

Residential Resource

September/October 2004

Highlights of this Issue!

President's Message 2

Welcome New Members 4

Ambassador Program 5

Sherwin-Williams Brings Benefits to NARPM Members 6

Five-Star Articles 7

Computer Source 8

Three Steps for Positive Goal Setting ... 10

14 Tips for Calming Upset Customers .. 12

Meet Your NARPM Leaders 14

Convention Corner 16

Opening New Doors at the Baltimore NARPM Convention in September 17

16th Annual Convention Registration Form 18

2004 RMP®/MPM® Certification Classes 19

Do You Think Like a Pro? 20



The Mission of NARPM is to support professional and ethical practices of rental home management through networking, education, and certification.

Embezzlement: Inside and Out

by Erika Green, MPM®

Embezzlement, a growing form of occupational fraud, is not a new crime but easier to commit in the age of computers and often hard to detect until it is too late and the damage is done. The criminal has the power, through computer knowledge, to modify, copy, access or destroy software or data.

The embezzler is not a particular race, gender, shape, or size. According to a recent study done by the Association of Certified Fraud Examiners (ACFE), 88% of 508 fraudsters in the study were first-time offenders with no criminal record. and many were young, intelligent, talented, well-educated, and very qualified. In ACFE's first occupational fraud study, conducted in 1996, men dominated the reported frauds, accounting for two-thirds of the cases. Since then, that dominance has largely evaporated. In their 2004 study, the number of embezzlement schemes was divided almost evenly between men and women, with only slightly more cases (53%) having been committed by men.

Small companies, such as residential property management firms, face more difficult problems than larger companies. In ACFE's 2004 study, approximately 46% of the frauds attacked small businesses, those that employ fewer than 100 people. Given their relative size, the impact of embezzlement on small businesses was much greater than the impact on larger companies. The median loss in small companies was \$98,000. Only the largest organizations, those with 10,000 or more employees, suffered greater losses.

To keep everyone on the straight and narrow, owners of small businesses must maintain strict supervision of all facets of the business. Some

people call it micro-management, but delegation and dissemination of accounting-related tasks may be a more appropriate description. It is important that no single employee is responsible for the payables and receivables. Only an owner should sign checks, and even then they should never sign blank checks. As you may or may not know, your signature can be scanned and duplicated. Do not make life easy for a thief!



Of course, those are only the obvious forms of internal controls. To truly safeguard your company you must understand more about the methods of embezzlement, when and where it could occur, and that virtually any "type" of person can commit it. Unfortunately, the methods are seemingly endless, as advancements in technology have unwittingly enabled this type of fraud to thrive. Those committing these crimes are employees of the victim business or outside contractors who may or may not have been in any direct contact with the victim's accounts.

Contractors providing maintenance services to your properties may create bogus invoices for work never done or needed. In these types of cases, a cohort who is employed by the victim often covers the contractor and they receive

© 2004 NARPM

PRESIDENT'S MESSAGE

Dear Fellow NARPM Member,

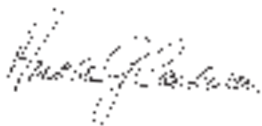
Welcome to the exciting month of September! This month represents a personal rite of passage time for me. First, I get to see many of you at our annual convention as we once again convene this year in beautiful Baltimore, MD. Second, I celebrate my birthday at the beginning of the month and I spend time by reflecting over the past year and evaluating my goals and resolutions (I know most of you do this in January but September works better for me).

During this time of reflection, I realize that one's priorities can rapidly change as life-altering events occur shifting the course of one's progress. We cannot control what happens to us in life but we are always in control of how we view these events. I wrote last month about attitude and how it affects the quality of our life and our success and much of my reflection this month is colored by my attitude—I strive for positive and life-energizing views of all things.

Our industry has a tendency to be time absorbing and can spin completely out of control if we do not have firm personal boundaries preventing us from working long hours, less productively. Part of my resolutions this month include evaluating my progress in this area and resetting some boundaries to accommodate events that have occurred which changed my priorities. Belonging to the exceptionally supporting organization of NARPM helps one in a myriad of ways in this area. You can learn better time management, share some resources, and simply ask for help from your fellow members. The national convention is one of your best resources outside of the directory and access to all members, by providing, in a very condensed format, many things you need to know to be a productive property manager and balanced human being.

Sometimes it is very difficult to find time to evaluate your time management, but with my annual rite of passage in September, it has become a yearly event for me. I find it critically important to my success in this industry as well as in life. As I look over the last 12 months, I am very grateful for the amazing opportunity to serve as your national president and team leader. It has been a rewarding, challenging and growth-enhancing time. One of my past mentors was my maternal grandmother, a very wise and eternally optimistic woman, who sadly died during this month a number of years ago. I asked her near the end of her 92 years what the meaning of life was, and she quickly replied with a shine in her eyes, "It's exactly what you make of it." So Gammy, here's to you in celebration of all that you were to me...I'm making the most of it!

See you in Baltimore.



Andrea G. Caldwell, MPM®
President



Andrea G. Caldwell, MPM®
President

OFFICERS

Andrea Caldwell, MPM®
President
agetto@aol.com
408/978-8100

Marc Banner, MPM®
President-Elect
Finance Chair
Bylaws Chair
Strategic Plan Oversight Chair
mbanner@cablone.net
208/377-8889

Rose Thomas, MPM®
Vice President
Convention Chair
rose.thomas@pmpbiz.com
301/694-6900

Karen Hull, MPM®
Secretary
khull@prop-mgmt-experts.com
209/465-5000

Wendell Davis, MPM®
Treasurer
Legislative Chair
wendell04@aol.com
904/899-6800

Christopher Hermanski, MPM®
Past President
Nominations Chair
Web Team Chair
chermanski@mainlander.com
503/343-0141

DIRECTORS

Dave Holt, MPM®
dave@rpmgmt.com
612/379-7890

Betty Fletcher, MPM®
Membership Chair
betty@fletcherpm.com
501/907-7091 x 101

Erika Green, MPM®
Editorial Chair
erika@questps.com
817/76309696 x 101

Bill Jackson, RMP®
Education Chair
bill@protocolpropertymgmt.com
425/467-1436

Luke Kaufmann, MPM®
luke@partnersmgmt.com
404/876-8700

Robert Winger, MPM®
Marketing Chair
robert@sacramentoventals.com
916/446-6663

COMMITTEE CHAIRS

Melissa Prandi, MPM®
Advance Site Selection Chair
prandiprop@aol.com
415/482-9988 X 203

Jim Reimer, RMP®
Affiliate Chair
jim@mngtoneinc.com
208/375-3400

Suzanne Cameron, MPM®
Certification Chair
suzanneatc@aol.com
253/852-3000

Jean Storms, MPM®
History Chair
jstorms@landlordsource.com
916/408-4400

Raymond Scarabosio, MPM®
Long-range Planning Chair
landlordsf@aol.com
415/379-9035

Robert Machado, MPM®
Professional Standards Chair
rmachado@homepointe.com
916/429-1205

NARPM HEADQUARTERS
P.O. Box 140647
Austin, TX 78714-0647
Exec. Director: Roy Bohrer
Exec. Assistant: Nora Evans

Editor: Erika Green
Managing Editor: Jessica Jacobs
Tel: 800/782-3452 toll free • 512/381-6091
Fax: 512/454-3036
E-mail: info@narpm.org • Internet: www.narpm.org

The *Residential Resource* is a publication of the National Association of Residential Property Managers, P.O. Box 140647, Austin, TX 78714-0647; 800/782-3452. ©2004. All rights reserved. Reproduction in whole or in part is allowed only upon permission from the publisher. Opinions of the authors are not necessarily those of NARPM. Any legal matters or advice mentioned herein should be discussed with an attorney, accountant, or other professional before use in a particular state or situation. NARPM and its staff assume no responsibility for ads or statements in this publication. NARPM does not endorse any advertising in this publication. All readers are responsible for their own investigation and use of any products advertised in the *Residential Resource*. NARPM members receive the *Residential Resource* as part of the annual dues; subscriptions are available for \$195. Items for publication cannot be returned. Articles can be submitted by sending a Word attachment to Jessica Jacobs at jjacobs@assnmgmt.com. Address changes may be forwarded to the NARPM National Headquarters at the address listed above. The publisher and editor reserve the right to edit or refuse all publications for content and selection.

Embezzlement

part of the fraudulently collected funds for helping to facilitate the crime.

Even "padding" the bill for materials or labor not utilized is a form of embezzlement—a method often difficult to track or prove with accuracy. Other external service providers such as rent payment collection services, debt collection services, and financial institutions have had employees embezzle funds from their customers—some unnoticed by the customer. For example, if a debt collection agency collects funds from one of your former tenants but never sends your part to you, how would you know it had been collected?

The possibilities of being victimized by embezzlement are virtually endless. Chances are that unless you have spent the time and money necessary for developing and implementing a comprehensive financial control system and a carefully developed employee fraud awareness training program, you are at risk of being hit by either internal or external fraudsters...or both. The good news is that there are effective ways to protect your organization. To learn more about this alarmingly fast-growing crime and how to effectively shield your company from being victimized, attend the workshop, "Embezzlement from Within and Outside Your Company," at the 16th Annual NARPM Convention and Trade Show in Baltimore, MD, September 22–25, 2004.

Erika K. Green, MPM®, is the broker and co-owner of Quest Property Services Inc. in Fort Worth, TX. She has been a member of NARPM since 1994 and has served in numerous capacities on NARPM's national level including New Membership chair, Member Support chair, and a member of the Membership, Convention, Long Range Planning, and Editorial Committees and is currently serving as a National director and the Editorial chair.

DEBT RELIEF



THAT WORKS.



www.AssetAcceptance.com

Taking you from the RED to the Black®

Since 1962, we have relieved banks and businesses of financial burdens while helping individuals work out their debts.

(586) 446-7826

**Nationwide purchaser of charged-off consumer receivables,
credit cards, consumer loans, medical, utilities, telecom, health club, auto deficiencies and more.**

NEW MEMBERS

Welcome new NARPM members! The following is a list of new members who joined NARPM from July 1 to July 31, 2004.

PROFESSIONAL

Joe Boden
Champions Management
(C21 Champions)
9210 Lee Ave
Manassas, VA 20110
703/335-8079

Robert Campbell
Remax 200 Realty
954 S Orlando Avenue
Winter Park, FL 32789
407/629-6330x360

Kathy Cotta
Jennings & Company
PO Box 70407
Eugene, OR 97401
541/683-2271

Trish Densham
ERA Shields Real Estate
5475 Tech Center Dr
Colorado Springs, CO 80919

Sylvia Foster
Foster Realty Inc.
85.761 Farrington Hwy, #208
Waianae, HI 96792
808/696-0774x4

Michael Jacques
Sacramento Delta Property
Management
3800 Auburn Blvd, #A
Sacramento, CA 95650
916/484-0529

Dee Jerome
Windermere Real Estate
5620 112th St E, Ste 224
Puyallup, WA 98373
253/446-1119x1119

Djamel Madji
IPM Corp
PO Box 580
Arden, NC 28704-0580
800/789-1135

Octavio Orta
Landlord Services of North
Georgia LLC
70 Antioch Church Rd
Talking Rock, GA 30143
706/253-7236

Tracey Peters
Blue Skies Property Mgmt Co Inc.
801 Seaboard Street
Myrtle Beach, SC 29577
843/444-0702

Patricia Petersen
Dolphin Property Management
Group Inc.
14001 North Bayshore Dr
Madeira Beach, FL 33708
727/393-9495

Lee Petty
Tamalpais Property Management
PO Box 128
Corte Madera, CA 94976
415/927-7368

Linda Phillips
Phillips Realty
1500 Hwy 17 N, Ste 203
Surfside Beach, SC 29575
843/238-8664

Steven Pollack
Pacific Rim Real Estate Services Inc.
13055 Poway Rd
Poway, CA 92064
858/748-2103

Kim Reagan
ERA Priority One
10110 Montwood, Ste D
El Paso, TX 79925
915/592-0234

Horace Reynolds
Century 21 Reynolds Realty
Company
1913 W Brandon Blvd
Brandon, FL 33511
813/684-5982x231

Carmen Rodriguez
IRM Investments Real Estate &
Management
4901 Vineland Rd, Ste 270
Orlando, FL 32811
407/903-0134

Theodore Theologis
Ardwell International
PO Box 6721
McLean, VA 22106
703/356-8436

Lyn Williams
L.A. Williams Inc.
817 Carrick Bend Cir, Ste 203
Naples, FL 34110
239/593-3106x3106

Jason Gardner
Property Bridge LLC
1300 Mountain Blvd
Oakland, CA 94611
510/550-7211

SUPPORT STAFF

Elona Benefiel
Sacramento Delta Property
Management
910 Florin Rd, Ste 100
Sacramento, CA 95831
916/395-7703

Charlene Ernesto
Phillips Realty
1500 Hwy 17 N, Ste 203
Surfside Beach, SC 29575
843/238-8664

Diane Pauls
Blue Skies Property Mgmt Co Inc.
801 Seaboard Street
Myrtle Beach, SC 29577
843/440-0702

Allison Taylor
Phillips Realty
1500 Hwy 17 N, Ste 203
Surfside Beach, SC 29575
843/238-8664

AFFILIATES

Ty Kalklosch
PayLease Inc.
4455 Twain Avenue, Ste. G
San Diego, CA 92120
866/PAY-LEASE

Malcolm Krebs
Mr. Goodbar
The Original Home Security Bars
1100 11th Street SE
Calgary, Alberta, T2G4T-3
403/234-9690x103

CERTIFICATION CORNER

MPM Candidacy

Mary M. Love RMP Mary M. Love Realtor, Kailua-Kona, HI

Contribute to the Residential Resource

<u>Issue Date</u>	<u>Submission Due Date</u>
November 2004	September 15, 2004
December 2004	October 15, 2004
January 2005	November 15, 2004
February 2005	December 15, 2004
March 2005	January 15, 2005

If you are interested in writing an article, please e-mail an attachment of your article in Word or text format to Jessica Jacobs jjacobs@assnmgmt.com or send her a Word or text file on 3-1/2" diskette to P.O. Box 140647, Austin, TX 78714-0647. All articles are subject to editing and approval of subject matter.



Ambassador Program 2004

The Ambassador Program was designed a few years ago to reward our current members for referring new members to our organization. Who better to spread the word of the benefits of NARPM than its members? If you refer five new members in one year, you will receive an award certificate that may be used toward your next year's dues or for events for the coming year. When you achieve ambassador status and receive your \$195 NARPM credit, it can be used toward your annual dues or registration at a NARPM National Convention. It is flexible! Just follow the simple steps outlined here:

- ★ Call NARPM Headquarters at 800/782-3452, and request membership application forms. Headquarters, upon request, will mail the application directly to the prospective member but will not fill in the "referred by" line.
- ★ The 12-month period to obtain the five new members starts the day the first new membership application is processed by headquarters.
- ★ When Headquarters receives the fifth new membership application, an Award Certificate will be issued and dated. A recognition certificate will also be issued, and you, as the "Ambassador," will be recognized in the *Residential Resource*.
- ★ The Award Certificate can be used to pay NARPM annual dues, or like amount can be applied toward National Convention.
- ★ It must be used in full at the time of use and attached to your dues or registration for Convention. The value of the Award Certificate is equal to what the national dues were at the time the Award Certificate was issued. It also must be used within 12 months of the issue date.
- ★ A member can earn more than one Award Certificate per 12-month period.

AMBASSADOR PROGRAM

July 2004 New Members

<u>New Member</u>	<u>Ambassador Member</u>
Carmen Rodriguez	Jill J. Boles, RMP®
Dee Jerome	Stevelle Klausmann
Ty Kalklosch	Mike McCall
Kathy Cotta	Linda Scott
Kim Reagan	Mary (Liz) Arellano-Wiggins
Michael Jacques	Ted White, MPM®
Robert Campbell	Fred Thompson, RMP®

NEW AMBASSADOR

Jill J. Boles, RMP®

AFFILIATE MEMBERS LISTED BY SERVICES

Business Products:

Landlordsource.com
 Oliphant Financial Corporation
 Paychex Inc.
 PayLease Inc.
 Peachtree Business Products
 Professional Office Services of ID Inc.
 Starker Services Inc.
 Tenant Plus Corp.

Internet Tools:

123Rentahome.com
 Escapia Inc.
 Homepaiges
 HomeRentalAds.com
 HomeRentals.net
 Lease Place Inc.
 Rental Home Investor LLC
 RentClicks.com
 Runzheimer International Ltd.

Legal Services:

Law Offices of DeMartini & Walker
 Law Offices of Heist, Weisse, & Lucrezi P.A.
 Law Offices of Barnes Walker Chartered

Maintenance:

Building Specs Inc.
 Cutting Edge Painting Inc.
 EnviroCare Inc.
 Handyman Matters
 Mr. Goodbar
 OnSite PRO Inc.
 Power Lift Foundation Repair
 Sherwin-Williams Company
 Tankless Hot Water

Marketing:

Home Management Network LLC

Software:

EFC Systems
 Logicbuilt Inc.
 London Computer Systems Inc.
 PROMAS Landlord Software Center
 Property Automation Software Corp.
 Tracker Systems Inc.
 Winning Edge Software Solutions
 Yardi Systems Inc.

Tenant Screening:

700Credit Inc.
 Contemporary Information Corporation
 RentGrow, Inc.
 Securint

For more affiliate information, please visit the NARPM Web site www.narpm.org.

Sherwin-Williams Brings Benefits to NARPM Members

Sherwin-Williams and NARPM have recently partnered up to offer NARPM members a discount on products from their local Sherwin-Williams stores, along with numerous additional benefits. Below is a summary of how this relationship benefits you and how to utilize this discount.

HOW IT WORKS

A cash account has been established for NARPM. The account will be linked to the pricing that has been established nationally for NARPM members, and can be used at any of their 2,700 stores. Cards will be made that will identify the account number, and will be distributed to every current NARPM member, beginning at the 16th Annual Convention and Trade Show in Baltimore, MD, this September.

Members that have their own charge account with Sherwin-Williams can be linked to the pricing upon request. Members wishing to establish an account can do so by filling out a commercial credit application at their local store, then requesting that they be linked to the NARPM National Account. Sales will be tracked and available quarterly upon request.

PRICING

Pricing will be consistent throughout the United States. Most paint products will be discounted 25% from their National Account Price List,

which represents a total savings of 40% or more from their retail prices. Paint Sundries will be discounted 20% and Applicators will be discounted 25% from list. A number of key products have also been specially priced to be extremely competitive in your markets, offering you even more savings. Floorcovering, Spray Equipment, Wallcovering, and Window Treatments are all quoted locally. Pricing updates will be communicated at least 30 days in advance of any changes.

SUMMARY

The benefits that Sherwin-Williams brings to NARPM members includes: consistent, competitive pricing across the nation; advice from the most knowledgeable people in the industry, available for "house calls" whenever needed; additional services, such as electronic ordering or color and design help; one national account contact to coordinate communication and administration of the account; a paint and coatings vendor that has outlets everywhere they are, along with floorcovering stores in many markets; access to thousands of paint products to cover every paintable substrate that would be encountered on your jobs; new, advanced products introduced annually; trademark customer service every time you visit one of their stores; and a company with 135 years of experience in the paint industry.

Paint's not all we deliver.

When it comes to property management, we deliver. Much more than you might expect.

Aside from the largest selection of coatings that help control maintenance costs, turn units fast, protect property investment and maintain curb appeal, we also bring you:

- Computerized color matching
- Fast on-site delivery and credit programs
- Master color planning for qualified accounts
- Floorcovering centers with leading brands and reliable installation.

And don't forget our more than 1,500 sales representatives and 2,700 stores nationwide.

For more information, see your local Sherwin-Williams representative or call 1-800-4-SHERWIN to find your nearest store.

Visit us at sherwin-williams.com

Not responsible for typographical or artwork errors. ©2004 The Sherwin-Williams Company.





The Pros Know®

FIVE-STAR ARTICLES

How to Rent Those Hard-to-Move Rentals

by Roger Best, MPM®

Article reprinted from August 1997 issue of the Residential Resource.

One of the secrets of being successful in today's rental market is to examine all aspects of your units. This means taking a long look at the inside of your vacancies. Think about the features that attract your current renters. Is the unit modern or does it need some work? Improving the quality of your unit can be easy and will make your renters happy. Need some ideas? Read on.

Your vacancies should be spotless inside. Repainting your vacant units makes them appear so much brighter and fresher. If the floor covering is more than a few years old or shows wear, replace it. It is not necessary to use expensive grades of carpet and linoleum. Lesser grades will do just fine if you shop carefully. The important thing is that the flooring looks good and is appropriate for the type of room in which you install it. This way, your budget can stand more frequent replacements, which help you rent your vacancies faster. It is hard to beat a vacancy when everything is nice and new!

EASY UPDATES

Window treatments are often a great way to make a difference. Many people prefer miniblinds to the old traditional draperies. If you have not tried this yet, convert your next vacancy to miniblinds and see what happens. In older properties with window and ceiling moldings, paint them in a complementary contrasting color and install matching miniblinds (choose the blinds first, then match the paint). Whatever you do, make sure those windows are super clean inside and out. The windows should also open and close smoothly and completely, and they should latch properly.

Light fixtures are another focal point that can make a big difference for a few dollars. Nice light fixtures should really stand out. Fixtures make the whole place look richer by providing stylish lighting. An inexpensive ceiling fan here and there will also make a substantial impression on most prospects.

HIDDEN TECHNIQUES

Do not overlook the more permanent components, either, such as cabinets and built-ins. One of the best ways to prosper is to upgrade your vacancies as much as possible and get top dollar for them. You never know how long the next tenant will stay, so do as much as you can when you have the chance.

Appliances and plumbing fixtures should sparkle. If these items are becoming obsolete, replace them. Modern features will rent your units more quickly. Shower doors or curtains often need attention sooner than other items; replacing these might give your bathrooms a fresh start.

What about the closet space? Usually there is nothing you can do to increase it, but modernizing it can make it more efficient and appealing. racks, shelving, double poles, and drawers will make that closet space far more useful. Linen closets and medicine cabinets are very important too. Quite often these items can be added very economically.

WHAT'S THE BOTTOM LINE

Getting the picture? But are you thinking that this is too expensive? Possibly, depending on how many improvements you need. But it is probably more expensive to ignore these needs and let your vacancies sit longer and ultimately rent for less than they should. Try to figure which upgrades will be most cost effective. Where will your dollars go furthest? Here is where your knowledge of the local competition comes in. Do everything they do, and then do a little bit more. Remember, provide the best value and let everyone know about it.

What happens if all that does not work? If your product is better than the competition, find out from prospects why they are not renting your units. Maybe there is something you have overlooked. Keep a traffic log of prospects who look at the vacancies and those who rent. You should rent to about 10% of the lookers. Also, find out where your prospects are coming from to evaluate the effectiveness of your advertising.

CHOOSING INCENTIVES

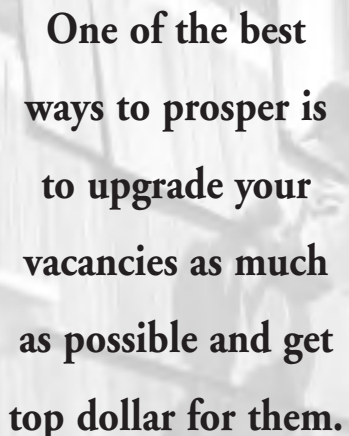
Providing incentives is becoming more popular these days. And much of the competition, especially new construction, is offering free rent, free trips, and all sorts of move-in gifts. It is sometimes tough to beat those deals. But if you have had your units for awhile, chances are you can and should charge less rent than the new kids on the block. Your apartments might be larger or have more closet space. Often, depending on when they were built, they may have substantially more amenities. Be sure to feature in your advertising what you can offer that your competition cannot.

If you need to offer incentives to your prospects, here are some suggestions. Microwave ovens are quite attractive to most apartment dwellers and can be purchased for less than \$100 each at local discount stores. Other electronic conveniences are also popular, such as telephones, televisions and even VCRs. These items are available in various price ranges to suit your needs. A good set of towels that match the bathroom décor will appeal to certain tastes, while others may find the lure of a hundred lottery tickets irresistible. Offer to pay the utilities for the first six months or year. If you use your imagination, you can develop all sorts of possibilities. Be creative!

One big incentive is to slash the security deposits. However, this technique should be used with caution because it tends to reduce the overall quality of your prospects. Sometimes this will prove more costly in the long run in terms of more delinquent rents and problem tenants. Reducing the security deposit can be a productive incentive, though, if your tenant screening systems are comprehensive.

CHOOSE CAREFULLY

Hopefully some of these ideas will help you increase your rents and your occupancy rates. Implement the ideas that make sense to you, and you will be on your way to a more profitable operation.



One of the best ways to prosper is to upgrade your vacancies as much as possible and get top dollar for them.

COMPUTER SOURCE

Computer Levity

by Mike Anderson

With all the frustration of getting computers to do what you want in a property management business, it's often nice to look at the lighter side of these one-eyed monsters. The following stories and conversations were culled from technical support desks and computer sales department archives and submissions. (Disclaimer: none of these came from my company's tech support, NARPM Headquarters, or the tech support of any other NARPM affiliate). Hopefully, none of the comments or calls were made by you. Any similarities to the real life comments of a NARPM member or affiliate are purely coincidental!

OVERHEARD COMPUTER USER COMMENTS

"I don't want one of those systems based on the cellulite processor."

"I have a cursing flasher."

"Will this upgrade include Microwave XP?"

"The Internet is running too slow. Could you reboot it please?"

When doing a backup: "What do you mean, other tape? When it said second volume, I just hit enter again."

"I don't have a computer at home. Is the Internet available in book form?"

"I want a system that I can afford, but not one that will go obsolete in six or seven years."

"I had been waiting on the phone for you guys for three days! So I finally decided to heck with it and did what the instructions said."

"I just downloaded the Internet. How do I use it?"

"I just called about half an hour ago, and the person I talked to said he'd mail me a new disk with new software on it. Where is it? I'm still waiting for it!"

"I can't send an e-mail. Is the Internet full?"

CONVERSATIONS WITH TECH SUPPORT

Tech Support: How much free space do you have on your hard drive?

Customer: Well, my wife likes to get up there on that Internet and she downloaded 10 hours of free space. Is that enough?

Customer: My server crashed and I've got to get it back up ASAP.

Tech Support: Do you have a valid backup?

Customer: Yes, of course.

Tech Support: When you came this morning, was anything printed out on the printer?

Customer: Yes.

Tech Support: And what did it say?

Customer: Just like it says every day.

Tech Support: Would you mind reading that off to me?

Customer: Error XX: Backup Operation Failed.

Customer: Can you make a house call today?

Tech Support: Well sir, what seems to be the problem?

Customer: Well, two windows aren't working properly, and one is just plain broken.

Tech Support: What version of Windows are you using?

Customer: Version? I have a 1984 Honda Accord.

Tech Support: What does the screen say now?

Customer: It says, 'Hit ENTER when ready.'

Tech Support: Well?

Customer: How do I know when it's ready?

Customer: I've been signed up with your Internet Service Provider service for over a week, and have not been able to connect even once because of busy signals. If I can't get any better service than that, I'm going to switch to another ISP.

Tech Support: Hmm...that shouldn't be happening. We're no where near maxing out our dial up lines. Are you sure you're dialing the right number?

Customer: I'm not stupid! I know my own phone number!

Customer: I can't log in to my account.

Tech Support: Okay, let's look at your configuration.

Customer: Okay...but I know that my User ID is case sensitive.

Tech Support: Yes it is. Okay, what does it say in the 'User ID' field?

Customer: Case Sensitive.

Tech Support: How may I help you?

Customer: I'm writing my first e-mail.

Tech Support: Okay, what seems to be the problem?

Customer: Well I can get the 'a.' But how do I put the circle around it?

★★★★ FIVE-STAR RESORT ★★★★★

Cancun, Mexico

FOR RENT:
2 Bedroom/2 bath Villa (sleeps six)
2nd or 3rd week of January 2005

Special NARPM Member rate!
\$850 per week (Regular rate: \$1250)

Contact Marc Banner, MPM®
E-mail: mbanner@cableone.net • Ph: 208/377-8889



STARKER SERVICES, INC.
National Exchange Intermediary
visit Starker.com
John W. Mangham, MPM, CPA
Regional Manager

*"Deferring capital gains taxation for
NARPM members and their clients since 1992"*

2221 D Peachtree Road, Suite 220 (800) 332-1131
Atlanta, Georgia 30309 Fax: (408) 358-0308

Customer: Uh, I'm trying to send e-mail to my daughter and she's not receiving it.

Tech Support: Okay, sir, what is her e-mail address?

Customer: I don't know. She doesn't even have a computer. Can't I send it to her post office?

STORIES FROM THE TECH SUPPORT ARCHIVES

This morning someone came barging into my office, panic stricken, and frantic. "All my mail I saved in one of my folders is gone!" she said. I asked her which folder she had saved it to. "Deleted Items," she said.

An executive secretary, who was a beginning computer user learning on a PC, got lazy about naming her files. Instead of using descriptive file names to name her files, she started her own system. She numbered the files (1, 2, 3, etc) and kept a notebook listing the file number and file description. This system worked well enough for her, getting her up to over file #5000. And it would have continued to work for her had disaster not struck—she lost the notebook. Each and every file had to be opened and renamed. Luckily for her, she was an executive's secretary who had been there forever, so her job was safe.

A tech once calmed a man who was enraged because his computer "had told him he was bad and an invalid." The tech patiently explained that the computer's "bad command" and "invalid" responses shouldn't be taken personally.

One day a man called Internet Service Provider support wanting us to step him through the process of fixing his joystick. One of the techs told him that we could not fix his joystick problem. The man got irate and wanted to talk to the manager, me. I told him the same thing. He ended

the conversation by saying that we as an ISP would never make in the computer repair business with that kind of attitude.

Once we had a guy bring in two Polaroid pictures of screen shots of his computer. He claimed they were "before" and "after" shots and wanted us to diagnose his computer problems by looking at the pictures. They looked the same to us—but we kept them and posted them in the back area with a \$1000 dollar reward to anyone who could diagnose the problem that way.

A woman called the Canon help desk with a printer problem. The tech asked her if she was "running it under Windows." The woman then responded, "No, my desk is next to the door. But that is a good point. The man sitting in the cubicle next to me is under a window, and his is working fine."

My father, a retired dentist, spends a lot of time with his Macintosh. He's really pleased with it now: he recently got an upgrade and added "64 milligrams" of memory.

A user came into my office this morning. Apparently, her computer had popped up a message that included the words, "See your System Administrator," so she came down to find out what I wanted.

I went with a friend to help him shop for a computer. Looking through the different varieties, he said, "I don't think I can afford one of these big ones [desktop machines]. I think I'll have to go with one of these little ones [laptops]."

Mike Anderson of HomeRentals.net prepares this column. If you have a question you would like answered, e-mail him at mikea@homerentals.net.



"Anything you Can Do
I Can Do Better
I Can Do Everything Better
Than You"



PROPERTY MANAGEMENT SOFTWARE BY LOGICBUILT LETS YOU DO MORE THAN ANY OTHER SOFTWARE IN THE MARKET TODAY. BUILT ON INDUSTRY STANDARDS THINGS LIKE RELIABILITY ARE SECOND NATURE TO US. WITH MANAGE-IT YOU GET MORE THAN AN ACCOUNTING APPLICATION YOU GET SOFTWARE GEARED TOWARD YOUR INDUSTRY. FEATURE FOR FEATURE NO ONE EVEN COMES CLOSE.

- Full GL, AR & AP
- User Defined Pop Up Warnings
- Create Wo's & PO'S
- Integrated Knowledgebase
- Built in Paperless Document System
- Cash or Accrual Accounting
- Multiple Commission Schedules
- Integrated Notes
- User Customized Screens
- Applicant Management
- Multiple Password and Warnings
- Integrated MICR Check Writer

- Maintain Standard Items by Vendor
- Built in Legal/Collections Database
- Maintain Property Lists
- Multiple Budget Warnings
- Automatic Proration on Move-In
- Multiple Limit Screens & Warnings
- Automatic Posting of Late Fees
- Email Reports in Various Formats
- Reoccurring Payables.
- Multiple Check & Invoice Limits
- Over 200 Reports With Drill Down
- And the list goes on and on




1-800-GO-LOGIC
(800-465-6442)
www.logicbuilt.com

MANAGE-IT PROPERTY MANAGEMENT SOFTWARE

Need an Assistant?



FREE TRIAL! Tenant Pro 6.0
Easy to Use Property Management Software

Includes a full GL, AR, AP. Print checks, leases, late notices, work orders & over 120 reports. Instantly tracks vital information on tenants, owners, vendors, units, and properties.

Call today for your free trial CD!
(800)964-2792 ext 33

© 2004 Property Automation Software Corporation




Three Steps for Positive Goal Setting

by Dr. Donald E. Wetmore

As I conduct my Time Management Seminars all over, my audiences consistently tell me they want more out of life. Almost everyone I speak with has a yearning for improving several aspects of their lives. They have dreams and goals about their futures that are as yet unrealized.

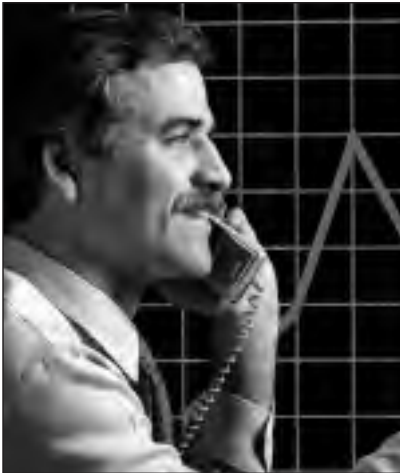
Many come to the end of life with those visions unrealized, pictures in their minds only.

Achieving goals helps us to get the "want tos" in our lives. Life ought to be more than just achieving the "have to's."

I offer three important tips to help increase the probability of achieving your dreams, getting more of what you want in your life.

PUT YOUR GOALS IN WRITING.

There is something powerful about writing out what you want, getting your dream out of your head and on to a piece of paper. It then seems more realizable. It's a stronger affirmation of what you are working towards rather than having a vague, wispy notion floating around in your head.



An even stronger tool is to prepare a goal scrapbook. Nothing fancy. Get a three-ring binder and fill it with notebook paper. Then get a picture of each your goals and paste them into your new goal scrapbook. You can go to the car dealer and get a brochure of the new car you want. Visit a travel agent and pick up brochures of your ideal vacations destination, and add that. Clip a picture of your dream house out of the newspaper real estate section, and add this as well.

Then, each night, review your goal scrapbook and see a picture of what will surely be coming to you. It's like viewing a crystal ball and seeing your future.

QUANTIFY YOUR GOALS.

Many do not get what they truly want in their lives because they are too vague about what they want. It is not enough to say, "I want more money" or "I want to be rich." Instead, if you write, "I want \$10,000," you now have a clear target to shoot for.



★ OPENING NEW DOORS IN HISTORIC BALTIMORE ★

NARPM 16th Annual Convention and Trade Show

**Hyatt Regency Hotel—Inner Harbor
Baltimore, MD
September 22–25, 2004**

SET A DEADLINE.

Did you ever set a New Year's resolution and never achieve it? Most people have. And most people fail to achieve their dreams because they did not include a deadline with their goal. Deadlines move us to action.

When we fail to include a deadline for our goal, when we commit to achieving it "as soon as possible," the goal winds up in our "as soon as possible" pile of things I will do another day, which is probably never. Why? Because we all have too much to do and not enough time to get it all done. The items that have deadlines for completion tend to bubble up in priority and importance so that we take action and achieve them.

Having written out the goal, placed a picture in our goal scrapbook, quantified it, and set a deadline, we can now break that goal down into its little component pieces so that achievement becomes realistic and manageable.

The journey of a thousand miles begins with a single step. No goal achievement is a leap across some huge canyon. Many are intimidated and driven away from going after what they really want in their lives for fear they will have to take a giant leap across that canyon and, hey, what if I do not leap far enough? Disaster.

Let's say you have a goal to get an additional \$10,000 in savings two years from today. Make up a picture of your new bank statement two years from now showing the additional \$10,000 in your account. The goal is in writing. It is quantified and a deadline has been set. Now you can break that goal into its little steps for achievement.

To get \$10,000 over the next two years requires getting an additional \$5,000 per year. A year is made up of 12 months, so that means you need to get approximately \$400 per month. A month is made up of four weeks, so that's \$100 per week. And a week is made of, let's say, five business days. That's \$20 per day. (I have not added in interest to these calculations just for simplicity.)

I don't know about you, but the notion of going out in the world tomorrow and getting an extra \$20 is a whole lot more realistic and certainly a whole lot more doable than getting \$10,000. Getting the entire \$10,000 is the leap across the canyon. It scares me. \$20 is the single step. That's something I can handle. Now the goal seems realistic and is realizable.

But until you write out your goal, quantify it, and set a deadline so that you break it down to its small steps, it will forever appear to be too big a stretch and therefore unattainable. But every time you follow these three steps and break the goal down, you will always find that you have within your control what it takes to accomplish that next step. And once you begin, you are on your way!

To receive free Timely Time Management Tips on a regular basis, increase your personal productivity and get more out of every day sign up now for your free Timely Time Management Tips. Just go to: <http://www.topica.com/lists/timemanagement> and select "subscribe" or send e-mail to: timemanagement-subscribe@topica.com. We welcome you to our list!

Copyright 2001 and 2004. You may reprint the above information in its entirety in your publication, newsletter, or on your Web page. For permission, please e-mail your request for reprint to: ctsem@msn.com.

"I sign 80% of my leases from ads I place on RentClicks. I have also cut my newspaper bill by 75%."

**Jan Lassen
Denver NARPM Chapter**

"I now spend 50% less on newspaper advertising and RentClicks is my #1 source for new tenants."

**Kandy Meehan
Kansas City NARPM Chapter**



RentClicks

**We're not trying to replace your website,
...We're trying to replace the newspaper.**

14 Tips for Calming Upset Customers

by Rebecca L. Morgan, CSP, CMC

Because of my book *Calming Upset Customers*, I'm often asked to give some general guidelines for handling these stress-producing encounters. The following offers some general thoughts for you and your staff.

GENERAL PHILOSOPHY:

- Don't take upset customers' rantings and ravings personally. Don't get emotionally hooked. When you let him or her "push your buttons" you lose. When you respond emotionally—with anger, sarcasm, upset, tears—you can't respond rationally. He wants to upset you because he thinks you'll give him what he wants to get rid of him.
- Make it a game or challenge to see how many upset customers you can turn around. See if you can get him to be reasonable.
- Look for the "gifts" upset customers offer you. These gifts are what they can teach you about dealing with ugly human behavior. The better you deal with them, the fewer upset people you will have in your life. They will see through your body language and composure that you are confident that you can find a solution without getting rattled.



- Understand that obnoxious customers are often embarrassed because they made a mistake and want to blame it on you.
- Respond by being reasonable, firm, pleasant, mature, and professional to show them that you're going to do what you think is right no matter how obnoxious they get. They think that being rude is the only way to get action.
- Don't give away the store to shut her up. That rewards her behavior and teaches her—and others—that acting belligerently is the way to get what she wants.
- Remind yourself that this abusive person must really have problems if this is how he treats others. He doesn't respect himself so he doesn't show respect for others. He doesn't know what you know about how to get people to do what you want—happily.

SPECIFIC BEHAVIORS:

- Listen fully—don't interrupt. If you do, it will escalate her anger. Take notes; looking up often to maintain eye contact. Assume body language that shows you're interested and concerned.

Can you spare a minute?

Of course not – you're a property manager!!

Perhaps it's time to take just a few seconds and think about how to increase your business efficiency. For over 7 years HomeRentals.net has been helping property managers with 10 to 10,000 units, providing Internet-based solutions that allow you to make more money in less time with less effort.



<http://Benefits.HomeRentals.net>

877-786-2822

HOME RENTALS.NET

- Have a respectful tone, even though you don't respect his behavior. Have a calm but concerned voice tone. Don't get distracted.
- Remove the upset customer from the main customer area, if possible. She rants and raves to get attention and knows that many people will give her what she wants to shut her up quickly.
- Let him cool off when on the phone by saying that you need to research the situation and possible solutions, and ask if you may call him back. Then do so at the appointed time. He probably will have calmed down by the time you call him back.
- Talk about what you can do, not what you can't do. Put it positively. Don't talk about the "policy." This will anger her more.
- Use the "broken record" technique, firmly, yet politely, repeating what you can do for him.
- Ignore her impoliteness and cursing. She's really lashing out at your organization, even though she may say "you're incompetent" via various phrasings. If you allow the cursing to offend you, you've lost your objectivity and control, and she's won. Edit her comments in your head so you can make sense of her words without getting upset. For example: "You're a fool. Why did you do this wrong? Who would ever hire an incompetent worker like you?"—translates into "She's really upset. Something is wrong. What can I do to help set it right?"

An important concept to remember is that you won't please all people. You should do the best you can, but there are some customers your organization can do better without. It is management's responsibility to

determine if this customer is one that should be encouraged to utilize someone else's services.

Upset customers can be unnerving. But with the right attitude and techniques, many of these people can be turned into satisfied, loyal customers. It's not always easy, but it's worth it.

Rebecca L. Morgan, CSP, is a dynamic speaker and seminarist. This is an excerpt from her book, Calming Upset Customers. Additionally, she's authored the books TurboTime: Maximizing Your Results Through Technology, Life's Lessons: Insights and Information for a Richer Life, and Professional Selling. For information on her speaking services, books, and tapes contact her at 1440 Newport Ave., San Jose, CA 95125, 408/998-7977, 800/247-9662, fax: 408/998-1742, rebecca@RebeccaMorgan.com, www.RebeccaMorgan.com. Please contact Rebecca for permission to reprint or repost this item. © 1989 Morgan Seminar Group.



**"A Picture Is Worth A Thousand Words!"
"Pictures Rent Properties!"**

Try Our Online Rental Listing Service **FREE** for 45 Days!

- Unlimited Photos!
- Unlimited Text!

By Listing Properties you can help us with our
Search Engine Optimization Plan!

www.123rentahome.com
(702)-360-RENT (7368)



Marketing, Management & Online Payment Services for Property Managers

Saving You Time

Increase efficiency by implementing an integrated marketing, management, and payments solution supported by technology professionals.

Saving You Money

Reduce your costs using critical business tools and services relied on by successful property managers.

Putting Your Business First

Maintain a 24x7 customer service interface with prospects, tenants, and owners — online, in print, and over the phone.



510-550-7211 • www.propertybridge.com



ONLINE VACANCY MANAGEMENT SYSTEM

*Market and manage vacancies online from any
location by any staff member*

EXTREMELY EASY TO USE. Totally forms driven, point and click or tab and Enter. No training required. No programming; anyone in your office can update your site! Try it at www.homepaiges.com, demo1, click on Services.

REDUCE VACANCY TIME. Your custom designed Web site has multiple property photographs, and a complete listing of all features and amenities. Color coding flags new vacancies, rent reductions, and announces showings, generates work orders and prints applications and maps — all online

AUTOMATICALLY TRACK PROPERTY ACTIVITY. The number of hits displays right below the property address every time tenants look at the properties' pictures. You and your owners know your advertising is working; excellent tool to encourage rental price decreases.

EARN MONEY ONLINE. Convert appraiser calls from a time consuming bother to an automated source of income. Appraisers pay for access to your list of rented properties. After three calls a month your Web site is earning money not costing!

AUTOMATE VACANCY MANAGEMENT. The private admin page tracks for rent signs, lockboxes, pictures and automatically tracks days on market, hits, start rent, current rent, and showing history. Scheduled showings automatically display below the property address and clear when the date is past. Owner/tenant contact information displays along with an automated reminder to call the owner.

Call Don Hay: 916-624-4000; Toll free 1-866-246-7325

Meet Your NARPM Leaders



Erika K. Green, MPM®, is a director of the National Association of Residential Property Managers (NARPM). She became a member of the board in January 2004 and her term will run through December 2005.

Ms. Green is co-owner and the principal broker of Quest Property Services Inc., located in Fort Worth, TX. The firm manages various rental homes including single-family homes, small multifamily properties, townhomes,

condominiums, and corporate housing. It also provides professional 'lease-only' services to local landlords that self-manage. Ms. Green's duties within the company focus on administrative, systems creation and management, marketing, strategic growth, owner and tenant communications, and problem solving.

Entering the residential management industry in 1986, Ms. Green left multifamily for rental home management when she received her Texas Real Estate license in 1991 and began working for Apartment Quest Locators, later renamed Quest Property Services Inc. (when it added its management services to its existing leasing services). She became the company's principal broker in 1994 after earning her Broker's license and co-owner of the company in 2003. Joining NARPM in 1994, she has

served the association in a variety of capacities including: Membership Committee (Regional Membership coordinator, 1998–1999; New Membership chair, 1999–2000; Member/Chapter Support chair, 2000–2001; Membership Editorial chair, 2002–2003); Convention Committee, 1999–2002; (stage manager and emcee, 2003); Long Range Planning Committee, 2002–2003; and Editorial Committee, 2002–2004. In addition to serving on the board of directors this year, she is also serving as the association's Editorial Committee chair. Ms. Green is a member of the Fort Worth/Mid-Cities Chapter of NARPM and has served as the chapter's secretary, 1995–1996; vice-president/Programs, 1996–1997; president-elect/Membership, 1997–1998; president, 1998–1999; and past president/director, 1999–2000, as well as, chaired and served on several of the chapter's committees.

Ms. Green has been an active member in several associations through the years including Tarrant County Real Estate Council (TCREC), Texas Association of Realtors (TAR), and Greater Fort Worth Association of Realtors (Leasing/Management Committee, 1996, 1998–2002; Technology Committee, vice chair 2000 and chair 2001; and property management instructor). As an industry leader, she is often called upon for her industry knowledge and continues to teach workshops at NARPM conventions.



David Holt, MPM®, is a past president (1993–1994) and a current director of the National Association of Residential Property Managers (NARPM). He became a director in January 2004 and his term of office will run through December 2004.

Mr. Holt is president of R.P. Management Inc., located in Minneapolis, MN. The firm manages a variety of rental homes including single-family homes, small multifamily

properties, townhomes, and condominiums. Mr. Holt's primary duty is the marketing of his company.

Entering the real estate management industry in 1987 with the opening of his company, Mr. Holt has been dedicated to the industry ever since and obtained his Broker's license in 1988. He joined NARPM in 1990 and has served the association in multiple capacities including previously chairing the Education, Nominations and Convention Committees, as well as, serving as the 1993–1994 president. More recently, Mr. Holt served a two-year term as the chair of the Long Range Planning Committee (2002 and 2003) during which time he lead the Committee to structuring a solid strategic plan for the growth and development of NARPM to benefit the members.

Mr. Holt has been an active member in several associations through the years, including the Institute of Real Estate Management (IREM) and the Real Estate Educators Association (REEA). As an industry leader, he counsels and teaches workshops and NARPM certification classes and is a partner in Home Management Network.

Tenantplus⁺

ELECTRONIC RENT COLLECTION
AND FREE VACANCY LISTINGS

Revolutionizing Your Rent Collection Process

BENEFITS FOR PROPERTY OWNERS & MANAGERS

- Collect your rents electronically (via credit card or e-check)
- No more visits to the bank to deposit the rents & no more risk of handling bounced checks.
- Improve your cash flow by drastically reducing administrative costs & paper work.
- Manage your properties online 24/7.
- No equipment or software necessary.
- Process on-the-spot transactions for any amount for any purpose.
- Download the Billing History to MS Excel or MS Word for easy accounting.

BENEFITS FOR TENANTS:

- Avoid late payment penalties.
- No trips to the post office, no checks to be mailed, no stamps, & no money order fees.
- Registered Tenant Plus users will benefit from numerous other free services & discounts.
- Earn airline miles or other reward points if paying using a reward based credit card.
- Find your next home using TenantPlus.com's online vacancy search.

**NO SET-UP FEES, MONTHLY SUBSCRIPTION FEES
OR MONTHLY MINIMUMS!**

Visit us online at
HTTP://WWW.TENANTPLUS.COM

Or Call Us Toll Free
1-800-207-RENT (7368)

E-mail: customerservice@tenantplus.com



Christopher S. Hermanski, MPM®, is immediate past National president of the National Association of Residential Property Managers (NARPM).

As president/owner of Mainlander Property Management Inc. in Lake Oswego, OR, Mr. Hermanski handles the financial accounting, marketing, and strategic direction for company. The firm manages single-family and small multi-family homes, as well as, townhomes and condominiums.

Obtaining his real estate license in 1981, Mr. Hermanski started his company that same year and earned his broker' license in 2003. He joined NARPM in 1993 and has served the association in a variety of capacities including: Marketing chair, Interim Headquarters chair, Trade Show chair, Oversight chair, Convention chair, Legislative chair, Membership chair, board of director, National treasurer, National vice president, and National president (2003). In addition to serving as this year's past National president, he is also serving as the association's past National president, Nominations chair, and Web site chair. Mr. Hermanski is a member of the Portland, OR, Chapter of NARPM.



Melissa Prandi, MPM® is past National president (2000–2001) and current Advance Site Selection chair of the National Association of Residential Property Managers (NARPM), as well as, serving on the national Membership Committee as the chair of new member and new chapter development.

Ms. Prandi is president of Prandi Property Management, located in San Rafael, CA (Marin County). The firm manages several types of residential rentals including single-family homes,

small multifamily dwellings, townhomes, and condominiums. Ms. Prandi is actively involved in her company and engages herself in all aspects such as paying bills, managing staff and conducting staff meetings, showing rentals, listing new clients, networking, and creating a fun and enjoyable work environment for the staff.

Entering the real estate industry in 1982, Ms. Prandi earned her Salesperson's license in 1984, bought the company in 1987 just a few days after her son was born adding two challenges to her life at one time. She obtained her Broker's license in December 2003. In 1993, she joined NARPM and has served the association nonstop ever since. Most notably, Ms. Prandi's service to NARPM includes: National director, 1995–2002; Executive Committee, 1998–2002; Headquarters Selection co-chair, 1998–1999; Mid-year Conference chair, 1995 and 1998; vice president, 1998–1999; Convention chair, 1999–2000; president elect, 1999–2000; National president, 2000–2001 Membership Committee chair, 1996–1999; and past president and Nominations chair, 2002. She has served on the Membership Committee for more than 10 years and has truly enjoyed spreading the word about NARPM to other property managers as well as starting new chapters with the membership team throughout the country. Ms. Prandi is a member of the Marin/Sonoma and California State Chapters of NARPM and she chaired the first Hawaii State NARPM Conference in May 2004.

Ms. Prandi's service to associations is not limited to NARPM as she has and continues to be an active member in several associations. Melissa loves to give back to her community and is an active volunteer as well as a member of many association such as: The Corte Madera and San Rafael Chamber of Commerce, Marin Association of Realtors serving on the Community Service Committee and the property management committee and is currently serving a second year as a director on the Marin Fair Housing board. As an industry leader, she also teaches workshops for NARPM members and other property managers all over the United States, taught property management for a semester at the local College of Marin, and is currently involved in writing a book about property management entitled, *The Unofficial Guide to Rental Property Management*, due out next year.

www.HomeRentalAds.com

Property Managers have placed over 13,000 ads
Ask about our VIP discount

www.RentList.com

Property Managers Directory – Great source for new owners and to showcase your rental ads.

Robert Fowler, Master Property Manager
Home Rental Ads, Inc. 770-663-8695

BRAND IDENTITY COMPETITION

The NARPM National Marketing Committee Invites You to Participate...

Join in the "Brand Identity Competition" at the 2004 NARPM National Convention, September 22-25, 2004, in Baltimore, MD, and demonstrate your marketing image.

Share Your Company Image With NARPM Members

Bring letterhead, brochures, flyers, and other marketing tools. 22" x 28" white boards and mounting supplies will be furnished for you.

For more details and contest entry form, contact:

Anne B. McCawley, RMP®, *Contest Chair*
Phone: 480/969-1818
E-mail: bennett101@qwest.net

Winners will share \$500 in prizes and will be announced at the final luncheon of the convention.

Be sure to come check out the the NARPM store at conference. See our great new line and take advantage of our closeout specials!

CONVENTION CORNER

Your Boat's About to Leave...Hurry, You Can Catch It!

NARPM'S NATIONAL CONVENTION: JOURNEY TO SUCCESS IN STYLE

National Convention is the Queen Mary II of residential property management conventions—except in terms of cost.

MAKE A SOUND INVESTMENT

Spend your money where it counts—on becoming more knowledgeable, more efficient, and more successful. With a NARPM Convention, your investment of dollars and time is small compared with the valuable returns: timely education from true experts, active sharing of documents and tips, and many meaningful contacts and friendships.

"OPEN NEW DOORS IN HISTORIC BALTIMORE" WITH THESE EXCITING SPEAKERS

Larry Johnson, author of *Absolute Honesty: Building a Corporate Culture that Values Straight Talk and Rewards Integrity* www.larry-johnson.com

Cam Marston, owner of Marston Communications, on Four Generations in the Work Place. www.marstoncomm.com

Nadeen Green, senior counsel with *For Rent Magazine*®, on Fair Housing Open Doors.

Matthew Ferrara, CEO of Matthew Ferrara Seminars Inc. and TECH HOTLINE, on Millenium Tech Tools. www.mfseminars.com

Michael Liu, H.U.D. assistant secretary for Public and Indian Housing; administrator for all public housing, Housing Choice Voucher/Section 8 rental assistance, and Native American housing programs.

Jeff Crilly, Emmy award winning television reporter and author of *Free Publicity* www.jeffcrilly.com

IF YOU'RE A RESIDENTIAL PROPERTY MANAGER, THE NARPM CONVENTION IS YOUR SHIP.

When it pulls into Baltimore's Inner Harbor September 22–25, will you be aboard? Don't delay; register today! See your brochure or visit: www.NARPM.org. You can register at the door.

To reserve a room at the Hyatt Regency Baltimore-Inner Harbor call: 800/233-1234 or 410/528-1234.

For information about Baltimore, visit: www.Baltimore.org.

For information about Washington, D.C. visit: www.Washington.org.

NARPM GIFT CERTIFICATE

NARPM is offering this great product through the NARPM store: Gift Certificates that can be purchased by individuals, companies, or chapters. The certificate can be redeemed for any national NARPM expense and can be purchased in any dollar amount. It is the perfect gift for any NARPM member!

Redeem For

- Event Registration Fees
- Designation Candidacy Fees
- Designation Classes
- Membership Dues
- NARPM Products

Use Them As

- Referral Fees
- Birthday Gifts
- Anniversary Gifts
- Recognition Gifts
- Appreciation Gifts
- Raffle Prizes
- Contest Prizes
- Scholarships
- Leadership Awards
- Other (be creative)

To order, go online to the NARPM Web site at www.narpm.org or mail your check to NARPM at PO Box 140647, Austin, TX 78714-0647. Please allow two weeks for delivery.

Opening New Doors at the Baltimore NARPM Convention in September

LOCATION

Our 2004 Annual Convention and Trade Show will be at the Hyatt Regency Baltimore-Inner Harbor, 300 Light Street, Baltimore, MD 21202. The Hyatt Regency Baltimore is located in the crown jewel of the city, the Inner Harbor, and connected by skywalk to Harborplace attractions.

The hotel features a complimentary exercise facility, outdoor pool, whirlpool sauna, two tennis courts, basketball court, putting green, and jogging path.

Convention attendees will enjoy the special rate of \$159 single/double, \$179 triple, and \$199 quad, plus tax, by calling the hotel reservation department at 800/233-1234 or 410/528-1234, before the group cut-off date of August 20, 2004. After this date, reservations will be on a space-and rate-available basis. Check-in is 3 p.m. and check-out is noon. Hotel parking is \$17 per day self-parking or \$22 per day valet.

WEDNESDAY EXHIBITOR GRAND OPENING

Our Grand Opening of the Exhibits and Opening Reception will be held on Wednesday, September 22, from 6–8 p.m. The ribbon cutting for the Trade Show will be done by the 2003 Affiliate Member of the Year, HomeRentals.net.

EXHIBITS/PRIZES

Many exhibitors will be donating door prizes. The door prizes will be given away on Friday, September 24, from 2:30–3:30 p.m. Be sure to visit with exhibitors for the latest ideas to assist you in your profession.

SILENT AUCTION

For the past several years, NARPM has raised money for its special community project, Habitat for Humanity. Last year's fund-raiser through a Silent Auction was so successful, we are making it a tradition. This year, you can help the Chesapeake Chapter by placing generous bids on valuable items such as: wonderful vacations, fashionable jewelry, collectibles, tickets to Baltimore Orioles' games, dinners, tours, and more. So bring your checkbooks and help this most worthy cause! Auction items will be listed in your convention packets. The Auction opens on Friday, September 24, at 8 a.m. and closes Friday at 2:45 p.m., just prior to the close of the Trade Show. Auction winners will be announced at 3 p.m.

BRAND IDENTITY DISPLAY

Be sure to visit the "brand identity" display by various companies, sponsored by the Marketing Committee.

★ CONVENTION SPECIAL EVENTS REGISTRATION FORM ★

All of these are optional, not included in the registration fee.

(Please print or type)

Name _____ Spouse/Guest Name, if attending _____

Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ E-mail _____

- Golf Tournament (Level/Handicap _____) _____@ \$160 \$ _____
 - President's Tour (Ride the Ducks): _____@ \$45 per person \$ _____
 - "Crustacean Celebration" Crab Feast: _____@ \$50 (by August 1) _____@ \$55 (after August 1) \$ _____
 - Star-Spangled Gala: _____@ \$60 (after August 1) \$ _____
- TOTAL** \$ _____

Method of Payment (Payment for optional events can be combined with other convention payments—just enclose this form with Convention Registration Form)

I have enclosed a check for \$ _____ CK/M.O. # _____ Date _____

Please charge my credit card in the amount of \$ _____ as follows: Visa MasterCard Discover American Express

Card Number _____ Exp. Date _____

Billing Address _____

Name of Cardholder _____ Signature _____

I authorize NARPM to charge my credit card.

National Association of Residential Property Managers

16th Annual Convention Registration Form

September 22–25, 2004 • Baltimore, MD

1. REGISTRATION (Please type or print)

Name _____ Name for Badge _____

Company Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Check your designation: RMP® MPM® CRMC® Candidate: RMP® MPM® CRMC®

NARPM Chapter _____

Are you a Chapter leader? Yes No

If yes, what position do you hold? _____

NARPM Member?

Yes No

Is this your first NARPM Convention?

Yes No



SPECIAL ASSISTANCE

I will require special assistance

I have special dietary needs

Specify: _____

2. REGISTRATION FEES

Convention Registration	Postmarked After August 1	Fees Paid
<input type="checkbox"/> NARPM Member	\$495	\$ _____
<input type="checkbox"/> Join NARPM & Register*	\$690	\$ _____
<input type="checkbox"/> Nonmember	\$570	\$ _____
<input type="checkbox"/> Team Discount**	-\$50	\$ _____

Single Day Registration:

Wed. Thurs. Fri. Sat. \$200 \$ _____

Extra Guest Tickets (included for registrants in Convention Registration)

Breakfast: Thursday Friday Saturday \$15 each day \$ _____

Lunch: Thursday Friday \$30 each day \$ _____

3. CERTIFICATION CLASS FEES[†]

	Member	Nonmember	Fees Paid
<input type="checkbox"/> RMP® Tenancy (Sept. 21)	\$195	\$250	\$ _____
<input type="checkbox"/> RMP® Applying Technology to Property Management (Sept. 21)	\$195	\$250	\$ _____
<input type="checkbox"/> RMP® Habitability Standards and Maintenance (Sept. 22)	\$195	\$250	\$ _____
<input type="checkbox"/> RMP® Operations (Sept. 25)	\$195	\$250	\$ _____
<input type="checkbox"/> MPM® Risk Management (Sept. 20-21)	\$395	\$450	\$ _____
<input type="checkbox"/> Ethics Class (Sept. 24)	\$45	\$60	\$ _____
<input type="checkbox"/> MPM® Risk Personnel Procedures and Employee Relations. (Sept. 25-26)	\$395	\$450	\$ _____

Retake: RMP® (\$100) MPM® (\$300) \$ _____

(list course) _____

RMP®/MPM® Designess: RMP® (\$97.50) MPM® (\$197.50) \$ _____

(list course) _____

4. 2004 NARPM ANNUAL CONVENTION COMMEMORATIVE ITEMS

T-shirt ___@ \$11 each Sizes: S M L XL XXL XXXL (check one or more) \$ _____

Pin ___@ \$4 each \$ _____

5. TOTAL FEES \$ _____

6. METHOD OF PAYMENT

I have enclosed a check for \$ _____ Ck/M.O. # _____ Date _____

Please charge my credit card in the amount of \$ _____ as follows:

VISA MasterCard Discover American Express

Card Number _____ Exp. Date _____

Name of Cardholder _____

Billing Address _____

City, State, Zip _____

Signature _____

I authorize NARPM to charge my credit card.

Preregistrations must be postmarked or faxed by August 31, 2004. After August 1, send higher fee shown in second column. Do not send registration after August 31, 2004, please register on-site.

*** Join & Register**—Not yet a member? For an additional \$195, you can become a NARPM member and register for the conference at the reduced member rate. Check the "Join NARPM & Register" option on the registration form and submit the membership application enclosed, with this form.

**** Team Discount**—When two or more NARPM members from one office register for the full conference, the second and additional registrants receive a \$50 discount. Registration forms and payment must be received jointly.

[†] An additional fee of \$30 for RMP® classes and \$55 for MPM® classes is required if registering after August 1.

CANCELLATION POLICIES

Conference

Cancellations must be received in writing. If cancellation is received 30 days prior to September 21, 2004, there is a full refund less a \$25 processing fee. If cancellation is received 15-29 days prior to September 21, there is a 50% refund. There is NO refund if cancelled 1-14 days prior to September 21.

Certification Classes

Cancellations must be received in writing. If cancellation notice is received at least 30 days prior to the class, a full refund will be issued less a \$25 processing fee. If cancellation notice is received less than 30 days before the class, a 50% refund will be issued. No refunds will be made on the day of class; however, the registration fee can be applied to a later class with a \$25 transfer fee.

If this convention is cancelled for any reason, the liability of NARPM to the registrant is limited to the return of the registration fee.

MONETARY POLICIES

If rebilling of a credit card is necessary, a \$25 processing fee will be charged. A charge of \$25 will apply for all non-sufficient fund checks. Checks not in U.S. funds will be returned.

THREE EASY WAYS TO REGISTER

1. MAIL: Send your form with payment to NARPM, P.O. Box 140647, Austin, TX 78714-0647.

2. FAX: Send your form with credit card payment to 512/454-3036. Please do not mail the original.

3. INTERNET: Find the registration form on the NARPM Web site at www.narpm.org. Credit card payment only.

INFORMATION

NARPM Headquarters
800/782-3452 or 512/387-6091
info@narpm.org

2004 RMP®/MPM® Certification Classes

Date	Location	Class	Instructor
Sept 20-21	Baltimore, MD	MPM® Risk Management	Dave Holt, MPM®
Sept 21	Baltimore, MD	RMP® Tenancy	Peter Meer, MPM®
Sept 21	Baltimore, MD	RMP® Applying Technology to Property Management	Jean Storms, MPM®
Sept 22	Baltimore, MD	RMP® Habitability Standards and Maintenance	Kit Garren, MPM®
Sept 24	Baltimore, MD	Ethics	Suzanne Cameron, MPM®
Sept 25-26	Baltimore, MD	MPM® Personnel Procedures/Employee Relations	Sylvia Hill, MPM®
Sept 25	Baltimore, MD	RMP® Operations	Suzanne Cameron, MPM®

To register for classes, complete the registration form and mail or fax with payment to NARPM Headquarters.

[†]Registration form below is not applicable for Ethics class.

For more information or to receive Ethics registration form, call Headquarters at 800/782-3452.

Interested in Sponsoring Certification Classes?

Opportunities are available to chapters that would like to further member education, promote certification, and increase their chapter funds by sponsoring a certification class.

However, it takes time to plan a class—so give your chapter five to six month's lead-time if you wish to sponsor one of these events.

Find out more by calling Bill Jackson, RMP®, at 425/467-7785 or e-mailing bill@protocolpropertymgmt.com. Bill can provide you with the details you need to make a Certification class a successful venture.

RMP®/MPM® Class Registration

FEES	Early Registration*	Registration*
RMP® Classes		
Member	\$195.00	\$225.00
Nonmember	\$250.00	\$280.00
Retake	\$100.00	\$130.00
RMP®/MPM® designee	\$97.50	\$127.50

MPM® Classes	Early Registration*	Registration*
Member	\$395.00	\$450.00
Nonmember	\$450.00	\$505.00
Retake	\$300.00	\$355.00
MPM®	\$197.50	\$252.50

* To receive the early registration price payment must be post-marked, faxed, or e-mailed 30 days prior to the class.

CLASS INFORMATION

- On-site registration begins at 8:00 a.m. Class hours are 8:30 a.m. to 4:00 p.m.
- RMP® classes qualify for 6 hours of NARPM certification.
- MPM® classes qualify for 12 hours of NARPM certification.
- All materials will be given to students on the day of the class.
- All attendees are required to make their individual hotel reservations.

CANCELLATION POLICY

Cancellations must be received in writing. If cancellation notice is received at least 30 days prior to the class, a full refund will be issued less a \$25 processing fee. If cancellation notice is received less than 30 days before the class, a 50% refund will be issued. No refunds will be made on the day of class; however, the registration fee can be applied to a later class with a \$25 transfer fee.

Due to low registration, a class may be cancelled with 15 days prior notice. If NARPM cancels a class, registration fee could be credited to a future class or fully refunded upon request.

(Please print or type)

Name _____

Company _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

E-mail _____

List Classes

Name of class	Class Date	Cost
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
Total		\$ _____

Method of Payment

I have enclosed a check for \$ _____ Ck/M.O. # _____ Date _____

Please charge my credit card in the amount of \$ _____ as follows:

Visa MasterCard Discover American Express

Card Number _____ Exp. Date _____

Name of Cardholder _____

Billing Address _____

Signature _____

I authorize NARPM to charge my credit card.

Two Easy Ways to Register

1. MAIL your form with payment to NARPM, P.O. Box 140647, Austin, TX 78714-0647.

2. FAX your form with credit card payment to 512/454-3036. Please do not mail the original.



P.O. Box 140647
Austin, TX 78714-0647

FIRST-CLASS MAIL
U.S. POSTAGE PAID
AUSTIN TX
PERMIT NO. 2714

Do You Think Like a Pro?

by Robert L. Cain, Copyright 2004, Cain Publications Inc.

Professional real estate investors, landlords, and property managers all think the same way. Their way of thinking has resulted in their being successful, it has resulted in their earning a good income from their rental properties, and in their realizing a good profit when they sell them.

MOST IMPORTANT, THE PROS HONOR THEIR INVESTMENTS.

They worked hard for them and they treat them with respect. That means that they care about them, they never neglect them, they pay meticulous attention to how they are doing financially. If the finances are slipping, they know it immediately and take action quickly to correct whatever is affecting them.

They do not hope that everything will be all right, they make sure it is. Nothing is left to chance. Their honor for their investments sets the tone for all other ways they deal with and manage them.

THE PROS HONOR AND VALUE THEIR GOOD CUSTOMERS.

Think about how much your good tenants (customers) pay you every year. Even if their rent is only \$500 a month, that is \$6,000 a year. If you owned a grocery store, for example, think how much you would value a customer who spent \$6,000 a year with you. On the other hand, "customers" who steal from a store are kept out. Likewise, tenants who would steal rent and the use of the property are kept out by professional rental property investors.

THE PROS LOOK FOR WAYS TO MAKE THEIR INVESTMENTS EVEN MORE PROFITABLE.

In the case of investment real estate that means looking to make sure that the neighborhoods where their rental properties do not become drug or crime centers. They work with police, local government, and neighborhood associations to make sure their neighborhoods remain great places to live.

They are concerned about anything and everything that might or actually does affect their investments. That is why they are successful. They pay

attention. They play real estate investing to win, not just to survive. They expect to be as successful as they make the decision to be.

That's how I am going to ask you to begin thinking right now. If you do already, terrific, but maybe you can crank it up a notch. Think about how you can pay more attention and give more honor to your investments. The correlation between how much you honor your investments and how successful you are is absolute.

Here are some ways to honor your investments and your good customers.

1. Drive by your properties whenever you get a chance, and make at least a mental note of how they look.
2. Make regular inspections with checklist in hand and schedule repairs and preventive maintenance of what needs attention. Your good customers appreciate your attention, your not-so-good ones think you're spying on them. Oh, well.
3. Think about what would make your real estate holdings more valuable. What can you do today, this week, this month or this year either on the property or in the neighborhood around it to increase its value.

Real estate is a hands-on investment, as opposed to one where you turn all management and decisions over to someone else and hope they make the right decisions. You have control of your property from purchase, to maintenance, to tenant selection, to management, to when you sell it. Your success is determined by the amount of attention you pay to and the honor you give your investments.

Robert Cain is a nationally-recognized speaker and writer on property management and real estate issues. For a free sample copy of the Rental Property Reporter or Northwest Landlord call 800/654-5456 or visit the Web site at www.rentalprop.com.