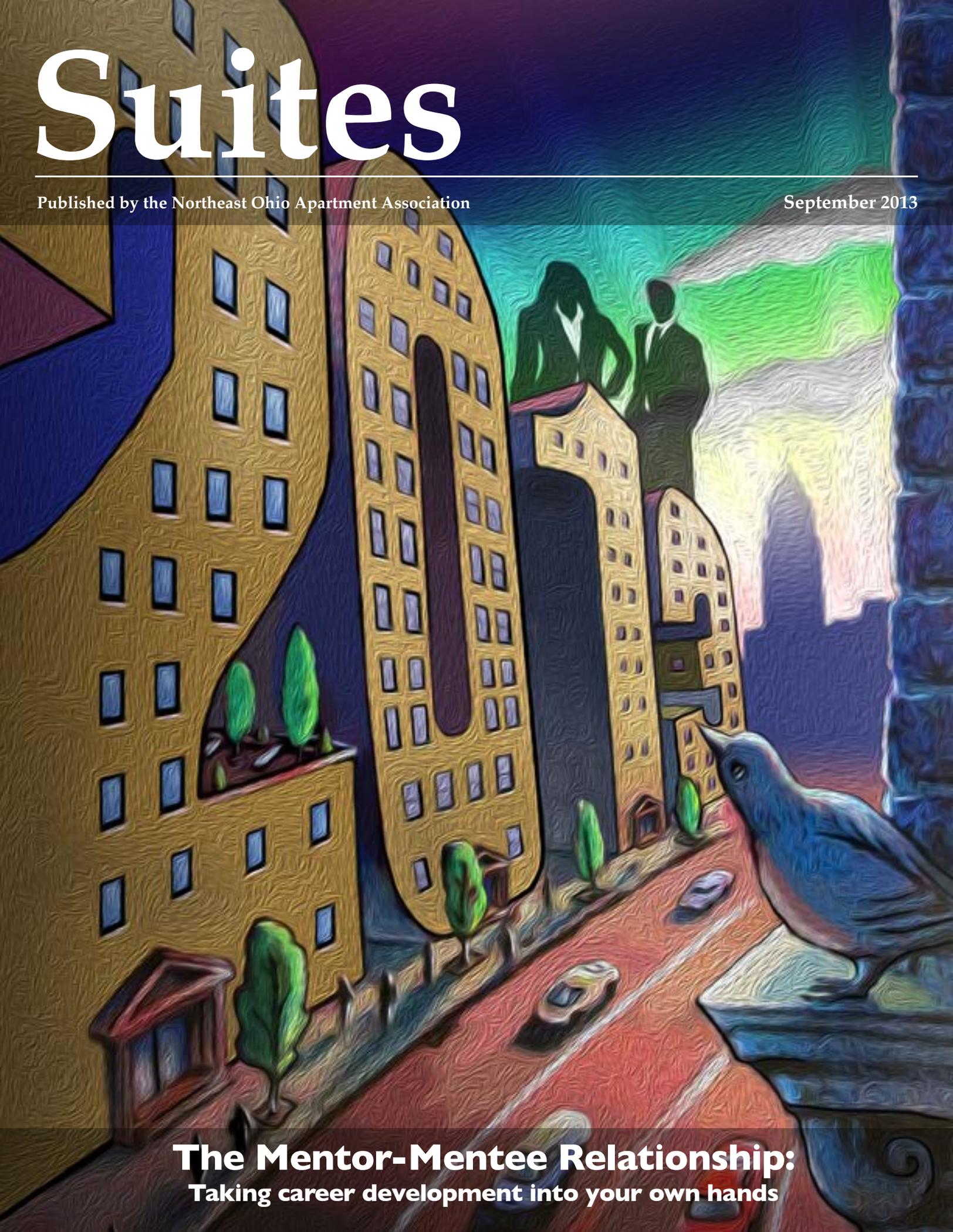


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Published by the Northeast Ohio Apartment Association

September 2013

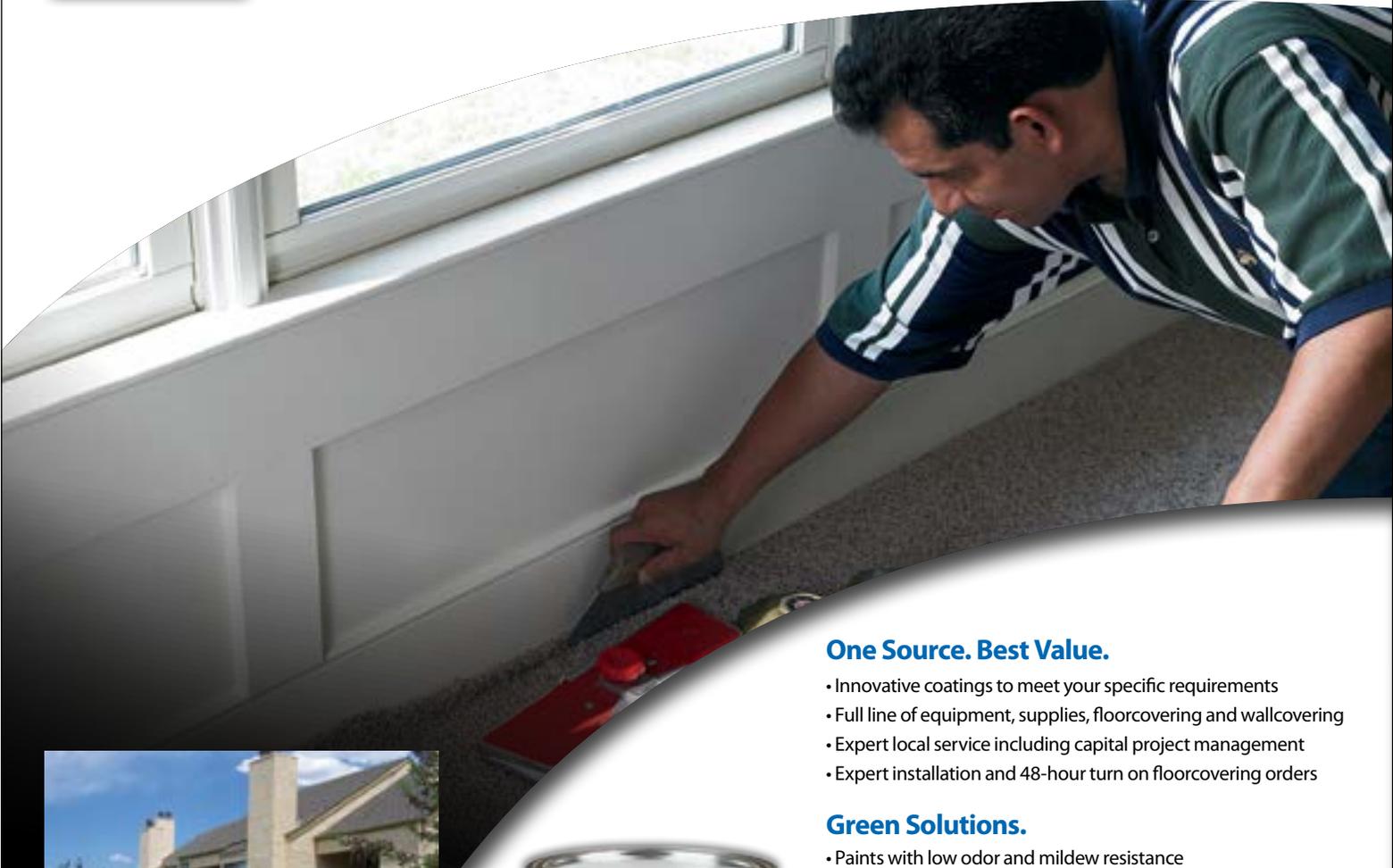


The Mentor-Mentee Relationship:
Taking career development into your own hands



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Published by the Northeast Ohio Apartment Association

The Northeast Ohio Apartment Association is a non-profit organization committed to furthering professionalism in the multi-family housing industry. NOAA serves sixteen Ohio counties through specially designed education, networking and legislative programs.

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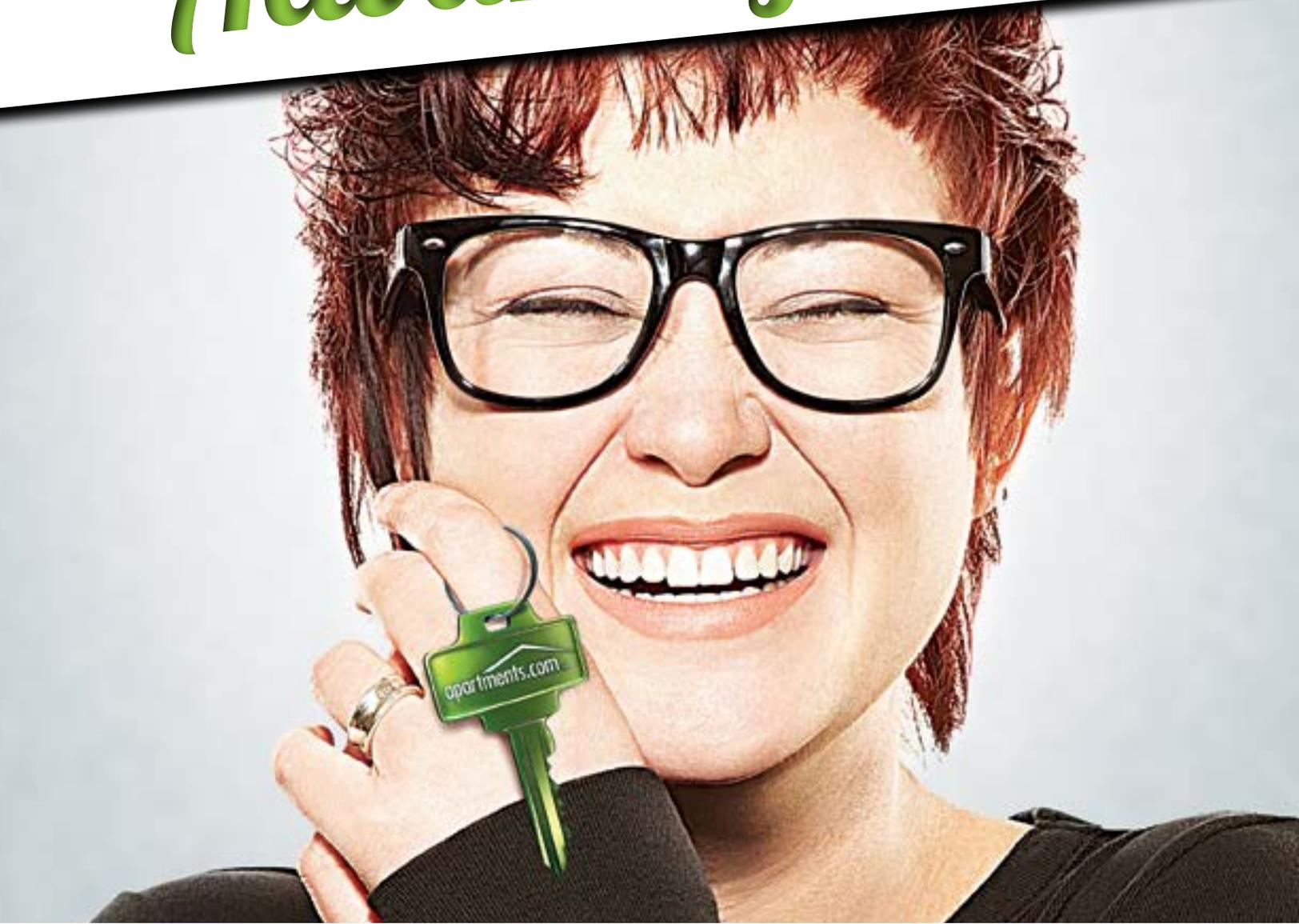


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Message from the EVP

Dear NOAA Members,

On July 3, 2013, I retrieved my daily Plain Dealer from the front porch. Browsing the morning paper with a cup of hot coffee in hand is a great way to start the day and relax. Relax that is until I came across Christopher Evans editorial. (see story below.)

The headline: Death cancels eviction notice; made me wince. I scanned the story to find the landlord's name, just to make sure it wasn't a NOAA member. It wasn't. Thank God. But the actions of all landlords affect us in this business. You can read the story, if you'd like, but it concludes with the writer asking her, "Why would you evict a dying tenant?" To which Ms. Wachcic replied, "I'm just a nasty old lady."

I do understand that sympathy can and does get the best of us at times. And, at times, sympathy is repaid by the recipient not with kindness but with disdain. But to evict a dying woman whose one desire is to die at home? To evict this woman because her kids are surrounding her in her

home and she has only a one bedroom apartment?

WWMMMD. What would my mother do? That is what I ask myself when I am up against it and all my patience has drained. When I take the time to think about how my mom might have reacted, it has an impact in my decisions. Mostly positive, but always tempered.

This story is so sad on so many levels that I thought sharing it with you would provoke thoughts on a subject you may never have to face. You might agree with Ms. Wachcic. She owns the property and has the right to do what she did. She was accompanied by a police officer on Memorial Day to tape the eviction notice on the dying woman's door. Her right, but WWMMMD? Not that God, not that.

Ralph McGreevy

Executive Vice President



CHRISTOPHER EVANS | THE PLAIN DEALER July 3, 2013 - Opinion A5

Death Cancels Eviction Notice

We're sitting in the living room of a one-bedroom apartment in Mentor-on-the-Lake -- Durinda Johnson, her three daughters, her brother Jason Stoddard and me.

A tsunami of clutter -- toys, oxygen tanks, cardboard boxes, miscellaneous medical paraphernalia -- crowds the cramped space. Shades are drawn, the room shrouded in shadow.

"It's been pure hell," Durinda says.

Jason Stoddard, a firefighter, tough guy with a shaved head, stands up and walks into an empty bedroom. I can hear him sobbing.

Durinda tells the story:

Their mother, Judy Stoddard, was taken to the Lake West Medical Center emergency room in Willoughby last September. She was in severe respiratory distress. Seventy-one years old. A heavy smoker who suffered from chronic obstructive pulmonary disease.

Judy Stoddard spent time in the intensive care unit, then did rehab at a local assisted living facility.

On Friday, Nov. 2, 2012, at 6:42 p.m., Stoddard returned home. Durinda knows the exact date

and time because Stoddard kept meticulous records of her daily life.

Sample entry: "March 22. 6:55 p.m. spaghetti. 10 p.m. Alka Seltzer."

Stoddard had lived in the ground-floor apartment for 2 1/2 years, according to owner Patsy Wachcic. No complaints. Rent always paid on time.

Stoddard was terminal, riding the roller coaster of good days and bad days, worse days and better days. The doctors sent her home in the care of a medical team from the Hospice of the Western Reserve.

"My mother's wish was to die at home," Durinda says.

That's when things turned ugly.

The first time Jason Stoddard called the Mentor-on-the-Lake police was Dec. 7, 2012. Two officers showed up at 10:46 a.m. to accompany Jason as he confronted Wachcic about her alleged "harssment [sic]" of his mother, according to the police report.

Wachcic had been calling Judy Stoddard several times a day and complaining that there were too many people in the apartment, Jason says. "The calls triggered

anxiety attacks. Doctor put Mom on Ativan to calm her down."

When Jason confronted Wachcic, he says she told him: "Your mother needs to be in a nursing home. This is not a medical facility."

"She belonged where she would get better care," Wachcic says in a telephone interview. "I knew there was going to be hospice. But it's a very small apartment. I rented it to one person. And now they got people sleeping on the floor. I can't have people sleeping on the floor."

I tell her those were family members. Stoddard could have slipped the surly bonds of Earth at any moment.

"What do you expect me to do?" Wachcic asks.

"A little sympathy."

"Sympathy? Does anyone have any sympathy for me?"

The police were called again in April and in May. Wachcic confronted Durinda about "taking up to [sic] many parking places," according to one report.

"There is no nice communication," Durinda says. "It's just one huge argument."

On Memorial Day, Wachcic asked a police officer to accompany her as she taped an eviction notice on Stoddard's screen door. It demanded that Stoddard vacate the premises by June 30. "You are an undesirable tenant," the notice stated.

"It scared my mother," Durinda says. "She asked me: 'Where am I going to go?' I told her: 'Do not worry. You will be taken care of.'"

Actually, Stoddard took care of it. On Saturday, June 29, at 3 p.m., she gathered the family: 11 adults, one grandchild and two great-grandchildren. One by one, they entered the bedroom. "Said her piece," Jason remembers. "Said she loved them."

Then Stoddard drifted off to sleep. She took her last breath at 7:14 p.m.

"Why would you evict a dying tenant?" I ask Wachcic.

"I'm just a nasty old lady," she says, and slams down the phone.

Works for me.

Courtesy of; Christopher Evans, The Plain Dealer



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Western Reserve LLC

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Phone: 440-679-0071
Email: chefcato1@yahoo.com

Calendar of Events

SEPTEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

5 **Key Awards Gala**
6:00 pm
Marriott Grand Ballroom
127 Public Square
Cleveland, OH 44114

13 **Associates Council**
9:00 am
NOAA Office
1468 West 9th Street
Cleveland, OH 44113

OCTOBER

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

9 **Casino Night**
5:30 pm
Hawthorne Valley
27840 Aurora Rd
Solon, OH 44139

11 **Associates Council**
9:00 am
NOAA Office
1468 West 9th Street
Cleveland, OH 44113

NOVEMBER

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

8 **Trade Show**
9:00 am - Seminar
11:00 - 5:00 pm - Trade Show
Marriott Grand Ballroom
127 Public Square
Cleveland, OH 44114

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Leasing Kickoff

Ariel International Center
April 24th 2013

Barbara Savona - Sprout Marketing - kicked off the leasing season with some grass roots marketing at a new venue this year. The old Leff Electric building has been renovated into offices and a beautiful meeting space. Attendees left the Ariel International Center with plenty of grass roots marketing ideas. Special thanks to Ed O'Malley - For Rent Media Solutions - for introducing NOAA to Barbara Savona.



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Certified Leasing Professional Class

Taught by: Stephanie Sturzinger
April 9th, 10th 2013

Congratulations to these students for earning the designation "Certified Leasing Professional" with the Northeast Ohio Apartment Association.

The next CLP offering is November 13-14, 2013. NOAA is working with Tri-C to develop a Certified Manager of Apartments (CMA) class in 2014.

David Iacona
Malinda Matlock
Linda McConnell
Rachel McCormick
Jeffrey McCrobie
Claudia Mohsen
Erica Peavy
Joshua Pieracini
Ernie Pryor
Tamela Reiss
Violet Rose Orefice

Ted Stratton
Meg Sullivan
Monica Williams
Jay Zarkovacki





Golf Outing

Hawthorne Valley Country Club July 15th 2013

196 members turned out on a hot July day - setting a record as the largest outing for NOAA and Hawthorne Valley! IGS Energy (1) dunked interns (and an over-heated golfer) in the dunk tank while Belfor Restoration (2) kept players cool with treats from an ice cream truck. Hole sponsors kept players entertained with mini games, drinks and snacks. 50/50 ticket winners and individual hole prizes were announced during dinner.

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- 3 - Time Warner Cable
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- 5 - Sherwin Williams
- 6 - C.C. Mitchell
- 7 - Dawson Neace Lukens / Smart Shingles
- 8 - County Fire Protection Inc
- 9 - Plain Dealer / Cleveland.com
- 10 - IGS Energy
- 11 - Coinmach / On - Site
- 12 - Comfort Seal Windows & Doors
- 13 - AmRent
- 14 - Consolidated Solutions
- 15 - Roto Rooter
- 16 - Great Roofing & Restoration
- 17 - Powers Friedman Linn, PLL / Maverick Restoration
- 18 - Apartments.com

- Lunch - Powers Friedman Linn, PLL
- Dinner - IGS Energy
- Give-a-way at registration - Apartments.com
- Longest Drive Closest to Pin (Men) - Securitas Security Services
- Glidden Professional Paints - Longest Drive Closest to Pin (Women)
- Team Prize - WOW!
- Ice Cream Truck - Belfor Property Restoration



Bringing Your Brand to Market

Your brand is the distinctive symbol of your business. It is the face and identifier of what your company represents. Quality advertising specialties are a proven mechanism in promoting brand recognition.

A recent ASI (Advertising Specialties Institute) study concluded that the average CPI (Cost Per Impression) of an advertising specialty piece is \$0.004. As a result businesses get a more favorable ROI (Return On Investment) from advertising specialties than any other popular advertising media. 84% of the respondents remembered the advertisers of promotional products. Respondents had a more favorable impression of an advertiser after receiving the item. The majority of promotional products were kept because they were useful. Promotional products are a fun and cost effective advertising tool!

There are hundreds of thousands of products to choose from in endless categories. It is important to have a great relationship with your promotional products sales professional in order to have the right product for your specific need. Your promotional products salesperson has the expertise to find the right product for your event and at your budgetary parameters. Building that relationship is key to fulfilling your advertising plan.

To attract new clients you can use colorful banners, balloons, signage, flags as well as inflatables to call attention to your property. A tape measure, grip it yard stick, screwdriver, screen cleaner are all great gadgets for trade shows. Future clients will hold on to and use these products. The name recognition will allow them to use you in the future or even pass your information on

to a friend. This is a great example of networking with a small token.

Another creative idea is a welcoming basket for your new residents. Picture arriving in your new apartment and on the counter is a welcome basket from your landlord, a good feeling and association with your name. The gift is decorated with your logo and includes a travel mug, tape measure, multi-tool and magnet. Every time that they use these items they will remember the warmth when they received them, again positive recognition for your brand.

For residences with a pool, your sales professional can provide you with pool passes, tote bags, towels, signage and more. Give your residents their pool pass for the season in a tote bag with a towel and sunscreen all with your brand. This gesture is sure to help you retain

your clients.

As you can see the possibilities are endless. Creative, innovative and effective ideas are available today through your NOAA partnership with Consolidated Solutions. Contact us for all of your marketing and branding needs. 

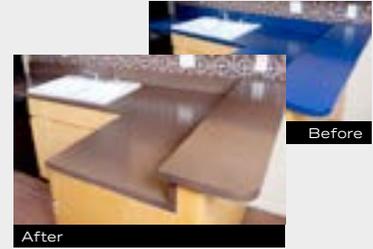
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PAST EVENTS & PHOTOS

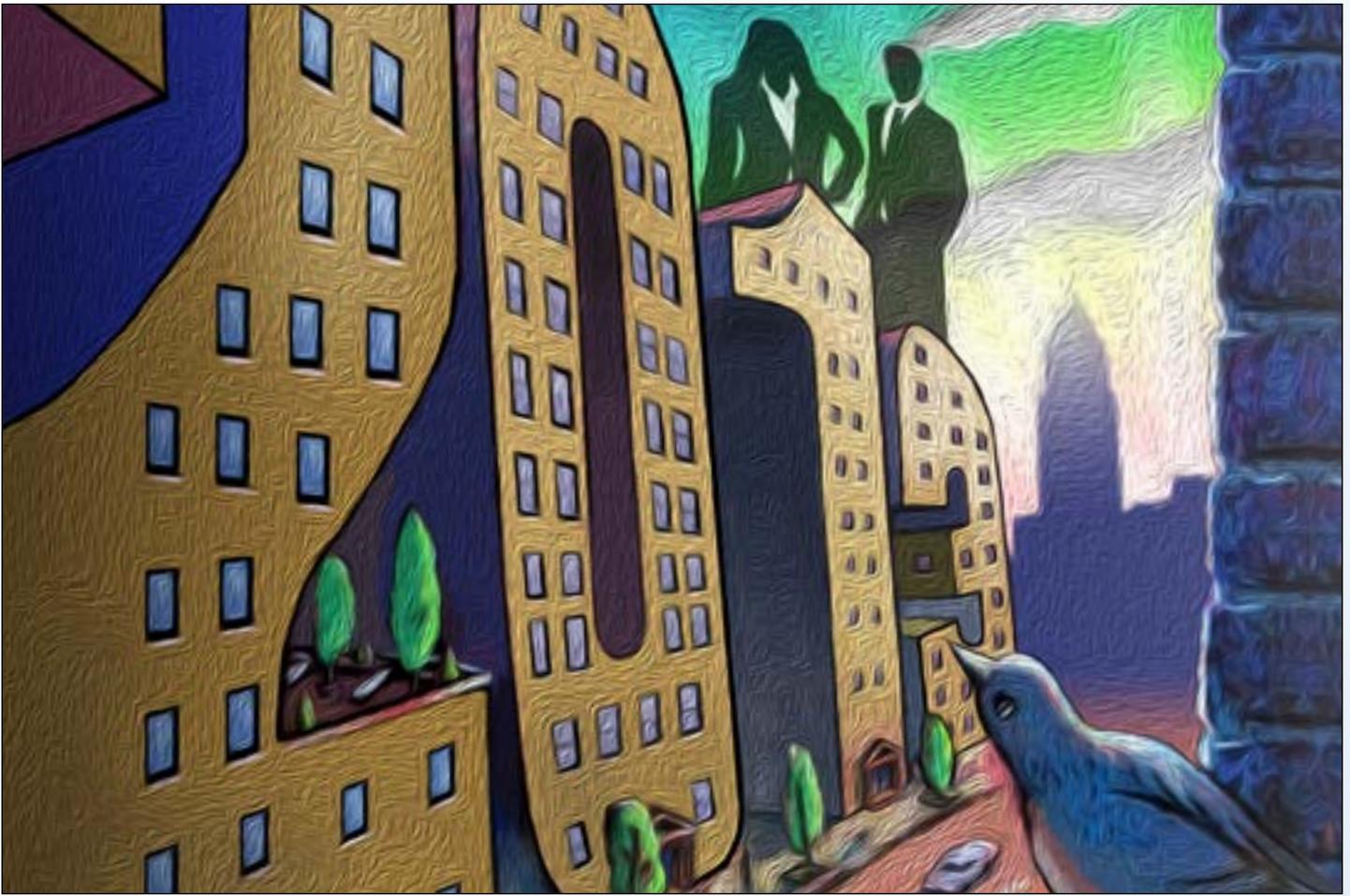
Key Award Judging Day

Del Sangro's Ristorante & Lounge
June 18th 2013

152 properties entered (Overall Community Appeal) this year. 36 judges from Detroit, Columbus and Pittsburgh were paired up and sent out for a full day of judging. Properties were broken up into 23 routes that stretched from Cleveland out to Lorain, Conneaut, Massilon and Youngstown!

Thanks to our drivers for volunteering their time and vehicles.





NORTHEAST OHIO APARTMENT ASSOCIATION

The Mentor-Mentee Relationship: Taking career development into your own hands

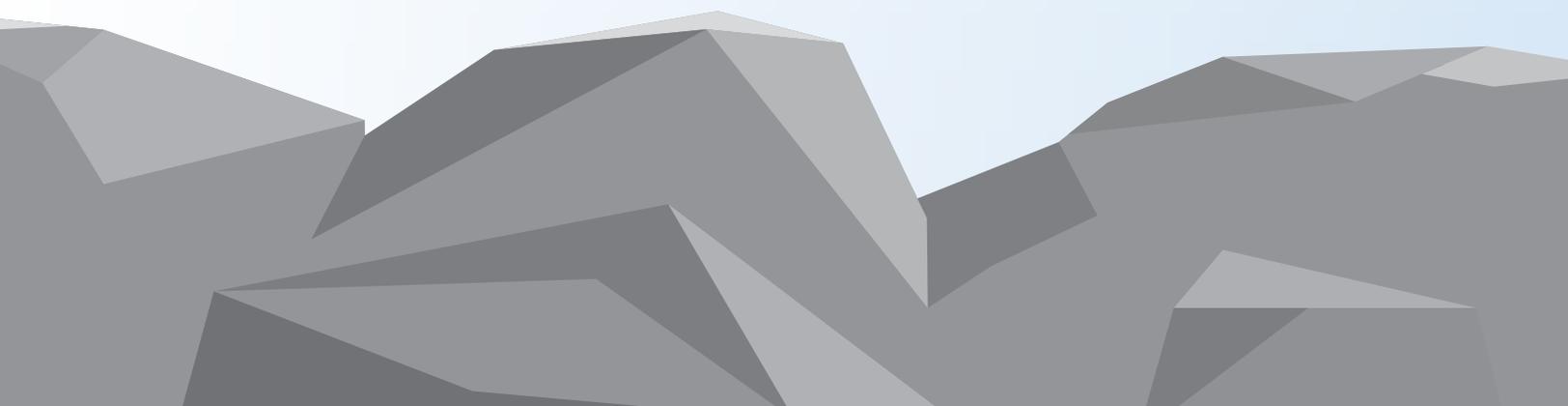
Fred Rzepka has been in the apartment business for 60 years and counting. That's enough wisdom to fill a shelf of textbooks, if he ever had the inclination to write them.

Instead, Rzepka, 81, president of Owners Management Co. in Bedford Heights, is conveying that lifetime of knowhow to Jeff Breha, who he hired just over a year ago as vice president of operations to oversee the firm's 4,000 managed units.

To Breha, Rzepka is more than a boss. He's also his mentor.

"The short time that I have been part of Owners Management Co.," Breha says, "he has helped me grow professionally, and also as a person, exponentially."

Their mentor-mentee relationship is informal. There are no structured lessons, per se. Rzepka isn't one to sit the student down and play professor, choosing to offer advice through his experiences and stories.



“It’s a passing on of knowledge,” says Rzepka. “I do not believe in lecturing. He’s learning what I know. If that’s mentoring, so be it.”

Mentoring has been a vital part of business success since before the Middle Ages, when apprentices learned their trades from the masters. The practice can be such a valuable career development tool — one that drives an enterprise in so many ways — that seven in 10 Fortune 500 companies are said to have formal mentoring programs in place.

Of course, many companies don’t, which leaves hungry, ambitious employees to seek out mentors on their own. Or be born into them.

Bob Haycox, managing member of RTR Commercial, LLC in Medina, explains that his first mentor was his father, Howard, who encouraged him to buy his first two properties when he was just 24 years old. His father also provided a much-needed seasoned voice of reason when he most needed one.

In particular, his mentor helped him work through rookie mistakes, such as not properly screening prospective tenants. Haycox wasn’t checking a prospect’s credit, criminal background, driving record and previous evictions, as he should have. He also didn’t verify their employment or obtain landlord references.

“In the early days, when I made mistakes and seriously thought about selling my properties, he helped me work through my issues and convinced me to hold my properties and that my luck would improve,” he says.

It did. Once he started contacting references and using a credit screening company, many of his previous tenant problems were eliminated. Eventually, those two properties grew to 41.

“I am very glad I listened to him,” Haycox says.

Mentoring, in fact, is all about listening. And asking questions. And identifying your shortcomings, which is where the mentor’s knowledge and experience — probably learned from the inevitable mistakes any risk-taker makes — can help fill the gaps.

“What makes a good mentee?” says Marty Cohen, principal of H&M Management. “Two things: You have to have ambition, and you must be willing to admit you don’t know everything and want to learn.”

Just as Cohen learned the business from his father, as his father did from his father the generation before. Cohen still follows the general set of



rules handed down, including, “Listen very carefully to everyone and assume that everyone in the room is smarter than you.”

Claudia Madden, director of operations for UGP Properties LLC in Cleveland, says she thought she knew everything as a young property manager in the mid- to late-1960s — until she began working for Associated Estates and a man named Lee Cohen, who was director of operations.

Cohen, she recalls, was a no-nonsense executive with an uncanny ability

to build a committed, loyal team of property managers, maintenance staff and leasing specialists because he sought and respected their opinions.

“Lee taught me many things,” she says. “That, in a team, one person is not more important than another. He taught me the meaning of integrity and respect. He taught me to play hard with your vendors but be fair, and to follow company policies, but take off the blinders and adjust to situations as circumstances dictate.”

A mentoring relationship is successful

only when the mentee is receptive to criticism and willing to adjust to suggestions, and only when the mentor is encouraged to offer unbiased, honest feedback.

“I would suggest,” Breha says, “finding a mentor who is trustworthy and does not have large gaps between their word and deed.”

And sometimes they just find you.

Joy Anzalone, now executive vice president and chief operating officer of Burton Carol Management LLC in

How to Find a Mentor

- By networking, for one. In the natural course of meeting professional contacts, you will undoubtedly meet seasoned, successful business people. Be sure to follow up those introductions.
- Attend industry trade association events as part of your networking strategy. The value of your Northeast Ohio Apartment Association membership can be further enhanced through mentoring connections.
- Professional development organizations are another good place to start, such as your local chapter of SCORE (once known as Service Corps of Retired Executives). The organization is exactly as it sounds — retired executives who volunteer their time and expertise to offer free mentoring services.
- As awkward and uncomfortable as it might sound, approach an experienced, successful practitioner. Tactfully express how much you admire their work and how they do business and simply ask if it’s possible to arrange a way to learn from them. A request to meet briefly over coffee to discuss what you have in mind is reasonable. Then maybe start by asking for input on a specific business situation and go from there.
- Consider seeking a mentor from a different industry for advice on such general, nonbusiness-specific topics as managing people, finance, leadership, business planning, etc.

Warrensville Heights, was literally picking up trash from a ravine in front of one of the company's properties when she met the man who eventually became her mentor.

Bill Risman, the company's owner, pulled up to where she was working, got out of his car in the rain and walked down the gully to shake Anzalone's hand and thank her for her hard work. She was floored.

"I could not wait until my next chance meeting with this man," she says. "He had a way of making someone feel so

important, and as a housekeeper at the time, that meant the world to me. I remember thinking as I was working my way up the ladder that if I ever had the opportunity to motivate and inspire someone the way Bill did me, I would need to do just that "

And as she rose up the ladder, Risman took her under his wing. She got to watch and learn from him in negotiations, closing multi-million-dollar deals and running the business. She also saw him treating people "like they were the most important person in the world," regardless of their

position in the company.

"I learned from Bill how to be a bottom-line manager, but also how to be firm but fair and how to lead by example," she says. "I also learned how to mentor people to give back to those who have been loyal and hardworking, the way Bill mentored me." 📖

My Five (Plus five more)

Marty Cohen, principal of H&M Management, says his first and most important mentor was his father, whose general rules he still follows:

- 1** No one will watch your money and investments more than you, so don't trust anyone else to do so.
- 2** Don't be afraid to make mistakes or to admit when you do.
- 3** Listen very carefully to everyone and assume that everyone in the room is smarter than you.
- 4** Assume that all facts presented are not true, then verify them. Once you have reviewed all the facts, then you will know who was the smartest person in the room.
- 5** After listening and verifying all the facts, trust your instincts.
- 6** The words, "I can't," do not exist.
- 7** Perform the apartment repairs and operate your business for the long-term, not short term fixes.
- 8** Surround yourself with people who have a different skill set and expertise than your own.
- 9** Constantly look for ways to improve and upgrade your investments.
- 10** Anticipate vacancies, and accept that there will always be unanticipated expenses.

Treasure Hunt Trade Show

Friday November 8th 2013

**NEW
LOCATION!**

Attendees are invited to bring one item for oral appraisal during the show. The appraisers from Garth's Auctioneers & Appraisers will be announced soon, as will their expertise.

Associate Members with a booth are encouraged to bring at least one item for oral appraisal. Items will be appraised before the floor opens and displayed for silent auction during the show. Appraisal value will be revealed to each winning bidder at the end of the show. Proceeds will be donated to Make-A-Wish Foundation. Start hunting for treasure!

Please Note:

The trade show is for apartment industry professionals only. Associate Members must have a booth to attend the trade show.

Shipping information for booth containers and materials is available at www.noamembers.com/2013-trade-show

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Floor Open

11 am - 5 pm



Reduce Operating Costs

While brushing my teeth the other day, I let the water run, as many of us do. My 5-year-old reached over to shut off the water. With a glare in her eyes, she said to me, “You’re wasting water!” Then she proceeded to educate me about the many ways we waste on our planet and how we could help preserve our planet if everyone was a bit more conscientious. I thought, wow, we live in a different world and are more educated at an early age.

Water conservation is important for two main reasons: Preserving our natural resources is a necessity of survival. Plus, there are potential cost savings to the consumer. I feel lucky to provide solutions to companies working to achieve both goals.

As a multi-family property manager, have you looked at your property to determine the energy, water and maintenance analysis opportunities?

There are tremendous opportunities and products available to help multi-family management reduce operating costs with quick returns on investment. Vendors are addressing the needs of property owners, taking into consideration cost, maintenance and performance. Addressing these needs has been a primary focus over the past several years. Vendors have been challenged to provide products that not only meet federal regulations, but also cost-effectiveness, ease of installation and maintenance and with solutions that perform as well, if not better, than their predecessors. The results have been overwhelming in our industry.

Providing solutions is how Famous Supply differentiates itself, with experienced product teams that work with vendor partners to examine customer needs and determine the best solution.

All properties are different. Famous evaluates every property to fit its unique needs, examining water from the point of entry to exit to ensure the best conservation solutions are suggested. Complete audits are offered so property owners may make the best financial decisions.

Extensive audits allow companies to make educated decisions for their investments.

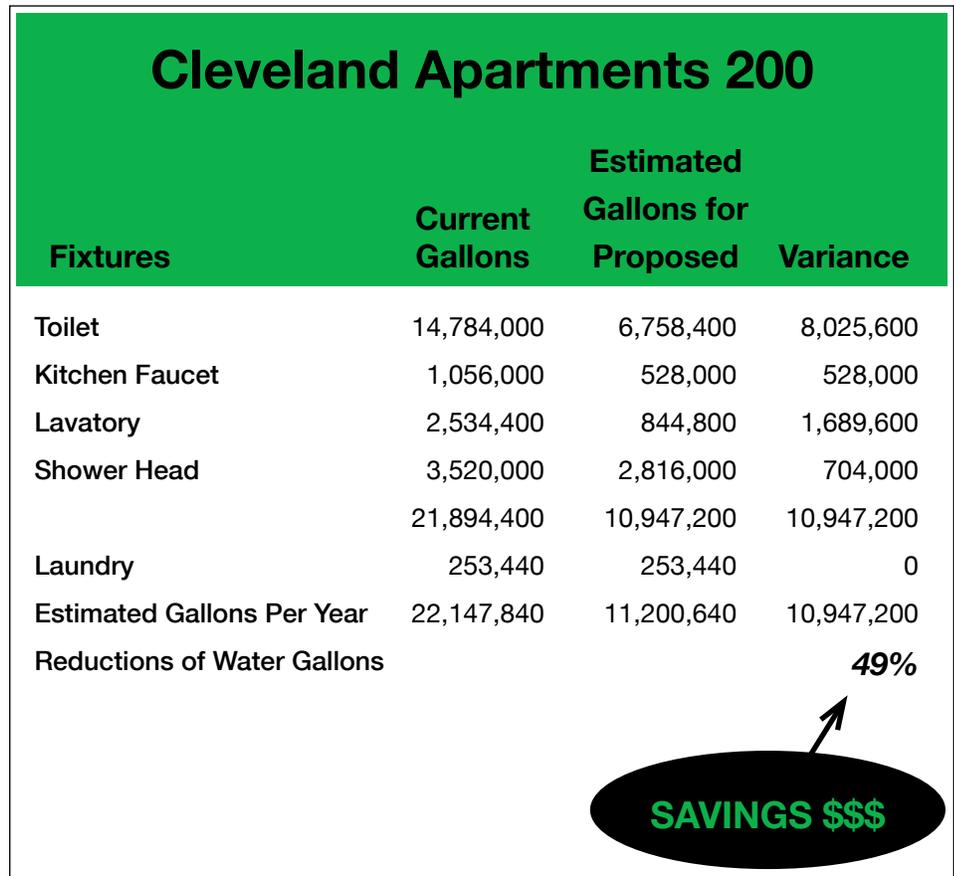
When a property is audited, all water fixtures, inputs and outputs throughout the building are analyzed. Estimated annual water use is compared to actual use. With that information, Famous and property management work together to develop a plan for replacing inefficiencies with fixtures that offer a better ROI and, in turn, significant annual savings.

I like to tell people, especially my daughter, I sell solutions that conserve

water and save companies a lot of money. Yes, I also shut the water off as I brush now! 🚰

Tanja Kozul is the Director of Multi-Family Housing and Property Management, Famous Supply

You may contact Tanja directly at (216) 406-6872 or tkozul@famous-supply.com



(This figure represents a non existing property)



MULTIFAMILY UTILITY COMPANY, INC.

Cut Expenses with Submetering

Submetering is the process of installing a water, gas or electric meter on each apartment unit after the master utility meters for the apartment community. The term “submeter” is used for any meter installed after the master meter. With submeters installed at every apartment unit the property is able to utilize a third party meter reading and billing company to read the meters and produce monthly bills for the selected utilities.

Why Submeter?

One of the largest expenses for an apartment community is utilities. It is also an expense item that continues to increase over time. There are three major reasons for this:

- **Rate Increases**—The cost of energy (gas and electric) production and acquiring clean water has outpaced inflation for the past decade.
- **Increases in Occupancy** —Due to the economic environment more people are living with extended families. Higher occupancy leads to higher utility usage.
- **Wasteful Usage** - Residents are often less conservative with their utility usage when they are not aware of their individual consumption or do not have an incentive to save.

Studies have shown that once residents become aware of their utility usage, the total consumption will go down, on average around 22%. According to a 2007 Santa Clara Water District study, “Tenants who are individually metered can benefit by being able to

monitor and control their water use – with submetering, they only pay for what they use, not what others use . . .an annual water savings of from 15 to 30%.”

Submetering makes economic sense for both the property owners and the residents. The water, gas and/or electric can be billed back to the residents thus reducing the overall property expenses. Without submetering, property owners may be forced to pass the increased expenses evenly to all residents. This would unfairly increase costs for residents who are already conscious of their utility usage. The residents will benefit because they are now in control of their utility expenses.

Submeters and Automatic Meter Reading Systems (AMR)

There are many types of submeters that will accommodate any apartment unit. In areas where water pipes can freeze, you need to take measures to prevent the meters from freezing. For these applications there are meters

with freeze plates or heat tape with insulation jackets. There are also a variety of gas and electric meters suitable for any environment.

Submeters were once read by a “meter reader” who came to the property once a month to read the meters either manually or with a variety of handheld devices. This outdated way of reading meters only provided the meter readings once a month, so if there were a leak on the property or a running toilet, hundreds of gallons of water would have already been wasted before the resident received their next bill.

The current way of reading submeters is through an Automatic Meter Reading System or (AMR). AMR’s have a small transmitter connected to each meter that sends the meter reads wirelessly to a data collector located on the property. The meter readings can then be downloaded daily and used to notify a property manager or resident if there is a sudden or steady increase in water usage. The devices can pinpoint the exact meter and time the increased usage started so the leak can be resolved within days, not



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months. Many submetering and billing companies can provide a web-based system with daily meter reads with their services.

How does it Work?

It is best to select a reputable submetering and billing company in the beginning to ensure you are getting the appropriate meters and AMR system for your property. These companies will typically handle all of the details, from the design and installation to the resident billing so you can start saving immediately. Following are some typical steps for a new installation:

1. A complete property analysis is completed to determine the best submetering products for the desired application.
2. Notices are issued to inform residents of the new submetering system.
3. Equipment is ordered and

depending on state and local regulations may be sent to a government office for inspection and testing. The meters would then be installed along with the AMR system.

4. Resident information along with their meters is uploaded to a billing system and ready for processing.
5. Meter information is read via (AMR) wireless transmitters and receivers and transmitted back to a billing company. Individual meter readings are then imported into a billing system and individual utility bills are created.
6. Utility bills are sent directly to residents via U.S. Mail and/or electronically to e-mail addresses.
7. The billing company will typically collect payments via multiple payment methods including check, money order, eCheck or major credit card. Online and phone payments are often accepted as well.

8. A monthly utility reimbursement check is then sent to the owner, manager or association. 📄

Multifamily Utility Company offers both code-compliant submetering systems and customized Ratio Utility Billing Systems (RUBS) for apartment communities. Multifamily Utility Company handles everything from the system design and installation to monthly meter reading and billing. With more than 20 years of experience, Multifamily Utility is committed to being an industry leader in submetering and billing. For more questions please contact Multifamily Utility Company at: 800.266.0968 or view their website at www.multifamilyutility.com.

McKinley Grove has Opened its Doors!

The public was invited to join Extended Housing, Inc. for a celebration of the opening of McKinley Grove, a permanent supportive housing apartment community in Painesville. It is the first of its kind in Lake County and will benefit severely mentally ill individuals who need support in order to maintain an increased level of independence.

“A need for over a decade, a vision since May of 2008 and now a reality because of the overwhelming support from our community, Churches, government, friends and partners. McKinley Grove is a milestone for us, our community and most importantly persons living with mental illness. We are so looking forward to celebrating this grand opening,” said Karen McLeod, executive director of Extended Housing.

The open house was held Friday, June 7 from 3 to 6 PM, with a formal ribbon-cutting at 4 PM, with several speakers and a ceremonial flag-raising. Speakers included the following: Blessing: Fr. Steve Vellenga, St. Mary Parish, Heather Moseman—Past Board President, Congressman David Joyce, Senator John Eklund, State Representative Ron Young, Jason Boyd—Lake County Commissioners, Andrew Flock—Council Member, City of Painesville,



Senator Eklund is holding the scissors, and our Executive Director, Karen McLeod is holding the bow.

Sally Luken—Corporation for Supportive Housing, Marian Norman—Continuum of Care, Roma Barickman—Ohio Department of Mental Health, Guy Ford—Ohio Housing Finance Agency, Melissa Dallas—Federal Home Loan Bank of Cincinnati, Kim Fraser—Lake County ADAMHS Board

307 McKinley Grove is located just west of Silvestro's Depot Café (470 Railroad Street) in Painesville. There is a private drive off Railroad Street that leads to McKinley Grove.

Extended Housing is very appreciative of the following organizations for contributing to the McKinley Grove project: The Ohio Department of Mental Health, The Board of Lake County

Commissioners, The Lake-Geauga Fund of the Cleveland Foundation, The Ohio Housing Finance Agency, The Federal Home Loan Bank of Cincinnati, The Corporation for Supportive Housing (CSH), The Lubrizol Foundation, The Western Reserve Junior Service League, The Hope for the Future Fund of the Cleveland Foundation, Lake National Bank, The Lake County ADAMHS Board, The United Way of Lake County, The Lake & Geauga Area Association of Realtor's Community Involvement Committee, The Lake County Angels and numerous individual donors and supporters. 🇺🇸



307 McKinley Grove, Painesville, OH 44077
www.extendedhousing.org

CSH is a national nonprofit community development financial institution with offices located throughout the U.S. Building on a commitment to invest in the communities it serves, CSH provides the advocacy, expertise, leadership, and financial resources to make it easier for local communities to create and operate supportive housing, which is permanent housing linked to services that prevent and end the cycle of homelessness. Learn more at <http://www.csh.org>.

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Three Things You Need To Know About E-mail Marketing Before You Press “Send”

It's everyone's favorite application. Since its introduction, it has revolutionized the way we communicate, both personally and professionally. It has had a major impact on how companies market themselves, communicate with vendors, send out press releases, rally employees and alert clients to their latest and greatest promotion. The ease, low-cost and speed of e-mail in marketing is the biggest reason why our inboxes are overflowing with spam.

In response to the ubiquitous outcry “I hate spam,” governments have crafted regulations surrounding the use of e-mail; and if you are one of the millions of companies using e-mail for marketing, then it's important that you familiarize yourself with these laws. But the danger doesn't stop there... Even if you don't get caught by the feds

for violating the rules of e-mail usage, you can still end up on a blacklist with the major ISPs such as Yahoo!, Gmail, GoDaddy and EarthLink. Once you get blacklisted, you are considered guilty until proven innocent, and ALL the e-mail you send won't get through, even to people who want to receive it—a consequence that could end up hurting your business more than a fine.

What Are The Basic Guidelines Of E-mail Marketing?

First and foremost, make sure you are only sending e-mail campaigns to people who have solicited (requested) to be on your distribution list. This is called “opting-in” or subscribing, and e-mails sent to these folks are considered “solicited e-mail.” You are perfectly within your rights to send them messages; but if you got their

e-mail address by any other means and they did NOT specifically request to be on your list, that's considered “unsolicited e-mail” or spam. Sending promotional e-mails to people who have not requested them is not only illegal, but annoying...so don't do it!

Next, make sure you provide directions on how a person can remove themselves from your distribution list in EVERY e-mail. The best place to put this information is at the very bottom of your message. You should also include your full company name and contact information at the bottom so no one can blame you for cloaking your identity—another legal “no-no” of e-mail marketing.

Our #1 Recommendation

Lastly, when sending e-mail out to your marketing list, we recommend using a

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service such as Constant Contact. These web-based applications will help you manage your e-mail distribution list with automatic opt-out and opt-in tools and will keep your e-mail server off an ISP's blacklist.

Naturally, you want to make sure the information you are sending is interesting and relevant. No one wants more junk filling up their inbox, so the better you are at marketing, the better your results will be. E-mail is not a magic marketing bullet that will solve all your marketing problems but, used correctly, it can certainly help you reach more customers and build stronger relationships with the people you already do business with. 📧

If you need assistance contact Michael directly 440-925-4005 x133 or mmandato@systemcareinc.com Visit www.systemcareinc.com for more information.

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Legislative Update

Outlined below are bills that were followed for the Ohio Apartment Association in the 130th General Assembly.

Current priority bills

HB 9: RECEIVER'S POWERS

6/18/2013 - Senate Civil Justice, (First Hearing)

HB 46: SMALL CLAIMS DIVISION-TAX APPEALS BOARD

02/13/2013 Referred to Ways and Means Committee

HB 59: BIENNIAL BUDGET

6/30/2013 - SIGNED BY GOVERNOR

HB 138: TAX APPEALS BOARD LAW CHANGES

6/26/2013 - PASSED BY SENATE; Vote 31-1

SB 16: ABANDONED LAND

6/18/2013 - Senate Civil Justice, (Second Hearing)

SB 22: PROPERTY REMEDIATION-METHAMPHETAMINE LABS

3/6/2013 - Senate Medicaid, Health and Human Services, (First Hearing)

Other Issues

1. Civil Right Commission rules regarding damage awards in housing discrimination case. OAA opposed first draft and testified at public hearing on December 3. Rules were pulled from December 10 JCARR agenda. Dimitri Hatzifotinos, Steve Gladman and Maryellen Corbett attended an interested party meeting with the CRC to discuss. The CRC staff seemed to understand the objections we were raising. The CRC is reviewing the draft and committed to sharing new drafts with us when available.
2. Kidde is again trying to promote carbon dioxide detector language. Pushing for mandatory inclusion of detectors in all existing multi-family homes. No legislation introduced, but language is being drafted. Leah Pappas Porner, Josh Sanders and Steve Gladman have met with proponents to discuss the language.

New Bills since July 1, 2013

SCR 18: OHIO HARDEST HIT FUND

Full Tracking List

House

HB 5: MUNICIPAL CORPORATIONS INCOME TAXES (Grossman, Henne)

To revise the laws governing income taxes imposed by municipal corporations.

Current Status: 5/8/2013 - House Ways and Means, (Seventh Hearing)

HB 7: GAMBLING LAW (Huffman, M) - To permit the Bureau of Criminal Identification and Investigation to investigate criminal activity related to the Gambling Law, to make changes related to schemes of chance, and to require certifications related to the conduct of a sweepstakes with the use of a sweepstakes terminal device. Current Status: 6/4/2013 - SIGNED BY GOVERNOR

HB 9: RECEIVER'S POWERS (Stautberg, P)

To add to and clarify the powers of a receiver and to provide a procedure for a receiver's sale of real property. Current Status: 6/18/2013 - Senate Civil Justice, (First Hearing)

HB 31: RESIDENTIAL FIREARM STORAGE-ACCESSIBILITY (Patmon, B)

To prohibit any person from storing or leaving a firearm in the person's residence unless the firearm is secured in safe storage or rendered inoperable by a tamper-resistant lock or other safety device if the person knows or reasonably should know that a minor is able to gain access to the firearm and to provide criminal penalties if a minor gains unauthorized access to a firearm not so stored or rendered inoperable.

Current Status: 4/30/2013 - House State and Local Government, (First Hearing)

HB 59: BIENNIAL BUDGET (Amstutz, R)

To make operating appropriations for the biennium beginning July 1, 2013, and ending June 30, 2015; to provide authorization and conditions for the operation of state programs.

Current Status: 6/30/2013 - SIGNED BY GOVERNOR

HB 138: TAX APPEALS BOARD LAW CHANGES (McClain, Letson)

To make changes to the law governing the Board of Tax Appeals, including authorizing a small claims division within the Board, requiring the Board to institute measures to manage certain appeals, requiring the Board to receive notices of appeal and statutory transcripts electronically, providing pleading standards for appeals to the Board, granting the Board authority to grant summary judgments and consider motions, vesting hearing examiners with the authority to determine credibility of witnesses and issue statements of fact and conclusions of law separately, and authorizing the Board to require parties to engage in mediation, and to authorize the Tax Commissioner to expedite and issue a final determination

for residential property value appeals with written consent of the parties.

Current Status: 6/26/2013 - PASSED BY SENATE; Vote 31-1

HB 151: RIGHT TO WORK-PRIVATE EMPLOYERS (ROEGNER K)

To prohibit any requirement that employees of private employers join or pay dues to any employee organization and to establish civil and criminal penalties against employers who violate that prohibition.

Current Status: 6/4/2013 - House Manufacturing and Workforce Development, (First Hearing)

HB 163: OHIO CIVIL RIGHTS LAW EXPANSION (McGregor, Antonio)

To prohibit discrimination on the basis of sexual orientation or gender identity, to create an exception for unlawful discriminatory practices concerning admission to or membership in certain religious organizations, 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 public hearing.

Current Status: 5/22/2013 - House Commerce, Labor and Technology, (First Hearing)

*SB 125 companion bill

HB 198: TAX INCREMENT FINANCING (BUTLER, JR. J, BURKLEY T)

To establish a procedure by which political subdivisions proposing a tax increment financing (TIF) incentive district are required to provide notice to the record owner of each parcel within the proposed incentive district before adopting the TIF resolution, and to permit such owners to exclude their parcels from the incentive district by submitting a written response.

Current Status: 06/25/2013 House State and Local Government, (First Hearing)

HB 223: RESIDENTIAL FORECLOSURE ACTIONS (Grossman, Curtin)

To expedite the foreclosure and transfer of unoccupied, blighted parcels and certain abandoned properties and to make other changes relative to residential foreclosure actions.

Current Status: 06/26/2013 Referred to Financial Institutions, Housing and Urban Development Committee

Senate

SB 16: ABANDONED LAND (Schiavoni, J)

To provide that a person is not criminally or civilly liable for trespassing on certain abandoned land or similar places of public amusement if the person enters or remains on the land or place of public amusement to remediate it and knows or has reasonable cause to believe that the land or place of public amusement is in one of those categories; to provide the property owner with immunity from liability to a person who enters or remains on the land or place of

public amusement in those circumstances subject to the statute governing liability to trespassers; and to provide that a person who enters or remains on the land or place of public amusement in those circumstances is not entitled to any reimbursement for any cost of the remediation unless agreed to by the property owner.

Current Status: 6/18/2013 - Senate Civil Justice, (Second Hearing)

SB 51: FLAG DISPLAYS (Coley, W)

To prohibit manufactured homes park operators, condominium associations, neighborhood associations, and landlords from restricting the display of blue star banners, gold star banners, and other service flags, and to prohibit manufactured homes park operators and landlords from restricting the display of the United States flag.

Current Status: 3/13/2013 - Senate Public Safety, Local Government and Veterans Affairs, (First Hearing)

SB 52: PROPERTY TAX COMPLAINTS (Coley, W)

To permit property tax complaints to be initiated only by the property owner.

Current Status: 6/18/2013 - Senate Ways and Means, (Fourth Hearing)

SB 125: OHIO CIVIL RIGHTS LAW EXPANSION (LaRose, Skindell)

To prohibit discrimination on the basis of sexual orientation or gender identity, to create an exception for unlawful discriminatory practices concerning admission to or membership in certain religious organizations, 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 public hearing.

Current Status: 6/26/2013 - Referred to Committee Senate Civil Justice

*HB 163 companion bill

SB 138: BED BUG-LICE INFESTATIONS (Tavares, C)

To require that employees in certain health care and other facilities be notified of bed bug or lice infestations.

Current Status: 05/29/2013 Referred to Medicaid, Health and Human Services Committee

SCR 18: OHIO HARDEST HIT FUND (SCHIAVONI J)

To urge the United States Department of the Treasury to allow the use of up to twenty-five per cent of the funds in the Ohio Hardest Hit Fund for demolition of vacant property.

Current Status: 07/08/2013 Introduced

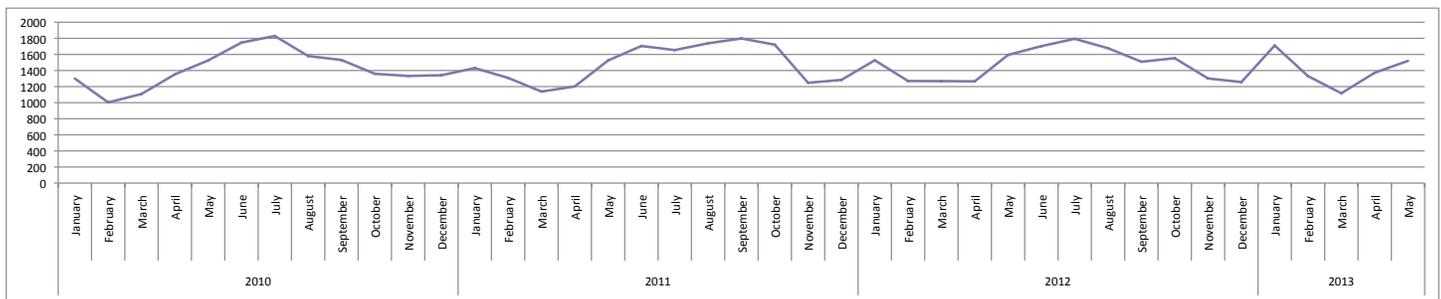
Eviction Index

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	2012									2013				
	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	
Bedford	175	227	215	205	212	159	222	134	177	208	140	153	215	
Cleveland	1061	1011	1170	1075	939	1017	720	778	1058	788	684	846	915	
Euclid	133	159	158	114	105	120	133	124	193	111	117	157	151	
Lakewood	68	94	81	103	82	75	63	89	88	82	61	68	78	
Parma	125	166	122	136	126	127	109	108	147	109	86	100	123	
Painesville	32	46	48	44	45	55	54	23	48	32	29	48	38	
Total	1594	1703	1794	1677	1509	1553	1301	1256	1711	1330	1117	1372	1520	

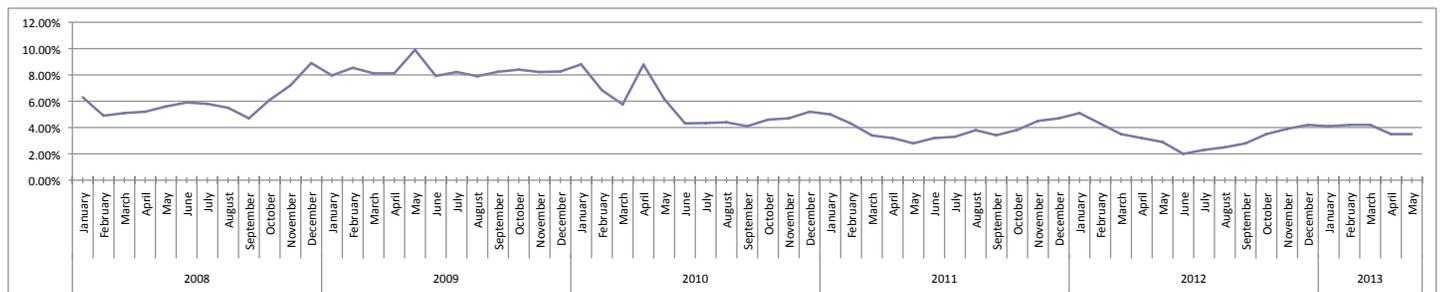
Total Eviction Index - Historical Line Chart



Vacancy Rates

AREA	2012									2013				
	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	
Northeast	1.60%	0.80%	2.20%	3.30%	3.60%	3.40%	3.80%	3.80%	4.20%	4.90%	4.70%	4.10%	4.20%	
Southeast	1.90%	1.70%	4.40%	4.10%	4.20%	4.70%	5.00%	5.00%	4.70%	4.90%	3.50%	3.00%	3.70%	
South/Southeast	2.40%	0.00%	2.70%	2.50%	2.0%	2.50%	2.90%	2.90%	3.30%	3.40%	3.20%	2.80%	2.20%	
Northwest	1.50%	1.30%	2.10%	1.70%	2.50%	2.40%	2.80%	2.80%	2.80%	2.40%	2.10%	2.60%	2.50%	
Southwest	4.70%	3.70%	4.80%	4.80%	4.80%	3.80%	4.40%	4.40%	4.40%	4.40%	5.90%	3.80%	3.80%	
Entire Region	2.90%	2.00%	3.30%	3.80%	3.42%	3.50%	3.90%	3.90%	4.10%	4.20%	4.20%	3.50%	3.50%	

Total Vacancy Rates - Historical Line Chart



Rental Applicant Risk Index Report

The Suites Magazine Rental Applicant Risk Index Report is presented to owners and managers of multifamily properties to assist them in evaluating credit quality and risk of default for renters. The numbers represent the number of eviction filings in the corresponding courts. Using a mean of 100, an index value above 100 indicates decreased risk, and a value below 100 indicates increased risk.

Here is how North East Ohio performed in the first quarter compared to last year:

First Quarter Index - Cleveland-Elyria-Mentor, OH

2013 = 99

2012 = 99

According to the data, the risk of default among renters nationwide decreased year over year in the first quarter of 2013 with an index value of 104 compared to the first quarter 2012 with an index value of 102. On a quarter-over-quarter basis, the risk of default decreased in the first quarter 2013 compared to the fourth quarter of 2012 when the index value was 103. The rise in the index is a sign of improving ability to meet lease obligations among prospective apartment renters nationwide.

The CoreLogic Renter Applicant Risk (RAR) Index Report is published quarterly by CoreLogic SafeRent. The RAR Index is calculated exclusively from applicant-traffic credit quality scores from the CoreLogic SafeRent statistical lease screening model, Registry ScorePLUS®, and is based on an analysis of 31,000 properties representing apartment homes and single-family rentals. The index provides a benchmark trend of national and regional traffic credit quality scores.

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