Inside this issue

• Digital Marketing Trends
• New State Occupancy Policy
• Legislative Wrap Up
• Tips for Reputation Management
• And more!
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- NO NEED TO REPLACE furniture or mattresses.
- Conventional Insecticide Treatments also available

CALL (317) 924-4114 or Toll Free (866) 924-4114 FOR MORE INFORMATION!!
From the IAA Chairman of the Board

6 Hear from Chad Greiwe, IAA Chairman of the Board, as he speaks on the importance of associate members in his Chairman Letter.

Committee Updates

7 Check out what the committees have been working on so far this year.

Events

7 Power Lunch: Attend the last Power Lunch of the year on August 17th, featuring Linda Newman.
8 FUN Meeting: Soak up the sun and enjoy a great night of networking at the Indianapolis Indians game on July 27th.

Political Action Committee Contributors

9 A list of Indiana Multifamily Housing Political Action Committee Contributors so far this year.

Education

11 Find the list of upcoming certification programs and free courses IAA is offering.

Midwest Multifamily Conference

12 Information on the MMC 2017 key note speaker, Dennis Snow, as well as how to submit Prodigy Awards and Awards of Excellence nominations.

Statewide News

13 Find out what’s happening at our chapters around the state.

Marketing

18 Digital Marketing Trends to Keep an Eye On: digital marketing trends that are helping multifamily professionals be even more successful.

Industry News

20 Updates from IAA members, including pieces on community services projects and awards and recognitions.

Legislative Updates

22 Legal News: Information on the new Indiana state-wide occupancy policy going into effect in July.
23 2017 Legislative Wrap-Up: An overview of approved legislation from the 2017 Legislative Session.

Management

15 Tips for Reputation Management: advice on how to handle online reviews and negative feedback, along with ways you can maintain your reputation through it all.

Maintenance

17 5 Tips for Maintenance Turns: effective strategies for maintenance (and management) on how to turn units and make them move-in ready for the next resident.

27 2017 Member Get a Member Program: All about the IAA Membership Drive – how to participate, what to do, and how you can help IAA reach our goal of 10,000 new units and 100 new vendors.

28 Associate’s Council: An update from the Associate’s Council, as well as the enhanced membership levels listing and short bios on new IAA Associate Members.
Calendar Preview

July

For the full IAA calendar of events, visit iaaonline.net.

<table>
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Ad Directory

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</tr>
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</tr>
<tr>
<td>Livin the Dog Life</td>
<td>22</td>
</tr>
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<td>6</td>
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<tr>
<td>RentPath</td>
<td>17</td>
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<td>Taft Law</td>
<td>25</td>
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**Associate Members: Valuable Asset to IAA**

Associate members, suppliers and service providers of the multifamily industry, are key members to the Indiana Apartment Association. Not only do associate members provide supplies and services to apartment communities and management companies, but they also contribute their time and resources to IAA.

Without our associate members’ support, the networking events and training classes that IAA offers to all members would not be possible. Their sponsorship of events, the annual Midwest Multifamily Conference, and education courses are what allows IAA to continue to offer these great opportunities for members each year.

The overall success of IAA relies on the continued growth of membership throughout the state, including not only associate members, but properties and management companies as well. In 2016, the IAA Hoosier Hustler Campaign brought in almost 30 new members – twice as many as in 2015. For 2017, we’re launching the Member Get a Member Program. The goal is to recruit 100 new vendor members during the membership drive, starting now. We cannot do this without your help. Our hope is that all members will participate in the recruitment of new members to support us in becoming the fifth largest apartment association in the country.

To learn more about the 2017 Member Get a Member Program, visit page 27.

IAA not only encourages members buying from members, but also facilitates opportunities when associate members can learn about the industry and individual companies’ bid processes. Three times a year, IAA hosts a Management Panel Discussion. This panel discussion is designed to provide associate members with insider information about the multifamily industry. At each event, the panel consists of decision makers from several different management companies. The panelists are asked questions about the industry, bid process best practices, budgeting information, decision making processes, and follow-up expectations. Associate member attendees also have the opportunity to ask the panel any questions, as well as meet with the panelists after the discussion is over.

At Gene B. Glick, we rely on IAA members first when collecting bids for our projects. As Chairman of the Board, I encourage all members to support IAA’s associate members. If you are currently using a vendor who is not a member of IAA, ask them to join today and help us achieve our goal in the Member Get a Member Program.
Communications Committee

The Communications Committee has been hard at working making INSites magazine as best as it can be. At the last meeting, the committee reviewed the March/April issue and gave feedback on the overall magazine. The committee also discussed ideas for the May/June issue, as well as all future issues for the remainder of the year.

Ambassador Committee

The Ambassador committee recommended new ways to retain IAA’s current members and bring new members on board. They recommended expanding the member newsletters to non-members. They also recommended extending the membership campaign to meet a goal versus the time specific campaign. They are recommended inviting prospects to the new member orientation.

Professional Development Committee

The Professional Development committee discussed recruitment into the industry. Many companies found success recruiting from retail, banking, daycare industries, and through residents, but IAA can fill the staffing gap many companies experience by building relationships with staffing agencies. IAA can create a talent pipeline through the development of training materials for the agencies to use to equip their employees with the skillsets needed to be employed by multifamily companies.

Maintenance Committee

The Maintenance Committee discussed recruitment into the industry. More than leasing, many companies experience a significant need for maintenance technicians. To alleviate the burden, IAA could partner with Goodwill along with other high schools or trade schools. IAA would build a talent pipeline by raising awareness of the profession and training potential employees.

COMMITTEE UPDATES

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Fun Meeting

IT’S ALL FUN AND NETWORKING!

Let us “Take you out to the Ballgame” as our own Indianapolis Indians take on the Rochester Red Wings! Victory Field is the place to be as we enter the Corona Light Beach July 27th at 7:30pm. Everyone will be enjoying hamburgers, hotdogs, soft drinks and unlimited beer from 7:30pm – 9:00pm, while cheering on our Indians!

This is one FUN Meeting “your team” should not miss!

TICKETS:
$30 per Member
$45 per Non-Member
(tickets are picked up at event)

THURSDAY, JULY 27, 2017
Victory Field
501 W. Maryland St., Indianapolis, IN
| Platinum Investors  
<table>
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<th>($1.50 per unit)</th>
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| 3 Point Property Management  
| Arnel, Inc.  
| Aspen Management USA  
| Becovic Management Group of Indiana  
| Berkshire AHP  
| Birge & Held Asset Management, LLC  
| Block Multifamily Group  
| Brad Nash  
| Braden & Associates – Architonics, Inc.  
| Bradley Company  
| Brookside Properties Inc.  
| Buckingham Management  
| Cagan Mgmt. Group  
| Cardinal Group Management  
| Carter Haston Real Estate Services  
| Coastal Ridge Real Estate  
| Corner Stone Properties & Rental, LLC  
| Crest Management  
| DEI Communities  
| Dominion Realty, Inc.  
| Edgewater Partnership  
| Edward Rose & Sons  
| Element Management  
| Emmert Property Management  
| Empire Realty Investments  
| Engel Realty Company, LLC  
| Englert Mgmt Corp.  
| Faith Properties  
| Feichter, Realtors  
| Flaherty & Collins Properties  
| Fore Property Company  
| Fort Wayne Housing Authority  
| Four Seasons Realty  
| Friedman Management  
| Gene B. Glick Company, Inc.  
| Hendricks Commercial Properties, LLC  
| Heugel Realty, Inc.  
| Hunt Pacific Management  
| Investors Property Services  
| J.C. Hart Company, Inc.  
| JKG Property Group, LLC  
| John & Stacy Hayes  
| Justus Rental Properties, Inc.  
| Kent Avenue Group  
| Management Advantage  
| Maple Crest Realty Corp.  
| Mark III Mgmt. Corp.  
| Masterson Properties, LLC  
| Maxus Properties, Inc.  
| Novogroder Companies Inc  
| NRP Management, LLC  
| Oxford Gables  
| Paramount Management, Inc.  
| Pearl Real Estate Management  
| Picnic Lawn Apartments, LLC  
| R Communities  
| Real Estate Equities  
| RealAmerica Management, LLC  
| Redwood Living  
| Residential Management Co., LLC  
| Samaritan Properties  
| Sentry Management Services Inc.  
| Sheehan Property Management, Inc.  

| Gold Investors  
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| Barrett & Stokely, Inc.  
| Chronister Properties  
| Hills Property Management  
| Real Estate Analytics Management  

| Silver Investors  
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| Andover Management Corp./  
| In Good Company  
| Consolidated Property Management  
| DBA Candlelstick Terrace, LLC  
| James Management Group, LLC  
| O'Neill Property Management  
| Pedcor Management Corporation  
| Regency Windsor Management, Inc.  
| Sundance Property Management, Inc.  

| Bronze Investors  
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| AMP Residential, LLC  
| Pedcor Homes Corporation  

| Booster Club  
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<th>(Associate Member Investors)</th>
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| A2 Windows & Doors LLC  
| ap INSPECTIONS & environmental services  
| Apartments.com  
| Apartment List  
| Associa Oncall  
| ATI Energy Group, LLC  
| Ball State University  
| Bam Outdoor, Inc.  
| BBG Construction, LLC  
| BG Multifamily  
| Blakley's  
| Bone Dry Roofing  
| Carpetbaggers, Inc.  
| CBRE  
| Chadwell Supply  
| City Wide Paving, Inc.  
| Cohen & Malad, LLP  
| Community Green Landscape Group, Inc.  
| Cook’s Towing Service  
| Corporate Imaging Concepts  
| CRG Residential  
| Custom Concrete Co, Inc.  
| Deceuninck North America  
| Details Cleaning Solutions, LLC  
| Diamond Rentals, Inc.  
| Direct Fitness Solutions  
| Ecore Commercial Flooring  
| Entra  
| ESSCO Corporation  
| Exterior Building Products  
| Falcon Carpet of Indiana, Inc.  
| Ferguson Facilities Supply  
| Frye Electric, Inc.  
| Full Care of Indianapolis  
| Great Lakes Commercial Laundry Sales, Inc.  
| Gregory & Appel Insurance  
| HappyCo  
| Heartland Golf Cars & Equipment  
| Holt Construction Group, Inc.  
| HPS Schonox  
| Indianapolis Signworks  
| Indiana's Finest Wrecker  
| Indy Coin Laundry (Cincinnati Coin Laundry)  
| Jahnik Painting, Inc.  
| Jetz Service Company, Inc.  
| Johnson’s Commercial Flooring  
| Kermans Fine Flooring  
| Keyper Systems  
| Kinder Electric Co, Inc.  
| Koorsen Fire & Security  
| L.B. Gray,LLC A Debt Collection Agency  
| Landman Beatty, Lawyers  
| LeaseTerm Solutions  
| Life Fitness  
| Livin The Dog Life - Dog Parks  
| Maintenance Supply Headquarters  
| MB Financial Bank  
| Mitsch Design  
| Monon Technology Group  
| National Tenant Network - Indiana/Ohio  
| On The Scene LLC  
| One Way Carpet Cleaning & Restoration  
| PERQ, LLC  
| PHD Carpet & Janitorial Service  
| Quantum Graphix, LLC  
| Realgy Energy Services  
| Recreation Unlimited  
| Renovia  
| Republic Roofing  
| Rite Rug Company  
| Roto Rooter Plumbing, Inc.  
| Sandlin Law Group P.C.  
| Sign A Rama  
| SimplexGrinnell  
| Sims-Lohman Fine Kitchens & Granite  
| Summer Classics Contract  
| Surface Connection, Inc.  
| Texacraft  
| The Liberty Group  
| Tikijian Associates  
| Total Restoration General Contractors Inc.  
| TNT Services  
| TSI Energy Solutions  
| University Loft Company  
| Van Rooy Restoration  
| Vectren Energy Delivery  
| Vibrant Outdoors  
| VMintegrated  
| WarrenCo Construction & Paving, Inc.  
| WebListers  
| Wellman Exteriors  
| Western Waterproofing  
| Whelan & Associates  

| Tetzloff  
| The Garrett Companies  
| Tikijian Associates  
| Twin Lakes Apartments, LLC  
| Urbahns Group an Indianapolis Co.  
| Van Rooy Properties  
| WARM Properties, LLC  
| Whitney Management Corp.  
| Willow Point  

| Entrata  
| ESSCO Corporation  
| Exterior Building Products  
| Falcon Carpet of Indiana, Inc.  
| Ferguson Facilities Supply  
| Frye Electric, Inc.  
| Full Care of Indianapolis  
| Great Lakes Commercial Laundry Sales, Inc.  
| Gregory & Appel Insurance  
| HappyCo  
| Heartland Golf Cars & Equipment  
| Holt Construction Group, Inc.  
| HPS Schonox  
| Indianapolis Signworks  
| Indiana's Finest Wrecker  
| Indy Coin Laundry (Cincinnati Coin Laundry)  
| Jahnik Painting, Inc.  
| Jetz Service Company, Inc.  
| Johnson’s Commercial Flooring  
| Kermans Fine Flooring  
| Keyper Systems  
| Kinder Electric Co, Inc.  
| Koorsen Fire & Security  
| L.B. Gray,LLC A Debt Collection Agency  
| Landman Beatty, Lawyers  
| LeaseTerm Solutions  
| Life Fitness  
| Livin The Dog Life - Dog Parks  
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| TSI Energy Solutions  
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| Van Rooy Restoration  
| Vectren Energy Delivery  
| Vibrant Outdoors  
| VMintegrated  
| WarrenCo Construction & Paving, Inc.  
| WebListers  
| Wellman Exteriors  
| Western Waterproofing  
| Whelan & Associates  

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- Striping
- Infrared Asphalt Repairs
- Resurfacing
- Excavation
- Storm Drain Repair
- Crack Sealing
- Concrete Repairs
- Snow Removal & Salting

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Certifications

CAMT
Recommended for current or aspiring maintenance technicians supervisors who want to grow their career and: Implement a preventive maintenance schedule; Document maintenance activities in compliance with regulations; Enhance professional behaviors and communication skills.

Register by August 25 for $995 on 9/6-7, 10/4-6, 11/8-9, 12/7-8, 12/12

Low Income Housing Tax Credit/Housing Credit Certified Professional

Recommended for current property managers working in the affordable housing industry and for property managers who want to diversify their experience. There are no prerequisites for attending this training, but you are required to earn minimum two years’ experience in the LIHTC industry to earn your certification. While you earn this experience requirement, you will be considered an HCCP-Candidate. Attendees will learn the following:

- Income & Employment: What is included and what is not
- Assets: Income vs. Assets, How to Calculate assets, Determining Cash Value, Real Estate, Personal Property, etc.
- Certification & Recertification: Recommendations, Waivers and Transfers

Fundamental Training for ALL LIHTC professionals (Tuesday Only)
12/5 @ 9:00 AM – 5:00 PM; $250

Advanced Training for Developers, On-Site Managers and Asset Managers (Wednesday Only)
12/6 @ 9:00 AM – 1:00 PM with optional exam from 1:30 – 4:30 PM; $150 plus $175 Exam Fee

BOTH DAYS
12/5 and 12/6; $350 plus $175 Exam Fee

Prices increase after September 1

Maintenance Certifications

Final EPA/CFC course
Universal certification, including sections 1-4 for $135 and retakes for $79.
11/7 @ 8:00 AM – 3:30 PM in Indianapolis

Final R-410A Certification Course
Necessary training and practical knowledge to safely service systems containing R-410A and R-407C, the R-22 phase-out, appropriate refrigerant and oil applications, service techniques, and safe handling of R-410A.
8/24 @ 9:00 AM – Noon in Indianapolis

FREE Classes

Crime Prevention Tactics, led by Special Task Force Agency
7/12 @ 9:00 AM – Noon in Indianapolis

Resident Retention, led by Community Life
7/13 @ 9:00 AM – Noon in Indianapolis

Appliance Maintenance and Repair, led by Maintenance Technicians and Supervisors
7/18 @ 9:00 AM – Noon in Indianapolis

Finance 101, led by Amanda Warren, Regional Property Manager, Sheehan Property Management
8/10 @ 9:00 AM – Noon in Indianapolis

Plumbing 101, led by MMI
8/22 @ 9:00 AM – Noon in Indianapolis

Congratulations to our newest designation holders!
3/23/17 – 6/14/17

Katy Schmidt
Christie Amador
Lauren Malson
Emily Boston
James Rinker

Amanda Fuller
Mackie Brown
David Sherwood
Kayla McGaha
Angela DeCamp

Rachel Schulz
Anna Furgal
Jennifer Ballou

Salvador Carmona
Michael Glenn
Tracy Hollis
Charles Allen
Greg Carney

Marty Johnson
Emma Tidwell
Kayla Pugh
Hailey Twaddell
Katie Abraham
Tiffany Harding
2017 MMC Keynote Speaker Announced!

The keynote speaker for the 2017 Midwest Multifamily Conference on October 10th and 11th will be Dennis Snow!

A little bit about Dennis: Dennis Snow's customer service abilities were honed over 20 years with the Walt Disney World Company. There, he developed his passion for service excellence and the experience he brings to the worldwide speaking and consulting he does today.

Keynote presentation

Delivering World-Class Customer Service: Lessons From The Mouse

Customers have more choices than ever, with the result that most products and services are increasingly seen as commodities. So, in today's market, what can an organization do to stand out from the crowd? Differentiating your service is the key to attracting and retaining customers – while driving bottom line results. More than ever customers are focused on value - what you can do that other organizations cannot or will not do. Customers want to know that you are focused on earning their ongoing loyalty.

Based on his 20-years with the Walt Disney World Company along with many years of consulting with organizations around the world, Dennis Snow will provide a “how-to” program for creating a service-driven culture. This program will provide you with strategic tools that can be used to raise the bar of service throughout your organization, resulting in “walk-through-fire” customer loyalty.

Prodigy Awards & Awards of Excellence Submissions Open Online

Presented annually, MMC recognizes the Midwest's best multifamily communities, employees, and management teams with the Midwest Prodigy Awards and Awards of Excellence. The winners will be announced and awarded at either the luncheon on Tuesday, October 10th or at the Awards Dinner on Wednesday, October 11th.

Nominate your deserving apartment communities, management company, and coworkers by July 14th! Visit midwestmultifamily.org/awards for the awards criteria and to submit your nominations!

Register online for the 2017 Midwest Multifamily Conference at iaaonline.net!
The NEW www.aafw.org is LIVE!!!

The AAFW-NEI’s new website is modern, fresh, responsive on any size device, and very easy to use for both our members and consumers that are looking for their next perfect rental home.

The AAFW-NEI wants to be your go to source for everything you need to know whether in the office or on the go! Tweaking and refining the new website is an ongoing process and we would love to hear what you think – so if you check it out and have suggestions – just let us know! There are lots of new capabilities in the website from when we designed our first one in 2002. We are very excited for the possibilities!

May Breakfast Connection Wrap-Up

The most recent Breakfast Connection was held on Tuesday, May 9th at Hotel Fort Wayne, Fort Wayne. Dustin Hensley with Impact Marketing Consultants was on hand to share some tips and tricks on effective social media marketing. The Community Outreach Committee collected 100 crossword puzzles that were donated to Kingston Healthcare for work with their dementia and Alzheimer’s patient.

The Board of Directors is CHALLENGING the entire membership for the 2017 Spring Membership Drive. That’s right, the 12 members of the Board of Directors versus the rest of the membership. The gauntlet has been thrown! At the end of June, whoever has submitted the most new member applications will have lunch catered for them. So what will it be? Will the BOARD be cooking for the MEMBERSHIP or will the MEMBERSHIP be footing the bill for the BOARD lunch? Watch for future issue of InSites for the winners!

Apartment Association of Southern Indiana

2017 Classes

**R-410A Certification**

*Wednesday, July 19; 9 a.m. – Noon*

Trane Supply, 1024 Sycamore St, Evansville, IN 47714

_Instructor: Chris Buckman of Trane_

R-410 has a much higher vapor pressure than R-22. The discharge pressure of R-410A is approximately 50% to 70% higher than R-22. These higher pressures create some safety concerns. To address the issues of safe handling, training and certification with the use of R-410A the industry worked together to unify behind a Universal R-410A Safety Training & Certification program. This Training Session was developed to provide field maintenance personnel with necessary tools and practical knowledge to safely perform service on systems containing R-410A.

Training will include information on the R-22 phase-out, appropriate refrigerant, oil applications, service techniques, and safe handling of r-410a.

**Reverse Trade Show**

*Thursday, July 20, 2017; 4– 6:30 p.m.*

*Indian Woods Apartments*

During our reverse trade show owners/managers from local multi-family properties will be seated at tables and you will have an opportunity to meet with these decision makers in five-minute intervals. You will be assigned your initial appointment; after this initial appointment, you will be able to meet as many decision makers as time allows.

**Meth Indicators & Assessment**

*Thursday, August 24; 2 – 3:30 p.m.*

*Evansville Central Library Browning Room B*

_Instructor: Phillip Ball of ECC Horizon_

Meth is a serious issue across the country and Indiana ranks at the top of the list for meth busts. The use and manufacture of meth contaminates properties throughout the state. Educating management and maintenance staff is the best line of defense in protecting staff and residents against harmful, dangerous and potentially toxic environments and conditions. Our educational session helps you to identify signs of meth use and manufacturing, how to properly inspect and remediate contaminated properties and strategies to limit liabilities.

**Fair Housing for Maintenance**

*Wednesday, September 27; 2 – 3:30 p.m.*

*Evansville Central Library Browning, Room A*

_Instructor: Gavin Greene of Flaherty & Collins_

The importance of maintenance staff knowledge of Fair Housing cannot be understated. This course will focus on the maintenance – resident relationship and the impacts of Fair Housing. Empower your staff with this session curated specifically for your maintenance staff.
10 Tips for Surviving a Lease-Up

It may not be easy to take a new development and turn it into a thriving community, but with the help of a great staff, you can turn all of the construction into a place residents want to live. After talking with IAA members about struggles on-site staff face during the lease-up season, we did a little further research and came up with a list of tips to help you survive a lease-up!

1. **Create a team that works well together!**
   One strategy is to mix veteran talent with new employees. When starting a new development, putting your on-site team together is key to a successful lease-up. By mixing veteran talent with new or young employees, you tend to get a more dynamic team that works well together.

2. **Create a buzz about your new property early around the community and finalize your brand early.**
   One of the most important things to do while starting a new development is to create a relationship early on with the community. Shake hands with local business owners and get to know those who live and work around your property. By building that solid relationship early on, your development will be viewed as a positive to the community. Also, be sure to finalize your brand from the beginning so that community members connect that brand to your property.

3. **Maintain a tour path for prospects and potential residents, despite ongoing construction throughout the property.**
   Even though there may be quite a bit of construction still going on during the lease-up phase, make sure potential residents feel safe at the community by maintaining a clear path for tours and walking. You don’t want your future residents to feel like their lives are in danger every time they walk to and from their cars to their unit!

4. **Sell value over price.** Remind your leasing team to really sell the value of the property and not the price of rent. Be sure to communicate that your community is offering a lifestyle, not just a place to put their things and sleep at night.

5. **Make sure your team is well-educated on the location, local partnerships, community surroundings, and amenities.**
   When selling an apartment to a potential new resident, you’re not just selling them on the unit – you’re selling them on the location, community, and amenities as well. Make sure your staff is knowledgeable about the town or city your property is located in, including things like restaurants nearby or community parks or shopping. Also, be sure that your staff knows all about the amenities your property has to offer. Amenities are a huge selling point, especially for the younger generations, so it’s important to be well-educated on that topic as well.

6. **Follow up!** Use handwritten notes, phone calls, and emails to follow up with prospects. After meeting with a potential new resident and giving them a tour, be sure to reach out to them again after. While phone calls and emails are always a good option, another form of following up to consider is texts and tweets. Connect with your potential residents in different ways to increase the chances of a sale!

7. **Plan a good launch or opening celebration.** Announce the grand opening of your property in a big way. Invite the community, guest speakers such as the mayor or governor, and the media. By getting the community involved with the opening of your development, you’re encouraging them to view your new property as an asset and ally to the community. Grand openings are also key to the lease-up process because potential new residents are likely to be in attendance. Make a good impression and celebrate all of the hard work put into opening a new property!

8. **Use social media! Show off your new development by posting pictures and information about your property across all forms of social media.** Social media is also a great way to create brand awareness and grab potential residents’ attention. By using Facebook ads or posts, prospects are likely to see them, increasing the chances of more sales and helping the lease-up process as a whole.

9. **Maintain communication across all departments within your company.** It’s important to communicate effectively with all areas of a new development and lease-up, including the construction, development, property management, and leasing teams. By making sure all areas are talking and working together, that eliminates the chances of miscommunication and keeps all areas on the same page. It’s particularly important that the construction team communicates with the on-site staff, especially if residents have already started to move in. The on-site staff needs to know about any delays in construction projects or areas of the property that are going to be blocked off, that way they can communicate those things to residents as well.

10. **Keep your on-site team motivated.** A lease-up can be extremely stressful for the on-site staff so it’s important to keep your team motivated throughout the entire process. Things such as 5 minute meetings each morning are a good way to start off the day and motivate your team to keep going. Making sure your staff is taking full lunch breaks and getting away from the office is also vital in order to maintain a healthy mindset and work balance, especially as the leasing office becomes increasingly busy.
What do you think of when you hear the term reputation management? Probably the elephant in the room (cue dramatic music): online reviews. While many other facets play a role in how your property appears online – like your website, social media presence, and ensuring your property information matches across all channels – online reviews are the one area where many of us are still trying to gain our footing.

In 2016, J Turner Research surveyed nearly 3,000 renters to ask about how they utilize online reviews during their housing search. Of those surveyed, 83% of respondents indicated that they would use online ratings and reviews to select their next home. With numbers like that, we can’t afford to not engage with prospects and residents on these reviews!

If you’ve claimed your listings across various reputation management sites, you’re on the right track! The next step is to start responding to the reviews. It can be scary to start the process of responding (especially if you have a backlog of reviews!), but with these easy guidelines, you’ll know the key points for crafting great responses.

**Take time to investigate before responding. Make sure your responses are factual, and leave emotions out of the equation.**

By investigating, I mean to take the time to get every side of the story. Perhaps you have a resident who has complained that maintenance hasn’t taken care of an issue after visiting their home several times. Before you jump in to writing a response, take some time to dig in to the issue and get all the relevant information. Often, the first step will be pulling their file to see a log of service requests and talking to your on-site team to get their recollection of previous interactions with this resident.

If you’re writing review responses as someone who isn’t in the leasing office each day, the investigative phase is the time to reach out to the on-site team and get their side of the story. Perhaps a resident indicated in their review that they had to call and request service five different times, but their file shows only two phone calls. It’s great to get feedback from the team members who have dealt with the resident, as they’re the ones who will know if this resident is generally easy going or if they’re someone quick to anger, which can change the outcome of the entire situation!

Regardless of where responses are being written, it’s critical to remember to leave emotions out of the equation. It can be difficult to see a resident saying negative things about our communities or team members, especially if we know that these comments aren’t factual. Our job isn’t to argue with the resident, but rather to mitigate the situation and try to take any further conversation offline where we can work together towards a resolution.

**Take the conversation offline!**

On that note, when dealing with reputation management, the goal should always be to take the conversation offline. Think about the last time you read an article online and scrolled through the comments – you were probably shocked at some of the back and forth that occurred between the commenters. Now imagine being a prospective resident and seeing the community arguing with current residents! You’d probably be moving on to look at a different community, if that’s the kind of treatment that residents receive.

That’s why the best course of action with reviews is to take the conversation offline. This can mean speaking on the phone, over email, or scheduling time to discuss...
the issues mentioned face-to-face. Any of these methods is preferable to arguing in a public space! Another advantage to having a private conversation is that there isn’t the same concern of privacy. For example, let’s say you receive a bad review and you recognize that the resident is upset not because of the issues they’ve mentioned in their review, but because they are being charged a late fee for rent that month – that is not something that you can share online, due to privacy concerns. If you’re able to connect one-on-one with that resident, then you could discuss the late fee and try to reach a compromise with that resident.

Admit to mistakes and offer concrete steps to fix them.
As a reminder: we are all human. Each of our team members has bad days, forgets to make a note of a message, or promises that maintenance can make it out on a day they’re not available. Our properties also have their bad days! Things break unexpectedly or go awry at the most inconvenient times, and it makes things difficult for both the site staff and the residents. This happens even at the best of teams and properties, and it’s okay to recognize when there’s been a mistake or plain old bad day. If you know reading a review that a team member had promised something to a resident and couldn’t deliver, own up to that! If you’re aware that residents were depending on using your clubhouse space the same day it unexpectedly flooded, that’s okay too! This is your opportunity to acknowledge when you’ve messed up or when something has gone wrong and to offer a resolution to your resident. The important thing is to be truthful and do what you can to make the situation right.

Dealing with online reviews is a time-consuming task, and often the path from first contact to resolution can be a messy one. Yet it remains an essential component of reputation management, functioning like a product review on a retailers site. People want to know the good and the bad, and dealing with the review properly will help you build a fair and true online reputation. By keeping these points in mind, you’re on track to be able to effectively respond to reviews and start an ongoing dialogue surrounding your community.

About the author: Melissa DeLong is the Marketing Manager for Flaherty & Collins Properties. Melissa has over five years of industry experience, ranging from working on-site in college housing to her current role primarily dealing with digital marketing for the Flaherty & Collins Properties portfolio. Day to day, Melissa works on websites, social media marketing, new technology, and of course, reputation management.
5 Tips for Maintenance Turns

Turning units and getting them move-in ready for the next resident can be a stressful time for the entire on-site staff. Here are five tips for your maintenance crew to help make the turn process run more smoothly for everyone involved:

1. **Time your move-outs in a staggered approach.** By doing this, the maintenance staff won’t be stretched thin all at once, meaning units can be turned more quickly. By not scheduling all move-outs at the same time, such as the end of the month, this will shave off the amount of days a unit stays vacant. That way, you can get new residents moved in more quickly and keep your occupancy rate high.

2. **You can cut down on the costs of turns by bringing third-party functions in-house.** For example, instead of hiring a new painting team for each set of turns, have a regional painting team that only works on your company’s properties. This gets vacant units turned in a timely manner and saves on the costs of hiring a third-party as well.

3. **Create a sense of pride by incorporating “competitions” amongst your maintenance staff company-wide.** Start by developing maintenance standards that measure the time it takes to do a specific repair, especially the repairs that are most common during turns. Keep track of where your maintenance staff lands in comparison to the standard. You can then distribute a list that ranks all maintenance crew members, giving recognition to the fastest crew. Because it is human nature to want to be first, this will motivate the maintenance staff to complete repairs at a faster rate, meaning turns will get done more quickly and efficiently.

4. **Create a schedule for unit turns ahead of time.** By having all turns planned out in advance, this gives you time to schedule any service vendors you may need, such as carpet cleaners, cleaning crews, or any other services your maintenance staff doesn’t do on-site. Some vendors may be booked out a few weeks at a time, making it important to have a schedule and have a plan so you don’t have to find new vendors at the last minute. Planning ahead also creates less stress on everyone involved in the turn process, including maintenance staff and the leasing office.

5. **Conduct the move-out inspection with the resident before they move out completely.** By walking through the unit inspection with the resident, you won’t be surprised by anything major that will need to be fixed or repaired during the turn. Because you’ve already walked the unit ahead of time, you know exactly what needs to be done and how long it may take to complete. This makes the turn process run more smoothly and can help you get new residents in the unit more quickly.
In order for a multifamily developer to be successful, they must approach their target residents where they are. In the past, this meant placing billboards on their route to work or an advertisement on an apartment search site. As technology has radically evolved, digital marketing has changed the way companies must work in order to keep appealing to target residents.

Digital marketing trends that apartment communities and developers should be aware of include the growth of augmented reality, live videos, increased personalization, and native advertising. When a company is willing to evolve with the development of technology, they will always stay ahead of the game. Keep your strategy relevant by adopting some of these new forms of digital marketing:

**Chatbots**
Chatbots are the small chat windows that pop up at the bottom of a web page, offer assistance, and answer any questions you may have. Some people choose to interact with these bots, while others ignore them. But not for long. Chatbots gain intelligence with each interaction they have, making them more effective by reading the user’s needs. They also give the company time back that they may have previously spent answering customer concerns.

Chatbots are effective in marketing because they help promote your apartments, gain resident insight, personalize your brand and community, and increase engagement. It gives your web page a human-like interaction that customers would not get otherwise. As Chatbots gain traction in the digital marketing community, they will become increasingly effective and lead to more customers using them. Rather than relying solely on leasing offices and manual messaging, Chatbots will be able to quickly answer questions that potential and current residents have, allowing you to gather more accurate data about your residents.

**Live Videos**
Video accounts for 33 percent of all activity happening on the internet, which means a large portion of the market can be reached with the use of live videos. They consistently see more engagement with followers than any other form of content. The two best sites to utilize for live videos are Facebook and Periscope, because they can be viewed even after the live streaming has ended. Live videos are an effective and engaging way to show off resident-exclusive events, grand openings, or other celebrations that bring excitement to your brand.

Live videos invite your followers to see and be part of what you are all about, letting them get to know the faces behind the brand. And while live videos are a fun way to interact with your audience, they can also be used to provide information about upcoming events, specials, or new properties in the works.

**Augmented Reality and Virtual Reality**
Augmented and virtual reality are both relatively new technologies that are on the rise. Pokemon Go recently increased the relevance of augmented reality and its potential in marketing by showing the potential it has for companies that are willing to adopt the new technology. The app received more engagement and interaction than Facebook, Snapchat, and Twitter on average. It gave consumers a chance to interact with the world around them, an idea marketers need to capitalize on. The idea of virtual reality was introduced to consumers through smart technology that can be brought into their home. Both of these advancements make marketing efforts more impactful, and allow the consumer to interact with your brand in exciting ways they have not been able to before.

In the multifamily industry, augmented reality (AR) and virtual reality (VR) can be used to display property renderings and allow customers to interact with them before construction begins. You can create a virtual tour for people who may not live close-by or are simply browsing options, allowing them to explore floor plans and amenities without the travel. The opportunities with AR and VR are endless, allowing for creative digital marketing campaigns and features that appeal to target residents.
Native Advertising
Native advertising, while considered an older method, is proving to be useful once again with the rise in technology. With the use of ad blockers and the avoidance of everyday ads, marketers are looking to native advertising. It blurs the lines between advertising and content, coming off as less promotional and more as a casual nod to the brand and how it can benefit to consumers. Some examples of native advertising include sponsored ads seen on Facebook and Instagram, or product placement, like the Coke cups used by judges in American Idol. The native ad should be able to fit in with the host’s media if your company’s logo is removed. Netflix sponsored an article in the New York Times to subtly promote their series “Orange is the New Black.” The article discusses the importance of policy change to satisfy the needs of female inmates:

This strategy builds your brand’s credibility and trustworthiness because you’re not bombardng your target resident with promotional content.

Instead, you’re leading them to your site organically and building that relationship. In 2017, it will become crucial to take advantage of sponsorships on social media and other platforms in order to maintain and grow your target audience.

Artificial Intelligence (AI)
Artificial Intelligence is complex and advance, making it similar to augmented reality and virtual reality. AI is redefining the customer experience, but is a concept that marketers have to experiment with. Developers and properties that are willing to accept the challenge of adopting AI will see great payoffs in the future. Those who have already adopted artificial intelligence into their company structure expect to see a 39% growth in revenue by 2020. In addition to this, they expect a 37% reduction in costs. AI can be applied in many ways, but has been used to build websites, segment customers, and in the automation of big data.

While this is an expensive and time-consuming addition to your company, it has the ability to improve your marketing efforts and results greatly. A strong AI strategy can lead to more cost effective campaigns, as AI can gather and process large amounts of data more quickly, allowing you to develop marketing material earlier on. More effective marketing items will result in more leads, and eventually more customers. Your target audience will be able to relate with specific material, which will aid in building a long-term relationship with residents.

These are the major digital marketing trends your company should be looking for in 2017. If you are able to adopt some, or all, of these forms of digital marketing, you can expect to see greater returns on your strategy. Multifamily development is booming this year, and great customer service is one of the main factors residents look for in a community. By utilizing digital strategies such as Chatbots, artificial intelligence, virtual and augmented reality, or live videos, you will be better positioned to reach your audience in a variety of ways.

About the author: Ashley Tyndall is the Director of Corporate Communications at Criterion.B, an agency focused on branding and inbound marketing for the commercial real estate and multifamily housing industry.
Community Service

Gene B. Glick Company Volunteers on the Indianapolis Cultural Trail

On Friday, April 21st, employees of the Gene B. Glick Company volunteered on the Indianapolis Cultural Trail: A Legacy of Gene and Marilyn Glick. Approximately 40 employees helped with landscaping along the trail on Alabama Street. The company hosts two volunteer opportunities each spring that assist in maintaining this beautiful Indianapolis landmark.

Awards & Recognition

Regency Apartments Wins CEL & Associates’ “Best in Industry” Award

For the TENTH straight year Regency Apartments won the nationwide “Best in the Industry” recognition for customer service excellence in its apartment communities located in Illinois, Indiana and Michigan.

The customer service excellence award is based on results for Regency owned & managed apartment communities. The survey was conducted by CEL & Associates in February 2016. CEL & Associates compiles its “Best in the Industry” list of companies whose scores indicate the “ability to perform at a higher standard in providing quality customer service” compared to their peer groups across the country. Regency Apartments has participated in the resident satisfaction survey for thirteen years. Teams at each apartment community review survey feedback and develop plans to address residents’ concerns or implement new ideas. Jim McKinney, President & CEO interim, says “Regency’s recognition, tenth year in a row, is affirmation of its ongoing commitment to serving our residents. Our portfolio has enjoyed high occupancy and this acknowledgment helps to understand why. The pledge to quality is pervasive within the company.”

EFFICIENCY MATTERS

The future of our environment matters to us, and is evident in everything we do. That is why we use high-capacity, energy-efficient machines that save water, electricity and detergent use.
Gene B. Glick Holds Leadership Conference

On March 7th, 8th, and 9th, the Gene B. Glick Company held their annual Glick Leadership Conference. On the evening of the 8th, the Awards Gala took place, recognizing outstanding employees and properties. The winners of awards are listed below:

**2017 Glick Gala Winners**

- **Assistant Property Manager of the Year** – Lyinda Amurao, Woodbridge of Castleton
- **Best Curb Appeal** – Westhaven Apartments in Zionsville
- **Mentor of the Year** – Heather Lea, Property Manager at Fairington of Clarksville
- **Maintenance Supervisor of the Year** – Bruce Garland, Edsall House Apartments
- **Maintenance Tech of the Year** – Matt Warren, Briarwood of Lexington
- **Property Manager of the Year** – Jami Bush, Briarwood of Lafayette
- **MVP of the Year** – Rita Gilbert, Home Office
- **Most Outstanding Property Team** – Cambridge Square of Covington
- **Regional Property Manager of the Year** – Destiney Webb, Region 15
- **Service Coordinator of the Year** – Jamie Zellers, Fairington of Clarksville
- **Excellence in Support** – Mark Chrzanowski, Home Office

Buckingham Companies’ Lori Gooding Finalist for Human Resources Professional of the Year Award

The Indiana Chamber announced their Ogletree Deakins Human Resources Professional of the Year nominees last month with the list including our vice president of human resources, Lori Gooding. Of all the nominations, Lori was the only finalist to be chosen to receive the award of excellence. This award recognizes individuals who have made significant contributions to their organization through implementation of best practices, organization design and effectiveness, and alignment and accomplishment of the strategic direction of their company. Additionally, nominees have a proven track record of giving back to their communities.

Lori has worked in human resources for 18 years, six of those years with Buckingham Companies. Throughout that time, Lori has made a tremendous impact on our company’s CEO focus to ‘Raise the Bar’ along with embodying our company’s mission, vision, and values.
Indiana State Occupancy Standard

Over the years, many landlords adopted and strictly followed a two (2) persons per bedroom “Rule” as their occupancy policy. The idea that this was an actual “Rule” that fully complied with the Fair Housing Act was, and perhaps still is in some circles, an “urban myth”.

This “Rule”, or policy, originated from an internal memorandum issued by the then general counsel of the Department of Housing and Urban Development (the “Department” or “HUD”), Frank Keating. It is commonly known as the Keating Memo. The Keating Memo advised that, “The Department (HUD) believes that an occupancy policy of two persons in a bedroom, as a general rule, is reasonable under the Fair Housing Act.” However, the Keating Memo also suggested that consideration should be given to: the size of the bedrooms and the unit; the age of any children; the configuration of the unit; other physical limitations of housing (e.g. septic, sewer, etc.); state and local laws (e.g., health codes and local occupancy ordinances) and; other relevant factors (e.g. disability related need). The Keating Memo was not, and is not, law. It is, and was, simply a statement of policy from HUD advising the public of the factors HUD investigators would consider when evaluating occupancy policies under the Fair Housing Act. It offered little guidance to landlords as to when the exceptions to the two persons per bedroom general “Rule” might come into play. Not knowing this made it very difficult for landlords to comply with the Fair Housing Act. It offered little guidance to landlords as to when the exceptions to the two persons per bedroom general “Rule” might come into play. Not knowing this made it very difficult for landlords to comply with the Fair Housing Act.

The presumption of reasonableness provided by this new legislation will help keep landlords that follow and implement its provisions from violating the Fair Housing Act. By landlords avoiding Fair Housing Act violations, residents will, in turn, all benefit. Once everyone knows the rules, everyone can play by the rules. This new legislation, if implemented and followed, is a win-win for landlords and residents alike.

Sec. 7. (a) The residential landlord-tenant statute (as defined in IC 32-31-2.9-2) does not prohibit an owner or landlord from refusing to rent a rental unit on the basis of a reasonable occupancy standard.

(b) For purposes of this section, an occupancy standard is presumed reasonable if:

(1) it permits two (2) individuals per bedroom; and

(2) the owner or landlord:

(A) does not include infants less than one (1) year of age in the individuals per bedroom count under subdivision (1); and

(b) increases the number of individuals per unit by considering whether the configuration of a unit includes a:

(i) den;

(ii) library;

(iii) finished basement; or

(iv) loft;

that could reasonably be used as a sleeping area, unless doing so would violate applicable state and local codes, including fire codes.

(c) An owner or landlord is not required to consider a kitchen, dining room, living room, bathroom, hallway, or closet as a sleeping area.

In large part as the result of much hard work from the Indiana Apartment Association and its legislative committee, Indiana now has a true occupancy rule to guide landlords in designing and implementing their occupancy policies. Indiana Code Section 32-31-8-7 – Occupancy Standards takes effect July 1, 2017. It states:

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(c) An owner or landlord is not required to consider a kitchen, dining room, living room, bathroom, hallway, or closet as a sleeping area.
See Something, Say Something

While this phrase commonly refers to the reporting of suspicious activity to local law enforcement departments, it should also refer to members reporting local ordinance proposal activity to IAA. The state is home to 92 counties, roughly 120 cities and hundreds of towns which means it is very difficult to monitor local legislation across the state. Some municipalities have transparent websites, complete with agendas, minutes and drafts of proposals while many others list little more than the address of City Hall. IAA does its best to monitor for proposals of interest to the industry but are asking that all members (owners, site-level employees and even Associates) contact IAA when they hear of issues which could impact the industry. Many of these proposals can result in increased costs, add regulations or create barriers of entry for the industry. IAA has found that local media will often report on Council activities which can serve as an important alert. Elected Clerks in cities are responsible for keeping tabs on proposals and taking minutes at the meetings so they can also serve as a great resource. IAA represents members in cities and towns across the state and simply forwarding a news story to Gretchen@iaaonline.net can mean the difference of being subject to a new regulatory burden or not. Property tax caps have spurred creativity for new revenue opportunities from the multifamily industry which has amplified the need for everyone to play a role in monitoring local efforts. As you are aware every time regulatory costs increase they could price a resident out of your property, as your only way to comply with these regulations would be to increase the rents. Many of these regulations can impact a property’s future ability to recoup its costs.

This year it is possible that municipalities will consider ordinances regarding short-term rentals which target entities such as Airbnb, but depending on the wording and definitions could cross over into our industry. State legislation preventing police run fees for victims of crimes and ensuring other emergency responder fees are charged to the resident as opposed to the owner is effective on July 1 so there are several cities that need to update their ordinances accordingly. Aging infrastructure has resulted in rate increases across the state and must be monitored to ensure the industry is being treated fairly (i.e. new sewer fee increases should not be charged on a per unit basis if commercial properties are assessed based on water use). These are just a couple examples of issues IAA will be monitoring this summer and ask for members to assist us in this effort. IAA has many resources and contacts on the state and local level which can be used to help educate and amend or defeat proposals of concern. Please help to stress the importance of the phrase see something, say something with regards to local proposed ordinances. We are all in this together and stopping a harmful regulation in the first city or town where it is being considered can help to prevent it from being introduced across the state.

2017 Legislative Wrap-Up

Members of the 2017 General Assembly adjourned sine die in April after spending several months considering legislation that had been filed by their peers. Legislation approved by their peers proceeded to Governor Eric Holcomb’s desk for further consideration. In the end, the Governor only exercised his veto power on one bill, House Bill 1523, which would have allowed government agencies to charge a maximum hourly fee for a records search that exceeded two hours. Below are highlights of legislation of interest for the multifamily industry. IAA’s Government Affairs team was on-hand throughout session, advocating on behalf of membership and educating legislators on the potential impact legislation could have on the industry. Thank you to members who took the time to help with the IAA’s legislative efforts this year.

Please contact Lynne Petersen (Lynne@iaaonline.net) or Gretchen White (Gretchen@iaaonline.net) with questions or for copies of the legislation.

Approved Legislation of Interest

SB 558: Leases and Sales of Real Property
(Sen. Travis Holdman R-Markle, Rep. Sean Eberhart R-Shelbyville)

Viewed as a key priority for IAA this session, the language addresses four main issues listed below. IAA appreciates the work and support of the legislature as this bill contained several complicated issues. Language contained in the bill will help push the industry forward and provide a protection for victims who live in multifamily properties. Included in the bill are the following provisions:

- Inclusionary zoning: Prohibits local governments from adopting ordinances which require developers to set aside a percentage of new units for affordable housing which is capped in terms of the amount of rent that can be charged and also prohibits requiring a developer to make an lieu of payment toward an affordable housing fund. (Retroactive effective date of January 1, 2017)
- Occupancy standard: Establishes a reasonable statewide occupancy policy of two persons per bedroom, increasing if there is an infant less than one-year of age or another
area that could reasonably be used as a sleeping area such as a den, library, finished basement, or loft that meets state and local codes. The language also says an owner cannot be required to consider a kitchen, dining room, living room, bathroom, hallway, or closet as a sleeping area. The language should help combat fair housing advocates that file complaints urging the use of local codes as occupancy guidance which can lead to serious health and safety concerns. (Effective July 1, 2017)

• Victim exception to police run fees: Establishes a statewide victim exception providing that victims of crime or abuse or those calling on their behalf cannot be penalized for contacting the police. (Effective July 1, 2017)

• Police run fees assessed toward residents: Continues to allow local governments to adopt police fees, fines or penalties for contacting the police but requires the amount charged not to exceed $250 and be assessed against the resident as opposed to the property owner. (Effective July 1, 2017)

Governor Eric Holcomb has signed the legislation into law and members should reference the individual effective dates listed above for each section.


The legislation contains various provisions regarding property taxes. IAA worked extensively on this legislation to ensure the industry would not be harmed by the language proposed by the Indiana Board of Tax Review (IBTR). Initially the language sought to consolidate the existing eight Correction of Error (COE) categories into four which then moved the existing three-year window to 45-days. IAA was successful in resetting the three-year window for COEs. Additionally there was language which would have explicitly allowed local board the ability to review exemptions which was very troubling given the amount of time and resources that must be expended during such reviews which could happen whenever the board requested such information. IAA was also successful in removing this language from the legislation. COE language is effective July 1, 2017.
SB 312: Use of Criminal Information in Hiring  

The bill prohibits local units of government from adopting what is commonly referred to as “ban the box” ordinances seeking to prohibit employers from obtaining or using criminal history information during the hiring process. IAA supported the legislation to prevent a potential patchwork of rules and recognize the importance of having continued flexibility in hiring practices as many on-site employees have access into people’s homes as well as sensitive information. (Effective July 1, 2017)

HB 1441: Pest and Vector Control  

The bill initially sought to provide the Marion County Health and Hospital Corporation and the Indiana State Department of Health the ability to regulate pest and vector which would dramatically increase their regulatory powers. Targeting bed bugs, IAA was very concerned about this legislation and was successful in its effort to strip the bill and request the issue be sent to an interim study committee. IAA will continue to be part of future conversations surrounding bed bugs and any future attempts to create regulations. (Effective upon passage)

SB 293: Animals  

The legislation urges the Legislative Council to assign the issue of service and emotional support animals to an interim study committee. Initially the bill only addressed service animals but upon IAA’s request the bill was amended to also include emotional support animals. IAA regularly hears concerns from members who believe there is widespread abuse of emotional support animals within the rental housing industry. IAA worked to educate a variety of legislators on the issue and plans to try to navigate federal regulations to find a way to address this during a future legislative session. (Effective upon passage)

HB 1489: Clark County Taxes  
(Rep. Jim Smith R-Charlestown)

Originally focusing on allowing Clark County to increase the county’s property tax levy in 2018, the bill was amended during the final days of session to include language urging the Legislative Council to assign two issues of interest to be studied during the interim. The topics include:

- Uniform property tax assessment of nonprofit entities. This is a result of legislation which sought to provide a uniform property tax exemption for certain affordable housing properties. IAA will be watching this study carefully and participating as necessary.
- Tax Increment Financing (TIF) and the process necessary to establish a district, the process by which a redevelopment commission may retain or release incremental assessed revenue in a district and termination of a district once it has been established. IAA recognizes many members have utilized TIF in multifamily projects and will be carefully monitoring these hearings.

SB 1450: Property Tax Matters  

The bill contains various provisions related to property tax matters but of particular interest is language impacting Section 42 properties. The language clarifies a local assessor’s inaccurate method of assessment for a multifamily property offering Medicaid assisted living services to clearly state their assessment is equal to the total true tax value that results in a gross annual tax liability equal to 5% of the total gross rent received. The language also extends the timeframe that a Section 42 property is considered a low-income rental property by including the time period during which the property is subject to an extended low-income housing commitment under Section 41(h)(6)(B) of the Internal Revenue Code. (Sections of interest are effective July 1, 2017)

HB 1519: Infrastructure Development Zone Utility Service  

This bill could potentially impact future development projects if the public utility takes action to create a utility service.
petitions the Indiana Utility Regulatory Commission to extend utility service to an infrastructure development zone. If the petition is approved it would allow the utility to include a surcharge payable by customers in the area of the extension. It is not uncommon for municipalities to require a developer to pay for the extension of services for a project and this could help ease this cost burden if a public utility is willing to agree to the provisions in this bill. Instead of a developer having to provide the upfront costs, the legislation allows for ratepayers to be assessed a surcharge on future bills to recapture the utility’s expense for extending services. The legislation was requested by Indiana Michigan Water who has noted they could be willing to participate in such an option. (Effective July 1, 2017)

HB 1001: Biennial Budget
There are several items of interest for the industry within this document and include:
• Grants for Veterans’ Services: Included enabling language for the Indiana Department of Veterans’ Affairs the program to administer grants that focus on entities providing services to veterans, which could include up to 9-months of rental assistance. (Effective July 1, 2017)
• Annexation: Seemingly prohibits the Bloomington involuntary annexation proposal until July 1, 2022. (Retroactive effective date of April 30, 2017)
• Nursing Home Moratorium: Current moratorium was extended by one year and will expire on June 30, 2019. (Effective July 1, 2017)
• Business Promotion & Innovation: Appropriated a total of $30M ($15M per year) to the Indiana Economic Development Corporation which can be used to promote business investment and encourage entrepreneurship. (Effective July 1, 2016)

SB 505: Recording Documents
(Sen. Rod Bray R-Martinsville, Rep. Dennis Zent R-Angola)
While the legislation mainly focuses on increasing various fees charged at the local level, language was amended into the bill which allows Marion County to adopt an ordinance authorizing the county recorder to charge a fee of $10 for each document the recorder records to be deposited in the housing trust fund. After June 30, 2017 at least 40% of the money deposited in the housing trust fund shall be used for the following purposes: to assist existing owner occupants with repair, rehab, or reconstruction of their homes; to finance the acquisition, rehab, or new construction of homes for homebuyers; and to acquire, rehab, or construction of rental housing. (Effective July 1, 2017)
What is a Member Get a Member Program?
The IAA Membership Drive is the recruitment of companies that provide professional services or quality products to the multifamily industry. We will also be recruiting the owners and management companies of multifamily properties in the state of Indiana.

Who Participates?
EVERYONE! Since you are reading this magazine, you are already a member and benefit from the many resources IAA provides. In 2016, the IAA Hoosier Hustler Campaign ran from June to August and almost 30 new members were recruited, which is twice as many as 2015! This year we are extending the Member Get a Member Program until we reach our goal: **10,000 units and 100 vendors.**

How to Recruit:
**Step 1: Ask** - Do you want to become a member of the Indiana Apartment Association?

**Step 2: Point them to the application** - To join, new members simply complete an application found online at [www.iaaonline.net](http://www.iaaonline.net) and submit it to IAA via fax, post, or email. Request the prospects to write your name in the referred by line on their application.

**Step 3: Welcome** - Follow up with your new member to help them navigate IAA's resources and events

**Step 4: Create Relationships** - Introduce the new member to your colleagues and tag along with your new member to the New Member Orientation on July 19, 2017 from 3:30 – 5:00 pm at IAA. We guarantee you’ll learn something new! Prospects are always welcomed too!

**Step 5: Be Yourself** - You are IAA. Without our members and people like you continuing to advance Indiana’s multifamily market, I’m sure where Indiana’s multifamily market would be. As you have conversations with potential members, speak from your heart about the benefits of joining IAA. You’ve grown IAA to the 6th largest apartment association in the country. **Let’s see if we can become the 5th largest apartment association.**

You are a member. Share your experience.

A Snapshot of Member Benefits

**Direct Members:** Owners/management companies and their properties

**LEGISLATIVE MONITORING & ADVOCACY:** IAA promotes the enactment and enforcement of local, state, and federal laws and regulations beneficial to the residential rental industry. Our Government Affairs Staff and Committee actively monitor and promote pro-industry legislation.

**EDUCATION:** FREE courses and seminars designed to increase industry knowledge, promote professionalism, and provide better services to apartment renters and owners. Plus, discounted certification and designation courses!

**IAA EVENTS AND EXPOSITIONS:** Attend one of our upcoming events to connect leaders and thought experts in the multifamily industry to learn about the new products and services that will increase your NOI. You don’t want to miss the Midwest Multifamily Convention.

**CLICK & LEASE PROGRAM:** Utilize this member benefit to improve accuracy, save time and money, and protect your community! NAA’s web-based lease program is automatically updated to reflect changes in state laws relating to the multifamily housing industry. Produce complete, accurate lease packages, including the main lease contract and related forms, in just minutes!

**STAY INFORMED:** All members receive a free subscription to INsites Magazine, the Association’s award-winning trade publication. INsites Magazine is published bi-monthly, and keeps members informed on local, state, and national activities.

**Associate Members:** Suppliers to the multifamily industry

**ACCESS TO KEY DECISION MAKERS:** IAA Membership provides you access to the decision makers who make the spending decisions for their properties and companies. IAA meetings draw hundreds of multifamily housing industry professionals. Connect with them at our next event, like the Midwest Multifamily Convention on October 10-11, 2017.

**COMPETITIVE ADVANTAGE:** Your membership brings tremendous value by providing you an edge to compete in this industry. Many of these owners and property management companies will only do business with IAA supplier members. Be sure you don’t let your competition have an edge on you.

**SPONSORSHIP OPPORTUNITIES:** IAA offers opportunities to sponsor industry events that will increase your visibility and exposure. Our Midwest Multifamily Conference draws thousands of industry professionals from throughout the state.

**COMMITTEE INVOLVEMENT:** IAA currently has 10 active committees within our association. We encourage all our members to consider getting involved with one or more committees at IAA to build relationships.

When you recruit a member, you are entered into a monthly drawing to win fun and exciting prizes!
IAA connects people together. One state. One mission—To advance Indiana’s multifamily market. The Associate’s Council members support the IAA by generously contributing to our mission. With their support, IAA is able to bring FREE classes throughout the state to ensure properties and management companies remain at the cutting edge of the industry. Members Buy From Members. It is why this association exists—to support each other and to advance Indiana’s multifamily market. When you connect with these companies, let them know you found them through the Indiana Apartment Association. Search for vendors in the online or printed membership directory.

The Associate Council advances Indiana’s multifamily market by supporting industry efforts, providing educational courses, and networking opportunities to develop relationships among suppliers and multifamily relationships.
Welcome New Associate Members

IAA values the membership of Associate Members and welcomes several new members who provide products, services and expertise in the multifamily industry. Please consider using one of these new members for your next bid. Don’t forget to let them know you were referred by IAA!

May Oberfell Lorber

May Oberfell Lorber is a multi-practice law firm located in Mishawaka, Indiana. May Oberfell Lorber prides itself on its ability to provide effective, efficient, and creative legal services to meet the distinctive needs of real estate development and management companies, and apartment, town home, and condominium complexes. For more information, contact Marcel Lebbin at 574-243-4100.

Arthur J. Gallagher

Arthur J. Gallagher is a brokerage for commercial insurance with a specialized Real Estate focus in its local office (Carmel). As a company, Gallagher insures 3.52 million+ habitational units and 84,700 real estate clients. They use a proprietary model called CORE360 to decrease the total cost of risk for property managers.

Lathrop Contracting

Lathrop Contracting has over 28 years experience in roofing, siding, and gutters. We serve Indianapolis and all surrounding areas, and the Louisville Metro area. Our experience in various roofing systems, and our understanding of what is needed to protect your assets will get the job done right and on time. Visit www.lathropcontracting.com for a complete list of services.

ICS Advanced Technologies

ICS Advanced Technologies is a turnkey amenity solutions provider for Internet, TV, security, access control, audio/video, and low-voltage engineering needs. We provide custom technology solutions for student housing, multi-family communities, developers, and property management companies across the country. More at www.ics-llc.net.

Chadwell Supply

Chadwell Supply has always been a trusted source of maintenance supplies in the multi-family industry. Our family consistently provides our customers with impeccable products and services, along with demonstrating warmth, graciousness, efficiency, knowledge, professionalism and integrity in all we do. We excel at renovations, special orders and customer service, but to us, it’s all about the people!

ONLINE Rental Exchange

ONLINE Information Services, Inc. is a leading provider of tenant screening and collection services for the property management industry. Through the ONLINE Rental Exchange, ONLINE currently serves over 4,000 property management and housing authority clients in some of the biggest markets in the United States. For more information, please visit www.ONLinerental-exchange.com or call (866) 630-6400.

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Marietta Drapery & Window Coverings

Marietta Drapery & Window Coverings is a leading window coverings supplier for the multi-family housing, commercial, and senior living markets. A fourth generation family owned and operated company that manufactures, installs, and distributes custom, made-to-measure or stock blinds, draperies, and shades to suit these markets. Visit us at mariettadrapery.com or call 317.454.9711 to get started.

Edge2Learn

Edge2Learn is an eLearning company whose focus is the Multifamily Industry and specializes in property management training. With over 30 years of experience and a commitment to increase industry excellence, we are passionate about delivering learning that maximizes benefits for both companies and employees. Aligned with well-respected industry leader, Ellis, Partners in Management Solutions, the edge2learn LMS platform provides a turnkey solution based on clearly identified needs and opportunities.

If you are doing business with vendors who are not members of IAA, or who have not renewed their membership, please consider using a member or encourage them to join today!

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MAY-JUNE 2017

The official publication of the Indiana Apartment Association

Inside this issue
• Digital Marketing Trends
• New State Occupancy Policy
• Legislative Wrap Up
• Tips for Reputation Management
• And more!

Over 25,000 was raised at the 2017 Bowling for Rebuilding Lives Event

The LB Gray golf team holding up their 2017 Last Place Trophies from the tournament this year

Attendees enjoying lunch at the April Power Lunch

Golfers teeing off at the 2017 PAC Golf Classic

Players presenting at the Live Management Panel Discussion

Winners at the 2017 Maintenance Mania Competition

Panelists presenting at the June Management Panel Discussion

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