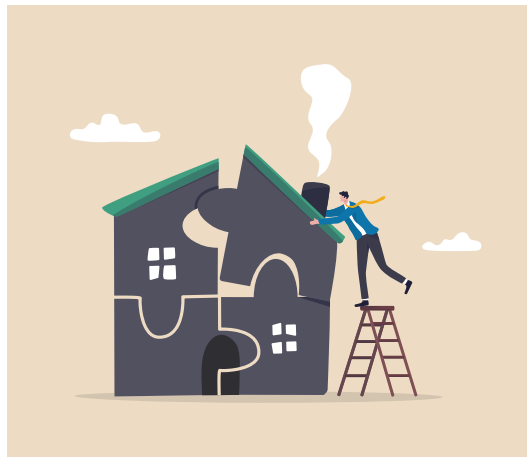
**Risk management:** Discussing the importance of risk management is crucial in helping owners and investors understand how proactive property management protects their investment.

Emphasize that proactive measures such as regular inspections and maintenance help identify potential hazards early on. By addressing these issues promptly, property managers can prevent accidents and injuries on the property. This not only ensures the safety of residents and visitors but also minimizes the risk of costly liability claims and legal disputes.

Explain how maintaining compliance with local regulations and safety standards reduces the likelihood of fines and penalties. Proactively staying ahead of regulatory requirements demonstrates diligence and responsibility, which can enhance the property's reputation and appeal to prospective residents.

Highlight how proactive risk management contributes to the overall financial health of the property. For instance, maintaining structural integrity and functional systems through regular upkeep reduces the risk of unexpected breakdowns or failures that could lead to expensive repairs or replacements.

And lastly, emphasize that by prioritizing risk management, property managers not only protect the physical asset but also safeguard the financial investment of your owners. Demonstrating this proactive approach ultimately contributes to long-term stability, profitability, and peace of mind for all stakeholders involved in property ownership and management.



#### Regular updates and reporting:

Maintain transparency by providing regular updates and detailed reports on various aspects of property management. These reports should include information on the current condition of the property, scheduled and completed maintenance activities, and any improvements or upgrades that you would recommend.

Additionally, highlight any potential issues identified during inspections, and outline the steps that need to be taken to address them. This comprehensive communication keeps owners informed and reassured about the proactive measures being taken to maintain and enhance their investment. Regularly scheduled meetings or conference calls can further ensure that owners are up-to-date and offers the opportunity to ask questions and provide feedback.

**Education sessions:** Organize workshops or seminars with industry experts to educate owners and investors on the latest trends, technologies, and best practices in property management. This helps them appreciate the value of a property management company that employs proactive strategies. Additionally, recording these sessions provides future educational opportunities and could help to attract potential new owners.

Educating property owners on your approach to property management has several benefits:

- **Alignment of expectations:** Educated owners understand and appreciate the proactive strategies you employ, leading to aligned expectations and smoother collaborations.
- **Enhanced trust:** Providing education fosters trust as owners see you as knowledgeable and committed to optimizing their investments.

Continued on page 30 "Proactive"

# Why Cadman Group *Made the Switch*



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President and Founder, Cadman Group, 1,200+ units



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**appfolio**





**Cyndi Monroe, MPM®** is the President and Owner of Evergreen Property Management. She founded Evergreen in 2012 and continues to actively lead her company in courageously pursuing excellence. Active in the property management industry as a Member of NARPM® and the Rental Housing Alliance of Oregon, she is President-Elect for the Rental Housing Alliance of Oregon. Cyndi is also a sought-after professional education speaker.

## Burnt out or just over it? How to spot and tackle burnout

Feeling like every tenant complaint, late-night maintenance call and overflowing trash bin is your personal nightmare? Welcome to the glamorous life of property management!

Sure, the job has its perks. Who doesn't love the thrill of chasing down rent payments or managing a never-ending to-do list? But if you're finding yourself more burnt out than a faulty lightbulb, it's time to look into the signs of professional burnout and what to do when your world feels heavier than a broken water heater.

Here are signs you're burnt out:

- **You're always tired.** Property management often means long days and even longer nights, especially when you're on call. If you're constantly feeling drained, even after a solid night's sleep, this could be a red flag. It's not just about physical tiredness either. Burnout can leave you feeling mentally and emotionally exhausted.
- **You're not as sharp as you used to be.**

Normally, you've got everything under control — leases, repairs, tenant concerns — but lately, you've been dropping the ball. If you're missing deadlines, making mistakes or just feeling like you can't focus, it could be burnout weighing you down.

- **You're checked out.** Building relationships is part of the job, but if you're starting to feel indifferent or emotionally disconnected, that's a sign of burnout. Maybe you're not as invested in problem-solving, or you're just going through the motions. This emotional detachment can hurt your performance and relationships.

- **You're irritable.** Little things that didn't bother you before — like tenant complaints or vendor delays — are suddenly making you snap. If

you're losing your cool more often than usual, it's a sign that stress is catching up to you.

- **Your health is taking a hit.** Stress can take a toll on your body, leading to headaches, stomach issues or frequent colds. You might notice you're getting sick more often, or maybe your existing health conditions are getting worse. Burnout is tough on both your mind and body.
- **You feel stuck.** One of the biggest signs of burnout is feeling trapped — like no matter what you do, nothing changes. If you're feeling helpless or hopeless about your job, that's a clear indicator that burnout has taken hold.

What do you do if you're burnt out? There is hope.

### SET SOME BOUNDARIES

In property management, it's easy to feel like you're always "on." Setting boundaries is key. Turn off your work phone after hours, stop checking emails late at night, and let everyone know when you're available and when you're not. Giving yourself space from work and responsibilities can help reduce stress.

### DELEGATE, DELEGATE, DELEGATE

You don't have to handle every single issue yourself. If you're feeling overwhelmed, start delegating tasks— whether it's maintenance requests, lease renewals, or tenant concerns. Passing off some responsibilities to an assistant or coworker can lighten your load.

### TAKE BREAKS

You might feel like there's no time for a break when you're juggling a million things, but skipping breaks only adds to the pressure. Make sure you're taking regular breaks throughout the day, even if it's just five minutes to step outside or stretch. These little moments can help you recharge.

### TALK TO SOMEONE

Sometimes, just talking about what you're going through can make a world of difference. Whether it's a coworker, friend, or therapist, find someone you can vent to. I firmly believe that every entrepreneur should



Continued on page 19 "Burnout"



**Anne Lackey** is the co-founder of HireSmart Virtual Employees, a full-service HR firm helping others recruit, hire & train top global talent. She can be reached at [anne@hiresmartvirtualemployees.com](mailto:anne@hiresmartvirtualemployees.com).

## Does your calendar have room for what really matters?

The holiday season reminds us that our most meaningful connections — whether personal or professional — mean more than anything wrapped in a box.

So, think about it: What relationships made the difference between your good days and bad ones in 2024? Which connections helped you solve problems? Who had your back when things got rough?

Business is all about connections — the real ones that create mutual value. These connections determine our success more than any other factor in property management.

### TAKING STOCK OF YOUR CURRENT CIRCLE

Start with an honest assessment of your business relationships. Pull out your phone and scroll through your recent calls and texts. Who shows up repeatedly? These frequent contacts reveal your true inner circle — the people you rely on daily.

Now, think about those conversations. Are they mostly crisis-driven? Do you only reach out when something's wrong? If so, you're missing opportunities to build stronger bonds during calmer times. Those non-emergency interactions create the foundation of trust that makes difficult moments easier to handle.

The real connections with property owners happen outside of those monthly statements. It's amazing what opens up when you get to know them as people. Same with tenants. It's the best interactions happen outside of maintenance calls and rent payments. The strongest partnerships with vendors develop when you're not just talking about the next repair job. And your team members shine brightest in those small moments between tasks, when you can really connect as people.

Take some time to rate each of these relationship categories from 1-10: tenants, owners, vendors, and employees. Be brutally honest. Where are your strongest connections? Where do you need improvement? This exercise isn't about feeling bad about weak spots — it's about identifying opportunities for improvement in 2025.

### CREATING PURPOSEFUL CONNECTION PLANS

Just as you plan your budget and maintenance

schedules, you need a strategy for relationship building. Random acts of networking rarely lead to meaningful connections unless you tie that to purpose. You must be intentional about who you want in your circle and how to strengthen those bonds.

Start with your property owners. Consider how often you communicate with them beyond required updates. Schedule quarterly strategy calls to discuss their investment goals. You might plan an annual appreciation event where owners can meet each other and share experiences.

You could implement a resident advisory board that meets quarterly for tenants. This would give them a voice in community decisions and help you spot potential issues before they become problems. Plus, tenants who feel heard are more likely to renew their leases.

Your vendor relationships deserve special attention. These partnerships can make or break your operation. Schedule regular check-ins with key vendors, not just when you need something. Share your upcoming maintenance plans so they can better prepare for your needs. Ask about their business challenges and find ways to make their jobs easier. I promise that if you help them brainstorm a way to solve one of their problems, they'll be more eager to help you with your issues.

### LEVERAGING TECHNOLOGY WITHOUT LOSING THE HUMAN TOUCH

While technology helps us stay connected, it shouldn't replace meaningful human interaction. I get so fed up with businesses that seem to believe tech can be their customer service everything. Don't you?

That's why I follow this rule and you should, too: Only use tech tools to enhance relationships, not substitute for them. Your property management software might send automated maintenance updates, which is great, but don't forget that a personal call to check on major repairs always means so much more. It shows you truly care about tenant satisfaction.

For your team, use collaboration tools to streamline communication but maintain regular face-to-face

**Continued on next page**

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meetings. Virtual team members need extra attention to feel connected. I know this as well as anyone. So, schedule video calls that include time for personal updates and team building, not just task discussions.

Beyond providing digital reports for owners, consider partnering with local economic development officials for presentations about upcoming projects and growth plans in your area. Your owners will appreciate insider perspectives on how new businesses, road improvements, or zoning changes might affect their property values. These sessions spark natural discussions among owners about positioning their investments for future opportunities.

## BUILDING INDUSTRY ALLIANCES FOR 2025

As you look ahead to 2025, think about what new connections you need beyond your immediate circle. What relationships could help you enter new markets, implement new technologies, improve operational efficiency, handle legal challenges, and grow your portfolio?

Make a list of five key relationships you want to develop next year. Perhaps you need a mentor in a specific aspect of property management. Maybe you need a technology consultant who understands our industry. You might benefit from connecting with a property management peer in a different market, an attorney specializing in landlord-tenant law, or even a marketing expert with real estate experience.

Don't just write down names. Think through an action plan for each relationship — how you'll initiate contact, what value you can offer them, and what specific goals you have for each connection.

## MAKING TIME FOR RELATIONSHIP MAINTENANCE

Of course, the biggest challenge in relationship building isn't knowing what to do. I doubt I've said a single thing you don't already know at some level, right? No, the crucial factor is making time to do it. We all get caught up in daily operations, and relationship maintenance often falls to the bottom of our to-do lists.

Block time in your calendar specifically for relationship-building activities. Schedule a quarterly lunch meeting with a key vendor. Plan property owner appreciation events. Set aside time for weekly team building sessions. Attend regular industry association meetings. Make space for one-on-one mentor discussions.

I hear you. You're slammed! You can't handle all of that. I get it. The point is, pick your connection priorities for 2025 and be very intentional about what you do. Treat your top relationship-building appointments as seriously as any other business commitment. They're essential investments in your business' future.

Track your efforts. Note key conversations, follow-up items, and



significant personal details about your contacts. These notes are so valuable as your network grows.

## THE FAMILY CONNECTION: YOUR MOST IMPORTANT CIRCLE

OK, let's talk about our most precious relationships — our families. The property management business demands so much attention that we sometimes treat family time as the leftover minutes in our day, which inevitably creates tension between our professional and personal lives.

It's so important to commit to intentionality here, too! Pick your moments and stand firm. Maybe it's Sunday dinners where phones stay in another room. Perhaps it's Wednesday game nights with your kids or monthly date nights with your spouse. These aren't just nice-to-have moments — they're essential maintenance for your most important relationships.

Don't forget to pose these questions to yourself: What values matter most to your family? What experiences do you want to share together? What traditions do you want to establish or maintain? This exercise helps align your family's expectations and creates a framework for decision-making when work and family commitments conflict.

Your success isn't just measured in doors managed or revenue generated — it's measured in the strength of all your relationships, starting with family and spreading out from there.

As you plan for the next year, consider how to add value to your relationships. That's on my mind this holiday season. Also, thank you for connecting with me right here for a few moments. I appreciate that, and I wish you deep connections and fulfillment in 2025.

Happy New Year! 🍷

## Continued from page 17 "Burnout"

have a regular check-in with a therapist, call it professional coaching. You can thank me later.

## RE-EVALUATE YOUR WORKLOAD

Take a step back and look at what's really on your plate. Are you trying to do too much? Are you in charge of your calendar, or is your calendar running you? This can admittedly be a tough process, especially if you're a passionate person and like to be busy. There's a fine line between productivity and self-harm.

## PRIORITIZE SELF-CARE

You can't pour from an empty cup, right? Make time for yourself—

whether it's exercising, eating good food, or just spending time outdoors. Finding ways to de-stress and unwind is crucial for your mental and physical health.

Burnout is real, but it's not something you have to live with forever. If you're starting to feel the strain of burnout, don't ignore it. Set boundaries, delegate tasks, talk to someone and make YOURSELF a priority. By recognizing the signs early and taking steps to address them, you can protect both your career and your emotional and physical well-being.

Remember, the world only has one you, and you are a one-of-a-kind masterpiece. Be good to yourself. 🍷

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# DISCUSSION BOARD Hot Topics



## WHAT HOT TOPICS ARE PROPERTY MANAGERS CURRENTLY TALKING ABOUT?

NARPM® maintains Discussion Boards in the NARPM® Community for several specialties within the organization. These Discussion Boards enable members to stay in contact and to share questions and concerns as they arise. If you would like to participate in one of these groups, visit [community.narpm.org](https://community.narpm.org) and look for **Communities**. Member login is required. Discussion Boards are only available to NARPM® members.

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**Q** *I'm looking for input on anyone who has found a fool-proof system for checking in and out keys. We manage 700 doors, most of which are single-family or duplex/fourplex units. Tracking keys has been an increasing challenge as the number of our employees, vendor, and tenants have grown. I'm looking for a system that would easily check them in and out and ideally track that in AppFolio, which is the management software we use. Does anyone have a recommendation that they have liked using?*

**A** *I recommend switching to fingerprint locks wherever possible. We've been doing this for the last four years. No more unauthorized key duplication. Locks can be operated remotely with Wi-Fi access. No more lockset rotations and replacements at turnover. Ability to set timed/scheduled or one-time-use access remotely. Entry logs, etc. They can also be used with codes, fobs, and a smartphone app or NFC/RFID access, but this defeats some of the unauthorized access protections of fingerprint access so we avoid these options. But the best benefit of all is no more tracking of keys! I hate keys. LOL.*

*An easy and effective system for mass key management that is also "cheap" and easy to implement? I doubt it's even a thing. There's always something like this, <https://www.realtimeneetworks.com/blog/what-is-a-physical-key-management-system>, but it too doesn't look super "cheap" to implement either. I'm sure there is a long-term cost benefit, though. Fingerprint locks are a high upfront investment as well, but they do quickly pay for themselves.*

**A** *(OP) Thanks for your response. Is there a specific brand of fingerprint lock that you have found to be reliable? One issue we've run into with smart locks is the need to change the batteries on occasion. How have you handled that? Have you just replaced one door with fingerprint locks or all the doors on the house? I appreciate your feedback. Solving the key challenges seems to be a common issue with no perfect solution.*

**A** *I've tried a handful (six or seven) of brands. This one so far has been the most dependable for me: <https://u-tec.com/>. There may be better out there that I haven't tried, but I have not had any reason to search after landing on Ultraloq/U-tec. We do any and all doors requiring security locks: main entry, apartment units, laundry rooms, etc.*

*Battery life is excellent. Of course, it depends on the activity of the lock. Most average units, I change the batteries maybe once a year as needed or even longer than that. Entry doors every six to 12 months or longer. The app actually shows the lock's remaining battery life remotely if connected to Wi-Fi. There are also audible-low battery alerts before the batteries deplete completely. Tenants usually notify us of the alerts, and we make note to have the batteries changed when maintenance visits the building next.*

**Q** *I have two questions. First, we manage a single-family home that has a playset in the back yard (not HOA/community park; it's on their property). It's a standard playset with swings, slide, ladder to a platform, etc. Does anyone do a special addendum or release of liability for tenants to sign regarding playsets?*

*My second question is about pest maintenance for single-family homes specifically. I know it's typically an owner's responsibility, especially when it comes to infestations and major issues. But does anyone have it as the tenant's responsibility if they want regular spraying? For example, in our area it's common to hire someone to do a quarterly spray for spiders/ants. Or is it your owner's responsibility to spray quarterly or as requested?*

**A** *[In regard to question 1] No matter what you have someone sign, they can still sue. [I] would still have them sign something written up by attorney and approved by owner. In addition, require tenants to have Renters Insurance that would cover an accident.*

*[In regard to question 2] We have a 30-day pest clause, which states that after 30 days the tenant is responsible for any pest issues.*

*- Tenants still complain and threaten to withhold rent or pay for pest treatment and deduct from rent.*

*- Tenants may also call the city and depending on city policies, landlord may be ticketed if they do not address.*

*So, check out city requirements, but may be easier to just include it in the lease and you handle it.*

**Continued on page 27 "Discussion"**





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# MEMBERSHIP Growth

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM SEPTEMBER 1 -OCTOBER 31, 2024

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Laura Fricke  
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Sarah Haynie  
JMD Asset Management LLC  
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Derek Meins  
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Continued on next page



Continued from previous page

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Springfield, MO

Continued on page 27 "Membership"

That's Regional  
Vice President



**Hana Goodrich, RMP®**, is a Realtor and property manager in Boise, Idaho. She has a bachelor's degree from Boise State University in business management. Hana has worked in the real estate industry for over 10 years and loves the challenge and balance that property management and real estate sales offer. Hana has been serving on her local Southwest Idaho NARPM® Chapter board for seven years in most positions, including President. She will hold the Northwest Region RVP NARPM® National board position for 2025. In her free time Hana likes to ski, whitewater raft, travel and spend time with her husband and family!

## The RVP Bulletin: Stepping up and stepping in

Building a business means making connections. And although networking is not always everyone's cup of tea, it does have immeasurable benefits in the long run. NARPM® and my involvement in the organization have completely changed the trajectory of my career as a property manager.

When I had to step up into starting my business I had to step in and embrace the resources and connections that NARPM has to offer. A large part of my success as a property manager is attributed to the resources, friendships, education and connections that NARPM® has offered me.

Starting my career in property management over a decade ago I was stepping into a family business. While I had a wonderful mentor, I was looking to pave my own way and dive head-first into the wave of technology that was entering the property management world.

Making major software changes in a business doesn't come without its hair pulling moments, but my NARPM® buddies were always there to help me through the challenges of growing pains! In addition to major business changes, my NARPM® connections have always been the best source of growth, knowledge and camaraderie as I have expanded the capacity and efficiency of my business.

In the last decade I have made it a point to get involved in my local NARPM® Chapter. I am a social person and knew from experience with networking that I get out of it what I put into it. So, it was only a year or two into my NARPM® membership that I joined my local Chapter board. Seven years later I still serve on the board and have found that being on the inside of our Chapter, and having more of a connection to the activities at NARPM® on the National level, opened my eyes to the designation and education opportunities offered.

I have since served in almost every board position, including President, with my local Chapter, attended several Conferences and recently received my RMP® designation as well. It all takes time, effort and funds but has proven to be very worth it year after year to make the investment in NARPM® for myself and my business.

I am a property manager and Realtor® in the state of Idaho. Idaho, as you may know, is a very unregulated state, despite the trends of our neighbors. The involvement in NARPM® has helped me stay engaged in my industry, as we have little other resources for property managers in Idaho. NARPM® has become the source for finding the help, guidance and insight to the trajectory of the future of property management.

It has also given me an inside look at what property managers across the country face. I have stepped up into a new role as the Northwest Region's Regional Vice President, finishing out this year and for all of 2025! In this new position I am excited to use my experience with NARPM® and increase connections with chapter leaders and NARPM® Members in the Northwest Region! I have stepped up to this National role, which will be a challenge, but I am excited to expand my wake and reach out of Idaho and onto the National scale.

Whether it one's first or tenth year as a property manager, I believe that NARPM® has something to offer every professional. The communications made, the resources discovered, and the support that I have felt in the last 10 years by way of my involvement in NARPM® has given my career a greater purpose and a sense of connection.

I have valued my time with NARPM® boards and Members from around the country, and I look forward to learning, leading, and leaning in to my next role in this organization in the year to come. 🏡

“When I had to step up into starting my business I had to step in and embrace the resources and connections that NARPM® has to offer.”

**Northwest: Cyndi D. Moore, MPM® RMP®**  
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**Pacific: JJay Jensen, RMP®**  
California.

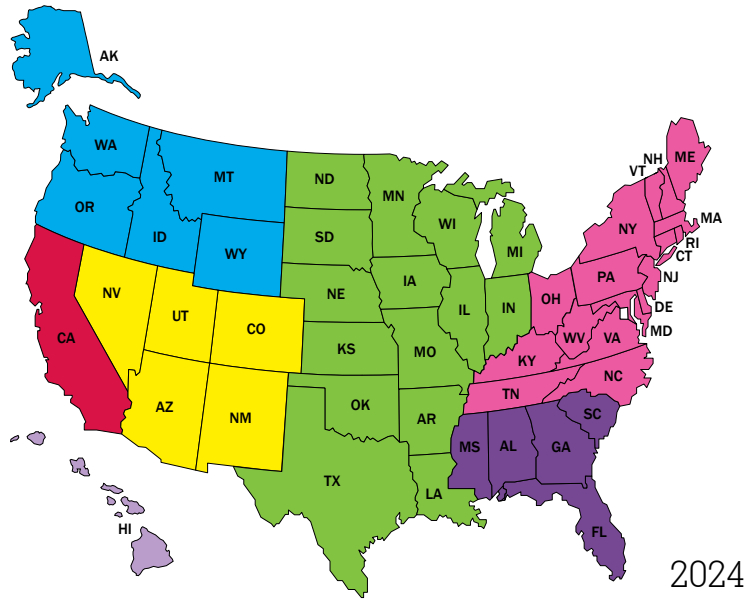
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**Continued from page 25 "Membership"**

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**Continued from page 21 "Discussion"**

**A** I honestly don't have any playsets in my rentals now, but when we did, I did not have any addendum. But, in this day and age, I probably should have. I think anytime you can reduce your liability, you are crazy not to. Maybe at the move-in inspection have them sign off that it is in good shape, and make it their responsibility for notifying you if anything changes condition-wise that would make it unsafe. But I would presume that as the property manager we still need to keep our eyes on the condition as well during our periodic inspections.

As far as pests, our lease says that, after seven days of move-in, if the tenant has not made us aware of bugs/pests, etc., it is on them. I struggle with this because I don't think some tenants care about bugs like an owner would, so I get my owner on board with quarterly spraying as a means to control things. I do leave the pest part as being the tenants responsibility in the lease, but it does say the owner will do and pay for quarterly sprays as a means to control pests in addition. The spraying is not expensive, maybe \$65 here.

I also have started to use the Ortho Home Defender on the last rental I added to see if that controls things just as well. I have heard it does from others, but I just tried it the other day, so we will see. I can spray that for \$12 a gallon, and it's faster if we do it vs. waiting for someone else to get in there and do it, and I will just charge my owner a nominal fee.

**Remember – everything you read on the Internet is not true. If necessary, seek legal counsel.**

**See the entire discussion here:** <https://community.narpm.org/home>

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**Steve Hoff** is President of LeadClasses.com, founder of BenchMark Construction and a partner in a multi-state property management company. Steve brings a unique perspective for creating bulletproof systems to protect our companies, clients and residents from the EPA and State lead paint enforcement actions that became focused on Property Management Companies in 2022. Questions? Reach out us at [info@LeadClasses.com](mailto:info@LeadClasses.com) or 1-888-840-8388.

## EPA expands lead paint rules for property management companies

The Environmental Protection Agency (EPA) has signaled one of the largest potential expansions of the lead renovation, repair and painting rules by effectively classifying property management companies (PMC) as contractors.

Effective March 21, 2022, the EPA has withdrawn two frequently asked questions from their website offering guidance on the obligations of PMCs when renovating, repairing or maintaining pre-1978 residential rental properties potentially making them responsible for ensuring lead-safe work practices are used...even when using vendors to do the work.

### BACKGROUND

Effective April 22, 2010, any firm that “performs, offers or claims to perform renovations” in pre-1978 residential housing and child occupied facilities was

2. Hires Lead Certified Firms as vendors who use Lead Certified Renovators to perform the work the PMC does not need to be a Lead Certified Firm and the vendors would be responsible for compliance.

### SO, WHAT HAS CHANGED?

All this changes with the removal of these FAQ and the EPA explained their logic in the published Federal Register remarks proposing these changes: (<https://www.federalregister.gov/documents/2021/11/04/2021-24010/withdrawal-of-two-answers-to-frequent-questions-about-property-management-companies-and-the-toxic>).

The EPA's notice takes the new position that the following activities “may establish that a PMC is performing a renovation for compensation and must

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**By withdrawing these FAQs and explaining the types of actions that “may trigger compliance obligations” for PMCs the EPA has made clear that they are intending to apply the Lead RRP Rules much more broadly against PMCs than ever before.**

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required to be certified. The process for certification required:

- A responsible individual, either an owner or employee, be individually certified as a Lead Certified Renovator by attending a one-day class on lead-safe work practices and
- Registering the firm, company or organization as a Lead Certified Firm with either the EPA or state.

If the PMC uses their own employees to perform any maintenance or renovation work, they needed to have taken the steps above and documented that all EPA rules for lead-safe renovation, repair and painting (RRP) were followed.

However, via the clarifying Frequently Asked Questions (FAQs), the EPA has taken the position for over a decade that as long as the PMC:

1. Does not do the maintenance work in-house using their own employees and

comply with the RRP rule, even if the PMC uses an independent contractor or vendor instead of its own employees to do the specific activities that disturb paint surfaces.”

These activities would include but are not limited to:

- Soliciting and evaluating vendor bids;
- Granting vendors access to the property;
- Overseeing vendor work on the property;
- Informing tenants of renovation activity;
- Verifying completion of renovation activity; or,
- Remitting payment to the vendors.

### WHAT DOES THIS MEAN TO PMCS?

By withdrawing these FAQs and explaining the types of actions that “may trigger compliance obligations” for PMCs the EPA has made clear that they are intending to apply the Lead RRP Rules much

**Continued on next page**

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more broadly against PMCs than ever before.

According to these revisions, any PMC would be required to follow the lead RRP rules any time they manage a pre-1978 property and:

- Choose or select a vendor;
- Give them access to the property; or,
- Pay the vendor.

The only way the PMC would be able to be in compliance is if they:

- Have a lead-certified renovator on staff; and,
- Are registered as a lead-certified firm with either the EPA or the state.

This means the PMC may be held responsible for the overall compliance of the project even though they are not doing the actual work themselves. This approach mirrors the EPA's enforcement approach towards general contractors (GCs) and their sub-contractors (Subs). All GCs are required to be certified to perform or even bid on work in pre-1978 buildings even if they do not do the actual work themselves and strictly use Subs to do the work.

The potential fines for failure to comply can be in excess of \$40,000 per day, and companies like Lowes, The Home Depot and Sears Home Improvements have received fines ranging from \$400,000 to \$20,750,000 for repeated violations.

On Aug. 13, 2024 a Denver PMC, VareCo, paid a \$125,000 penalty for the EPA for renovation and maintenance activities on six properties. The violations consisted of failure to:

- Register as a lead-certified Firm;
- Designate or assign a lead-certified renovator;
- Document lead-safe work practices; and,
- Document the delivery of the pre-renovation notice to the residents.

This penalty is not about whether there was lead paint on the project or about the actual work that was performed. It is all about the documentation of the rules being followed. The No. 1 cause of fines is failure to document work being completed.

These rules have also targeted individuals flipping homes because they often renovate prior to selling. Whether this work is done by the individual flipping, their own in-house employees or vendors/

sub-contractor, all parties are required to be certified.

What is unclear is how this will affect agents coordinating renovations on behalf of sellers.

## HOW CAN PMCS PROTECT THEMSELVES?

This may require a significant shift in thinking on the part of PMCs.

Nothing has changed If the PMC does maintenance or renovation work in-house.


Since 2010:

- Any employees or staff performing the work in pre-1978 properties are required to be certified renovator or trained by a Certified Renovator who is either an owner or an employee of the firm and cannot be a vendor or sub-contractor.
- To become a certified renovator the individual must take an in-person, eight-hour class. (Visit [www.LeadClasses.com](http://www.LeadClasses.com) for the closest classes.)
- The PMC, firm or organization must be registered as a lead-certified firm by either the EPA or authorized state. This is done by paying a fee and submitting the proper application. The application will be provided in the Certified Renovator class.

However, if the PMC hires vendors or contractors to do maintenance and renovation work, likely some changes in procedures will be required. Just as a PMC currently vets vendors and verifies licenses, insurance, workers compensation coverage, etc. they will now need to verify the vendor is a Lead certified firm with certified renovator(s) on staff. Best practices would suggest obtaining copies of both the firm certificate and all individual certificates for the individuals working on the property.

The PMC should obtain copies of all documentation as required by the EPA Lead-Safe Renovation, Repair and Painting Rules and must keep them for three years after the completion of the project.

The PMC will also need to become lead certified. There are two steps:

- Either the owner or responsible employee of the PMC will need to take the Lead-Certified Renovator Class.
- Register the PMC as a lead-certified Firm. Applications and links will be provided in the class. **IMPORTANT:** Do not try and register the PMC as a lead-certified firm until there has been an individual who has successfully completed the class noted. 

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## Continued from page 15 "Proactive"

- Reduced conflicts: Clear understanding reduces misunderstandings and conflicts, making for a more harmonious working relationship.
- Informed decision making: Educated owners are better equipped to make informed decisions, which supports your management efforts and leads to better overall outcomes.
- Increased satisfaction: When owners understand the rationale behind your strategies, they are more likely to be satisfied with the results and your services.
- Client retention: Educated owners are more likely to remain loyal, appreciating the value you bring to their investment.
- Positive reputation: An informed client base enhances your reputation as a transparent, professional, and client-

focused property management company.

- Advocacy: Educated and satisfied owners are more likely to become advocates for your services, providing positive word-of-mouth referrals and google reviews.

Educating property owners helps create a knowledgeable, trusting, and cooperative client base, ultimately leading to improved management outcomes and long-term business success.

In summary, proactive property management is essential to maintain the value of a property, improve resident satisfaction, and minimize turnover. The advantages of this approach, such as cost savings, increased property value, higher resident retention rates, reduced risk, and improved reputation, make it a superior option compared to reactive management. 

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