

Apartment Association of New Mexico

Fall 2018

# APARTMENT ASSOCIATION OF STEW SAEXICO



# November 9, 2018

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Business Ethics	Community Management, Multi-site Supervisor, Supplier Partner
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Employee Coaching	Community Management, Leasing, Maintenance Multi-site Supervisor, Supplier Partner
Fair Housing and Beyond 3 CECs	Community Management, Leasing, Maintenance Multi-site Supervisor, Supplier Partner

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"The Opportunity Zone program offers qualified partnerships and corporations with Federal capital gains tax liabilities the deferment, reduction, elimination of capital gains taxes, or step-up in basis, all depending on how long the investment in the Opportunity Zone is held.."

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APARTMENT ASSOCIATION

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### president's message



his summer really flew by — a lot has happened and AANM is as strong as ever. We have reached an all-time high in members by exceeding 60,000 units throughout this great state. Thanks to everyone who has helped to make this possible. AANM will continue to bring to you excellent training, represent you before our local, state, and federal law makers, provide social events to connect you with our great associates and at the same time ensure you have the best information to run your business.

Maintenance Mania® was held last month, and as expected, was a major success. The event included fantastic training, strong completion, hearty food, and excellent fan support. We saw a lot of fresh faces as well as seasoned veterans. Thanks to all the maintenance technicians who were able to attend. Please join me in expressing our heartfelt thanks to the Maintenance Mania® Committee and our sponsors, without them this would not be possible.

#### 2018 Maintenance Mania® Committee

Co-Chairs: Jeff Thomas (HD Supply) & Brian Curry (JL Gray)

Lew Baker (AZ Partsmaster) Tara Nobles (HeadsUp) Mike King (Slik Finish)

Gary Fears (Green Summit) Sueze Watson (WSI) Michelle Sanchez (Interior Logic Group)

John Hegarty (Sherwin Williams Floorcovering)

Vanessa Albright (Greystar Real Estate Partners)

#### 2018 Maintenance Mania® Sponsors

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**Euro Painting** 

JL Gray Company

Wilmar Industries

WSI Trash Valet & Recycling

Our next mixer event is the AANM Main Event 2018 on October 26<sup>th</sup>. This is a great event for all our members. Please take this Friday afternoon to relax and mingle with you peers and use it as a thank you to your staff. Please check out our website for more details about other upcoming events and training opportunities.

Your leasing agents can get in on a major training opportunity in November. AANM will offer the National Apartment Leasing Professional (NALP) course designation. Please register your teams for this interactive and beneficial seminar November 5-8th.

Soon you will be receiving notification to cast your ballot for the AANM Board of Directors election. I encourage you to take the time to review the nominees and choose whom you think will make the best leaders for our association. The announcement of the elected board will be at our Annual Meeting to be held on December 12<sup>th</sup> at the Sheraton Uptown.

Once again, as members of AANM we can give back to our community by attending this year's Charity Gala on November 9<sup>th</sup>. This event is one of my favorites, as we have chosen once again to support the Veterans Integration Center (VIC). Please check out the AANM web site, as there are many ways you can support this fantastic organization. We will be at the Embassy Suites this year. You can register at www.aanmcharitygala.com. Please make every effort to attend.

Bobby Griffith

JL Gray Company, CFO & Principle President AANM Board of Directors



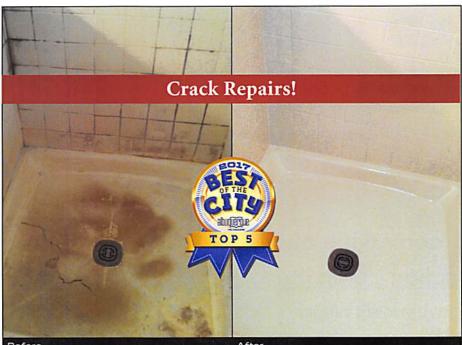
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# board of directors

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Kathleen Danuser Greystar Real Estate Partners

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Joshua Smith Treasurer Washington Federal Bank

Jeff Thomas, CAS HD Supply Facilities Maintenance

Renee Ulibarri RentPath

want to join a committee?
email AANM: info@aanm.ora

# | committee chairs action committees

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#### membership

chair | Sara Minnick-Lujan

#### education

chair | Steve Ross vice chair | Karie Taylor

### event committees

#### maintenance mania®

chairs | Jeff Thomas, CAS / Brian Curry, CAMT

#### golf classic

chairs | Stefanie Gutierrez-Montaño/Kristin Crutchfield

#### apartment conference & trade show

chair | Bobby Griffith, NAHP-e®, HCCP®, CIP®, HCM-H®, COS®, HCM-R®, STAR®

#### charity gala

chairs | Vanessa Albright / William Hueppauff

staff

Kelle Senyé, ARM® Executive Director kelle@aanm.org Katrina Soto
Progams Manager
katrina@aanm.org

Jennifer Winters Office Manager Jennifer@aanm.org **Main Event at Main Event** 

October 26, 2018 / Main Event

**Charity Gala** 

November 9, 2018 / Embassy Suites

**Events** 

**Annual Meeting** 

December 12, 2018

Sheraton Uptown

Luncheon Meetings

**Certified Apartment Maintenance Technician** 

October 15-19, 2018

Instructor: Brian Wilhite, NAAEI Faculty, CAMT

**National Apartment Leasing Professional** 

November 5-8, 2018

Instructor: Kelle Senyé, NAAEI Faculty, ARM®

**Education Opportunities** 

**Personalities in the Workplace** 

December 12, 2018

Instructor: Joseph Henry, CPM®

Education Committee
Golf Classic Committee
Maintenance Mania® Committee
Membership Committee
Charity Gala Committee

Volunteer Opportunities



Meet.

Greet.

Connect.

Belong.

Confirmation of attendance (RSVP) is required. Visit AANM.org for locations and details.



# The Constant Cycle

any of us think of our lives, both personal and work-related, as traveling in a constant cycle. We have busy periods and times of rest. In our business, we hire and train new employees, introduce new products, then settle into a period of

"steady as she goes." Then we start again by focusing in a new area. We plan and hold meetings, evaluate, and start planning again.

Our personal lives can be the same way. As much as we love the times full of friends and family, we appreciate the slower periods, too. They allow us to regroup, relax, and refresh.

Because every battery—work or personal—needs recharging. Here are some of the tips and techniques I've learned over the years to keep all the balls juggling without burning the candle at both ends.

# Identify what's most important to you.

In times of intense work or personal activity, keep your focus on what you value most. What 4 or 5 things do you most want to accomplish

in your day, week, or month? Identifying these core priorities will help you focus on what's most important as you move forward.

#### Learn to say no.

Quit doing things out of guilt or a false sense of obligation. This will make more room in your life for the activities that are meaningful to you

#### Organize your time.

Keeping a schedule will keep you organized, which will in turn make you less frantic. Trust

me. Schedule a set time for work, chores/ errands, and leisure.

#### Stress relievers.

No matter how busy you get, always make sure to set aside time to do something you love! You can't be expected to accomplish all

of your goals if you aren't making time to destress. Go to a yoga class, walk your dog on Sunday morning, or find a cozy corner and curl up with a good book. Give yourself time to catch your breath.

#### Toss/File/Act.

Organization in the office and at home is a breeze if you toss, file, or act on those papers, emails, and other distractions immediately. Use this strategy to tackle the paper piles or unread emails. Once you get the stacks of paper under control, make sure to

keep them under control!

#### The Social Network.

Online social networks are one of the greatest inventions ever. It's tempting in periods of stress and in down times to hang out there, but they can suck your life away. I

> have made a rule to check Facebook, Twitter, and LinkedIn once in the morning while I'm drinking my coffee. Checking it throughout the day can be a real time siphon. It's also tempting to check in when there isn't something immediate drawing your attention. Don't give in. Notice how much you get accomplished when you give yourself clear boundaries.

#### Give yourself a break.

Some days we just don't have the energy to accomplish everything on our list, or even anything on the list. Don't be afraid to put your work aside and enjoy some time relaxing with friends and family or taking time to be by yourself.

#### Laugh.

When all else fails, laugh. Look on the bright side and have a sense of humor. Everyone feels sad, angry, or frustrated at some time. Laughing can help ease

difficult situations and give new clarity.

In the struggle to meet the demands of an increasingly complex world, we all need to develop strategies for maintaining balance in our lives. Recognizing the constant ebb and flow of work and personal life is part of that strategy.

Just sayin'.

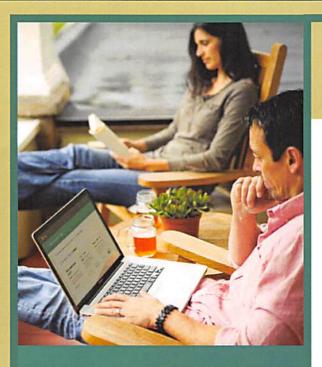
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#### about the author

Sharon Dillard is the award-winning CEO of Get A Grip Inc., a national franchise kitchen and bathroom resurfacing company based in Albuquerque. For more information, call, click or visit:

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In partnership with the Apartment Association of New Mexico



# Over 40,000 landlords and property managers use Cozy to run their business. Here's why:



#### On-Time Rent, Every Month

Set it and forget it online rent collection. Your tenants pay online, and you get notified when payments deposit to your bank accounts.



#### Streamlined Rental Marketing

Spend less time, energy, and money on marketing. List your vacancies, and seamlessly syndicate to partner sites like Realtor.com and Doorsteps.com.



#### Modern Tenant Screening

Confidently know who you're renting to with our standardized rental application. Require Credit Reports and/or Background Checks from your applicants, at no cost to you.



#### The Best Customer Support

Our Portland, Oregon-based customer support team is second to none, and available 7 days a week.

#### You'll also get:

Bank Level Security: You and your residents' financial information stays secure.

A Mobile-Friendly Experience: Access Cozy from any device, including your phone.

**Landlordology.com:** The best educational resources for landlords and property managers.

Free Upgrades: We're constantly making improvements and adding new features to Cozy.

Heads Up believes that community involvement isn't something you talk about but something you do every day. From making charitable donations to being responsible stewards of the planet, we're advocates for doing the right thing.















#### Philanthropy

- 40 trees in 40 weeks
- Ronald McDonald House
- PB&J Family Services
- GreenCare for Troop
- El Ranchito de los Niño

#### - Animal Humane NA

#### Sustainability

- Onsite cisterns
- Propane fueled mowers
- Light bulb conversions

new mexico apartment news

#### best practices

# NAA Open Door



s a key benefit of NAA membership, NAA Open Door helps you get a handle on the cost of products and services you use every day. By combining the purchasing power of thousands of NAA members with the excellence and reliability of trusted name brands, it connects you to exclusive savings that make your buying decisions easier.

Your access to exclusive savings hinges on your decision to explore NAA Open Door:

#### **AVAILABLE EXCLUSIVELY TO NAA MEMBERS**

- Connect to companies vetted by NAA
- Free to access
- Save time & money I NAA's already negotiated pricing
- Don't wait. Unlock this valuable benefit today by exploring offers from the participating companies.

#### WHAT IS OPEN DOOR?

Open Door is a premier cost-saving program available exclusively to NAA members. It provides valuable insider access to volume-based discounts and other favorable terms on products and services provided by thoroughly researched and vetted Preferred Companies.

# HOW DOES NAA SELECT PREFERRED COM-

NAA has a formal process for the selection of our Preferred Companies and the products they offer. All products and services are thoroughly researched and vetted and have proven to be:

- relevant to the needs of NAA members
- to deliver significant value
- to provide an exceptional customer experience.

#### WHO IS ELIGIBLE TO JOIN THE OPEN DOOR PROGRAM?

All NAA members are eligible to access the benefits. There is no charge to access the benefits of Open Door. It is an exclusive benefit of your NAA membership.

#### HOW DO I ENROLL?

Each Preferred Company's program is unique and has it own set of enrollment requirements. You will find step-by-step directions for each Company-along with any specific codes required. You will also find a toll-free telephone number for each company in the event you need additional help.

#### HOW DO I RECEIVE MY SAVINGS?

Again, Preferred Companies vary in terms of how you will receive your savings. Specifics are provided on each Company's web page.

Visit the Open Door companies (mentioned below) at:

https://www.naahq.org/member-services/ open-door

There, you can click on each logo for specific information about their available discounts.





For the love of small business."







#### investment

# Opportunity Zones & Real Estate Capital Gains

he "Tax Cuts and Jobs Act" Congress enacted in 2017 included a provision creating Opportunity Zones. The Opportunity Zone program is an economic development tool designed to drive long-term private investment in low-income urban and rural communities. The investment can be through newly issued stock, partnership interest, or investment in business property in an Opportunity Zone. The Opportunity Zone program offers qualified partnerships and corporations with Federal capital gains tax liabilities the deferment, reduction, elimination of capital gains taxes, or step-up in basis, all depending on how long the investment in the Opportunity Zone is held.

The deadline for Governors to send their census tract nominations to the Department of Treasury was March 21, 2018. Governors could nominate up to 25% of their Low-Income Communities. States with less than 100 Low-Income Communities could nominate up to 25 Opportunity Zones. A given census tract had to meet at least one of these criteria: 1) at least a 20% poverty rate; 2) median family income below a certain threshold; 3) less than 2,000 people in the tract, and within an empowerment zone, and contiguous with another Low-Income community. The Treasury then reviewed and certified the Opportunity Zones. By June 14, 2018, the Department of Treasury had certified over 8,700 qualified census tracts across the states, territories, and District of Columbia.

New Mexico has 63 census tracts that have been designated Opportunity Zones (OZ's). They are in 22 counties, in rural, tribal and urban communities. A map can be found here:

www.nmapartment.com/OppZoneMap. Search the map by address. If the address is in a brown map area, it is within an OZ.

As it relates to real estate this is what you need to know:

- The OZ designation remains in place for 10 years.
- Investments in a qualified OZ must be made through an Opportunity Fund which is a partnership or corporation established for the purpose of investing in an OZ property. The partnership/corporation self certifies by completing a form attached to their federal tax return. It must have at least 90% of its investment in OZ properties. This must be measured and proven every six months. There are tax penalties for failing to meet this threshold. A related partnership may not be created to purchase an existingly held property.
- The OZ property must be purchased within 180 days of the sale of the previous asset.
- For real estate investments to qualify either 1) The original use of the property must begin with the OZ fund. A property that has been vacant for at least a year qualifies; or 2) The OZ fund must make capital expenditures in the property in an amount at least equal

to the property's acquisition cost.

- The benefits of the OZ investment depend on how long the investment is held.
  - <5 years: Deferred payment of existing federal capital gains until the date that the OZ fund property is sold or exchanged, or December 31, 2016 (whichever comes first).
  - 5-7 years: Benefits above, plus a 10% step up in basis for capital gains reinvested in the OZ fund property.
  - 7-10 years: Deferred payment of existing federal capital gains until 12/31/2026 or the date that the OZ fund property is sold or exchanged (whichever comes first), plus an additional 5% step up in basis for capital gains reinvested in the OZ fund property.
  - >10 years: A permanent exclusion from taxable income of federal capital gains from the sale or exchange of the property. This applies only to gains accrued after an investment in an OZ fund.

The IRS is expected to issue proposed regulations for the program early this fall. Stay tuned!

View a map here: https://www.aanm.org/news/ opportunity-zones-and-real-estatecapital-gains

#### about the author



Todd Clarke is a 2nd generation CCIM, a fourth generation New Mexican, commercial Realtor and fellow apartmnet investment owner. Prior to being Realtor of the year, Todd was co-founder of Commercial Association of Realtors in NM, and has been an award winning international instructor for the CCIM Institute opening up the eastern European and Chinese markets for commercial real estate education. In the last 21 years, he has taught over 5,500 students in 173 courses, a half dozen of which he has authored.

For the last 30 years he has focused his brokerage efforts on apartments in the southwest and he has listed and listed/sold over 13,000 apartment units

As a consultant, he has handled thousands of property tax protests, in excess of two billion dollars, winning 97% of his cases with an average reduction of 27%.

Todd is a tireless housing advocate and just retired as chair of the Albuquerque Housing Authority board. In the last couple of decades he has served as broker, consultant or volunteer on dozens of affordable housing communities.

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# **Connect With NAA**

# NAA's Income & Expenses Survey: An Essential Budgeting Tool

By Jeff Lowry, Madera Residential 2018 National Apartment Association Chairman of the Board



he NAA Income and Expenses
Survey is the most comprehensive
look at apartment housing operations data available. With detailed local
market and national economic analysis,
it gives apartment operators the financial
tools they need to measure their performance against their peers. The report
includes data for market-rate and

subsidized properties. The Executive Summary is available at www.naahq.org/news-publications/units/september-2018/article/survey-operating-income-expenses-rental-apartment

The full survey, as well as single market reports, are available for purchase at www.naahq.org/18ies. Please contact Paul Yoon at pyoon@naahq.org with any questions.

#### Explore All of NAA's Research Products

NAA Research provides in-depth analysis on rental housing industry issues that affect you. It covers a wide range of issues such as labor force trends, market trends, financing and larger economic issues.

Visit www.naahq.org/publications/research to review a variety of offerings, including the newly released "Transformation of Parking" and the "Apartment Jobs Snapshot."

#### Stay in the Know: Sign Up for NAA Newsletters

From operations insights to leading-edge marketing strategies NAA's suite of weekly and monthly e-newsletters are designed to leave readers with the business intelligence needed to be more efficient, effective and profitable in their rental housing operations. To start receiving your free e-newsletters, email **newsletters@naahq.org** and request receipt of any or all of the following:

- · Industry Insider
- · Apartment Technology
- · Apartment Advocate
- CampusConnex
- · Marketing Buzz
- · Operations Insights

#### Legal Services for NAA Members

NAA's Legal Assistance Program helps protect the multifamily housing industry by addressing critical industry issues in courtrooms across the nation

NAA affiliates and member companies can make use of our Amicus (friend-of-the-court) Brief Program where NAA's expert attorneys submit

legal briefs that supplement and strengthen the arguments your legal counsel makes to the court.

By ensuring the industry's collective voice is heard, amicus briefs positively influence federal and state appellate court opinions on issues important to the apartment industry. Recently, NAA has filed amicus briefs on a number of legal issues that confront our members daily including land use, fair housing, sub-metering, rent control and illegal immigration amongst others.

Because negative legal precedent can spread from court to court, across state lines, and around the nation, amicus briefs are valuable both in individual cases as well as to the entire industry. Therefore, NAA strongly encourages member companies and state and local affiliates to request appellate assistance. Amicus assistance may be requested for ongoing cases by using our legal action process.

For information on NAA's legal program, please visit https://www.naahq.org/member-services/benefits/legalservices/legal-assistance-program or contact Scot Haislip at shaislip@naahq.org or Lauren Shelton at lshelton@naahq.org.

#### The Most Widely Used Lease Product in the Apartment Industry, Exclusive to NAA Members

It can be a constant challenge to create and manage compliant, up-todate leasing documents. NAA Click & Lease offers current and customizable forms to simplify the process and reduce risk. No wonder it's the most widely used standardized lease program in the apartment housing industry.

Join the Click & Lease network and enjoy the many benefits that membership brings by visiting www.naahq.org/member-services/naa-click-lease.

# Get Your Career On Track With Professional Credentials

NAA is the leading provider of education for rental housing industry professionals seeking to advance their careers. Earning one gives you valuable insights and real-world skills you can use on the job.

Earning a credential demonstrates your commitment to your career and gives you valuable insights and real-world skills you can use on the job. Credentials also validate your knowledge and skills, enhance your credibility, boost your confidence and earn you respect among clients and peers.

Browse the suite of credentials available—from the Certified Apartment Manager (CAM) to the Certified Apartment Portfolio Supervisor (CAPS)—at www.naahq.org/education-careers/naaei-credentials to find the one you want to earn.





### www.naahq.org/lease



# AANM Online Forms

#### **USE AANM FORMS AND SUPPORT YOUR ASSOCIATION**

The Apartment Association of New Mexico partners with Tenant Technologies, Inc. (TenantTech) to offer AANM members the most powerful and easy-to-use online forms system available today.

The online subscription-based system gives you unlimited use of all the AANM forms, a total of 60 documents covering almost any circumstance. Enter your units & residents, then generate any form in seconds. All data is saved for every form, every unit. Or pick a form and then a list of units and create a customized document for every unit in moments...a huge time-saver.

- SUBSCRIPTION pricing. One flat monthly fee, based on total units, makes budgeting a breeze!
- INCLUSION of your company's custom forms
- UPDATED forms immediately as changes are made
- WEB-BASED application
- IMPROVE accuracy and easily correct mistakes

NOTE: Houses, duplexes, and other very small properties will be grouped together into a single "property" for pricing and use of our system. For example, if you managed 200 houses, those would count as a single property in the pricing, and you would see them grouped together in the program.

#### SUBSCRIPTION INCLUDES:

- Access to ALL of the AANM forms and documents
- FREE import of all unit and resident data
- FREE setup of your custom forms, so they integrate perfectly 200-999 units = 10 free forms / 1,000+ units = unlimited based on management company, not per-property
- FREE unlimited technical support via toll-free phone or email
- FREE training
- FREE company logo customization on every form
- FREE updates and upgrades to the basic system
- UNLIMITED user accounts to access the web-based system, which you can set up yourself at any time in a few seconds

#### FREE 30-DAY TRIAL

Mention this article when signing up, and receive a free trial for 30 days. During the 30-day period, you'll pay no setup fees or other charges. You can still receive training, data import, custom forms, etc. AANM and TenantTech are so confident you'll love the program and that you'll want to keep using it. If so, you'll be charged the setup fee at that time...but the initial 30 days remain free.

TO SIGN UP, GO TO THE AANM WEBSITE (WWW.AANM.ORG)
AND CLICK "AANM FORMS" FROM THE RESOURCES MENU.

USING AANM ONLINE FORMS SUPPORTS THE MISSION OF YOUR ASSOCIATION FOR LEGISLATIVE AND EDUCATIONAL PURPOSES.

# Forms that practically fill themselves out.

Tenant Technologies is proud to be the exclusive authorized distributor of AANM's comprehensive array of forms in electronic format. Call or visit our website to find out why so many management companies and properties, large and small, use our secure online software.

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- Unlimited use for a flat monthly fee based on unit count
- Save forms, re-open and edit them with ease
- · All calculations done automatically
- Pick a form, customize, and quickly print for selected residents
- · Manage residents and units
- Integrated with screening companies
- Enter data once, it instantly flows to all forms
- · Safe, secure, and simple to use
- · No software to install
- · Forms also available for other states
- · Yardi interface available
- · Put in your custom forms

#### What Our Customers Have to Say

"I LOVE THIS NEW PROGRAM!!!"

— Bobby Jo Carrillo, ARM

Columbia Ridge Apartments

- ✓ FREE import of all units, residents, and rents
- ✓ FREE system upgrades and updates
- ✓ FREE training and technical support



# **SOCIALMAX** AD CAMPAIGN \$135

ADS FEATURING YOUR COMPANY ON APARTMENT ASSOCIATION OF NEW MEXICO SOCIAL MEDIA ACCOUNTS FOR CHARITY GALA BEGINNING IN AUGUST AND LASTING THROUGH NOVEMBER — 3 MONTHS OF ADVERTISING FOR ONLY \$135!

NO ARTWORK? NO WORRIES. FREE AD ARTWORK INCLUDED.

# CHARITY GALA DANCE PARTY SPONSOR \$260

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DANCING IS ALWAYS VERY POPULAR AT THE LARGEST APARTMENT EVENT ALL YEAR!

BEING A DANCE PARTY SPONSOR INCLUDES ONE FREE TICKET TO THE EVENT (\$59 VALUE).

GREAT BANG FOR YOUR BUCK!

# BODY LOGO SPONSOR \$385

COMMITTEE MEMBERS COLLECTING DONATIONS AND SELLING RAFFLE TICKETS WILL BE WEARING SASHES WITH YOUR COMPANY LOGO THROUGHOUT THE EVENING!

IMAGINE THE PHOTOS OPPS!

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# Third Quarter is the Best Time to Budget, and Here's Why



hroughout my career, I've helped countless clients map out a plan for success for the year to come. Oftentimes, that assistance includes a budget, along with a one-year plan, that outlines everything a property management team should know regarding their fiscal identity.

As any veteran of the industry can tell you effective budgeting is no simple task. It requires time, attention, and a deep understanding of where you've been and where you're headed. Ultimately, it's based on resources that are usually already stretched thin.

As the year winds down, most property managers put their budgeting process into action. I employ a multi-step process which includes an effective strategy for assigning individual responsibilities, as well as engaging methods for reviewing research and market data, but a variety of methods exist. And while everyone's process has its strengths, I want to propose an out-of-the-budgeting-box idea that alters them all just a bit: Start in September.

#### TIME - YOUR SECRET WEAPON

Many multifamily owners I work with have scoffed at the idea of beginning the budgeting process during the third quarter; January is still a long way away, and, after all, there are still plenty of long summer days to enjoy. But despite that notion, third quarter yields an incredible benefit that most budgeters lack in the long run: time.

An effective budgeting strategy incorporates a fully developed schedule, complete with responsibilities divided among your team members along with specific deadlines, and the development of that timeline alone can be daunting. Even when completed, team members quickly become bogged down by the day-to-day, leaving themselves little to no time to complete assigned responsibilities.

To take advantage of your newfound resource, begin by scheduling an early September meeting with all the people involved in spending the property's money, including any regional managers, as well as human resources and members of the accounting department. This team will review or edit the current year's budget, and also discuss any upcoming unforeseen needs, altogether providing you with a detailed overview of each department's respective spending landscape.

#### DOING IT RIGHT IS DIFFERENT THAN YOU THINK

Do not procrastinate. Let me repeat that – Do. Not. Procrastinate. I've had many clients see their added 'time' bonus as an opportunity to simply go through the same motions, now at an extremely leisurely pace.

Instead, I suggest your newfound secret weapon provides you a chance to go a step beyond your traditional methodology. My system, for instance, incorporates a wide range of external information into the planning process. This can often involve a significant investment of hours, and though valuable, the work is frequently ignored by property managers as a result.

Depending on the size of your market, an analysis of external data – such as average costs per property and/or unit, shared utility charge averages, or even trends in rental habits – often uncovers key characteristics about your competitive landscape, allowing you to develop various vital market-specific benchmarks.

Of course, you'll want to take the time to examine your own data as well. Everything from your current rents and occupancy, trailing 12-month financial reports, utility increases and maintenance contracts, as well as marketing and salary information, can shed light on opportunities to maximize future-year revenue. While you should obviously have a handle on these assets at all times already, the simultaneously reflective and forward-facing lens of the budgeting process usually leads to some interesting insights from familiar information.

#### GET THE RIGHT PEOPLE INVOLVED

Take note, you and your stakeholders are a team in the budgeting process. Following any changes leading into years end and be sure to gain approval from all interested parties, and document everything along the way. Everyone ought to be involved – property managers from each property should buy into their budget and provide constructive feedback.

A good example is marketing. As recently as five years ago, marketing budgets were all print-based, and now they are almost all digital. Now, marketing budgets need input from multiple people who can break down the budget into specific areas like Internet Listing Services (ILS), social media and print advertising, website creation/updates and SEO/SEM. Your team for this budget will involve more than just your marketing director to get a clear picture of what you'll be spending on this critical function.

#### **WORK WITH PROFESSIONALS**

A September start also ensures the availability of any third-party resources, such as consulting firms or contractors, you might be considering involving in your budget process.

Consultants often provide the direction required to develop a truly valuable budget. Due to normal late-year planning processes, the availability of these resources is stretched thin. Starting early avoids much of the bottleneck.

Our team, for instance, is able to provide a deeper level of value when involved in future-year planning earlier than later. We're able to dive further into the market data, as well as get to know your team and stakeholders and understand the inputs of the project that much better. As a result, we derive intimate findings to challenge and grow your business in the year to come, including strong performance targets, baselines for property management reviews, income and expense projections, and expectations for capital improvement projects.

The value of additional outsider insights is often incalculable, but even with a strong strategy, the budgeting process is generally daunting. That's why you'll always want to put as many opportunities in place as you conquer your annual budget, including time, research and your people. Altogether, a third-quarter start gives every opportunity a chance to flourish, giving you exactly what you need as you wind down the year.

#### THERE WILL ALWAYS BE CHANGES

If you've been an owner or property manager for more than a few years, you'll know that everything can change at the drop of a hat. Occupancies alter unexpectedly, unforeseen improvements become necessary, and stakeholder interests no longer align. For myriad reasons, our industry is fluid.

So, what happens when things change in the fourth quarter? Your budget changes too! Just as you let your September figures percolate through your budget's first draft, you'll have the ability to update your budget again as the year winds down, letting your new numbers percolate just the same. From there, simply update the already agreed upon budget in a quick and efficient manner.

When we talk to property managers who begin the process early, they tell us they notice tremendous improvements in efficiencies and performance. Consider getting started soon on your budget for next year, and surprise yourself when you see how well it runs for you too.

Download free budgeting tools (http://www.multifamilyaccounting.com/resources/budgeting-tools/) including a budgeting timeline from our website.



#### about the author

Mike Ballard is a partner at Ascent Multifamily Accounting and has worked in the real estate and accounting industries for almost 30 years. At Ascent, Mike leads the firm's consulting practice, where he advises clients on using tax credits and deductions to improve returns on their projects. He has helped clients secure Section 45L Energy Tax Credits, New Markets Tax Credits and other types of tax credits. For more information, visit www.multifamilyaccounting.com.

### aanm leadership

# 2019 Board of Directors' Elections

The AANM Nominating Committee is pleased to present the following candidates for consideration in the 2019 Board of Directors' election.

#### **Primary Members**

Mark Bentz - MJB Enterprises
Samantha Boyette - Monarch Properties
Lisa Fickel - Shelton-Cook Real Estate Services
Lena Lawson - Dunlap & Magee Property Management
Rosy Piña - Apartment Management Consultants
Steve Ross - Supportive Housing Coalition of New Mexico
Karie Taylor - Elevated Management
Lora Villa - Northland Investment Corp

#### **Associate Members**

Allan Paiz - Tumbleweed Resources Joshua Smith - Washington Federal Renee Ulibarri - RentPath

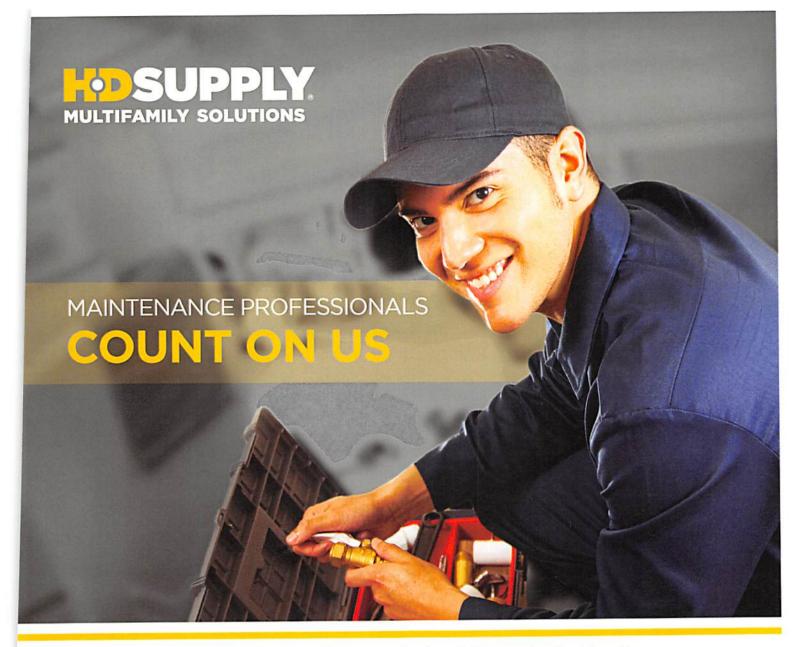
There are 4 Primary and 2 Associate Director terms for January 2019-December 2020. Per the AANM bylaws, the top 4 Primary and top 2 Associate members with the most votes will fill the positions. The alternate will be determined by the member with the next highest amount of votes. In the case of voting for Board Directors, we remind you that members are companies. Each member company in good standing can cast one (1) vote, and votes cannot be cumulated.

Ballots will be tallied electronically, and unique ballot numbers will be mailed to the members no later than October 22<sup>nd</sup> to prevent duplicate votes. Your **official** ballot **number** will be required to validate your vote as a member of AANM. Your vote must be recorded on or before November 9<sup>th</sup>.

If you have any questions before completing your ballot, please do not hesitate to contact us. Thank you in advance for supporting the leadership of your association.



The NAA Click & Lease is a web-based leasing program offered exclusively to members of the National Apartment Association. This powerful and easy-to-use leasing program allows an apartment community to save time and money by speeding up preparation and printing of legal documents. In addition to providing greater efficiency to the onsite leasing process, prospective residents may fill out a rental application online, and property managers may audit and edit entire portfolios of leases with a few clicks of a mouse.



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21











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# aanm calendar at a glance

# October 2018 - February 2019

October						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4		6
7	8	9	10	11	12	13
14	50	ÇZ.	çZ.	ہے۔	رء. دور	20
21	22	-	24		26	27
28		3	31			

#### October 2018

(Bold indicates off-site event)

5	IRO Forum
15	Don't Worry About It - teleforum
15-19	Certificate Apartment Maintenance Technician
23	Market Survey 2.0
25	Fair Housing & Beyond
26	Main Event
29-30	NSPF Certified Pool Operator® Seminar & Exam



#### November 2018

(Bold indicates off-site event)

5-8	National Apartment Leasing Professional
9	Charity Gala
15	Hire for Attitude - teleforum
14-17	NAA Assembly of Delegates



November						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4		(3)	(3)			10
11	12	13	14	C	16	17
18	19	20	21	Glo	sed	24
25	26	27	28	29	30	

December							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
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9	10	11		13		15	
16	17	18	19	20	21	22	
23 30	CIO	sed	26	27	28	29	

#### December 2018

(Bold indicates off-site event)

12	Annual Meetin
14	IRO Forum

January							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
Closed 2 3 4 5							
6	7	8	9	10		12	
13	14	15	16	C	18	19	
20	21	-	23	24	25	26	
27	28	29	30	31			

# January 2019 (Bold indicates off-site event)

- 11 IRO Forum
- 17 Want to Be a SuperStar in 2019? teleforum
- 22 Las Cruces: Lead Simply©



# February 2019 (Bold indicates off-site event)

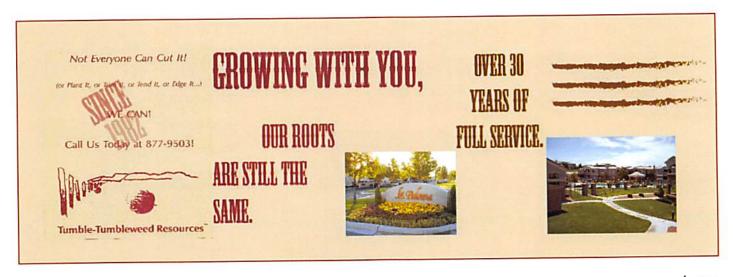
8 IRO Forum

16 Creating & Leading with a Vision - teleforum



February							
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
					1	2	
3	4	5	6	7		9	
10	11	12	13	14	15	16	
17	18	19	20	C	22	23	
24	25	26	27	28			

For the latest updates to the event and education calendars, for additional information, and to register, please visit www.aanm.org.



new mexico apartment news









#### Accountants/CPA

Gregory D. DuBrock, CPA (505) 828-0242

#### Gregory D. DuBrock Certified Public Accountant, LLC

12021 Coral Dawn Road NE | Albuquerque, NM 87122 Phone: 505.828.0242 | Fax: 505.828.0314 grag@dubrockcpa.com website: www.dubrockcpa.com

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ALN Apartment Data (800) 643-6416

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Apartment Association of New Mexico (505) 822-1114

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#### Rental Listing Services

American Lung Association (505) 265-0732

The Apartment Store of Albuquerque (505) 881-2828

#### Renters Insurance

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Liberty Mutual (505) 433-6309

#### Resident Screening

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Maintenance Magic Resurfacing (505) 417-0814



Slik Finish Resurfacing Co. (505) 254-2545

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9986-717 (505)

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(505) 203-7112

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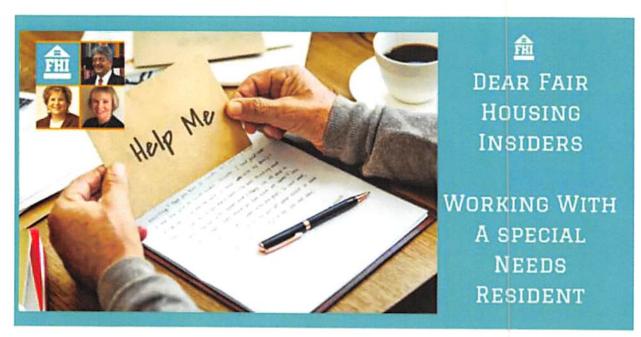
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### fair housing

# Residents with Special Needs



e have a resident who is special needs. He comes into our office daily and spends all day on the computer and in our community center. That would not be an issue except he will stand around and stare at prospects, makes messes, and harrases my staff. We have had a couple of prospects who have made comments that him staring or listening in on them while with our leasing agent makes them uncomfortable. We are a tax credit community and I have tried being nice and talking to him but he lashes out and says he will sue us for discriminating against him. I am worried about a lawsuit but he has called my staff racial slurs. Could he file a complaint? What can we do to protect ourselves?

#### FAIR HOUSING COMPLACENCY

First of all, thank you for reaching out to us on Facebook with your question. It is an important question and scenario that you are faced with. Being worried about situations like this help keep you compliant. You can never get complacent when it comes to Fair

Housing potential violations.

#### **ADDRESSING BEHAVIORS NOT DISABILITIES**

Please remember that in all interactions with residents, we are addressing behaviors and not disabilities. That does, in certain cases, require additional consideration of underlying conditions however it does not mean we must allow continued disruptive behavior after we have done our best to work with the resident.

#### SPECIFIC RULES POSTED?

Do you have specific rules posted about using the office and community center, such as "Please limit computer use to no more than 15 minutes at a time" and "All persons are responsible for cleaning up after themselves"? If not, it is worth your consideration. Have you documented the specific instances of this resident harassing your staff and using racial slurs? If not, you'll have a difficult time proving your case when you take disciplinary action or have to defend yourself in a complaint.

Once you have posted rules and documented

behavior issues, have a meeting with the resident and make certain you have a witness to the meeting. Explain that while you value their business, continued non-compliant behavior on the part of the resident will no longer be tolerated and that it will result in the issuance of a non-monetary default notice. Document the meeting and make certain that you are holding all residents to the same behavior standard as this resident.

#### DON'T SUCCUMB TO FAIR HOUSING FEAR

Finally, it's true that anyone can file a complaint or lawsuit regardless of what we do and it's up to us to prove our innocence. If you let the fear of a complaint stop you from taking the necessary steps to enforce your lease terms and house rules, you'll be doing yourself, your customers and your owners a great disservice.

Thanks for asking and we hope this helps. Please keep in mind that our comments are recommendations and not legal advice. It is always good to confer with legal counsel.



#### about the authors

Terry Kitay is a co-founder and partner of The Fair Housing Institute, Inc. and provides general consultation and defense representation on civil rights issues for the housing industry. Kathi Williams, a partner in the Law Firm of Williams & Edelstein, P.C. providing defense and preventative representation for the housing industry in all civil rights matters, is a co-founder and partner in The Fair Housing Institute, Inc.

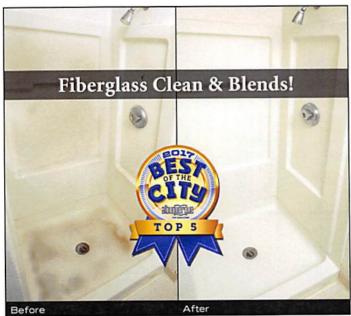
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