

# Suites

June 2017

Published by the Northeast Ohio Apartment Association

No Slowdown for

Cleveland

Seven Landlord Virtues | Past Events | Group Purchasing Discounts

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**Northeast Ohio  
Apartment Association**

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Cleveland, OH 44113

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JUNE 2017

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**Published by the Northeast Ohio Apartment Association**

The Northeast Ohio Apartment Association is a not-for-profit organization committed to furthering professionalism in the multi-housing industry. NOAA serves sixteen Ohio counties through specially designed education, networking and legislative programs.

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# Message from the EVP

In Lieu of a message, I have decided to share the article titled, Source Lunch which appeared in Crain's and was written by Stan Bullard. (One of my duties as EVP is to speak on behalf of our members and the industry, thus, source.

## Source Lunch with ... Ralph McGreevy

Executive vice president, Northeast Ohio Apartment Association  
April 30, 2017

CRAIN'S  
Cleveland Business



Spending time with Ralph McGreevy is like taking a quick course in fine living. For 20 years, McGreevy has run the staff of the region's trade group for apartment building owners and operators. It's a mix of organizing social and education events with lobbying and finding ways for the association to aid its members. He won't call it networking; he said he likes people and hearing their stories. It's no surprise this terrific story teller is a journalism graduate of Ohio University. For a decade, he freelanced travel and restaurant reviews for The Plain Dealer. However, his current sideline is making movies. He's a partner in Transition Studios with Shawn Rech, whom he calls a genius. Transition's latest is "White Boy," a documentary about a teen-aged government drug informant later jailed on drug charges. — Stan Bullard

### Five things

#### What are you reading now?

"The Man Who Loved China: The Fantastic Story of the Eccentric Scientist Who Unlocked the Mysteries of the Middle Kingdom," by Simon Winchester. And "A Futile and Stupid Gesture: How Doug Kenney and National Lampoon Changed Comedy Forever," by Josh Karp.

#### Do you still collect books?

No. I collect vinyl. I go to record stores or out-of-town thrift stores. I derive a lot of pleasure from listening to the same music my parents and grandparents enjoyed.

#### Last vacation?

The same as the next one. San Miguel de Allende in the mountains of Mexico. It's peaceful. The air is clean. People are friendly.

#### What's your favorite dish?

Yellow curry. I love Thai food.

#### Where is your car radio tuned?

I listen to books on CD. It's commercial free.

### Lunch spot

Pier W 12700  
Lake Avenue,  
Lakewood



#### The meal

One had tomato soup. One had the Caesar salad with salmon, the other the cod sandwich and chopped salad. Dessert was sorbet. Both had coffee.

#### The vibe

Elegant and quiet at lunchtime. On weekdays, there are not only people having business lunches but also celebrating birthdays. The view of Cleveland's skyline is sensational.

#### The bill

\$71.13 with tip

### Q&A

#### More than 1,000 apartments are going up in Northeast Ohio, far more than any time in decades. Do your members worry about the future?

No. It's the first time in 20 years that people are truly living in apartments by choice. Thank you millennials! Thank you empty nesters! The market will not get overbuilt. Success begets success. It's the first time in my lifetime that the core of the city has been so successful. I'm even prouder to represent the apartment industry that has single-handedly reshaped downtown Cleveland. It used to be that no one lived there. That's not true now.

#### Why do you say downtown is a different place?

Look out the window. The improvements, not only to Public Square but the vitality on the streets that only comes when it is filled with residents as well as workers. Back in the '80s when I used to have an office at 636 St. Clair Ave., across from the Westin when it was the Bond Court Hotel, no one lived in downtown Cleveland. That may be an exaggeration, but only a small one. There was PJ's on the Green (a popular bar and restaurant) next door and the Theatrical around the corner. But there truly was nothing much happening on East Ninth Street and beyond, no East 4th Street to speak of, no Warehouse District. That's not true today. We have all that and so much more.

#### Where is Cleveland missing it today?

I have huge respect for Mayor Jackson. But when I heard him declare he is running for re-election and that he is the only candidate with a sincere interest in the well-being of the people, it made me wonder if he is aware that while certain areas prosper, other areas remain untouched. Our inner city has lots of work to do to help raise the outcomes for all its citizens.

#### What's your favorite restaurant?

I'm past the fine dining phase of my life. I think a better question is who's your favorite chef? That would be Dante Bocccuzzi, but if pressed on favorite restaurant, I would have to say Wonton Gourmet and BBQ at 32nd and Paine Ave. I really enjoy the complete lineup of Asian restaurants we now have available throughout town. But All-American restaurants like Happy Dog, Dante Next Door and Merchant Street make good food accessible to all tastes. We are truly blessed in Northeast Ohio with terrific chef/entrepreneurs.

#### How do you deal with employees you find are looking for another job?

I got the impression once you showed them the door. In my experience, when someone wants to move on, you can give them a new title, more responsibility or more money, and it won't make any difference. Once someone has made up their mind to move on, you should encourage them to pursue their future. If necessary, you should help them figure out what they want to do and play some small part in helping them find their new opportunity.

#### Who has influenced you the most?

First and foremost, I would say my wife, Holly. She is a trained social worker and has smoothed out many of my rough corners. She is kind and patient, and it has rubbed off. Ray Pianka (the Cleveland Housing Court judge, former councilman and one-time community development corporation executive who died Jan. 22) has helped me set a good compass for NOAA and for myself.

#### You are a partner in Transition Studios. How did that come about?

My friend and partner Shawn Rech always

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[FFL.net](http://FFL.net) [f](#) [t](#) [in](#)

## Notes from around my desk:

wanted to make movies. We worked together for a while at NOAA. We first did a television series, Crimestoppers Case Files, that started in Cleveland, did very well, and then was recreated in Miami, Los Angeles and Chicago. Shawn sold or closed the shows to do movies. Our first was, "A Murder in the Park." It was sold to Showtime and is on Netflix. "White Boy," the second Transition Studios movie, is being shopped. Three to five other films are in the works.

**You ran the Cleveland Home and Flower Show for a long time. What's your view on Cleveland's convention and events efforts?**

There was a time when I thought the convention business would go the way of the buggy whip. The internet took away a key function of conventions and shows, to announce new products. I failed to take into account that we are social creatures. 🙇

I don't want to start making a habit of this, but NOAA lost some important friends this past quarter, and they need to be remembered and kept in our thoughts and prayers.

Betty Feldkircher, 94, secretary and bookkeeper at NOAA for at least 3 former EVP's passed away after a lengthy illness. Her brother-in-law, Wes Herron, who just turned 98, still works for Goudreau Management a few days a week and is the most senior member of George Goudreau's staff.

Michael Montlack, 69, Montlack Realty Company, a member of NOAA for many years. I had the privilege to lunch with Michael on numerous occasions

and his vibrant smile and joy of life was always front and center. Michael's brother Ken is an active member of NOAA with Montlack Management, Inc. and we are sorry for your loss.

Kurt Krause, 55, Integrity Real Estate. Kurt was one of my best friends and a maintenance man for many of our members over the years. He was like a brother to me and Claudia Madden and I had the privilege of delivering Kurt's eulogy. He is survived by Josh & Stephanie White both NOAA members. Kurt will be missed by all who knew him, he was a once in a lifetime friend.

*Ralph McGreevy*  
Executive Vice President

# Welcome New Associate Members

## 1<sup>st</sup> Option Radon Measurement



**David Metzger**  
121 N. Leavitt Rd  
Suite 313  
Amherst, OH 44001  
Phone: (440) 213-7115  
davidmprints@yahoo.com  
www.1stoptionradon.com

Radon Gas - Testing, Measurement  
& Mitigation

## A.S.A.P Door Company



**John Hicks**

1669 W 130th St, Suite 209  
Hinckley, OH 44233  
Phone: (216) 267-0263  
(330) 220-6674  
Fax: (330) 225-8894  
asapdoorco@aol.com  
asapdoorco.com

Doors, Interior / Exterior  
Security services, Gates

**President's Circle Member**

## Advanced Asphalt Paving, Inc.



**Jeff Bucell or Ken Lengyel**  
5455 Broadview Rd Suite 101  
Parma, OH 44134  
Office: 216-398-8446  
info@advancedasphaltpaving.com

Commercial Asphalt Paving  
Asphalt Repairs and Concrete Repairs  
Pavement Maintenance  
Crack Seal, Sealcoat and Line  
Striping

## Aire-Master of Cleveland



**Jennifer Nagel**  
Phone: (440) 666-1394  
PO BOX 39181  
North Ridgeville, OH 44039  
cleveland@airemaster.com

Odor Control  
Cleaning Services, Deodorizing

## Aire-Master of the Valley



**Kevin & Janet Bricchetto**  
3147 Niles Rd.  
Warren, OH 44484  
Phone: (330) 423-4166  
Fax: (866) 241-5989  
valley@airemaster.com  
www.airemaster.com

Odor Control  
Cleaning Services, Deodorizing

## Apartment List



**Hailey Cohen**  
2574 N Long Rd  
Avon, OH 44011  
Phone: (240) 480-5661  
Hailey@apartmentlist.com  
www.ApartmentList.com

Advertising Services  
Apartment Rental Information  
Market Research

## Belenky Inc,



**Rob Minster**  
1601 Frederick Blvd.  
Akron, OH 44320  
Phone: (330) 867-3333 x207  
Fax: (330) 867-7798  
rminster@belenkyinc.com  
www.belenkyinc.com

Laundry Equipment and Services

## BMS CAT of Ohio



**Jamie Lotarski**  
4467 W. Insutrial Parkway  
Cleveland, OH 44135  
Phone: (216) 544-6316  
Fax: (817) 334-3357  
JLotarski@bmscat.com  
www.bmscat.com

Fire Restoration, Mitigation, Microbial  
Remediation. Construction, Disaster  
Recovery, HVAC Decontamination & Cleaning.  
Document, Books & Vital Records Recovery

## Income Property Organization



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Suite 200  
Bloomfield Hills, MI 48301  
Phone: (248) 515-2785  
Fax: (248) 916-0027  
BlisterIPO@comcast.net  
www.incomepo.com

Investment Sales - Multifamily

## Liberty Rent Guarantee



**Sharp Gillespy**  
246 Woods Edge Court  
Marietta, GA 30068  
Phone: (678) 697-8245  
sharp@libertyrent.com  
www.libertyrent.com

Lease Guaranty, Rental Contracts

## Lowe's Companies, Inc.



**Leslee Archer**  
20639 Center Ridge Rd  
Rocky River, OH 44116  
Phone: (216) 618-2415  
Fax: (844) 821-0520  
leslee.archer@lowes.com  
www.lowes.com

Retail supplier

## Patrol Services International



**Michael Hanna, President**  
5751 Darrow Road  
Suite 200  
Hudson, OH 44236  
Phone: (330) 813-9679  
Fax: (330) 342-1226  
mhanna@ohiopsi.com  
www.ohiopsi.com

Security Services and Alarms

## Positive Energy Electrical, LLC

**Positive  
Energy  
Electrical**

**Steven Ford**  
2404 Forest Glen Rd  
Madison, OH 44057  
Phone: (440) 307-9291  
positive\_energy\_llc@yahoo.com

Electrical

## Robbie Anderson State Farm



**Patrick Flesher**  
25069 Lorain Road  
North Olmsted, OH 44070  
Phone: (440) 779-6950  
Fax: (440) 779-7060  
patrick@robbieandersoninsurance.com

Insurance and  
Consulting

## Stove Ranger, LLC



**Jon Mardin**  
5178 Childrens Home Bradford Rd  
Greenville, OH 45331  
Phone: (937) 459-4728  
jon@thestoveranger.com  
www.thestoveranger.com

Fire Suppression

## The Novak Insurance Agency, Inc.



**Jeff Cohen**  
30775 Bainbridge Rd  
Suite 100  
Solon, OH 44022  
Phone: (216) 536-4242  
Fax: (440) 349-2195  
jeff@novakinsurance.com  
www.novakinsurance.com

Property/Casualty Insurance.  
Health Benefits. Bonding

## TenantSafe



**Joshua Sauber**  
13940 Cedar Road  
Suite 186  
University Heights, OH 44118  
Phone: (800) 498-3200 x123  
Fax: (800) 596-5594  
joshua@applicantSAFE.com  
www.tenantsafe.com

Tenant Screening

## ZOOM! Marketing Group



**Joe Artiste**  
18605 Detroit Road, Lakewood,  
Ohio 44107  
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# NOAA Calendar of Events

MONTHLY  
2<sup>nd</sup>  
Friday

**NOAA NETWORKING MEETING 2<sup>nd</sup> Friday of each month.** 9am - 11am. CORT Furniture. 4698 Great Northern Blvd. North Olmsted, 44070. Free networking meeting with guest speakers. All members welcome! *\*July meeting will be replaced with the Trade Show Booth Drawing.*

JUNE  
19

**GOLF OUTING Monday June 19.** 11:45 Shotgun 6pm Dinner. \$225 Single. \$800 4-person team. Barrington Golf Club. 350 N Aurora Rd, Aurora, OH 44202.

JUNE  
20

**KEY AWARDS JUDGING DAY Tuesday June 20.** All day. Register by Friday June 9. Two judges will visit each property. Winners announced during the Key Awards Gala, September 7.

JULY  
14

**TRADE SHOW BOOTH DRAWING Friday July 14.** 9am-11am. CORT Furniture. 4698 Great Northern Blvd. North Olmsted, 44070. Networking meeting replaced by the Trade Show Booth Drawing. Attend the booth drawing to reserve a premium spot at the NOAA November 9, 2017 Trade Show.

SUMMER  
2017

**CERTIFICATE FOR APARTMENT MAINTENANCE TECHNICIANS (CAMT) August 15-18 and September 5-8 8:30 am - 4:30 pm.** \$800 (NOAA members only) at Carrara Restoration and Construction, 3774 Congress Parkway, Richfield, OH 44286.

SEPT  
7

**KEY AWARDS GALA Thursday September 7.** 6pm cocktail reception \$75. Marriott Grand Ballroom, Key Center, 127 Public Square, Cleveland, OH 44114

FALL  
2017

**CERTIFIED MANAGER OF APARTMENTS (CMA) September 12 - October 12.** \$995, members. \$1,199 non-members. Tuesdays and Thursdays 10 total days. Corporate College East. 4400 Richmond Rd. Warrensville Heights, OH 44128.



## Certified Leasing Professional

Taught by Stephanie Sturzinger - Director of Operations, APM

April 13, 2017

NOAA Offices

Thank you **AT&T** for sponsoring the lunch.

Congratulations to the 2017 Spring Class

**Tami Burkholder** - Harsax Management

**Terrie Cell** - Vintage Management

**Heather Grisafó** - JVM Realty - Butternut Ridge

**Brook Krantz** - Krantz Management

**Tamika Peters** - The Finch Group

**Allison Sowa** - The Finch Group

**Kim Stasica** - JVM - Dover Farms

**Victoria Talarczyk** - Harsax Management

# Brainstorming

March 3, 2017

Windows on the River  
Circus Themed

A **RECORD NUMBER** of members participated in the biannual Brainstorming event! 135 NOAA members collaborated to come up with numerous solutions to a variety of industry issues.

Attendees were assigned tables with mixed management companies and associate members. They rotated tables for four rounds with fresh faces in each round to maximize creativity and keep new ideas coming.



## New Primary Members

### A Place For US LLC

**Joel Bussard**

11610 Madison Ave  
Cleveland, OH 44102  
Phone: (216) 672-5730  
Fax: (216) 518-1372

**55 Suites**

### DoubleB Properties

**Benjamin L. Aveni, Esq.**

41 E. Erie St.  
Painesville, OH 44077  
Phone: (440) 478-2057  
baveni@csalawgroup.com

**4 Suites**

### KL1 Ohio

**Kelley Brasfield**

1001 Chestnut Street, Suite 101  
Philadelphia, PA 19107  
Phone: (215) 599-2180 x208  
Fax: (215) 599-2280

kbrasfield@americanlandfund.com  
parksidenvillage-apartments.com

**210 Suites**

### Melanie Rentals LLC

**Danielle Hysell**

500 Misty Lane  
Copley, OH 44321  
Phone: (330) 801-7171  
deedidado@gmail.com

**18 Suites**

### Orchard Partners, LLC

**Michael Rastatter**

P.O. Box 6283  
Cleveland, OH 44101  
Phone: (216) 258-4273  
michaelrastatter@howardhanna.com

**15 Suites**

### Parma Public Housing Agency

**Priscilla Pointer-Hicks**

1440 Rockside Rd  
Phone: (216) 661-2015  
Fax: (216) 661-2021  
priscilla@parmahousing.org  
parmahousing.org

**60 Suites**

### Robert Hart

15700 Van Aken Blvd, Suite 11  
Shaker Heights, OH 44120  
Phone: (216) 921-0199  
Fax: (216) 921-0199  
rhart70390@aol.com  
southshaker.com

**34 Suites**

### Savani Properties LTD.

**John Savani**

1900 South Belvoir Blvd.  
South Euclid, OH 44121  
Phone: (216) 214-4945  
Fax: (216) 381-5364  
savani@roadrunner.com

**203 Suites**

### Snavelly Property Company

**Nick V. Secue**

7139 Pine Street, Suite 110  
Chargin Falls, OH 44022  
Phone: (440) 585-9091  
Fax: (440) 585-8630  
nsecue@snavelly.com  
snavelly.com

**232 Suites**

# Phragmites: An Invasive Species

Phragmites, or the Common Reed, is a perennial grass that grows in temperate and tropical climates all over the world. It can form extensive colonies called reed beds that can cover as much as a square mile of land. Each stalk can grow from 6' to 10' in height. The leaves are very long for a grass, measuring 7" to 20".

Phragmites grows in wetland areas, drainage ditches, or on the banks of lakes and ponds. This reed provides an animal habitat but can also crowd out other, native vegetation from growing in and near the water.

Controlling Phragmites has become a priority for lake and pond managers because the expansion of the reed causes habitat degradation for native plants, wildlife, and waterfowl. Phragmites crowds out native plants and animals, blocks shoreline views, and reduces access for swimming, fishing, and boating. Phragmites can also take over drainage ditches and prevent proper water transfer in sewer systems.

Phragmites spread through seeds, fragmentation when pieces are broken off, or through its complex root system called rhizomes. Rhizomes are horizontal roots that produce new shoots as they expand.

Phragmites can be successfully controlled using an approved aquatic herbicide with a surfactant. The herbicide used will be one that is systemic meaning that it is taken by the plant into its root system where the product can be most effective. The surfactant allows the herbicide to stick to the surface of the leaves, ensuring adequate uptake of the product.

Once the Phragmites have been treated with herbicide and have died off, mechanical removal of the stalks can be performed. Complete control may require several years. 🛠️

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**Cincinnati**  
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513.315.6799

BEFORE MANAGEMENT / AFTER MANAGEMENT (four photos showing pond improvement)

800.689.LAKE aquadocinc.com

## Leasing Kickoff

Presentation by Toni Blake  
April 13, 2017  
Windows on the River

250 attendees turned out for Toni Blake to kickoff the leasing season in Northeast Ohio.

CLP Students Tami Burkholder (left) and Victoria Talarczyk (right) from Harsax Management. Toni Blake (middle).



## Fair Housing

May 9, 2017  
Windows on the River

Presentation by the Apartment All Stars:  
Kathleen Williams (left) and Theresa L. Kitay (right)  
The Apartment All Stars visit was sponsored by:  
**ForRent**

205 NOAA Members enjoyed the first visit from the Apartment All Stars.



# National Apartment Day

April 6, 2017

Carrara Restoration

Over 60 attendees

Special thanks to Carrara for hosting National Apartment Day.



NOAA members donated \$1,500 in prizes and give-aways.



**THERESA MORELLI | THERESA MORELLI LAW LLC**

## Seven Landlord Virtues

Part 1

I compiled seven heavenly virtues of landlords based on my experience as a "rental housing lawyer." This article is not about humility, kindness, patience, diligence, charity, temperance, or purity. The four virtues below are not listed in any particular order. I will provide the three remaining virtues in my next article. Also, I avoided legalese when I could.

### Heavenly Virtue #1

There are no "second class tenants." For individual landlords or management companies of any size that must accept or voluntarily accept HUD Housing Choice Vouchers or other vouchers, and for management companies that operate HUD housing assistance programs (such as Section 8, Section 811, Section 202, and Rental Assistance Demonstration) or the IRS Section 42 Low Income Housing Tax Credit program or any other federal, state or local "affordable housing" programs, everyone from the boardroom to on-site employees should serve lower-income individuals just as they would serve "market renters." A tenant is a tenant whether she pays \$5,000 per month or pays \$150 per month and her voucher covers the rest of the payment to the landlord.

*Continued on page 14.*

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## CAVS Hi-Five Tunnel

There are many benefits to your NOAA Membership. One of them is discount tickets to local events with special opportunities like the Hi-Five Tunnel during CAVS games. School age kids are able to take the court and hi-five players as they enter the court before the game or after half time!



I began my housing law career in the early 1990s as a legal services lawyer in Appalachia. My clients receiving vouchers and those living in public housing, what is now known as Rural Housing Service housing, and HUD-assisted privately owned housing were sometimes called "Section 8 people," "white trash," "low class," and "ghetto people" by their landlords or the community at large. Has it improved decades later? In mixed income communities and in communities where all apartments are in an affordable housing program, some other tenants, the community at large, and even employees continue to use those same terms in 2016 when referring to tenants participating in the Housing Choice Voucher program, any " HUD section" program, or any other housing program for lower-income households.

A number of states, counties, and cities protect lower-income people with protected classes such as "source of income, " public assistance recipients, voucher holders, and more. In those states, counties, and cities, lower-income people in the protected classes may bring fair housing lawsuits or administrative complaints for being treated differently than market renters or other unlawful discrimination.

I witnessed humble and kind co-workers who treated all tenants with the same consideration, dignity, and respect--no matter where their income came from, whether they used a voucher, or how much their income was (including extremely-low income people or people without income getting full subsidies). Landlords and other housing providers who practice this virtue on a daily basis are not bulletproof; rather, they are conducting "smart business" by minimizing avoidable risk. I will agree to disagree with any reader who thinks this virtue is merely "political correctness."

## Heavenly Virtue #2

You have "internal predators." I read an outstanding article called "Ten Things Every Leader Needs to Know About Internal Predators" by Liz Ryan on forbes.com published on June 11, 2016. Ms. Ryan explains how healthy organizations need "internal predators ... with the gumption it takes to speak up when the people around them are keeping quiet. Internal predators play a critical role. They tell the emperor when he has no clothes. That way, the emperor can go get some clothes!" Additionally, Ms. Ryan shows how internal predators "kill off outdated

and ineffective processes, structures, products, and services" to keep your competitors from killing you off. Internal predators embody the virtue of diligence by acting with integrity and laboring zealously instead of seeking popularity and the safety of conformity.

This virtue is necessary, especially in our increasingly complex and regulated world of rental housing. I will give one example. Remember when bed bugs became an epidemic around 2004-2005? Some landlords put their heads in the sand. Some landlords used mere "band aid" methods on these pernicious creatures. My employer at the time was handling bed bug complaints in several states. I advised my employer to create a "bed bug protocol" along with forms for tenants and employees. It took a village of other co-workers besides me to come up with a comprehensive bed bug protocol, a series of forms for tenants and employees, and extensive training in the form of on-site training, webinars, and much more. I am very proud that a local judge commented to an outside defense counsel in a lawsuit brought by two former tenants that my former employer's bed bug policies and procedures and treatment methods were the best he had ever seen used by a property management company.

Do you seek out, encourage, empower, and even reward internal predators within your company or organization? Or, do you deem any internal predator "crazy" or combative? If keeping the status quo or allowing very slow change will kill off your competitiveness and maybe even your business, hire internal predators and understand that they are your company's allies, not foes.

## Heavenly Virtue #3

Laugh and laugh often to keep from crying. The residential property management business is tough. You deal with pest infestations, dog bites, domestic violence, weather emergencies, discovering dead persons, and everything else under the sun. You may be wondering--how can I be expected to find humor in this?

I do NOT mean that you will find humor in tragedies or other sad, sorrowful events. Be open to finding humor in the everyday pleasantries, small shows of gratitude by tenants, and yes---even the silliness in some situations you face. Many people have asked me to write a book on my career in the rental housing industry, because I have

*Continued on page 16*

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experienced some very unique and ridiculous situations. I do not know where to begin.

I will give one example only. Some tenants (of all ages) have asked for a transfer or a lease cancellation because they allegedly "felt" ghosts in their home or apartment. An elderly lady in a senior housing community kept on calling the manager for help to "remove her ghosts or spirits." I saw on several television programs where some people touted the use of sage to drive away evil spirits or ghosts. For the record, I do not believe in ghosts; we wanted to help the tenant feel secure again (also for the record, dementia or another illness were not at issue). The manager and I determined that dried sage in a spice jar was said to work as well as fresh sage. The manager offered the tenant a jar of sage to keep the ghosts and spirits away. To my knowledge, that simple remedy worked for the tenant.

Whenever and wherever you can, laugh at the absurdities and zaniness that come with renting housing. Tears comes with the territory, but do not let the tears rob you of humor and laughter when something funny happens.

#### **Heavenly Virtue #4**

All employees at all levels get training, including fair housing training. From the housekeepers and groundskeepers to all the way up your company's hierarchy, all employees get training. This includes job skills training and "soft skills" like conflict resolution and customer service. This also includes training given in and instructional materials written in the primary language used by employees. Imagine the difficulties a Limited English Proficient (LEP) employee has on a daily basis. I will agree to disagree with any reader who finds this virtue to be "political correctness," too.

I am not excluding any landlords. Even as a sole proprietor without employees, make sure that you are fully trained in property management. There is no "ignorance" defense in a number of areas of law like fair housing and landlord/tenant law and strict liability statutes such as environmental compliance statutes.

If you do nothing else, please make sure that each and every employee gets fair housing training on a regular basis. Maintenance employees are those most often in contact with tenants, so they should all receive fair housing training. An online training class soon after hiring is a bare

minimum. Employees have lots of questions. Situations arise frequently. Schedule live trainings ideally once a year to cover new laws, changes in laws, and important court cases. Schedule webinars periodically on specialty topics or topics most requested by employees. Give your personnel other tools such as legally compliant policies and procedures to follow.

Some regional HUD offices and state/local fair housing enforcement agencies ask for employee training records, written policies and procedures, and other training and development documentation when a tenant or former tenant files a fair housing charge. My former employer had a robust training program for its residential management employees including new hire orientations, a formal onboarding program with manuals, quarterly webinars on fair housing and legal issues in property operations and management, and regional trainings where one educator or a team of educators trained locally. I was able to provide substantial training and development documentation to federal, state, and local agencies. Can you say the same?

I get that employees have difficulty keeping up with layers of laws and regulations and a workload made heavier perhaps by reductions in force or downsizing or by documentation requirements. Training is an investment that will pay off for many employees. If some employees still do not get it after training, your position as an employer is made stronger if you later part ways.

I will stop here for now. The above virtues are not luxuries or "nice to have" items or qualities. Neither is an experienced property management lawyer on your team to train employees, explain the applicable laws and provide other guidance, and to be your defense counsel and advocate. Regular training for all employees will reinforce that treating each and every tenant consistently and equally will minimize risk and lessen successful administrative complaints and lawsuits against your company. Make sure you employ internal predators instead of just paying tenants and their advocates when claims arise. Avoiding pain with best practices will surely put a smile on your face and may even make you laugh. 🙏

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*Theresa E. Morelli is the sole attorney and owner of Theresa Morelli Law LLC, a boutique law firm limited to property management law. Morelli is also an attorney on the NOAA Free Legal Hotline (more info on page 27).*



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# No Slowdown for

# Cleveland

The so-called “American Dream” — a quaint house in the suburbs with the white picket fence, two cats in the yard and a swing set in the back for the kids — is being redefined.

Instead, a growing segment of the population, particularly Millennials, is drawn to living within the vibrancy of the city, walkable to work or transit, rooftop bars, trendy restaurants, sports venues and other entertainment. And they’re renters by choice, triggered by both economic conditions (student-loan debt, expensive

for-sale housing) and personal lifestyle preference.

While young people choosing to rent rather than buy may not bode as well for older homeowners hoping to finally unload the family house and downsize or retire to warmer climates, the shift in what defines “the good life” is driving apartment development in downtown Cleveland and close-in city neighborhoods. Many are adaptive re-use projects bringing new life to antiquated office buildings and warehouses.

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### Types of Clients Served

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- Public-Private partnerships
- Public and Private REITS
- Third-party management companies
- Many more

According to data provided by the City of Cleveland Planning Commission, nearly 1,500 market-rate apartments are under construction citywide, with more than 2,700 units — in various stages of reality — proposed.

About 30 percent of all new apartment units opening in the Cleveland market since 2010 have been in the Central Business District, according to the Washington D.C.-based CoStar Group Inc., which provides information, analytics and marketing services to the multifamily and commercial real estate industries. That's about three times more than from 2000-09.

"Young people have discovered the city," said David Grunenwald, vice president of development for Jacobs Investments Inc., which has proposed an ambitious, multi-year waterfront project of 664 apartments, hotel and office building on 22 acres along the west bank of the Flats.

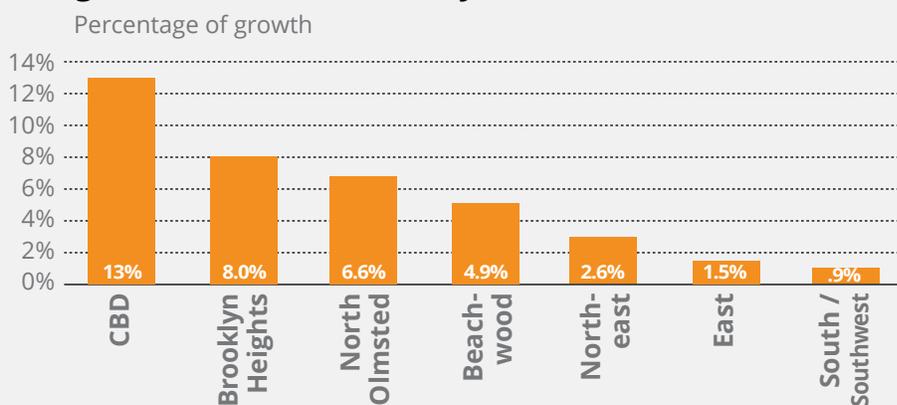
Where young people once looked to cities like Charlotte, North

Carolina, Austin, Texas and Portland, Oregon, as exciting places to live, he said, they're now including Cleveland in the category of "cool," while realizing the city is also reasonably affordable.

"The development activity is palpable," said Grunenwald, whose company developed Nautica in the Flats 30 years ago as one of downtown's original pioneering risk-takers, "unlike any time I've seen."

*Continued on page 20*

### Largest Percent of Inventory Growth Since 2013



Source: CoStar Market Analytics

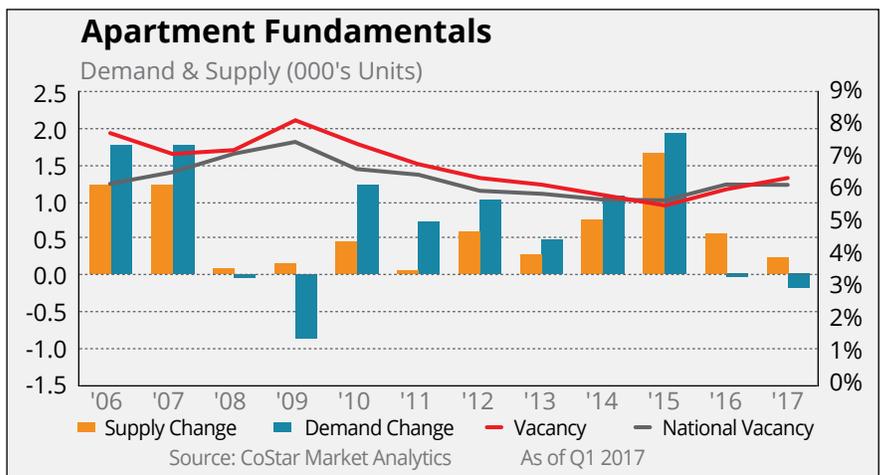
Percentage of Total Inventory Growth

As of Q1 2017

## Blitz of activity

Among some of the more prominent projects completed or proposed for downtown and nearby neighborhoods:

- K&D, one of Northeast Ohio's most active apartment development and management firms, plans to open the 224-unit Residences of Leader, in the former Leader Building, this summer is 100 percent leased.
- Also, K&D expects construction to start this summer on the Halle Building, a former turn-of-the-century downtown department store rebuilt as offices and retail shops 30 years ago. The building will evolve once again, this time as 123 apartments, with completion anticipated for late 2018. Perhaps most ambitious is the company's plans to redevelop the iconic 52-story Terminal Tower on Public Square as 308 units, with construction expected to begin next summer and completion planned for two years later.
- StarkEnterpriseshastwomajormixed-usedevelopments slated for downtown: The Beacon, which will include 187 luxury apartments, combined with light retail on the first floor. The second project is NuCLeus, a proposed 48-floor tower of 400 apartments, 150,000 square feet of restaurant and retail space, 200,000 square feet of office space and a seven-story parking garage.
- Playhouse Square is planning a new 34-story, 319-unit apartment building, ranging from one- to three-bedroom suites with an adjacent 550-space parking garage on a site now used for surface parking at East 17<sup>th</sup> Street and Euclid Avenue.
- First Interstate Properties and Petros Development are developing One University Circle, a 20-story, 280-unit tower rising in University Circle on the former site of the Children's Museum east of downtown. Huntington Building with plans to transform the former bank headquarters into a mixed-use property with 550 apartments, hotel and offices.
- Millennia Housing Management, Ltd. redeveloped the historic Garfield Building on Euclid Avenue with 121 luxury units and 4 commercial spaces, including the Marble Room restaurant.
- Even if just half of the units proposed become reality, renters will have option for living in the city like never before. Unprecedented indeed.



"Millennials continue to drive the market for apartments," said Brian Weisberg, vice president of residential operations for Stark Enterprises/ Comet Management, "and beyond pricing and location, they are driven by services and amenities: flexible lease terms, open floor plans, personalized common space with internet connection, package delivery, concierge, state-of-the-art fitness facilities and business centers. Price per square foot is not as important as the overall affordability, and with rising rental rates, amenity services are critical to stay competitive."

To maximize pricing, CoStar reports, developers are featuring a project's location with on-site or nearby retail, rooftop decks with city views, fitting units with stainless-steel appliances, natural stone counters, custom cabinetry and hardwood or tile floors — packages that pull in monthly downtown rents averaging \$1,683 per unit, or \$1.62 per square foot.

"That's a whopping 70 percent premium compared to average rents of \$844, or 99 cents per square foot, across the metro area," said Jonathan Gross, market analyst for the CoStar Group.

### A strong market, but...

The Cleveland market has been robust, but for how long?

"I really see a focus here that I've not seen," said Grunenwald, of

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the Jacobs Group. "I really think it's here to stay for some time."

K&D Chief Executive Officer Doug Price acknowledged that the last half of 2016 was slow, but has picked up since the presidential election.

"The market should remain strong," Price predicted. "While there is some danger of an oversupply downtown, the ability to redevelop historic buildings is still preferable because the barrier to build new is still very high."

But the region isn't gaining population. In fact, according to U.S. Census estimates, the city's population fell by about 11,000 and by nearly 20,000 in suburban Cuyahoga County, from 2010-16. Compared to a decade ago, however, those losses aren't nearly as severe, suggesting a gradual leveling, which is good news for apartment owners and managers.

Yet CoStar's Gross believes the Cleveland market is beginning to show signs of slowing.

"We are nearing the end of the cycle — both economically and construction-wise," he said. "Fundamentals, such as demand slowing and vacancies rising, are beginning to soften. Also, following a national trend, rent growth in the Cleveland market has slowed since its banner year of 2015, where rents grew by almost 3.5 percent — well above the

Northeast Ohio Apartment Association

market's historical average of just 1.4 percent.

The market will be further tested with the 2,400 units in the pipeline, Gross said, and the focus has shifted a bit from building in the Central Business District to new, luxury units offering high-end amenities in a walkable environment in the suburbs.

"We predict that the market will remain steady," said David Heller, principal and CEO of the NRP Group LLC, developing Edison at Gordon Square, a multi-building project of 306 apartments on schedule for completion early next year on the city's near West Side. "However, we are cautious in a relatively small market like Cleveland. There is a lot of

*Continued on page 22*

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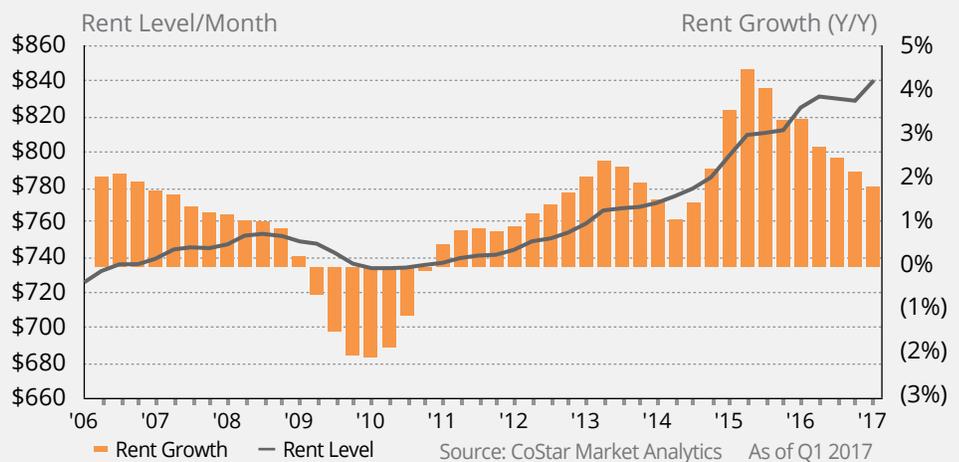
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product coming online. We have seen steady demand at the Edison at Gordon Square, but remain cautious as additional units are delivered in the submarket in 2018 and 2019. The supply could change the market completely.”

Weisberg, of Stark Enterprises, pointed out that the growing economy and job growth are still opening doors for young professionals to move out of their parents’ homes, and a steady rise in median home prices continues to make it more attractive for homeowners to sell and downsize into maintenance-free living. The company expects these trends to continue, increasing the demand for more technology-friendly living environments that combine luxury and flexible amenity zones that cater to health, wellness and technology.

“With the growing numbers of new projects slated to hit the market, it is possible we may see a slight uptick in vacancy in some submarkets,” Weisberg said. “However, the access to capital and attractive interest rates will continue to fuel

## Cleveland Rent Level & Growth



the surge in acquisitions and repositioning of many landmark assets. This will help curb the saturation of the market as a whole and allow landlords to recover quickly.”

Bottom line: Forge ahead, pay attention to supply and vacancy trends and listen closely to your customers and prospects. They will tell you what you need to know to stay competitive in a market that is seeing more creative apartment projects than perhaps at any time in Northeast Ohio’s history. 📍

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## The Cloud Is Quickly Becoming The Norm For Applications And Data Storage

Cloud usage is accelerating at a rapid rate, and it's showing no signs of slowing down. Right now, 90 percent of all companies are using the cloud in some way, and in the next 10 years, spending on public cloud alone is slated to multiply by a factor of five to \$500 billion, according to recent studies by North Bridge and Wikibon.

Enterprises are launching new infrastructure at a furious pace, migrating workloads of all kinds and big chunks of data to public and private cloud environments. Many of these enterprises are generating tangible results – cutting out costs, increasing agility and getting products to market faster.

Governance is a key differentiator for companies that leverage their clouds efficiently. As companies grow their cloud environments they have to conduct a balancing act between agility and control. They want to be flexible, get to market quickly and innovate, but they need to institute processes to ensure secure, effective and efficient use of IT resources. The best of the best accomplish this using centralized governance.

Learn about these six steps to cloud governance success:

1. Designate someone to oversee governance
2. Pursue a clearly articulated strategy of leveraging advanced pricing vehicles
3. Manage by exception
4. Closely monitor internal cloud use
5. Have a standard reference architecture
6. Ensure that governance is an ongoing effort

Cloud computing is the new normal. Adoption is growing rapidly, and the enterprises that are using cloud wisely are able to conduct business in dramatically different ways. To get the most out of the cloud, while keeping a lid on cloud complexity, organizations need to establish clear, concise governance practices. Doing a good job on cloud governance will set organizations on the right path to long-term success. 📌

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*To learn more about these cloud governance techniques, call System C.A.R.E at 440-925-4005 (Toll-Free 1-855-925-4005) or send an e-mail to [sales@systemcareinc.com](mailto:sales@systemcareinc.com). If you are considering moving your data to the cloud, ask about our FREE Cloud Assessment to determine which cloud solution is best for your business.*

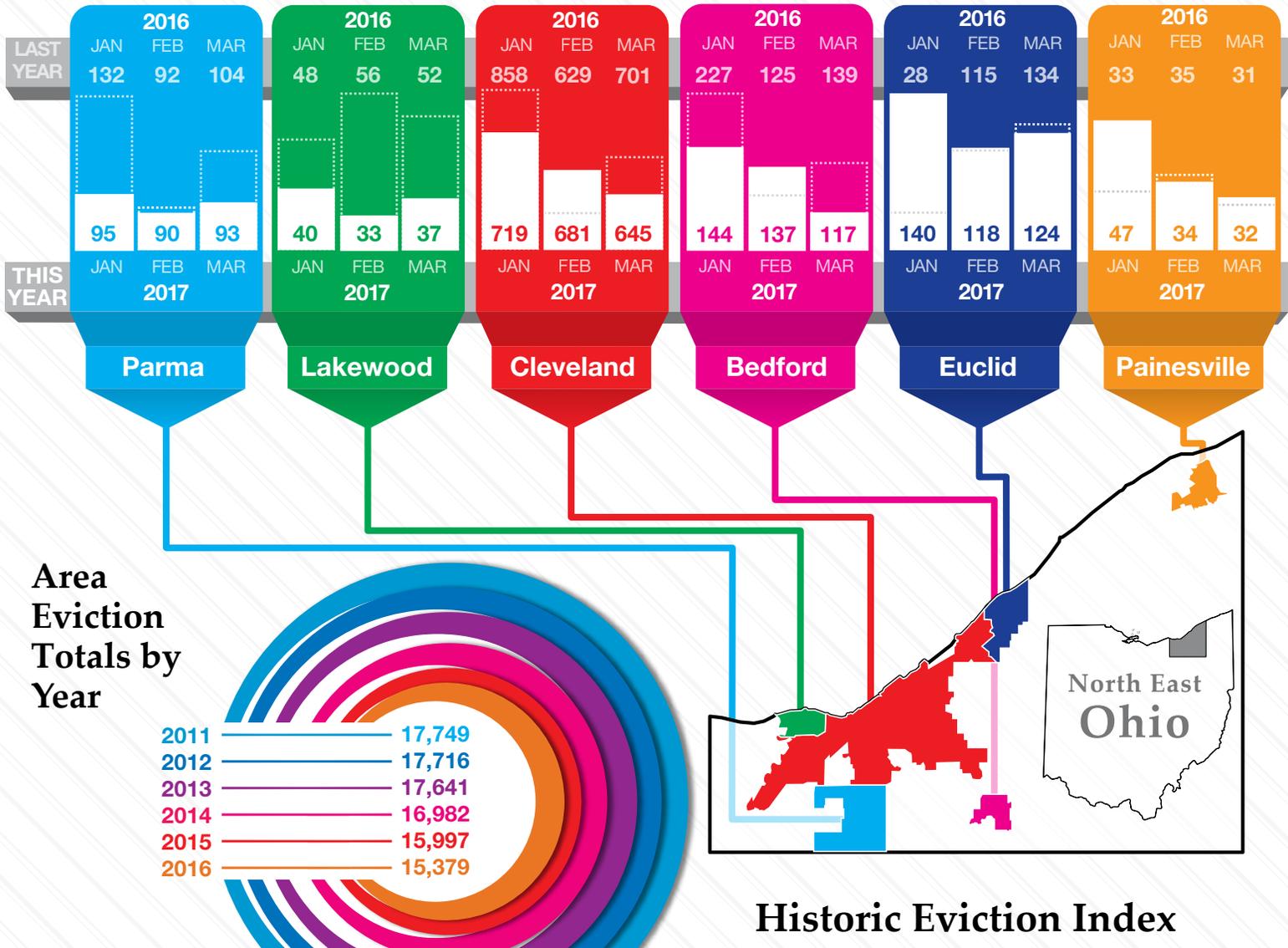
# Eviction Index

The Suites Magazine Eviction Index is presented to owners and managers of multifamily properties to assist them in assessing the regional market. The numbers represent the number of eviction filings in the corresponding courts.

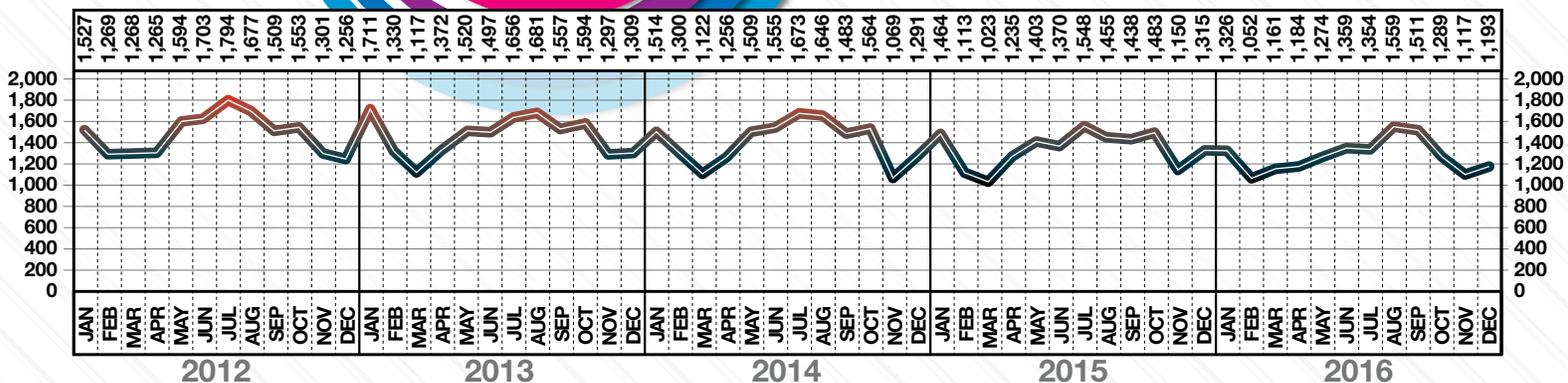
The Eviction Index is sponsored by Powers Friedman Linn, PLL, a law firm specializing in real estate management issues.

Court	2016			2017		
	OCT	NOV	DEC	JAN	FEB	Mar
Bedford	125	157	139	144	137	117
Cleveland	820	654	746	719	681	645
Euclid	123	140	139	140	118	124
Lakewood	60	44	47	40	33	37
Parma	129	91	94	95	90	93
Painesville	32	31	28	47	34	32
<b>Total</b>	<b>1289</b>	<b>1117</b>	<b>1193</b>	<b>1185</b>	<b>1093</b>	<b>1048</b>

## Three Month Previous Year Comparison by Area



## Historic Eviction Index



# Legislative Update

Outlined below are the most recent bills being monitored for the Ohio Apartment Association.



## House

### **HB 19:** ARSON OFFENSE DEFINITION (Blessing III, Landis)

To include recklessly causing, by means of fire or explosion, physical harm to the offender's or another person's motor vehicle, house, building, or other structure, or to any other property of another person, while manufacturing or attempting to manufacture a controlled substance, as a violation of the offense of arson.

*Current Status: 3/7/2017 - House Criminal Justice, (Second Hearing)*

**HB 39:** SNOW REMOVAL (Arndt, Gavarone) To authorize certain townships\* to require the removal of snow and ice from sidewalks abutting property.

*Current Status: 3/21/2017 - REPORTED OUT AS AMENDED, House State and Local Government, (Fifth Hearing)*

**HB 49:** OPERATING BUDGET (Smith, R) Creates FY 2018-2019 main operating budget.

*Current Status: 05/02/2017 PASSED BY HOUSE; Vote 58-37 / Being heard by the Senate Finance Committee on most Tuesdays, Wednesdays and Thursdays*

**HB 86:** MINIMUM WAGE INCREASE (Smith, Craig) To increase the state minimum wage to ten dollars and ten cents per hour beginning January 1, 2019.

*Current Status: 02/28/2017 Referred to Economic Development, Commerce and Labor Committee*

### **HB 112:** LEASE TERMINATION-SUBSTANCE ABUSE (Gonzales, A)

To allow a tenant seeking inpatient treatment for substance abuse to terminate or fail to renew their lease.

*Current Status: 03/14/2017 Referred to Financial Institutions, Housing and Urban Development Committee*

**HB 118:** TAX COMPLAINT DISMISSAL (Merrin, D) To expressly prohibit the dismissal of a property tax complaint for failure to correctly identify the property owner.

*Current Status: 04/25/2017 REPORTED OUT, House Ways and Means, (Third Hearing)*

**HB 160:** OHIO FAIRNESS ACT (Antonio, N) To enact the Ohio Fairness Act to prohibit discrimination on the basis of sexual orientation or gender identity or expression, to add mediation to the list of informal methods by which the Ohio Civil Rights Commission may use to induce compliance with Ohio's Civil Rights Law before instituting a formal hearing, and to uphold

existing religious exemptions under Ohio's Civil Rights Law.

*Current Status: 5/1/2017 Referred to Committee House Government Accountability and Oversight*

### **HB 187:** EMPLOYEE HIRING INFORMATION (Dever, J)

To regulate the collection, use, and retention of certain information obtained from an applicant during the employee selection process.

*Current Status: 05/01/2017 Referred to Community and Family Advancement Committee*

## Senate

**SB 36:** AGRICULTURAL COMPUTATION (Hite, C) To require that the computation of the capitalization rate for the purposes of determining CAUV of agricultural land be computed using a method that excludes appreciation and equity buildup and to stipulate that CAUV land used for a conservation practice or enrolled in a federal land retirement or conservation program for at least three years must be valued at the lowest of the values assigned on the basis of soil type.

*Current Status: 5/3/2017 - BILL AMENDED, Senate Ways and Means, (Fifth Hearing)*

**SB 43:** TOWNSHIP BUILDING CODES (Bacon, K) To enable limited home rule townships to adopt building codes regardless of any similar codes adopted by the county in which the township resides.

*Current Status: 3/28/2017 - Senate Local Government, Public Safety and Veterans Affairs, (Third Hearing)*

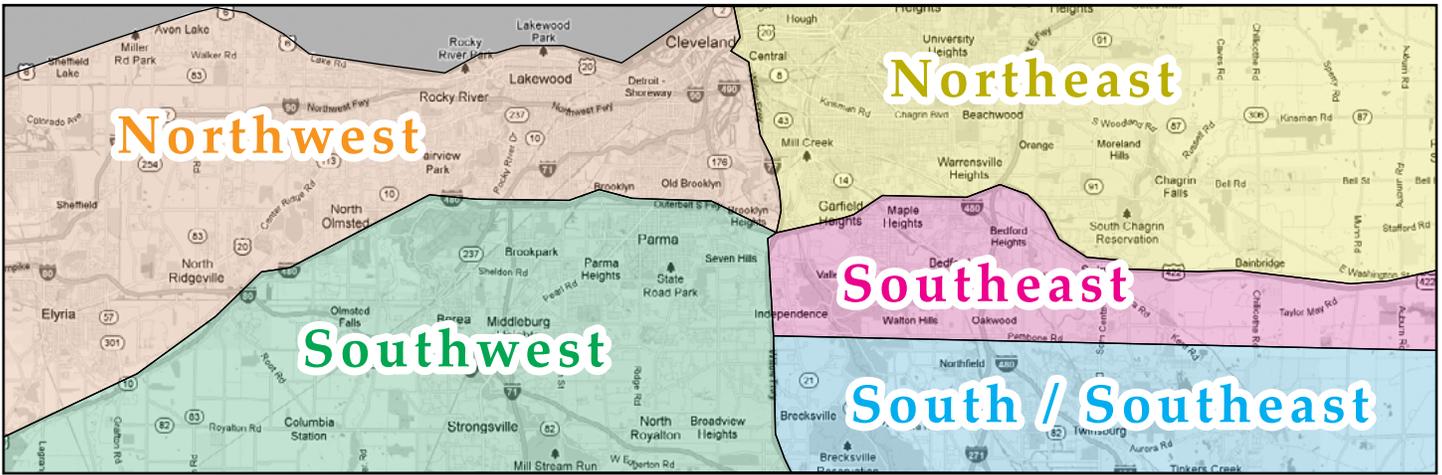
**SB 100:** CIVIL RIGHTS-DISCRIMINATION PROHIBITIONS (Skindell, Tavares) To prohibit discrimination on the basis of sexual orientation or gender identity or expression, to add mediation to the list of informal methods by which the Ohio Civil Rights Commission must attempt to induce compliance with Ohio's Civil Rights Law before instituting a formal hearing, and to eliminate certain religious exemptions from the Ohio Civil Rights Law.

*Current Status: 03/15/2017 Referred to Government Oversight and Reform Committee*

**SB 123:** PROPERTY TAX COMPLAINT PROCESS (Coley, W) To limit the right to initiate most types of property tax complaints to the property owner and the county recorder of the county in which the property is located.

*Current Status: 05/03/2017 Senate Ways and Means, (First Hearing)*

# NOAA Vacancy Rates

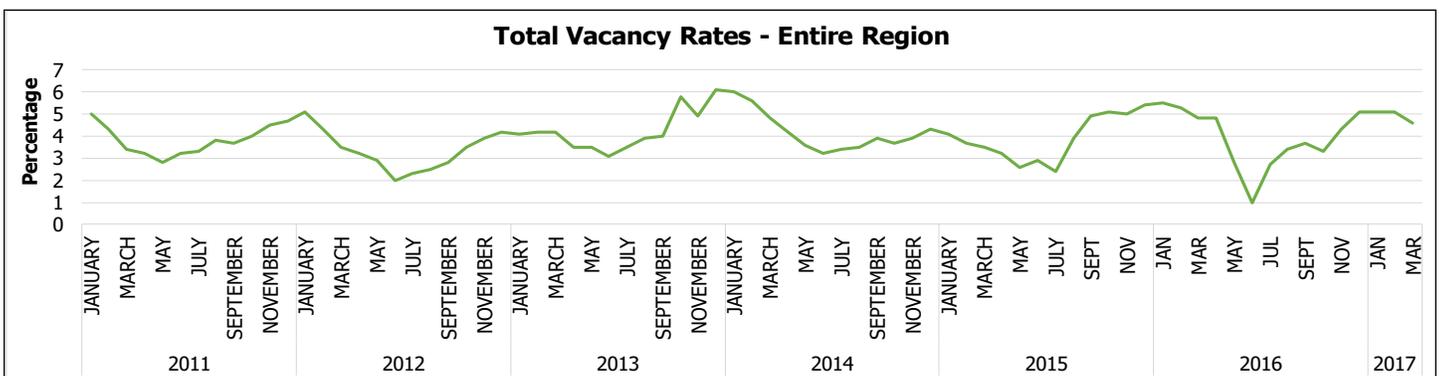


## Three Month Previous Year Comparison By Area

		January	February	March
<b>Northeast</b>	Current Year	6.0%	6.5%	6.0%
	Previous Year	8.0%	7.5%	7.2%
	<b>Difference</b>	<b>-2.0%</b>	<b>-1%</b>	<b>-1.2</b>
<b>Southeast</b>	Current Year	4.7%	4.5%	3.8%
	Previous Year	8.5%	7.6%	5.7%
	<b>Difference</b>	<b>-3.8%</b>	<b>-3.1%</b>	<b>-1.9</b>
<b>South / Southeast</b>	Current Year	4.6%	4.6%	4.8%
	Previous Year	3.1%	3.3%	3.0%
	<b>Difference</b>	<b>+1.5%</b>	<b>+1.3%</b>	<b>+1.8</b>
<b>Northwest</b>	Current Year	4.6%	4.2%	3.5%
	Previous Year	3.1%	2.7%	2.0%
	<b>Difference</b>	<b>+1.5%</b>	<b>+1.5%</b>	<b>+1.5</b>
<b>Southwest</b>	Current Year	4.6%	4.7%	3.8%
	Previous Year	4.1%	4.1%	3.9%
	<b>Difference</b>	<b>+0.5%</b>	<b>+0.6%</b>	<b>-0.1</b>
<b>Entire Region</b>	Current Year	5.1%	5.1%	4.6%
	Previous Year	5.5%	5.3%	4.8%
	<b>Difference</b>	<b>-0.4%</b>	<b>-0.2%</b>	<b>-0.2</b>

## All Reported Vacancy

AREA	2016										2017		
	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	
<b>Northeast</b>	7.2%	4.2%	4.9%	3.8%	4.7%	5.0%	3.1%	6.0%	6.4%	6.0%	6.3%	6.0%	
<b>Southeast</b>	5.7%	1.0%	1.2%	1.4%	2.5%	2.0%	2.2%	3.2%	4.1%	4.7%	4.5%	3.8%	
<b>South/Southeast</b>	3.0%	2.1%	2.8%	2.6%	2.9%	3.9%	3.7%	3.7%	4.4%	4.6%	4.6%	4.8%	
<b>Northwest</b>	2.0%	2.1%	1.9%	1.6%	2.1%	2.6%	2.8%	2.8%	4.4%	4.6%	4.2%	3.5%	
<b>Southwest</b>	3.9%	2.9%	2.5%	2.7%	3.1%	3.2%	4.0%	3.7%	4.4%	4.6%	4.7%	3.8%	
<b>Entire Region</b>	<b>4.8%</b>	<b>2.8%</b>	<b>1.0%</b>	<b>2.7%</b>	<b>3.4%</b>	<b>3.7%</b>	<b>3.3%</b>	<b>4.3%</b>	<b>5.1%</b>	<b>5.1%</b>	<b>5.1%</b>	<b>4.6%</b>	





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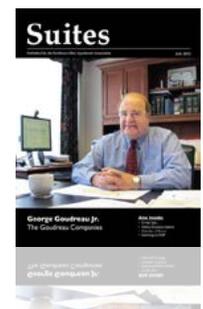
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