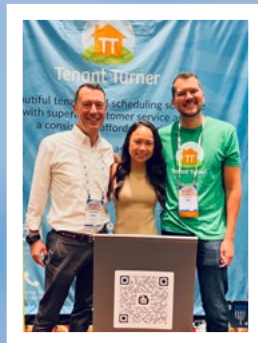
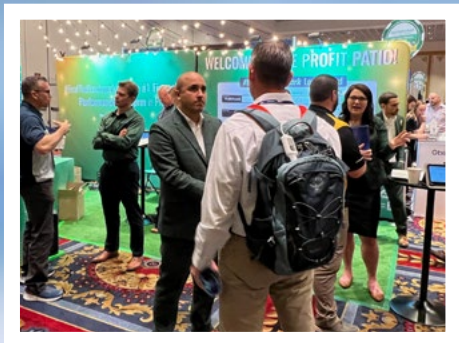




Tips & tricks

to make the most of
2023's NARPM® Annual
Convention & Trade Show
exhibit hall experience

See page 12



p11 Understanding the impact of smoke damage

p21 Best practices for building strong owner relationships

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NEW MEMBER REFERRALS • AUGUST 2023

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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. You will be advised if accepted. 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.

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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 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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National Association of Residential Property Managers

PRESIDENT'S Message



This year's Convention is all about arming you with the tools and know-how to navigate the ever-changing property management landscape. We're talking industry insights that'll make you the expert everyone turns to, innovative strategies to stay ahead of the game, and connections with our Affiliates that'll make your professional life shine.

Get ready to rock Atlanta: NARPM® Convention & Trade Show is here!

Hey there, fellow property managers and industry professionals! Brace yourselves for an unforgettable experience as NARPM®'s Annual Convention & Trade Show takes over Atlanta!

I can't wait to see new faces and old friends alike during our amazing week. Our planning committee and the NARPM® staff have worked incredibly hard to create a unique learning and networking experience for our membership, and I'm proud of the work they've done. I am excited to see it all come to fruition from Oct. 19 at the Omni CNN Center at Centennial Park.

As NARPM® President, I get the honor of selecting the beneficiary of our Past Presidents' Charity fundraiser for the year of my term. This year, we are incredibly excited to partner with Communities in Schools (www.communitiesinschools.org/), or CIS, an amazing charity that's all about helping struggling students and setting them up for success.

CIS is the No. 1 ranked dropout prevention organization in our country, and it has Chapters all over our country. I bet there is one near you!

Our goal in 2024? To raise over \$50,000 for Communities in Schools and connect their Chapters with ours to create volunteering opportunities for NARPM® Members at their Chapters to foster "Strength in our Communities." Together, through our dollars and our time, we will make a real difference in the lives of countless kids across the nation, and that has a tangible impact on our communities.

Many will start their week at our Past Presidents' Charity Golf Outing (<https://www.narpmconvention.com/narpm-past-presidents-charity-fundraiser/>) at Topgolf in Atlanta.

Let's dig deep, throw in whatever we can and raise that \$50,000! Together, we'll create a lasting impact, empower students and build a thriving community that leaves no child behind.

Now, about the Convention & Trade Show (www.narpmconvention.com/): Get ready for epic days packed with learning, networking and groundbreaking sessions. Seriously, folks, we've

got some next-level keynote speakers lined up, educational sessions that'll blow your mind, and panel discussions that'll leave you inspired and ready to conquer the property management universe.

This year's Convention is all about arming you with the tools and know-how to navigate the ever-changing property management landscape. We're talking industry insights that'll make you the expert everyone turns to, innovative strategies to stay ahead of the game, and connections with our Affiliates that'll make your professional life shine.

Get ready to make a difference, folks. Get pumped for the 2023 NARPM® Annual Convention & Trade Show in Atlanta. It's not just a gathering of property management professionals – it's a place where we come together, grow, connect and change lives...and maybe party a bit. See you there! 🎉

Tim Wehner, MPM® RMP®
NARPM® President



2023 NARPM® President **Tim Wehner, MPM® RMP®** has volunteered with NARPM® since 2010, when he helped start the Greater Richmond Chapter in Virginia. He served as the Chapter's Treasurer and President before moving onto volunteerism at the State and National levels.

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MEMBER Spotlight

GET TO KNOW AMAZING NARPM® MEMBERS FROM ACROSS THE UNITED STATES



NARPM® PAC Chair: Michael C. “Mike” Mengden, MPM® RMP® GRI®



Name and designations:

Michael C. “Mike” Mengden, MPM® RMP® GRI®
TRLP TRLS TRPM, President/
Broker, Terra Residential Services,
Inc. CRMC®, Houston, Texas,
and Instructor, Texas REALTORS®
University teaching leasing and
property management

I’ve been in property management since: 1988 at the height of the Savings & Loans

Crisis with the banks and the government (through the Resolution Trust Commission, or RTC) taking over so many foreclosed homes.

I became involved with the NARPM® PAC because: Private property rights. Most countries in the world don’t have private property rights. It’s one of the most important rights we have as a country, and it is always under attack.

I contribute to the NARPM® PAC because: See above. The old saying, “If you aren’t at the table, you are on the menu.” I firmly believe this.

I’m proud of the NARPM® PAC’s efforts to: Protect private property rights. We meet with Congress, HUD, state and local governments, and we have done so for enough years now that they know who we are and what we represent.

In my opinion, the greatest challenge facing property management today is: Tenants “rights.” Most of what has been happening in just the last few years is attempting to take away private property rights by giving so-called rights to tenants. Almost every time this happens, it actually hurts the tenants more than it hurts the landlords. We must keep striving to get more to understand the unintended consequences of bad policies and law.

I joined NARPM® because: Property managers in Houston didn’t talk to each other back then, and we were the outliers of the real estate industry. So, I didn’t know what I was doing wrong or right. When a buddy told me that this property management group was going to hold a conference in San Antonio, I instantly signed up and immediately upon entering the conference felt like I had found home and my people.

NARPM® membership is important to me because: It shows professionalism and integrity to my clients and continually lets me both learn and give back to others.

My favorite NARPM® benefit is: Networking. Whether at a monthly luncheon, State or National Conference, Facebook group, Committee meeting or even at the bar, the networking and the knowledge exchange is worth way, way more than the price of admission.

My best advice for those who want to get involved in NARPM® is: Just do it. Many tell me they are scared they don’t have the time to volunteer. I always get more return for my career and my business and my mental health when I am involved in something at NARPM®.

My favorite pastimes are: NARPM® – relaxing at the bar at NARPM® events (if I didn’t put this in here my friends would call me a liar). More knowledge is exchanged at the end of the day at the bar. Professionally – teaching and creating forms for the industry. Personally – relaxing with family. We do have a stressful job, and relaxing and recharging is important. And gaming. I love PC games.

Fellow NARPM® members would be surprised to know: I grew up in the Texas Hill Country on a turkey ranch, where we raised and sold over 100,000 turkeys a year. They were so stupid and, yes, we lost some almost every time it rained due to drowning by looking up to take a drink and forgetting to look down. Still not a huge fan of turkey unless it’s smoked. 🦃




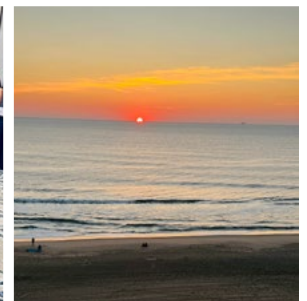
Learn more. Log in at <https://www.narpm.org/legislative/learn-narpm-pac/>



2024 LEADERSHIP MEETS AT STRATEGIC PLANNING RETREAT

Building and bonding beachside: NARPM® Strategic Planning

With King Neptune watching over the sand and sea, NARPM®'s 2024 Leadership gathered in Virginia Beach Sept. 18-20 to create a roadmap for the association's next two years during the annual Strategic Planning Retreat and Board of Directors Training Session. Leadership brainstormed, deep dived and refined the strategic goals for an effective organization for Members and their success. Later, Leadership moved its bonding and building to the beach to see which team had the best sand-sculpting skills. If their creativity and ingenuity in crafting the SS NARPM®, the NARPM® Home, a NARPM® merman, a functioning tunnel and a castle worthy of any tenant are any indication, it's going to be a great 2024-2025. Thanks to Leadership for investing its talents and time to build a strong and strategic NARPM® future (with a little fun, of course)! – Victoria Hecht, NARPM® Public Relations & Digital Media Director | Residential Resource Editor 







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Ron Fanish is co-owner of Rainbow International Restoration (www.RBWWestchester.com), a full-service, one-stop-shop for restoration, cleaning, and reconstruction based in Westchester County, New York.

Understanding the impact of smoke damage on fire-ravaged buildings

For most residential property managers, a fire is the biggest challenge you can face. A blaze is a unique and dangerous incident, endangering residents and potentially causing catastrophic damage.

Even when residents are evacuated and the flames are extinguished, some of the most difficult tasks lie ahead. Indeed, the aftermath of a fire — particularly the impact of smoke damage — is often underestimated by property managers.

To effectively recover from a fire, it's essential for residential property managers to fully understand how smoke damage can affect a building and how to best address it. Only then is it possible to move ahead with all the necessary repairs and restorations and return the property to its pre-disaster state.

Here are four key facts to know about the impact of smoke damage.

The severity of these impacts can vary based on the size of the fire and volume of smoke, but they are all common in the aftermath of a fire. No property manager wants to have to use this information — but in the event of a disaster, you'll be glad you know it.

Smoke can be destructive. While the destruction caused by flames tends to be more obvious damage, smoke can also do serious damage to a house or apartment. It can stain drywall, ruin ceilings, taint insulation and permanently change the color of walls. Indeed, smoke damage is not something that's easily scrubbed off with a brush, soap and some elbow grease. Smoke particles deeply permeate materials, often making replacement necessary. Fortunately, new technologies like laser cleaning make smoke remediation less taxing and can help salvage many surfaces.

Some smoke damage is invisible. Not all smoke damage is easily spotted — some of the destruction it causes is invisible. Smoke can be especially damaging to delicate electronic equipment like televisions, microwaves, computers and other common appliances. It infiltrates the devices and damages components, causing short circuits. Smoke can also get into mechanical devices a building's HVAC system,

fans or heat sinks. This may affect future air quality or even break the systems outright. All of this might not be obvious until well after the fire is out, so it's important for property managers to test all electrical and mechanical appliances and systems in an affected building.

Few materials are immune to smoke damage.

Property managers might think some materials, like steel and other metal, are exempt from smoke damage. But that's not the case. Smoke can take a heavy toll on metals, tarnishing their surface or possibly corroding it. Smoke's fine particles can bind to metals, building up and discoloring a metal's surface. And smoke's chemical composition — sulfur dioxide and nitrogen oxides — can rust and degrade many metals. In addition to sheetrock and wood, check all metal surfaces and materials. They need to be cleaned and remediated, too.

Smoke damage can linger. Even if smoke doesn't have a negative cosmetic impact on a property, it can render the space unlivable through odor. Smoke leaves a greasy coating on cabinets, countertops and pretty much any other surface. It also comes with a strong smell. This distinct odor can linger for a long time, especially in carpets, rugs, upholstered furniture and other fabrics. Property managers must ensure proper ventilation and deploy methods to effectively remove the odor from a building. A box of baking soda won't do the trick. Oftentimes commercial odor removal is required.

No one wants to think about a fire and the damage it can bring to a building. But it's essential to be prepared. Understanding the impact of smoke damage is key to disaster preparation. Armed with the above information, property managers will be better equipped to act in the wake of a disaster. Working alongside trained and certified restoration professionals, they can ensure their tenants' wellbeing and recover from the challenge more swiftly than otherwise possible. 🏠





Tim Wallace chairs the NARPM® Vendor Advisory Council and manages field marketing for Tenant Turner. He has been involved with NARPM® for five years and will be the first to tell you that NARPM® is the reason he's had the opportunity to work with thousands of awesome property managers in that timeframe. Tim hails from Northern California and lives in Williamsburg, Virginia.

PM to PM: Tips and tricks to make the most of 2023's NARPM® Annual Convention & Trade Show exhibit hall experience

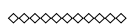
One hundred three! That's how many Affiliates have stepped up and joined as exhibitors for this year's NARPM® Annual Convention & Trade Show. I've watched this Convention get bigger and better every year since my first in Coronado, California, and I firmly believe it's the NARPM® membership and their eagerness to share and grow that deserves the credit for its success.

You welcome each other with open arms and listen, critique and empower each other in ways I've never seen in any other trade organization, and extending those same actions to Affiliates has grown demand for exhibitor booths year after year.

Numerous NARPM® Members are quick to point out their favorite Affiliates and the solutions they provide, and there is no shortage of introductions being made every day in the exhibitor hall. However, with this many vendors maneuvering around the hall can become an overwhelming task. Some people only visit Affiliates they work with, while others are constantly on the lookout for new technology and updates that they can implement in their business.

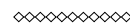
Either way, we all go to Convention in hopes of walking away with more knowledge or resources than we walked in with, and the exhibitor hall can definitely help.

I reached out to some property managers (PMs) within NARPM® and asked them how they approach "vending" and to share their tactics and best practices to make the most of the exhibit hall experience. Here are their tips:



Karen Jordan, HBR Rentals, Tracy, California: I love visiting with the vendors I work with. I will make it a point to visit them as I may not get to meet with them in person very often. I use this time to document the visit for my social media posts to help promote the amazing vendors I work with. I will then make it a point to meet those

new vendors I may not work with but would like to in future and get more details on their services.

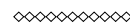


Tim Wehner, MPM® RMP®, Dodson Companies, Richmond, Virginia: My plan when I walk into the exhibit hall is three things:

1. I visit with vendors I know already/services I use and get comfortable and check in on any new features I need to know about. Get the networking juices flowing.

2. Meet with vendors I have spoken with before or have scheduled time with but don't use/want to explore further.
3. I walk the exhibit hall and explore vendors I've never seen nor heard of. Goal: not necessarily find something new but gain better understanding of what is new to the industry. If I find someone to make my life better, then that's just a bonus.

For members of my team, I incentivize them to find new vendors to save money, make us more money or make us more efficient.

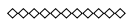


Stacey Salyer, PURE: Property Management, LLC, Mount Vernon, Washington: So, what I have done in the past is when the schedule comes out and a list of vendors are out, I go through and make a list of specific vendors I want to visit based on my next-year goals. I like to check out specific vendors based on what things I may implement for my business and, if there are any brand-new vendors, then I will add them to my list as well.

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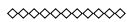
As I was building my company, I did this every year, and it actually helped me build out my businesses and streamline my processes, and I made more money.



Julie Sandham, RMP®, Peach Blossom Property Management, Austin, Texas: When I go to a conference I'm looking for a couple things. The first thing is I make a list ahead of time of any specific services I'm looking for. If I'm looking for a new showings service provider or virtual assistants, I say, "No matter what, I have to hit up these vendors." Obviously, I'm always including my friends I haven't seen in a while.

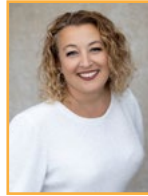
I personally like to go to every single vendor or at least as close to as many as I possibly can see at these conferences because I've met so many different people that way. I've connected with so many people that, if I hadn't walked past their booth, I never would have found out we had something in common.

So, for me the trade show is a really, really, really big deal. Getting to network and hang out with vendors, getting to know their product, but also getting to know the team members so when I need something, I have somewhere to go are all important. A lot of times I find out I may not be ready for a specific service right now, but I let them know to keep in touch with me because six months or a year down the road I might be ready for them.



Nicole Crim, Watson Property Management, Orlando, Florida: I always stop by my favorites first and then hit the booths I'm interested in for the company. Also, if it's a vendor that I think isn't a good fit for us, I won't waste their time at the booth. I think that's fair.

This year's Broker/Owner exhibit hall was packed! The PM Magnate game was a hit and really got everyone to go around and visit with everyone.



Shannon Cornell, RMP®, PMI Arrico Realty and Property Management Lakeland, Lakeland, Florida: I don't prep my team ahead of time. I want them to talk to vendors and, if they see something of value that will help our business, I want them to check it out and then let me know so we can see if implementing it will help our business.

I walk into a vendor room to see what is new and who is at the booths of the vendors I currently use (and see what is new with those that I can implement) to keep up the multi-year relationships I have built and if there are any partners I can make to make our lives easier.

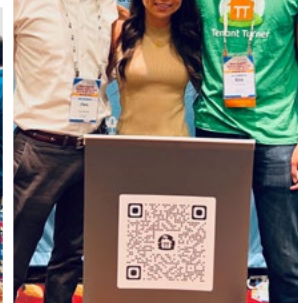
To sum things up, everybody goes about it a little differently, but there are a few common themes:

- Decide if you want to plan ahead.
- Visit groups you work with.
- Check out something/someone new.
- Network!

With 103 of us, it's likely you're already working with some of us, and the industry is always changing. New and old faces are working to help you and your business be as successful as possible.

See you in Atlanta! 🏠

I reached out to some property managers (PMs) within NARPM® and asked them how they approach "vendoring" and to share their tactics and best practices to make the most of the exhibit hall experience.





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ENTER TO WIN

the 2023 NARPM® PAC Sweepstakes

The NARPM® PAC Trustees have launched the 2023 NARPM® PAC Sweepstakes to support the NARPM® PAC. We are now selling entries. With your support, the NARPM® PAC can be in a strong position to support the election of candidates who understand the residential property management industry and are receptive to our concerns. You can win some cash in the form of a gift card.

Prizes are same-as-cash gift cards in the following amounts:

1st Prize: \$2,000; 2nd Prize: \$500; 3rd Prize: \$250

Drawing will be held during the 2023 NARPM® Convention & Trade Show.

\$25 PAC investment = 1 entry

\$100 PAC investment = 5 entries



To enter, you can:

- Hand in the completed form to a representative at the Convention PAC table by Wednesday, October 18, at 5 p.m. ET;
- Or make a contribution at invest.narpm.org by Wednesday, October 18, at 5 p.m. ET;
- Or fill out the form, found at [https://www.narpm.org/docs/legislative/sweepstakes/NARPM Sweepstakes investment card.pdf](https://www.narpm.org/docs/legislative/sweepstakes/NARPM%20Sweepstakes%20investment%20card.pdf) and email it to: info@narpm.org.

Must be received via email by October 6, 2023.

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Kathleen Richards, MPM® RMP® CPC®, was broker/owner of a successful management company with CRMC®. She knows firsthand the highs and lows of being a business owner. She is a nationally recognized coach, speaker, instructor, author and thought leader for the last 30 years focusing on business, leadership and specifically the field of property management. She owns *PM Made Easy* – customizable products to streamline operations and founded *The Property Management Coach*. She can be reached at 800-475-3084.

How to develop best-in-class leaders in property management

Is leadership something you are born with, or is it learned? There are a few rare people born with the skillset and natural ability to excel as leaders, but I believe it can be learned for the 99% rest of us.

In the book “Necessary Endings” by Dr. Henry Cloud, he found that great leaders aren’t emotionally attached to outcomes and are able to make tough decisions. He argues that most managers are too attached to their pet projects or too loyal to nonperforming employees, or that the longtime product is a money maker so no change is needed. People see endings as painful instead of as an opportunity for something better.

No one really likes to change since it means work. But knowing when to end something is what creates the momentum and energy to invest in a new project. If you aren’t changing, you’re dying. Take Kodak. It was best-in-class but didn’t see the digital camera coming and eventually closed after more than 100 years in business. Look at Motorola, a leader in analogue cell phones. It didn’t see digital phones as the future.

NARPM®’s vision from its inception has been to raise the professional level of property managers and provide a place for support and education.

NARPM® is the standard bearer of developing opportunities for property managers to become leaders not only for the organization at large but for their own businesses. The key to success lies in cultivating strong leaders who can navigate challenges, foster growth, and build cohesive teams. Best-in-class leaders possess a unique blend of skills, experience, and qualities that enable them to excel.

So, how are leaders developed, and what can we do today to start or continue the process of creating best-in-class leaders? Let’s explore strategies for developing exceptional leaders in property management, empowering them to drive success and enhance the overall performance of their teams.

IDENTIFY AND NURTURE LEADERSHIP POTENTIAL

Look for employees who demonstrate strong communication skills, problem-solving abilities, and a natural inclination to inspire and guide others. Providing opportunities for professional development can

help nurture their potential and prepare them for future leadership roles.

INVEST IN TRAINING AND EDUCATION

Property management is an ever-evolving field. Leaders must stay ahead of industry trends and best practices. Investing in continuous training and education is vital for cultivating effective leaders. Offer workshops, seminars and certifications that focus on leadership, communication, financial management and strategic decision-making.

PROMOTE A CULTURE OF ACCOUNTABILITY

Best-in-class leaders must be accountable for their actions and decisions. Establish a culture that fosters accountability by setting clear expectations and goals, providing regular feedback and encouraging open communication. When leaders take responsibility for their actions, it creates a ripple effect within the organization, promoting a culture of accountability among all team members.

FOSTER EMOTIONAL INTELLIGENCE

Emotional intelligence (EI) plays a crucial role in effective leadership. Leaders who possess high EI can empathize with their team, manage conflicts more constructively and create a positive work environment. Implement EI training programs and encourage leaders to understand their own emotions as well as those of their team. This empathetic approach will lead to stronger relationships and increased productivity.

ENCOURAGE INNOVATION AND CREATIVITY

Innovative solutions can set a company apart from its competitors. Encourage leaders to think creatively and explore new strategies and technologies. Create a safe space for sharing ideas and taking calculated risks. Emphasize that failures are valuable learning opportunities that can lead to growth and improvement.

LEAD BY EXAMPLE

Effective leaders are not only proficient in their roles but also lead by example. Demonstrating integrity, dedication and a strong work ethic sets the tone for the entire team. Leaders who are willing to roll up their sleeves and work alongside their team inspire respect

Continued on next page

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and loyalty. Encourage leaders to remain approachable and open to feedback, fostering a collaborative and supportive environment.

PROVIDE OPPORTUNITIES FOR LEADERSHIP EXPERIENCE

Theory alone is not enough to develop best-in-class leaders; practical experience is equally important. Offer opportunities for potential leaders to take on leadership responsibilities, even in small-scale projects or temporary assignments. These experiences will enable them to hone their skills, gain confidence, and discover their leadership style.

DEVELOP EFFECTIVE COMMUNICATION SKILLS

Communication is the backbone of successful leadership. Leaders must be adept at conveying information, providing feedback and listening to their team. Provide communication training that emphasizes active listening, conflict resolution, and public speaking. Effective communication will foster trust, transparency and stronger team dynamics.

EMPHASIZE CUSTOMER SERVICE

In property management, customer service is paramount. Leaders should understand the importance of meeting client needs and exceeding expectations. Encourage leaders to prioritize customer satisfaction and ensure their teams are well-equipped to deliver outstanding service.

Growing leaders requires dedication and investment from the organization. By identifying potential leaders, providing training and education, fostering emotional intelligence, encouraging innovation and leading by example, property management companies can create a pipeline of exceptional leaders to drive success and take their organizations to new heights.

Nurturing a culture of accountability, offering leadership experiences and emphasizing effective communication will solidify the foundation for these leaders to flourish and make a lasting impact on the industry thus continuing the vision of NARPM® to elevate the profession and the professional. 🏠

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Rob Kazen, MPM®
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The Professional Development Committee now approves Designation Packets monthly.

- Please submit your packet by the **15th of each month** to be approved.
- Deadline to submit your packet to receive your award at the **2023 NARPM® Annual Convention** was **Friday, August 4, 2023**.

You must be a Member of NARPM® National in order to be eligible to apply.

***There is a new upload system available to submit your designation / certification documents. To receive instructions to upload your documents to the new upload system, please email: designationinfo@narpm.org

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NARPM® designations* are earned with a combination of property management experience, NARPM® and industry education, and service to the association through volunteer activities. You may have taken clock-hour courses to maintain your license. Imagine the gains when the courses are

specifically focused on what you do as a property manager and are being taught by a property management professional. Take it one step further and envision networking with other experienced property managers from across the country. Earning your NARPM® designation will bring a whole new dimension to your daily tasks.

*You must be a member of NARPM® National in order to be eligible to apply for a NARPM® designation or certification.

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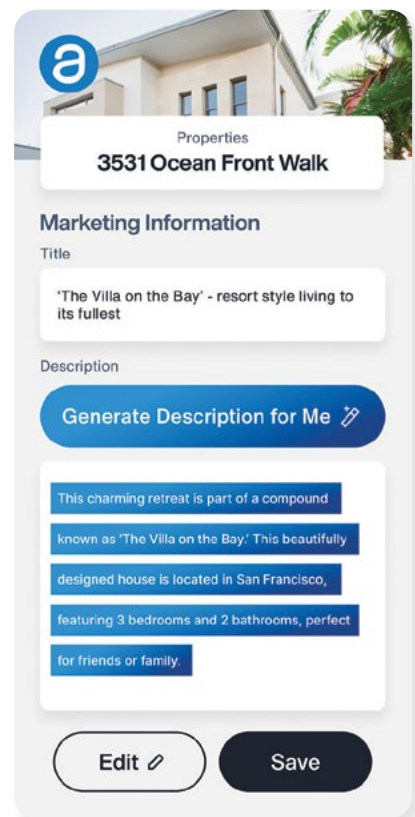
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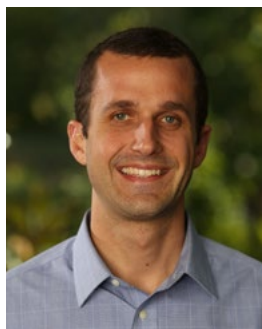
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Matthew Kaddatz is the Senior Director of the single-family rental market segment at AppFolio, a leading provider of cloud-based business software solutions in real estate. He has spent the past 16 years working in the property management industry with experiences including founding and operating a property management company and building technology for property management companies.

Best practices for building strong owner relationships from the beginning

Editor's note: This article is the third in a three-part series.

In the previous two Residential Resource® editions, I shared strategies for attracting and onboarding new owners to sustainably scale your property management business. This month let's come full circle in the customer lifecycle by discussing how you can effectively build, manage and maintain successful owner relationships to foster long-term loyalty and growth.

Set up a mutual success plan: Before you can truly dial in and foster strong owner relationships, you must set up a mutual success plan outlining your owner's goals and ensuring you're aligned from the beginning.

To help you formulate this, start by asking each owner these questions:

- How long do you expect to hold the property? Are you in it for the long haul, or do you plan to sell in the coming months or years?
- How do you want to make money from this investment? Are you looking for cash flow, appreciation or both?
- How involved do you want to be in maintenance decisions?
- Why do you have a rental property in the first place?
- What would motivate you to sell? Are you on the lookout for opportunities to sell? Would it be hard to convince you to sell?
- What would cause you to self-manage? Have you been burned by property managers in the past? What do you expect from your property manager?
- Do you want to invest more in the market you operate in? If so, what are you looking for?
- What are your preferred communication channels and frequency? Do you want to know all the nuances or only updates on the big things?

Once you have a better understanding of your owner's goals, you can set expectations and match your service to their needs. Start by prioritizing the following:

Proactively and regularly communicate: Keep owners informed by providing clear and timely communication regarding updates and performance. Mobile communication tools like texting and email built directly into your property management software can make this easy and efficient. Schedule one-on-one time at regular intervals to review performance and share detailed reports.

Be transparent: Transparency is everything. Empower owners and support their business strategies with consistent access to property and performance data. Consider implementing property management software with a self-service owner portal that can give them a centralized location to access information and check on the status of their properties in real time.

Personalize your customer service: Even with standardized processes and contracts, you must treat each owner as unique and valued. Provide service that showcases your attention to detail for their account. You can do this by sending a personalized gift, writing a thank-you note or hosting an owner event to show you appreciate their business.

Provide growth opportunities: Show owners how they can take their performance to the next level and reinforce your business's position as a trusted advisor by analyzing industry trends and identifying opportunities to help them drive additional revenue. Property management software with built-in analytics can give you and your team the insights you need to make strategic recommendations.

Look for ways to upsell and cross-sell your services: As you grow your business and the types of owners you support, offering value-based services could be a meaningful way to build credibility and owner satisfaction. Additional services you could offer include quarterly asset reviews, more property inspections and asset management. You can also cross-sell existing services.

A special caveat: If you don't have the bandwidth to offer higher or additional levels of service, wait until you have more resources. Extended service tiers should be differentiated and exceptional if you want to provide the most value and keep owner relationships strong. 🏠



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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 and look for **Communities**. Member login is required. Discussion Boards are only available to NARPM® members.

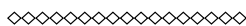
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Q *We've received a couple of complaints from tenants about their neighbor's odiferous shoes being left in the hallway. Our policy states that personal belongings cannot be left in hallways, but we have become lenient over the years and allowed up to a few pairs of shoes to be left out. How would you handle this? We have a few thoughts, but I'm wondering what you would do in this situation?*

A Are they allowed to have a box outside their door so that they could store their shoes in it? The reason they are left outside of the home is because they smell. Also, in some cultures shoes are not allowed in the home.

A I believe honesty is the best policy. Let them know the neighbors are complaining about the odor and recommend some spray they could use to deodorize the shoes regularly. If it continues to be a problem, you'll have to give them a written notice and require the shoes to be stored in their unit.

We allow one shoe mat or tray large enough to hold up to four pairs of shoes. It must be next to their door where it is not a tripping hazard. Be very specific, or they will start putting up shoe racks with 12 pairs of shoes or piles of muddy boots! This works well for us.



Q *We know that some of our tenants are subletting rooms and wanted to see what proof we would need to gather to prove it. Can anyone share how they deal with and prove out subletting suspicions?*

A Confirm whose name the utilities are in. Otherwise, I can't think of another option other than a surprise visit to the property.

A It's difficult. The few times I questioned, they will say they are visiting.

A Do an inspection to check "safety equipment," and look to see how many beds are there. Sometimes you'll see mail laying around with an unknown occupant's name. Then go to the neighbors and talk with them, providing them a card to let them know you manage the property and always want to be a good neighbor.

A I had two properties that the tenants moved into this past year. Both had an extra car parked in front most of the time. I documented days and times and asked both if they had an extra resident. When it came time for lease renewal, I told them I would not renew unless all residents made application and were approved. Both of them let me know that, yes, they did have an extra resident, who then made application. It really is pretty hard to prove, though, since you can't see who is sleeping there consistently.

A I think it is important to explain to the tenants the importance of informing about the responsibilities and rights about subletting. I have been managing properties with a very high sublet turnover, and I have explained to the tenants and guarantors about their responsibilities for the subletters.

I have addendums to the lease agreement indicating the names of each subletter paired with the name of the responsible tenant, which I make all sign.

I also ask for proof of renter's insurance to include each resident. It is required by law in Washington, D.C.

I also check on the property's condition from time to time whenever there is a repair or a maintenance service to be done. It helps me check on the number of residents and safety.

If I find anything that is not stipulated in the lease, I present the issue from a safety and legal standpoint and let them know about potential risks and consequences. I may have been very fortunate, but generally a good and regular communication can help tremendously.

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>



That's Regional
Vice President



NARPM® Atlantic Regional Vice President **Steve Pardon, RMP®**, is Broker/Owner of JMAX Property Management in Salem, Virginia, and Master Property Manager designation candidate. JMAX manages around 400 single-family residential and multi-family residential in the Roanoke Valley. Steve joined NARPM® in 2012 and have served at the state level and in governmental affairs, most recently as Vice Chair of the PAC Trustees.

The RVP Bulletin

“Who grabs the rat?”

I love NARPM®. I love learning about the next great software platform, the next great revolution in remote workers, the next great technology trend that is going to make me able to run my business remotely from the Bahamas. I love it all.

You know who I love more than all that? Stacy.

Stacy isn't my wife. Stacy isn't my office manager or latest hire in the Philippines. Stacy is a hardworking handyman, a jack of all trades if you will, and there are few of him left.

He is the guy we call when we do a property check and there is a dead rat in the toilet.

He is the guy who hauls off all the crap left behind after an eviction.

Using just 2 hours of elbow grease and a gallon of Clorox, he is the guy who can save the fridge that smells like a rotting corpse at the property where the power was off for a month.

We ALL have a Stacy...but most likely not for long.

According to Zappia.com, the average age of a “handyman” in the United States is 47 years old. A 2018 study by the Transamerica Center for Retirement Studies found that less than 20 percent of physical workers in the U.S. were 55 or older, and that was before the pandemic.

Do the math. Chances are you and your Stacy may only have eight more years together. If I were a betting man (which I am), I'd say you have less.

When it comes to the handyman topic, as an industry we at times sound a bit hypocritical. The self-managing landlord comes to us finally ready for management. But he wants to keep his Stacy for repairs because he has bandaged things together for years and knows the tenants and property. We politely tell the owner it's time for a new way, and we'll handle it from here. But we all know deep down that, if we could get his Stacy to get insurance, comp, take pictures, use email and take 30-day billing with an eCheck, we would use him every day and twice on Sunday (because, of course, Stacy works on Sunday and doesn't charge a higher rate).

The difference most of the time between us and the self-manager is he ONLY has that guy, and we also use a network of professionals. We elevate the service, communication and quality of repairs, and make a more consistent tenant experience when it comes to maintenance.

No matter how many professional vendor relationships we have, though, we all still need a Stacy. So, what are you going to do when yours retires?

I will tell you that we are preparing for that day by lowering our standards. (I can hear the gasps now, but stay with me for a minute.)

There was a time while searching for vendors that I felt, “If you can't do it the JMAX way then you don't do it for JMAX.”

Don't email particularly well? No go.

Don't take a lot of pictures and still write out bills by hand? Sorry.

Don't have workers comp? Get it or don't call me.

Over time though I have realized with the pool of people who are willing to do physical labor (like getting a rat out of a toilet) is dwindling, you can't just alienate. You need to elevate.

There are many talented physical laborers out there (even some younger than 47) who have just never been exposed to the professional policies and procedures that a modern property management company strives to adhere to.

It stands to reason that if only 30% of properties are professionally managed, the majority of handymen have never come across such standards. You may be surprised to find that many of them are willing to learn how to do it your way. They just need a chance and some guidance.

Over the past few years, I have spent quite a few hours outlining just what we need in an invoice, teaching how to break down a job into labor and materials, giving examples of the one or two pictures that we need and, yes, I have even introduced a vendor to my insurance agent and paid for a workers comp policy to get a guy started.

Those investments of my time and knowledge have paid my company back in available vendor resources

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Pacific: AJ Shepard, MPM® RMP®

California.

Pacific Islands: AJ Shepard, MPM® RMP®

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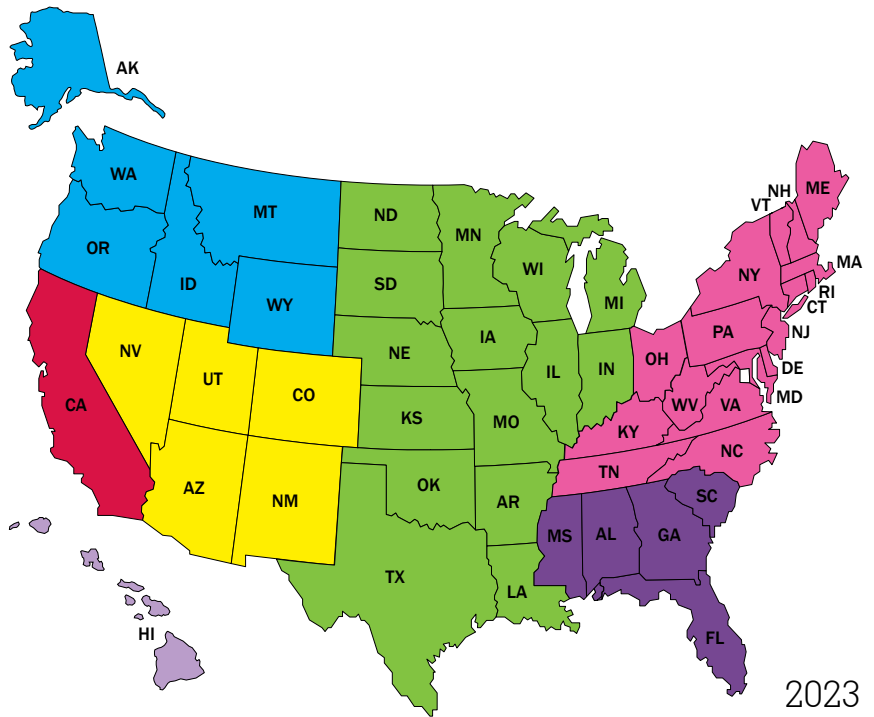
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Continued from previous page

many times over.

Insisting on elevating the maintenance standards of our industry is great, but we must remember that everyone starts somewhere. In NARPM® we share information; it's what we do. We can do our part to expand the pool of qualified vendors we so desperately need by

sharing what we know about good business practices and accepting that good folk, who are willing to work hard, don't always come prepacked in shiny boxes ready to plug and play.

Great Stacys aren't born; they're raised. Unless you plan to go grab that rat yourself, we need to do our part to bring 'em up right. 🐭

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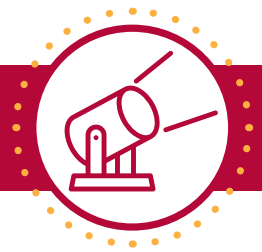
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CHAPTER Spotlight

GET TO KNOW THE EXCELLENT NARPM® CHAPTERS ACROSS THE UNITED STATES



Melissa Hargreaves, RMP®, has worked in property management since 2014, when she founded Peace of Mind Property Management. Peace of Mind serves the Central Maryland Region. Melissa is the President-Elect of NARPM®'s Baltimore/Washington Chapter and has served on the NARPM® Broker/Owner Planning Committee for 2023 and 2024. She is working on her Master Property Manager (MPM®) designation with hopes of completing it before the end of 2023.

Don't sit on the sidelines: Get involved in NARPM®

Greetings from Baltimore! Although I've been a member of NARPM® since 2018, I didn't truly understand all it has to offer until March 2022, when I attended my first Broker/Owner Conference & Expo. Talk about a game changer!

While at Broker/Owner I heard about the upcoming California State Conference that was taking place in Napa in the following month. I booked my tickets right away! I'd always wanted to go to Napa, so why not make it a business trip? It was there that I saw the close friendships, camaraderie and teamwork between the incredible property managers I met. I was a little jealous and wanted this back at home.

Upon returning to Baltimore, I reached out to the Baltimore/Washington Chapter's current President and asked how I could get involved. I attended my first Board meeting and left as the Chapter's incoming Secretary.

Like many businesses during the COVID pandemic, NARPM® Chapters entered survival mode. In-person meetings shifted to Zoom meetings. Conferences were cancelled. We all buckled down and tried to get through it. Since COVID restrictions were lifted we've seen many people shifting from survival mindset to growth mindset. This is evident in the Baltimore/Washington Chapter!

2023 has been a year of growth. The first step was bringing back in-person meetings. At our November 2022 Board meeting, we laid a plan for the coming year. We made a commitment to meet monthly with a great topic to draw people in. It started slowly, but attendance grew each month. Meeting in person gives us the opportunity to not only learn from each other but to get to know other Members and Affiliates. The energy in the room gets better and better each month!

Speaking of Affiliates, our Chapter is revamping its Affiliate membership program! Our 2023 strategy is to invite vendors to speak. This serves a double purpose: providing great content to lure Members into the real world again and showing vendors the value of becoming an Affiliate. One of our goals is to formalize our Affiliate Member Program. I learned there is no need to re-invent the wheel. I've reached out to other Chapters to learn how their Affiliate Member Programs work.

We have also tapped into some of the resources provided by NARPM®. Did you know that NARPM® will provide a remote professional to assist your

Chapter? Game changer! We now have someone who can help with remembering to send out email reminders for upcoming meetings.

We also plan to enlist the help of our remote professional to build a Facebook page for our Chapter to help spread the word about NARPM® locally and attract more new Members. We've also learned about grants

available from National to help with growth. We plan to use grant money to hold a drive to recruit new Chapter Members.

While we've made a lot of progress in 2023, there is much more to do! I look forward to helping our Chapter continue to grow when I become 2024 President. While I was hesitant to take on a Leadership role, I've seen firsthand how many hands make light work. As meeting attendance and energy increases, more people are stepping up to help.

My concern has turned to excitement! If you have been sitting on the sidelines like I did from 2018-2022, now's a great time to jump in. Joining a Committee (local or National) can be a simple way to get involved. Just do it! You won't regret it. See you in Atlanta! 📍

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Jaminsky, a senior in high school, is ALL IN for building relationships to help students like himself succeed in the classroom and beyond. Jaminsky was connected to his Communities In Schools® (CIS®) site coordinator, Mrs. Montgomery, during his freshman year of high school. Moving to a new town and attending a new school was an adjustment for Jaminsky, but Mrs. Montgomery was there to encourage and support him every step of the way. Jaminsky wanted to share his story because he recognized the impact CIS had on his life and that of other students. “Mrs. Montgomery made me realize that whether I’m a new student or not, I could find a place at this school. She’s my second mother, and I love the fact she cares about every student. As a senior who’s seen everything, what she’s done for me and other kids at this school has just been an amazing thing to be a part of. [Learn more about students like Jaminsky at CommunitiesInSchools.org](#)

Communities In Schools is thrilled to have been chosen as NARPM’s Past Presidents’ Charity for 2023! [Donate now using the QR code!](#)



SCAN ME TO DONATE





MyHealthily Vice President Jeremy McLendon began his insurance career in 2006 and takes pride in navigating the ever-changing landscape of health insurance and identifying solutions to the everyday problems that plague Americans in today's world of healthcare. A Georgia native, Jeremy earned a Bachelor of Arts degree in Environment Science/Public Policy from Berry College and joined MyHealthily at its inception, accepting the challenge of identifying opportunities for innovation and fostering partnerships with market leaders and up-and-coming disruptors.

MyHealthily: Healthcare that helps for property managers

When was the last time you felt taken care of by your healthcare coverage? Or were comfortable making an unrushed and fully informed decision when it's time to renew your coverage? Or got money back from a health insurance carrier?

Property Managers Healthcare (propertymanagershealthcare.com/), a NARPM® Member Benefit, shows you the light at the end of the tunnel and gives you total control of your healthcare. Through it, you can find simple healthcare coverage that you and your team understand with your best interests at heart.

Evaluate which plan is right for you and your

quality coverage is determining which healthcare coverage company best covers your needs and location. Finally, it's time to start asking questions about additional benefits, like does your coverage include a team to help you save money and alleviate stress?

Property Managers Healthcare has proprietary plans, options in all 50 states, the oldest and largest networks in the country, and new carriers in addition to a team of licensed advisors and additional suite of benefits to ensure your team is covered and OCH compliant.

Yes, in addition to plans with no deductible, you


Property Managers Healthcare has proprietary plans, options in all 50 states, the oldest and largest networks in the country, and new carriers in addition to a team of licensed advisors and additional suite of benefits to ensure your team is covered and OCH compliant.

team members. Knowledge is power, especially when referencing healthcare coverage. The licensed advisors at Property Managers Healthcare ensure your priorities in healthcare coverage are considered while ensuring the plans offered fit your needs. This is when you achieve your coverage goals.

The first step to uncovering your new complete healthcare coverage solution is determining what type of plan fits your needs. The second fundamental component to

will find select plans include a suite of non-insurance benefits to help your team stay healthy and happy. These benefits include telemedicine, work life balance, medical bill saver, health advocacy, and prescription savings for the entire team. For the office you will be OCH, OSHA and COBRA compliant. This means you have less to worry about overall.

Ready to shop? Ready to compare healthcare coverage options? Thanks to NARPM®'s partnership with MyHealthily (myhealthily.com), Property Managers Healthcare makes it easy to save and gives you the best chance at health, happiness and peace of mind with your decision.

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