

INSIDE:

2. Chair's Message:
Membership Renewals are Upon Us

2. Is a Flat Roof the Best Option?

3. Director's Message:
Utah Has National Influence
4. Ask the Attorney:
What if Tenant Stops Paying Utilities?

4. Are You Confused About Service,
Support and Assistance Animals?

7. Apartment Jobs Snapshot

UPCOMING EVENTS:

- Southern Utah Fair Housing Conference & Trade Show**

Wednesday, November 28th, 9:00 AM

(1835 S Convention Center Dr, St. George)
- Holiday Bingo Party**

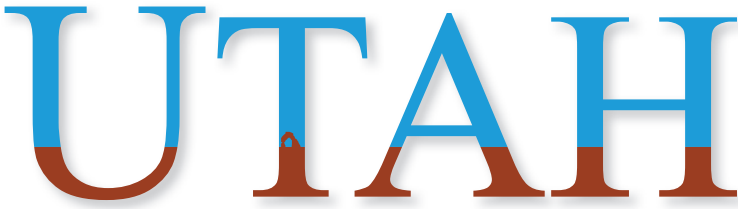
Thursday, December 6th

(In Lieu of General Membership Meeting)

230 W Towne Ridge Parkway Sandy, UT 84070
- Apartment All-Stars**

Friday, December 16th, 8:00 AM

(230 W Towne Ridge Parkway, Sandy)



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Official Publication of The Utah Apartment Association – Utah’s Leading Advocate for the Rental Housing Industry
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The 7 Habits of Successful Supervisors

By MARY GWYN, CPM

I have the honor of working with numerous “superstars” in apartment maintenance. They certainly had technical skills, but what made them successful were these seven habits I’ve observed consistently in the best-of-the-best maintenance supervisors:

- **They pick up trash.** When we walk a property, Juan stops if he sees that trash has fallen during the day. I do it, too. He’s not “too good” to take time for the small stuff. I admit the antenna go up when I walk with staff and they pass the trash and don’t reach down for it. I try to set an example, picking up as I go along, and

See ‘7 Habits’ on Page 6

HUD Holds Listening Tour to Get More Landlords to Accept Section 8

HUD Secretary Ben Carson recently has instructed senior staff to research changes to the federal housing choice voucher program (commonly known as Section 8), with the intent of making the program more attractive to landlords.

Two recent studies, commissioned by HUD, show most landlords do not accept vouchers and therefore deny housing opportunities to those who need it most. As a result of the studies, HUD Secretary Carson is establishing a new “Landlord Task Force” that will aim to increase participation in the Housing Choice Voucher Program, which is the nation’s largest rental subsidy program and helps more than two million low-income households afford housing each year.

“These studies tell us that we have a lot of work to do to engage more landlords, so our Housing Choice Voucher Program can offer real choice to the families we serve,” Carson said. “We will be traveling the country to hear directly from landlords about how we can make this critical program more user-friendly.”



HUD Secretary Ben Carson in Columbus, Ohio, on a tour of a housing development.

That task force held six listening tours across the country in September and October in Philadelphia, Atlanta, Dallas, Los Angeles, Salem, Oregon and Salt Lake City.

There are two studies that are the

basis of this effort. The first, which was sponsored by HUD and conducted by the Urban Institute, looked at landlord voucher acceptance in five cities: Philadelphia; Los Angeles; Fort Worth,

See ‘Listening’ on Page 3

UAA Will Hold Its Second Annual Southern Utah Conference & Trade Show



ST. GEORGE, UTAH – UAA will hold its second annual Education Conference and Trade Show in St. George on Wednesday, Nov. 28, 2018, at the Dixie Convention Center from 9 a.m. to 3 p.m.

“We are so excited to have an annual conference now in Southern Utah,” said Elaine North, principal of JE Property Management in Cedar City. “We had 100 attendees and 17 exhibitors our first year and our goal is to exceed that this year.”

The conference will feature legal
See ‘UAA’ on Page 3

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Chair's Message

Upcoming UAA Membership Renewals Upon Us

You may have heard the following quote before:

“Every man owes a part of his time to the business in which he is engaged. No man has the moral right to withhold his support from an organization that is striving to improve conditions within his sphere.” – Theodore Roosevelt



JAYME BUHLMAN
Chair, Utah
Apartment
Association

Because we have a diverse membership population in the UAA, many people have a variety of reasons for being members of the Association. Some join for

It is renewal season, and most of you should be receiving dues invoices. For big complexes that have previously budgeted them for January, this is a reminder. For small owners, paying early means you can claim your dues on your 2017 taxes!

the legislative efforts that the UAA provides and the support that is given proactively to protect owners, investors, and landlords. Others have joined for the UAA to become more involved and more engaged in the industry.

The Utah Apartment Association was recently awarded the highest membership increase throughout the entire National Apartment Association. This was a HUGE honor for us, and we are very excited. But we have found out that many people, big and small, do not know all of the benefits of membership. Do you remember why you joined? Here are just a few reasons why you should renew your membership or even reinstate it if it has lapsed:

- Legislative Advocacy
- Education
- Landlord Guide, Forms, Industry Publications

- Discounted Tenant Screening
- Staff Hotline
- Events
- Networking

At its simplest level, the UAA is a pool of resources for those in our business, and a voice of advocacy for our industry. It is a network of individuals and companies committed to professionalism and excellence. It is an organization committed to honoring our noble profession. We are a group committed to efficient and profitable businesses who wish to combine our efforts to assure continued opportunity in our profession and limited government interference!

Please renew your membership and commit to getting other property owners, managers, and ancillary businesses to support the UAA and assure we can continue to effectively pursue our mission.

Is a Flat Roof the Best Option For Your Property?

KEEPE

Flat roofs can offer a clean look to an apartment building and add efficient space that tenants like. But remember: Roofing is the first line of defense toward any natural disasters. Without a sturdy roof, your apartment and residents may be left at risk.

If you are installing a roof on a new building or considering a replacement on an existing property, use this guide to help decide if a flat roof design fits your budget, geography, and style.

PROS OF FLAT ROOF SYSTEMS

Aesthetic: Flat roofs offer a clean aesthetic to a building. If your property is in the city or overlooks a beautiful landscape, a flat roof can complement the environment. Flat roofs are also a characteristic of modern design, so if your property is contemporary, this might be a priority for you and your tenants.

Useable Space: A flat roof allows for more efficient use of space both inside

and out. Unlike a pitched roof, a flat roof offers rooftop space that can be used as a rooftop patio, flower garden or give you the option to install solar panels out of view.

Cost: A flat roof is significantly cheaper than a pitched roof since the surface area of a flat roof is less than that of a sloped roof. Although installation is cheaper, depending on the amount of rainfall your property’s area receives, the maintenance costs might override the initial short-term costs.

Maintenance: The flat-roof design makes it easier to inspect and maintain the roof. Issues can be addressed easier, but don’t underestimate the importance of regular maintenance.

Improved Energy Efficiency: Flat roofs may be more energy-efficient depending on the climate and what materials are used for the roofing system.

CONS OF FLAT ROOF SYSTEMS

Climate Limits: Low-slope roofs have an increased tendency to collect water. If you live in a rainy or snowy climate, this option might not be ideal for your property.

Increased Maintenance: Flat-roof drainage is not as effective as a pitched roof. Without regular inspection, drains can become clogged, leading to damage and leaks.

Lifespan: Standing water, debris and clogged drainage systems may shorten your roof’s lifespan to as short as 10 years if not monitored regularly. Many flat-roof leaks are due to the lack of regular inspection, so be sure you have regular maintenance checks if you choose a flat roof for your property.

TYPES OF FLAT ROOF SYSTEMS

If you decide that flat roofing is right for you and your property, take the next step and consider which material is best. There are several flat-roof options – here are the four most common kinds of flat-roof systems.

No. 1 – BUR (Built-Up Roof)

This flat-roof system contains layers of waterproof membrane, tar and gravel to seal the flat-roof surface. This flat-roof system is a great affordable option, plus it has fire-resistant properties that



are a great safety factor for multifamily sites. Built-up roofs are also very sturdy and efficient insulators due to their several layers. BUR systems can last 15 to 20 years and last longer in warmer climates. When installing this roofing system, your property must be empty and free of tenants. BUR systems cost between \$5 and \$7 per square foot.

No. 2 – PVC (Polyvinyl Chloride)

PVC is one of the most popular roofing materials used for flat roofs. Sheets of PVC are an attractive option for waterproof performance as well as pedestrian traffic coating. PVC allows you to turn a flat roof into a usable space – ideal for multifamily properties. This type of roofing is also easy to install and maintain. It typically costs between \$5 and \$8.50 per square foot.

No. 3 – EPDM Rubber (Ethylene Propylene Diene Monomer)

EPDM is made of synthetic rubber made of recycled materials. Roofs of EPDM are durable, inexpensive and have a longer lifespan than metal roofs. EPDM roofs require seaming which means that there are more chances for water to seep through seams and lead to damage. If roofs are spray-applied, then the chance of damage is significantly lower. EPDM installation costs between \$4 and \$8 per square foot.

No. 4 – Modified Bitumen

Bitumen roofing is another long-lasting option for flat roofs. This is a single-ply roofing system that is rolled onto the roof surface. These roofs can last at least 20 years due to their durability. They are ideal for extreme-weather climates that have high winds, hail and heat. Bitumen roofs range from \$3 to \$6 per square foot.



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Director’s Message

Utah Has National Influence



L. PAUL SMITH, CAE
Executive
Director, Utah
Apartment
Association

In October, HUD senior staff visited six states to hear from landlords about how to reform the Section 8 program so more landlords want to take it. Utah was the last stop on the list.

One of the reasons HUD came to Utah is that the Utah Apartment Association is generally regarded as one of the best-run and most successful in the country.

Any national vendor who visits multiple associations can tell you this – there is something special about Utah. We have a unique way of dealing with problems.

We refuse to be the victim of government policies, bad tenants, or aggressive advocacy groups. We are known for sitting down for civil

discussion and finding compromise. HUD knows Utah was the first place to work with advocacy groups, state and federal government and the industry to develop balanced assistance animal verification forms. Those forms are now used in multiple states.

At the legislature we are known as a reasonable player that always acts in good faith to seek and find compromise. We have worked hard to develop that reputation, and thank each of you in the industry for helping establishing this culture and reputation. Great volunteer leaders and all of our members deserve a lot of credit!

Here’s to continuing to be listened to and regarded as a leader in the country, in the rental housing industry.

Listening Tour Aimed at Getting Acceptance of Section 8

Continued from Page 1

Texas; Newark, New Jersey; and Washington, D.C.

According to HUD, the study used paired testing methods at multiple sites to examine how landlords treated voucher recipients.

“While landlord participation varies across the five study sites, the researchers found voucher recipients are hard-pressed to find a landlord who will accept their vouchers, especially in higher-opportunity neighborhoods,” HUD said of the study. “In addition, landlords often ‘stand up’ testers posing as voucher recipients and even deny rental requests once testers reveal

their source of income.”

The study, which is set to be released in full next month, shows that making the voucher program work is “extremely difficult” for all parties involved.

“We learned that the process of finding an available unit, reaching landlords, finding a landlord to accept vouchers, and then meeting with them to view the available housing was extremely difficult,” the Urban Institute researchers said in an executive summary published by HUD. “It takes a lot of work to find housing with a voucher.”

The UI study showed that voucher recipients who want to live in an

“opportunity area” — one with access to high-quality schools, jobs, and transportation — have an even harder time finding housing.

“We learned that even if landlords said they accepted vouchers, they may treat voucher holders differently during apartment showings — standing them up at higher rates than control testers,” the UI researchers said. “Our findings should remind policymakers that landlords are not passive actors in the HCV program. Landlords play a critical role in narrowing or widening the choices available to voucher holders in their search for safe, affordable, quality housing.”

The other study, which is from Johns

Hopkins University, looked at the urban rental markets in Baltimore, Cleveland and Dallas, and examined how these local markets impact a landlord’s decision whether or not to participate in the voucher program.

According to HUD, the researchers found that many landlords like the voucher program’s reliable rent payments, but the main reasons for not participating in the program were frustrations with required inspections and disappointment with how local housing authorities handle disputes with tenants.

(Some information provided by housingwire.com)

UAA Sets Second Annual Southern Utah Conference and Trade Show

Continued from Page 1

training, fair housing education, and a roundtable of southern Utah legislators to discuss state laws that affect rental housing.

Other topics will include a specific track for single family property managers, leasing and management training, and marketing tips and tricks.

For more information, go to www.uaahq.org/su-edu.

Schedule:

Registration8:00AM

Education Session 19:00AM

Education Session 210:30AM

Lunch & Keynote12:00PM

Education Session 31:30PM

Closing Ceremonies2:30PM

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Rental Housing Journal is a monthly publication of Rental Housing Journal, LLC.

Website

www.RentalHousingJournal.com

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3

Ask the Attorney

What if a Tenant Stops Paying Utilities?



JEREMY SHORTS
Attorney

Question: What do I do when a tenant stops paying utilities at the property?

Answer: First, check your lease to see whether or not your tenant was required to put any utilities in their name. If they are required to do that and have not, they are in breach of the lease and you may have grounds to provide them with a three-day lease violation notice. Typically you will want to make sure that the notice gives them the opportunity to come back into compliance or vacate the property.

If the utilities are in the landlord’s name, the best practice is to pay the utilities and then provide the tenant with a three-day notice to pay or

vacate based on the amount owed for utilities.

DO NOT ask the utility company to shut off the utilities. If you do, the tenant may have a claim for a wrongful eviction, which will be a much larger pain to deal with than going through the proper process of eviction.

Keep in mind that if the tenant has not paid, and not had the utilities placed in their name as required under your lease, you can provide the tenant with two separate notices, as they are two separate violations.

— Law Office of Jeremy Shorts, LLC

Confused About Service, Support & Assistance Animals?

By ELLEN CLARK

The FHA prohibits discrimination based on disability and requires housing providers to make reasonable accommodations for people with disabilities.

You probably know that you would need to grant this request. But what if the prospect requested an emotional support bird in addition to a service dog? What if she gave you an online “certification” for the emotional support bird? What if the requested service dog was a restricted breed in your county?

Accommodation requests related to assistance animals are prevalent, yet they cause much confusion. This is understandable; multiple laws apply and use different terms and definitions. There are many kinds of assistance animals that help people with many types of disabilities (some of which are not obvious), and online sites have surfaced offering questionable documentation.

So, what you can you do? First, you can read “The Multifamily Property Manager’s Guide to Handling Assistance Animals” for a handy primer on this tricky topic. It is available for download at www.gracehill.com. Then follow these suggestions for reducing your risk of discrimination when it comes to assistance animals:

Three laws relate to rental housing and service and assistance animals:

- The Fair Housing Act (FHA)
- Section 504 of the Rehabilitation Act of 1973 (Section 504)
- The Americans with Disabilities Act (ADA).

The FHA applies to almost all rental housing. Among other things, it prohibits discrimination based on disability and requires housing providers to make reasonable accommodations for people with disabilities, such as making an exception to a no-pet policy or a breed restriction.

Housing that receives federal financial assistance from HUD must also comply with Section 504. Like the FHA, Section 504 prohibits discrimination based on disability and requires housing providers to make reasonable accommodations for people with disabilities.

Whereas the FHA and Section 504 prohibit discrimination in housing, the ADA prohibits discrimination based on disability in all areas of public life, including schools, transportation, and all public and private places that are open to the public. The ADA requires you to let service dogs accompany their owners in any area of the community that is open to the public, such as the leasing office.

KNOW THE TERMINOLOGY

An assistance animal may be any type of animal and is not required to have specific training.

The FHA and Section 504 use “assistance animal” as a broad term to describe any animal that works, provides assistance, or performs tasks for the benefit of a person with a disability or provides emotional support that alleviates one or more symptoms or effects of a person’s disability.

Under the FHA and Section 504, service animals,



grace hill

TRAINING TIP OF THE MONTH

emotional support animals, and companion animals are all considered assistance animals. An assistance animal may be any type of animal and is not required to have specific training.

The ADA uses the term “service animal” and defines it specifically as a dog that has been individually trained to do work or perform tasks for people with disabilities. Emotional support animals, companion animals and animals other than dogs (and sometimes miniature horses) are not considered service animals under the ADA.

You cannot deny a reasonable accommodation request because an animal does not meet the ADA definition of a service animal. Under the FHA and Section 504, reasonable accommodations must be granted for assistance animals, which include service animals, emotional support animals, and companion animals.

If an animal works, assists, or performs tasks for the benefit of a person with a disability or provides emotional support that alleviates one or more symptoms or effects of a person’s disability, it doesn’t matter what term someone uses, it is an assistance animal under the FHA and Section 504.

Thinking of assistance animals as working animals, not pets, can prevent confusion. Under the FHA and Section 504, assistance animals may be cats, dogs, birds, turtles, rabbits, hamsters, fish, or nearly any other type of animal. It is not the type of animal that matters, but rather the function the animal serves.

UNDERSTAND ASSISTANCE ANIMAL DOCUMENTATION

Currently, there are no legally recognized organizations for registering service or assistance animals. Sites that claim to be certifying bodies or that offer official registrations are misleading because there is no such thing.

Under the FHA, there is no requirement that assistance animals be trained. Documentation only needs to establish that the person has a disability and that the animal provides disability-related assistance or emotional support. An animal’s training is not relevant when evaluating a reasonable accommodations request.

HUD states that you are entitled to documentation from a reliable third party that is in a position to know about the individual’s disability.

If the organization or person who issued the documentation has never talked to or met with the person requesting the accommodation, it is likely reasonable to ask for supplemental information.

No matter what the source of the documentation, if you are suspicious, do not immediately deny the accommodation request. Instead, start a conversation with the resident to gather more information, and consult your legal counsel.

KNOW HOW TO HANDLE ACCOMMODATION REQUESTS

Remember these three criteria when considering accommodation requests:

1. Under the FHA, there is no requirement that assistance animals be trained. The person must have a disability. If the person’s disability is obvious, you may not ask questions. If the disability is not obvious, you may ask for reliable documentation that the person has a disability. Never ask for details of a person’s physical or mental disability.
2. The animal must serve a function directly related to the person’s disability. If the disability-related need is obvious, you may not ask questions. If the need is not obvious, you may ask for reliable documentation that the animal provides disability-related assistance or emotional support.
3. The request must be reasonable. You are not obligated to grant every request.

CONTINUOUSLY EDUCATE YOURSELF

The best way to avoid confusion is to read as much as you can and get exposure to the scenarios that come up in real life. This is the best way to learn things like:

- A resident may be entitled to multiple assistance animals.
- You can deny a request if that particular animal has harmed someone in the past.
- You can usually take action when residents with assistance animals violate community rules.

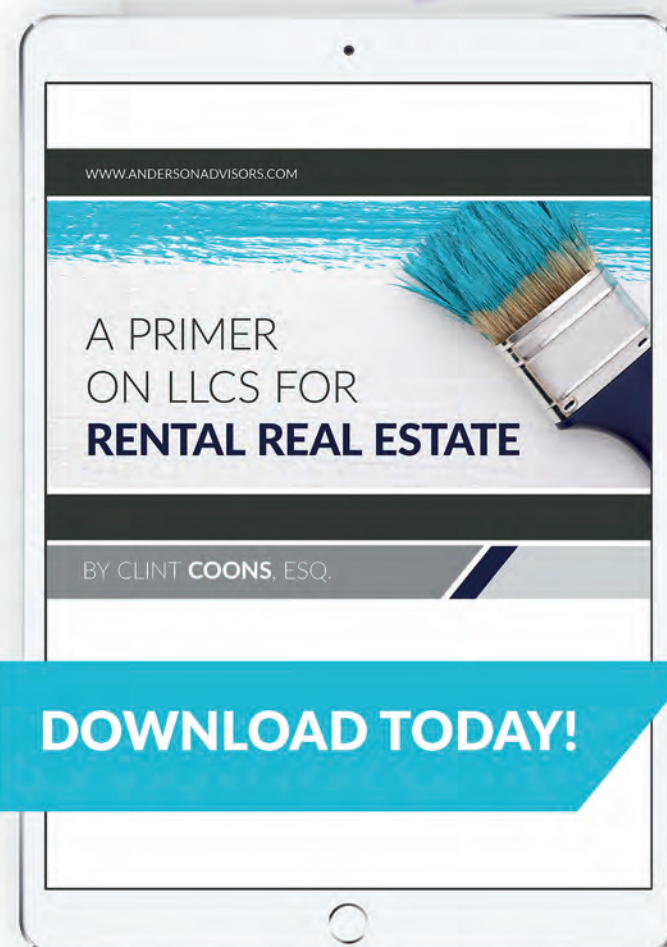
This stuff is complicated – and serious. You’ll find that The Multifamily Property Manager’s Guide to Handling Assistance Animals can answer a lot of your questions about assistance animals, including how to tackle conversations with other residents. But when in doubt, ask your supervisor or legal counsel.

Ellen Clark is the Director of Assessment at Grace Hill. For nearly two decades, Grace Hill has been developing best-in-class online training courseware and administration solely for the Property Management Industry, designed to help people, teams and companies improve performance and reduce risk. Contact Grace Hill at 866.472.2344 to hear more.



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7 Habits of Highly Successful Maintenance Supervisors

Continued from Page 1

respect those who do as well.

- **They do more than is on the service ticket.** Mark has a couple of standard items that he and his team check every time they perform a service request. They check faucets for leaks, test the smoke detector, and check for running toilets, as well as spotting obvious problems, like worn weatherstripping. There may be more, but these are standard items. It saves the property money, keeps the resident safe, and demonstrates caring to the customer. In the long run, Mark's job is easier on the turn, since he's taken care of problems each time he enters the apartment.
- **They communicate with residents.** Marvin and his team speak to the residents they pass, leave behind information about repairs in their homes, and will make phone calls or home visits when a resident has a question about his or her repairs, or how something works.
- **They see themselves as "a part" of the Office/Leasing Team, rather than "apart" from that team.** More than once I've seen Scott introduce himself to a prospect who was in the office, or



What would a Highly Successful Maintenance Supervisor do when confronted with a situation like this?

- when he encountered them on a property tour.
- **They tattle on the residents.** Over the years Tony has pointed out more than one concern about potential hoarding, housekeeping issues, over-occupancy, indoor pot farms, unreported pets, and more. He doesn't close his eyes to issues that could become costly or dangerous, but takes an interest in resolving them.
 - **They mentor and share "how to" with their staff.** Shane doesn't "hoard" his expert skills, but works one-on-one with less-skilled team members, sharing knowledge without belittling,

and building strong teams, even on "sister" properties.

- **They build up the whole team.** It would be easy for the maintenance supervisor to participate in gossip, criticize the property manager or company, or just ignore strife and go about his or her work. Mark recently went through a prolonged property sale, listening to co-workers' job fears and speculation. Instead of feeding those fears, he encouraged his co-workers, discussed concerns with the property manager, and they as a team kept morale and property operations at strong levels.

Technical maintenance skills are important, but technical skills are more easily taught to people who have the right habits and overall care for the team, the residents and the property.

These Seven Habits are what I see as setting the most successful Maintenance Supervisors apart from the pack.

What habits would you add?



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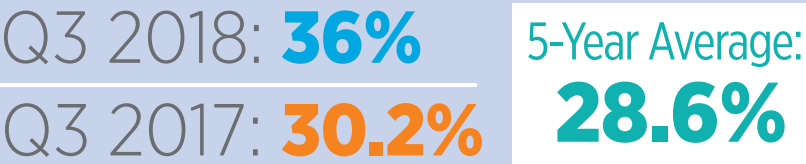
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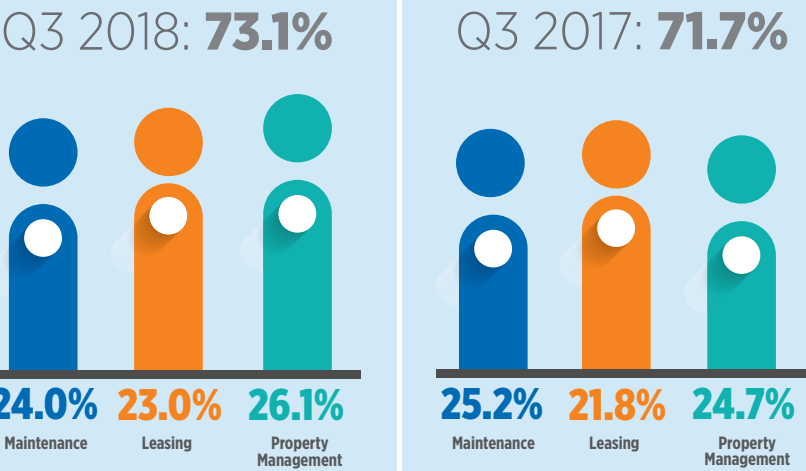
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Total Q3 Job Postings in Apartment Industry (% of Real Estate Sector)



Summary:
The apartment industry increased its share of job openings in the real estate sector during the third quarter, to 36 percent from 30.2 percent in Q3 2017. New supply and a steady rate of demand contributed to strong growth and a pressing need for additional staffing.

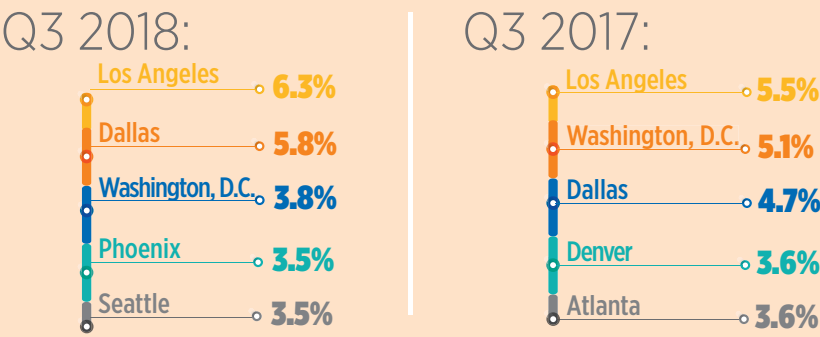
Job Postings by Major Category (As a percent of all Apartment Jobs)



Summary:
Property management positions were in the most demand during the third quarter. Austin, Portland and Denver had the greatest concentration of openings for property management professionals, each more than 3 times the U.S. average. In Austin, a number of positions specifying “multi-site” or “floating” property managers was a testament to the talent shortage.

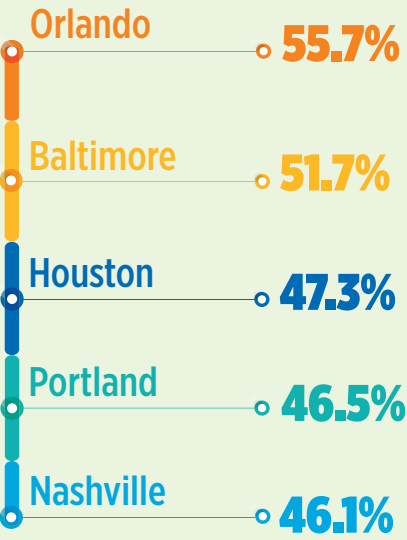
Top MSAs* (As a percent of all U.S. Apartment Jobs)

*MSAs with 100 or more apartment job postings



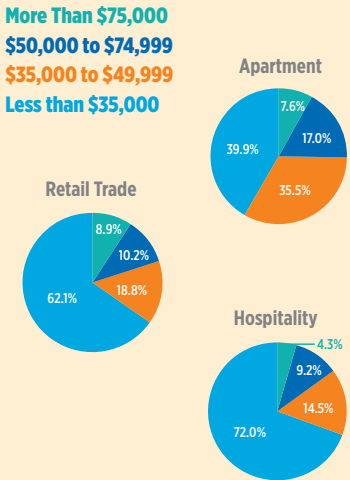
Summary:
Apartment jobs were available in markets of all sizes, but in terms of sheer numbers of job openings, Los Angeles, Dallas and Washington, D.C. came out on top. Over the past year, Denver and Atlanta dropped out of the top 5 for all types of positions. The pace of new deliveries in both markets slowed dramatically in 2018, according to CoStar data.

September 2018: % Apartment Jobs of Total Real Estate Jobs



Summary:
The NAAEI monthly ranking by city showed Orlando in the top 5 for the first time this year. Of these markets, Houston appeared the most frequently, four times during the first nine months of this year with increased activity post-Harvey and improving economic fundamentals.

Competing Sectors: Mean advertised salaries by dollar range



Summary:
The retail trade and hospitality sectors often compete for similar skill sets. The greatest share of job openings in those sectors fall within the lowest pay scale (below \$35,000 per year). The apartment industry offered more competitive salaries with over 75 percent of jobs ** advertising salaries up to \$50,000. ** Sample size for apartment job openings was 6,377 positions.

Skills Then & Now: 2018 vs. 2013
Property Manager

Summary:
Today, property managers not only need more technical and financial skills than five years ago, but employers who had job openings over the last quarter were looking for prior experience in the field. Baseline skills, also known as “soft skills” have become far more focused on the ability to communicate effectively.

Top Changes to Specialized Skills Desired in 2018

• Real Estate Experience	-3.7%
• Housing Industry Knowledge	-3.0%
• Sales	-1.1%
• Yardi Software	12.6%
• Property Management	12.7%
• Budgeting	16.1%

Top Changes to Baseline Skills Desired in 2018

• Energetic	-8.3%
• Self-Starter	-7.2%
• Computer Literacy	-3.9%
• Communication	9.3%
• Writing	10.0%
• Microsoft Office	14.2%

Sources: NAA Research; Burning Glass Technologies; Bureau of Labor Statistics; CoStar Group (Job postings data are not seasonally adjusted)



Property Management Positions Needed, Apartment Report Says

RENTAL HOUSING JOURNAL

Hiring in the apartment industry showed no signs of letting up during the third quarter of 2018, according to the most recent edition of the NAAEI Apartment Jobs Snapshot.

Openings in the apartment sector comprised 36 percent of positions available in the real estate sector, well above the average of 28.6 percent. Property management positions were in the greatest demand and highly concentrated in cities such as Austin, Portland and Denver. Compared to five years ago, employers are looking for more financial, technical and communications skills in their property managers.

Apartment property manager positions were in the most demand during the third quarter, according to the National Apartment Association’s (NAA) Education Institute jobs report.

Austin, Portland and Denver had the greatest concentration of openings for property management professionals, each more than three times the U.S. average.

In Austin, the number of positions specifying “multi-site” or “floating” property managers was a testament to the talent shortage.

The apartment industry increased its share of job openings in the real estate sector during the third quarter, to 36 percent from 30.2 percent in Q3 2017, according to the NAA report.

New supply and a steady rate of demand contributed to strong growth and a pressing need for additional staffing.

Apartment jobs were available in markets of all sizes, but in terms of sheer numbers of job openings, Los Angeles, Dallas and Washington, D.C., came out on top. Over the past year, Denver and Atlanta dropped out of the top 5 for all types of positions. The pace of new deliveries in both markets slowed dramatically in 2018, according to CoStar data.

The NAAEI monthly ranking by city showed Orlando in the top 5 for the first time this year.

Of these markets, Houston appeared the most frequently, four times during the first nine months of this year with

increased activity post-Harvey and improving economic fundamentals.

The retail trade and hospitality sectors often compete for similar skill sets. The greatest share of job openings in those sectors fall within the lowest pay scale (below \$35,000 per year). The apartment industry offered more competitive salaries with over 75 percent of jobs.

“Today, property managers not only need more technical and financial skills than five years ago, but employers who



had job openings over the last quarter were looking for prior experience in the field. Baseline skills, also known as ‘soft skills’ have become far more focused on the ability to communicate effectively,” the report said.

The report focuses on jobs that are being advertised in the apartment industry as being available, according to Paula Munger, Director, Industry Research and Analysis, for the National Apartment Association’s Education Institute.

“Our education institute is a credentialing body for the apartment industry. They hear often that one of the biggest problems keeping our industry leaders up at night is the difficulty in finding talent, attracting talent and retaining talent,” Munger said.

“Labor-market issues are happening in a lot of industries, certainly with the tight labor market we have.”

That is why NAA decided to partner with Burning Glass Technologies. “They have a labor-job posting database that is proprietary,” she said, and they can “layer on data from the Bureau of Labor Statistics (BLS).

“We looked at that and thought we could do something that is really going to help the industry and help benchmark job titles and trends as we go forward,” she said.

NAAEI’s mission is to provide broad-based education, training and recruitment programs that attract, nurture and retain high-quality professionals and develop tomorrow’s apartment industry leaders.

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