The General Plan: It’s That Time Again!

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As required by state law, Arizona municipalities must adopt a general plan. This document serves as the official policy basis to guide elected officials and staff on the public and private development of a community. A general plan serves to maintain designated public land uses, protect the welfare of the public, and guide future development in accordance with community goals.

Some specific elements included in a general plan are:
- Affordable housing.
- Infill development.
- New elements for open space.

The purpose of the law is to enable the state government to address potential problem areas in our industry before they arise and help our members protect their investments. The AMA also put on informative and entertaining courses during the year, including two education conferences and trade shows, golf tournaments, the annual Perspectives and Projections industry outlook conferences, and numerous education seminars. The Association also put on informative and entertaining courses during the year, including two education conferences and trade shows, golf tournaments, the annual Perspectives and Projections industry outlook conferences, and numerous education seminars.

Act Protects Military Renters

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AMA Geared Up for 2008

Happy New Year!

It is an honor to serve as your AMA chairman for 2008, and I look forward to another year of success for the association and the Arizona apartment industry.

I’d first like to acknowledge the 2007 Board of Directors and Executive officers and my predecessor, Chaplin Bell, for an exceptional year under his leadership. Taking a proactive approach at the Legislature, we were able to address potential problem areas in our industry before they arise and help our members protect their investments. The AMA also put on informative and entertaining events during the year, including two education conferences and trade shows, golf tournaments, the annual Perspectives and Projections industry outlook conferences, and numerous education seminars.

And let’s not forget the Project S.A.F.E. (Safety Awareness Family Education) and Big Hearts for Little Hands community outreach programs which again showed our dedication and commitment to the community.

While focused on all these activities, the association still increased membership and created new benefits for members.

2007 was a success on all accounts, and we plan on extending that success into 2008.

WHAT’S IN STORE FOR 2008

The AMA exists to serve its members. From active involvement in the state Legislature and municipalities to providing useful benefits, the association continues to be the number one resource for apartment industry professionals in the state of Arizona.

An important service provided by the association is education. As in years past, we have an impressive lineup of education seminars and events for every member of your team, from leasing professionals to maintenance technicians, right up to supervisors and district managers. These entertaining and informative courses and events can help you and your
Departments

From The Front Page  THE GENERAL PLAN: IT'S THAT TIME AGAIN!
State law requires municipalities to adopt a general plan. The AMA will determine which cities and towns to engage in and target its efforts once an initial review of the drafts becomes available.

From The Front Page  AMA CEARED UP FOR 2008
2009 Chairman Mike Clow and the AMA are focused on continued success for the association this year.

From The Front Page  ACT PROTECTS MILITARY RENTERS
The Service Members' Civil Relief Act enables service members to devote their entire energy to the defense of the nation. Landlords with military renters should be familiar with the Act's provisions.

5 INDEPENDENT RENTAL OWNERS COUNCIL
Encountering foreclosed properties has become more common when researching property values in a subdivision.

16 CASE SHOWS NEED FOR PROPERTY LYPKEEP
A California court cited and endorsed an Arizona case and allowed damages due to emotional distress resulting from maintenance issues at a property. Management should avoid using lease language that is too broad or that could be interpreted as a penalty.

17 PENALTIES, LIQUIDATED DAMAGES AND REIMBURSEMENT OF COSTS AND EXPENSES

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Recognized with the AMA Lifetime Achievement Award were Steve Evans and Keith Whycombe.

7 PROPERTY MANAGEMENT, LEASING AND MARKETING TIPS
Get tips from three articles addressing online advertising, leasing staff phone skills and background checks.

60 OFFICERS, DIRECTORS & STAFF

THE ARIZONA MULTIHOUSING ASSOCIATION:
- Represents ethical rental housing providers in legislative, legal and regulatory matters.
- Provides services, products, educational programs and networking opportunities that enhance the general welfare and economic health of all members.
- Cultivates opportunities for quality rental housing throughout Arizona.

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The National Apartment Association’s (NAA) electronic newsletter, The Industry Insider, gives all NAA members access to essential apartment industry news in a weekly e-mailed format. The e-newsletter, launched in early December, summarizes real estate and multi-family housing news from nearly 7,000 information sources, scanning 15,000 articles from newspapers, magazines, Web sites and other online and print sources. Covered topics will include transactions, statistics, business and finance trends, forecasts, legislation and other national and market-specific apartment news.

By placing advertisements in The Industry Insider, service partners can promote their products and strengthen their brands while reaching key multi-family housing decision makers.

Contact NAA’s Julie Stalknecht at 703-797-0629 or julie@naahq.org for information.

NAA TO HOST STUDENT HOUSING CONFERENCE

One of the biggest booming markets for rental communities is off-campus student housing. To help provide NAA members with greater knowledge of this niche market, NAA will host “The Unique Cycle of Student Living,” Feb. 19-20 at the Fairmont Dallas Hotel in Dallas.

The conference is designed for those who are in student housing management, new to student housing management, or who are considering entering student housing management.

Education tracks include pre-development, pre-leasing, move-in/turn, operations, technology and legal issues. Event and hotel registration information and a schedule of events that will address the audience on generational trends are posted at www.naahq.org.

For details about exhibiting at the conference, please contact NAA’s Julie Stalknecht at 703-797-0629 or julie@naahq.org or Justin Barker at 703-797-0671 or justin@naahq.org. For attendee registration, please visit www.naahq.org or contact Jenny Gibson at jenny@naahq.org or 703-797-0621.

DISCOUNTED RATES AVAILABLE FOR 2008 NAA EDUCATION CONFERENCE & EXPOSITION

Take advantage of discounted registration rates (up to 25 percent off of each registration!) for the 2008 NAA Education Conference & Exposition to be held June 26-28 at the Gaylord Palms Resort in Orlando, Fla. The event offers more than 50 education sessions with more than 6,000 industry professionals with whom to network. The exhibit hall includes more than 700 booths and more than 375 exhibiting companies. For information about any event, visit the NAA Web site at www.naahq.org/meetings or contact Jenny Gibson at jenny@naahq.org. Interested in an exhibit booth for the Education Conference? Contact NAA’s Justin Barker at ext. 131 or justin@naahq.org.

FCC ORDER ON VIDEO PROVIDER DEALS ON NAA WEB SITE

The Federal Communications Commission (FCC) announced Oct. 31 a unanimous decision that retroactively and prospectively bans the enforcement of “building exclusivity” contracts between apartment property owners and most video service providers. Specifically, the Order bans the enforcement of any contract clause between an apartment owner and a covered video service provider that grants the provider an exclusive right to make video services available on the property. More information and a copy of the FCC order can be found at www.naahq.org.

The FCC initiated this action in response to claims by several large telecommunications companies, which have begun to offer video services to residents of “multiple dwelling units,” that exclusive access agreements improperly interfere with market competition and consumer choice.

This Order does not impose mandatory access on apartment properties. Rather, it only prohibits apartment owners from negotiating agreements that grant covered video service providers exclusive access to the property. Mandatory access laws, which are in effect in 18 states and Washington, D.C., require an apartment owner to grant a right of entry to a service provider that wants to offer their product to residents.

The Order only prohibits the enforcement of exclusive access clauses, not entire contracts covering items beyond exclusive access rights.

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MICHAEL TOMPKINS
NAA Chairman

CONTINUED ON PAGE 3
workers achieve the skills necessary to be successful in their multi-housing careers.

In addition to our education seminars and designation courses, the AMA will again be presenting the education conferences and trade shows and golf tournaments in Phoenix and Tucson, the Perspectives and Projections industry outlook conference, and the Reverse Trade Show.

For a complete list of 2008 education programs—along with dates, course descriptions and costs—download the 2008 AMA Education Catalog from the AMA Web site. It's accessible at www.azama.org/EDUCATION_CATALOG.pdf.

GOVERNMENT AFFAIRS ACTIVITIES

Government affairs continue to be a main focus of the AMA, and our vigilance and hard work have helped industry professionals protect their interests and investments in the Arizona apartment market. The AMA Government Affairs Committee and lobbyist Capitol Consulting, along with support from association staff, focus on issues that could impact the way we operate our properties. These groups are a vital component of our activities and success in the government affairs arena. There are times, however, when member support is also necessary.

As demonstrated numerous times over the past few years, grassroots campaigns can have a tremendous impact on government activities. Comprised of local constituents, the campaigns typically address issues at-hand by correspondence to officials, agencies and organizations directly affiliated with a specific bill or action. A great example of AMA influence through a grassroots campaign was its opposition to sales tax on rent in the city of Tucson in 2004. Approximately 1,000 owners, managers and renters turned out to protest the tax.

This year, the AMA hopes to increase its grassroots participation among members. We’re currently creating a special database and advocacy area on the association Web site, www.azama.org, that will provide information on issues of interest and where member assistance is needed.

I encourage all members to take an active role in the process and help protect your AMA interests!

NEW AMA STAFF

As we start the new year, we also have some new faces in the AMA office.

Wayne Kaplan, the AMA’s longtime director of public relations and community outreach, retired in August 2007. We thank him for his 10-plus years of service to the industry.

The AMA has reconfigured the department with a greater emphasis on government affairs activities. As the new director of government and community relations, Shannon Wallace brings a wealth of knowledge and experience to the position. She’s responsible for the executive leadership, direction and management of the department. Additionally, Lilly Glenn is the new accounting assistant. She’ll be working with Accounting Manager Ron Baran on AMA financial matters, such as event registrations and dues.

Stop by and say “Hello” next time you’re at the AMA Office!

I look forward to leading the association in 2008. Let’s make it a great year!

Mike Cloze
AMA Chairman of the Board
602-954-0109

Contact Julie Barden at juliebarden@naahq.org. For more information and to learn more about Groundhog Job Shadow Day on Feb. 1, NAA headquarters, along with apartment communities in Washington, D.C., Philadelphia and Chicago will also participate in job shadowing that day.

To learn the benefits of job shadowing, visit the NAA Web site at www.naahq.org/education/designationheadquarters.htm. Download this information and provide free study materials for students. Login information to NAA’s Web site is required.

GROUNDDHOG JOB SHADOW DAY SET FOR FEB. 1

Affiliates can showcase their communities and employees to today’s youth by participating in Groundhog Job Shadow Day on Feb. 1. NAA headquarters, along with apartment communities in Washington, D.C., Philadelphia and Chicago will also participate in job shadowing that day.

To learn the benefits of job shadowing, visit the NAA Web site at www.naahq.org/education/designationheadquarters.htm. Download this information and provide free study materials for students. Login information to NAA’s Web site is required.

Michael Tompkins, CPM, CCIM
NAA Chairman
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AMA Industry Pioneers Honored at Fourth Annual Black Tie Event

Two industry pioneers received recognition for their contributions to the Arizona apartment industry at the fourth annual AMA Black Tie Celebration of the Arizona Rental Housing Industry. The association presented its third-annual Lifetime Achievement Award to Steve Evans and Keith Withycombe.

The AMA Lifetime Achievement Award recognizes leaders who have made significant contributions to the association and Arizona rental housing industry. The association honors recipients based on selection from a nominating committee, which presents the award when deemed appropriate.

Presenting Evans and Withycombe with the award was William "Bill" Schultz, a past chairman of the AMA and the first recipient of the award.

Over 130 individuals attended the Nov. 3 event at The Waterfront in Tempe. Participants in a silent auction at the event helped the AMA raise almost $14,000 for the Arizona Multihousing Association Political Action Committee.

The AMA Thanks the Donors of the 2007 Black Tie Celebration of the Arizona Rental Housing Industry

AMAPAC Silent Auction

Advantage Fitness Products
All City Towing
Alliance Residential Company
Andrew Hull Attorney at Law
Chef Andy Broder
Apartments.com
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Brock Interiors
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First Arizona Savings
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Kay-Kay Realty
Kowalski Construction
Law Offices of Scott M. Clark
Maintenance USA
Marcus & Millichap
Mark-Taylor Residential
Mattress Depot
MEB Management Services
Nicolosi & Fitch
Phoenix City Councilwoman Thelda Williams
Phoenix Mayor Phil Gordon
Purzner Golf
Rent.com
Resident Data
RPI Services
Snyder Promotional Products
Stone Creek Golf Club
The YF Group
Trillium Residential
While properties were spiking to all-time heights, consumers were screaming at the appraisers, "Isn't a property worth what the consumer is willing to pay for it?" How dare the appraiser value a property for less than contracted and force the consumer to put down more capital or the seller to devalue the asset. Just who do they think they are? I believe that while the prices were spiking, some appraisers were looking at pending properties to gauge the value. When the market turned, what are they then looking at?

When researching a subdivision to determine property value, it is more common today to see foreclosures in the mix than a couple years ago. The majority of loans being foreclosed on have funded within the last three years. Recently, a client contacted me regarding a property purchased a couple of years ago for $195,000, and leveraged owing $195,000. Reviewing the homes in the area that recently closed, the property value looked the same. Properties in the same subdivision that are currently on the market are telling the same story; priced from $195,000 to $215,000, except for one zealous property. This property is on the market for $165,000 and advertised as a short sale. When a property is advertised as a short sale, the price is not guaranteed and the offer is subject to the approval of the mortgage holder. The process could take months to finalize.

However, should it close, would this indicate a trend for the other pre-foreclosures in the subdivision? In the event the majority of closed transactions are distressed, is the appraiser going to consider them when determining a value in the neighborhood? The answer is no. This is considered a distressed sale, which may force an appraiser to go outside the subdivision for comparables. This does not mean there are enough of them in an area, and it will not affect future sales. You will not find a short sale on an appraisal.

Trudging though the downturn of the economy and property prices creeping downward in some areas, there are investors who do not have the capital to hold the property. In the event you decide to "give the property" to the mortgage holder, what can you expect? What you may not have expected is a 1099-A or 1099-C from the financial institution. Yes, you may realize ordinary income from the cancellation of debt if the loan balance is more than fair market value of the property. Information on how to proceed through the Internal Revenue Service publications. Go to www.irs.gov/formspubs and access the tax publications Form 5442/pages 3-5, which define the rules and regulations.
Help Make the Voice of the Industry Heard at the Annual AMA Day at the Capitol
Tuesday, Jan. 29
11:30 a.m.-1 p.m.
Senate Lawn
State Senate Building
Capitol Complex, 1700 W. Washington St., Phoenix

Join fellow AMA members and meet with Arizona legislators at the annual AMA Day at the Capitol. This event gives you the opportunity to discuss issues important to the industry. The AMA will distribute to attendees literature on issues it’s addressing in the 2008 Arizona Legislative Session. The association will also provide contact information to help identify legislators who serve where you live, work and own property.

It is critical that we have maximum representation at this important annual event!

Lunch will be provided.
For information and to RSVP, contact Jill Betzold at 602-296-6211 or jillb@azama.org

Attention AMA Members

Working with its government affairs team to consider options for general plan review and engaging in the public process.

Cities and towns that have already communicated their general plan schedule include:

- Buckeye (2007)
- Chandler (2007-08)
- Surprise (2007-08)
- Tucson (2008)
- Gilbert (2008)
- Yuma (2009)
- Glendale (2010)
- Flagstaff (2011)

After an initial review of the drafts as they become available, the AMA will determine which municipalities to further engage in and where to target our efforts. As with so many government affairs initiatives, it is important that we identify areas of need and engage early in the process so our members’ voices are heard and we take full advantage of an opportunity to participate in the development and growth of our communities.

Courtney G. LeVitus and Emily Ryan
Government Affairs Consultants
602/712-1121

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Online Advertising: Make It a Plan!

To advertise online or not to advertise online, that is the question. And there's only one answer: YES!

What's the big deal about the Internet?

Every year, the number of consumers looking to the Internet for news, information and product research and to make purchases grows at an enormous rate. According to the July 2007 Nielsen/Net Ratings, more than 70 percent of the United States population is online. That's 181 million Internet users!

Consumers aren't the only ones capitalizing on the power of the Internet. Marketing budgets are shifting each day as further spending is directed towards online initiatives. Between 2006 and 2011, projections indicate an 11 percent increase in online marketing spending, to $25.9 billion in 2011 from $15.7 billion in 2006. Today, online marketing is widely accepted as an integral part of a solid marketing plan. As these numbers grow, property managers can undoubtedly benefit from tapping into the spending and lifestyle patterns emerging from this online audience.

How do I properly budget for online advertising?

There are two types of online advertising to choose from: Internet listing services and locator services. Internet listing services charge a flat fee for a specific number of days or months. Property managers can receive unlimited leads—and the potential for unlimited leases. Budgeting for Internet listing services is easy as the costs are fixed and do not fluctuate throughout the year. Services usually charge a fee for each signed lease as a result of the specific advertising vehicle. Locator services often provide incentives to consumers in an effort to track signed leases.

Once a community selects the type of online marketing partner, the tracking of leads and leases is essential in determining the success of any advertising investment. By thoroughly reviewing lead reports and tracking the return on investment, property managers can easily identify which online advertising services are the most successful. Proactively identifying advertising partners that deliver the best return on investment will help set benchmarks for future budgets.

Property management companies now recognize the Internet as a cost-effective, time-efficient medium for achieving business goals. The Internet will never replace property managers and the personal impact they have with renters. However, capitalizing on the accuracy and exposure of the Internet will enable those in the multi-family industry to reach a larger pool of prospects, utilize time more effectively, and make the job of the leasing professional much easier.

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How I know that advertising with an Internet listing service will reach qualified renters interested in my property?

As I look at these facts:

- According to a National Multi Housing Council (NMHC) study, 68 percent of renters have Internet service in their apartment.
- That same NMHC study shows that 75 percent of renters with Internet service say they use their home Internet connection seven days a week.
- According to the Realty Data Trust 2006 Market Index Report, people viewing current apartment availability online increased 95 percent from 2005 to 2006.
- Simply put, renters are online and they’re looking for their next apartment on the Internet. Prospective renters can view communities that advertise online at any time of the day or night: they can tour the community, view amenities and learn about pricing, all before they contact the leasing office. When a renter does make the decision to contact a property, it is because he or she is specifically—and seriously—interested in renting at that particular property. Renters tend to only contact a few communities; those that meet their requirements and those that are most appealing to them.
- The Internet has become an increasingly valuable source of highly motivated and targeted traffic for the apartment industry. According to the U.S. Postal Service, more than 20 million households move annually; it makes sense then that the Internet is, by far, the most widely used source for moving and rental housing information.

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JANUARY 2008
The Top Five Questions Leasing Professionals are Not Asking Callers

How often are leasing agents gathering contact information from callers and asking basic qualifying questions? The answer may surprise you.

A great deal of time, energy and money go into creating advertising and outreach campaigns designed to make the phones ring at leasing offices. However, ensuring that skilled leasing professionals are properly handling the resulting calls is just as important. When it comes to filling vacancies, no amount of advertising can make up for agents with poor phone skills. Yet training is often minimal or limited to compliance issues, such as fair housing. If managers—who can correct problems—do not regularly monitor inbound calls, this lack of training can lead to shocking results.

Did you know that only about half of all leasing professionals ask for a caller’s name? In CallSource’s third-quarter 2007 review of 20,854 calls between leasing professionals and prospective renters for over 603 multi-family communities nationwide, we discovered that some of the most basic information needed to help qualify callers and set appointments was not being gathered most of the time.

Typically, with effective property advertisement and realistic apartment pricing, leasing professionals easily achieve a 35 percent to 50 percent rate of converting callers to appointments to view apartments. Proper training and coaching combined with well-written scripts can help increase conversion rates. Top performers regularly convert 50 percent to 60 percent of their callers to appointments. It is the conversations that leasing professionals have with callers—and the questions asked—that make the difference between a top performer and a low performer. Successful leasing professionals get the caller’s name 90 percent of the time, as well as the complete contact information so they can follow up with the caller.

However, our study found that leasing professionals were not consistently asking some of the most obvious questions. Here are the top five shockers:

1. Only 56 percent of leasing professionals asked for the caller’s name. If not asked, only 13 percent of callers will volunteer their names.
2. Only 59 percent asked, “When do you need the apartment?” Callers only volunteer when the apartment is needed 17 percent of the time.
3. Only 32 percent asked, “Where did you hear about us?” Callers only volunteer this information 14 percent of the time.
4. Only 26 percent asked, “Do you have pets?” Only 9 percent of callers asked if a community accepts pets.
5. Only 11 percent asked, “Why are you moving?” If not asked, only 13 percent of callers will provide this information.

FIXING THE PROBLEM

The solution to this issue is two-fold: monitoring and training. First, you need to identify the problem. Tracking, recording, reviewing and rating calls handled by your leasing agents can quickly point out any areas that need improvement. If you do not have the time to listen to every call, third-party companies can provide expert analysts to create a telephone performance report that will score a large sampling of calls that your company receives.

The second step is training. Having a consistent training program for new hires as well as under-performing leasing agents is critical. You should emphasize and monitor the importance of getting and using the caller’s name and contact information on a regular basis. Using recordings of your most successful leasing professionals on actual calls can demonstrate effective techniques to emulate.

Allowing agents to listen to their own recorded calls can show them how they are interacting with callers and point out areas for improvement. Providing agents with a report on their weekly or monthly call scores can empower them and provide motivation to improve. Creating customized training programs for each leasing professional based on their call scores can quickly improve conversion rates.

While it is an important business practice to objectively quantify the advertising return on investment for each of your ads, you also need to collect the data that allows you to determine how well your leasing offices are managing and answering the resulting calls.

Doug Chasick
Senior VP
Multifamily Professional Services
CallSource
888-222-1214
dchasick@CallSource.com

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EVENT INFORMATION

NEWS

FORMS
Background Checks Important for Contractor, Trade Employees As Well

Oh no, not again. The dishwasher is leaking for the second time this month. “Mr.Fix-It” sitting over there on the couch apparently didn’t know what he was doing. I guess I am going to have to call the plumber. Phonebook…plumbers…so many choices. This one looks nice. Professional, courteous and reasonably priced; even same day service. Three hours later, he shows up in a Volkswagen Van. Since when do plumbers do service hours later, he shows up in a Volkswagen priced; even same day service. Three Professional, courteous and reasonably choices. This one looks nice.

As a standard of practice, most property managers have background checks performed on each employee and resident that works or lives in their community. This serves to protect the interest of everyone on the property. Rarely, if ever, do managers question the background of the plumber, electrician or painter that is in and around the community all day long. These individuals—who often interact directly with the residents—can and possibly will have some sort of criminal history. This is often the same history that would keep them from being approved to live in the very property they are maintaining.

As an industry, are we doing all we can to protect the residents, our greatest asset? Let’s examine this concern from their perspective. During the application process, the property screens each potential resident for any criminal background, evictions and credit history. Staff tells him or her that the community does this for the safety of all the residents. The property then approves or denies the individual for residency based on the findings from these checks. If approved, the renter moves in with an increased sense of safety and well-being, believing that everyone around him or her has passed the same criteria, including the workers that enter their residences. Is a false sense of security being generated? Based on what I have seen over the years, few, if any, contractors and trades perform adequate background checks on their employees. The typical background check is a quick-scan of random databases, generating a result in mere seconds. It is possible to check over 3,000 courts throughout the United States, local and national sex offender registries, and department of corrections records in a few seconds. The answer is no. Like instant coffee or instant rice, these checks often look like the real thing, but are essentially a poor substitute for quality. Added to all of this is the prevalence of unauthorized aliens in the workforce of many of these service providers. In the past, these workers have come and gone on your properties as they please. They have surely entered residences to repair or install necessary items. Unlike a legally authorized employee, these aliens have incorrect or incomplete information identifying who they are and where they live. They have the ability to commit crime here—often on your property—and then leave the country the next week. The lack of recourse involved in cases like this leaves the employer, the property manager and the resident little choice but to move on. Beginning Jan. 1, 2008, the Fair and Legal Employment Act will help temper this problem, but will not eliminate it completely. Mandating investigative background checks on the vendor level will be one way that management companies can protect themselves and those they service.

The following should be required to have verifiable background checks performed prior to entering your communities:

- Maintenance workers
- Carpet cleaners
- Flooring installation
- Pest control
- Glass repair
- Waterfire restoration
- HVAC contractors
- Plumbers
- Painters
- Carpenters

Now, back to the pink hi tops. I open the door and the young gentleman (yes, it’s a he) presents his credentials, including proof that he has had a background check performed. Although put off by his appearance, I let him into my home. It turns out he is a charming young man, working one last summer before joining the Army and losing the hair. He repairs the dishwasher and leaves his card in case something else happens. As I close the door and say goodbye, I think about how wrong I was about this person. If not for the assurance of his background check results, I may have sent him away and had the snoring blob on the couch take another crack at fixing what he probably broke last time.

S. Sam Cooper
Vice President Sales and Marketing
Investigative Screening & Consulting Division of AAA Landlord
602-828-7888

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**AMA Event & Seminar Locations**

**VALLEY**

**AMA Office**

5110 N. 44th St., Ste. L160, Phoenix  
(north of Camelback Road on 44th Street)

**Arizona Historical Society**

1300 N. College Ave., Tempe  
(west of Scottsdale Road off of Curry Road)

**CamelSquare Conference Center**

4350 E. Camelback Rd., Ste. C140, Phoenix  
(north of Camelback Road on 44th Street)

**Chaparral Suites**

5001 N. Scottsdale Road, Scottsdale  
(north of Camelback Road on the northeast corner of Scottsdale and Chaparral roads)

**Southwest Gas Training Facility**

5705 S. Kyrene Rd., Tempe  
(between Baseline and Guadalupe roads)

**TUCSON**

**Apprenticeship Training Facility - Tucson**

**Community Food Bank, 2nd Floor**

3003 S. Country Club Rd., Tucson  
(south of East 36th Street)

**Mariott University Park Hotel**

880 E. 5th St., Tucson  
(two blocks south of Speedway Blvd. and one block east of Euclid Avenue)

**Punch Woods Facility-Tucson**

**Community Food Bank**

Lew Murphy Memorial Conference Room,  
2nd Floor

3003 S. Country Club Rd., Tucson  
(south of East 36th Street)

**FLAGSTAFF**

**Little America Hotel**

2515 E. Butler Ave., Flagstaff

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**AMA EVENT INFORMATION**

**REGISTRATION & EVENTS**

**AMA EVENT INFORMATION**

**REGISTRATION & EVENTS**

**Committee Meetings**

*Class numbers are located next to city in each description*

**AMA EVENT INFORMATION**

**REGISTRATION & EVENTS**

**Committee Meetings**

*Class numbers are located next to city in each description*
AMA FIVE STAR Program Training

Learn how you and your apartment community become certified in the AMA's innovative outreach program. Its goal is to create more appealing and safer neighborhoods where properties, renters, homeowners and businesses interact for mutual benefit. The rental industry wins with a proven marketing/resident-retention tool that helps attract and retain more desirable residents while improving relations with local government, elected officials and activists. Among FIVE STAR requirements are enhanced customer service, joining and being active in a neighborhood group, involved in at least one phase of the Crime Free Multi-Housing Program, and FAX NET 1 registration.

*Class open to AMA members only*
All first-time managers in the program—either initial certification for the property or taking over a property already certified—must complete the FIVE STAR training class.

Topics include:
- Benefits to your property.
- How to join or start a neighborhood organization.
- Qualifying events.
- Success stories by managers already FIVE STAR certified.

PHOENIX - F4
AMA Office
Tuesday, Jan. 15
Registration: 8:30 a.m.
Training: 9-11:30 a.m.

Cost: $25 members

SOUTHWEST GAS

Natural Gas Safety and Repair
Instructor: Southwest Gas representatives.
Utility experts will use demonstrations and lectures to provide natural gas safety and maintenance information, especially updated Blue Stake legislation. The seminar will help prevent leaks inside rental units and common areas of the apartment community plus address basic appliance repair. The class is geared for service supervisors and technicians, but other on-site team members also would benefit from the instruction. Representatives from Southwest Gas will teach the seminar.

Topics include:
- Natural gas leak detection and emergency guidelines.
- Free Blue Stake underground utility pipe location service.
- Maintenance of natural gas heaters, stoves, furnaces and fireplaces.
- Location of utility natural gas equipment.

PHOENIX - G1
Southwest Gas
Tuesday, Jan. 22
Registration: 7:30 a.m.
Seminar: 8 a.m.-12 p.m.

Cost: $49 members, $69 nonmembers

Fair Housing Basics for All Team Members

In fair housing, it is not always what you say or do that can get you into trouble. More often than not, it is the "unintentional" word or deed that instigates a complaint. That can lead to expensive and time-consuming investigations with both company and personal liability. This course is designed for all on-site staff, from managers to housekeepers. Teaching the seminar is Debra Hill Fox of Law Offices of Koglmeier, Dobbins & Smith, P.L.C.

Topics include:
- Broad overview of fair housing laws.
- Whom does it protect.
- Company and personal liability.
- Fair housing testers.
- Reasonable accommodations for those with disabilities.
- Examples of blatant and unintended discrimination.
- Time for questions and answers.

FLAGSTAFF
A.M. SESSION - E1
Little America Hotel
Wednesday, Jan. 23
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.

Cost: $49 members, $69 nonmembers

PHOENIX - E4
Arizona Historical Society
Wednesday, Jan. 30
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.

Cost: $49 members, $69 nonmembers

Arizona Residential Landlord and Tenant Act: What it Says and How to Use It

Knowing how to use and comply with the state law that governs all rental-housing operations can save you time, make you more money and minimize legal difficulties. This is a must for any property owner, community manager and leasing agent. You'll review the revised law—which outlines the rights and responsibilities for both landlords and renters—with a panel of experienced AMA member attorneys. Judges from local justice courts will discuss appearing in court. Time will be allotted for audience questions and comments.

TUCSON - E5
Punch Woods Facility
Wednesday, Feb. 6
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.

Cost: $49 members, $69 nonmembers

PHOENIX - DM2
Marriott University Park Hotel
Thursday, Jan. 31
Registration: 5:30 p.m.
Dinner Meeting: 6-8 p.m.

Cost: $49 members, $69 nonmembers

AMA Dinner Meeting
Join the AMA at its quarterly dinner meeting in Phoenix and Tucson. Dinner meeting speaker and topic TBD.

PHOENIX - DM1
Chaparral Suites
Wednesday, Jan. 30
Registration: 5:30 p.m.
Dinner Meeting: 6-8 p.m.

TUCSON - E6
Arizona Historical Society
Thursday, Feb. 7
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.

Cost: $49 members, $69 nonmembers
EDUCATE YOURSELF AND EMPLOYEES WITH AMA TRAINING OPPORTUNITIES

*Class numbers are located next to city in each description*

Leasing 101

This lively and interactive workshop will give your leasing staff the knowledge, tools and confidence they need to successfully rent apartments and increase resident satisfaction. Covering the "basics," the seminar is ideal for the new leasing associate, but can also be beneficial to improve or build the skills of existing staff. Teaching the seminar is Kris Wegener of Business Observations.

Topics include:
- Telephone selling techniques and etiquette.
- Greeting prospects and effective touring presentations.
- Customer service.
- Industry terminology.
- Effective use of the Internet and e-mail as leasing tools.
- Effective follow-up techniques.
- Closing the sale.
- Resident retention.
- Industry terminology.
- Fair housing.

**TUCSON - D1**
Punch Woods Facility
Wednesday, Feb. 13
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.
Cost: $49 members, $69 nonmembers

**PHOENIX - D2**
Arizona Historical Society
Friday, Feb. 15
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.

Advanced Leasing Techniques

**Instructor:** Kris Wegener, Business Observations

Designed for advanced leasing professionals and as a refresher course for managers and assistant managers, this seminar goes beyond basic leasing techniques to help you close the sale! Teaching the seminar is Kris Wegener of Business Observations.

Topics include:
- Customer service and teambuilding skills.
- Cross-training of on-site roles.
- Understanding how to develop professional relationships with your competitors.
- Effective follow-up techniques.
- Closing the sale.
- Industry terminology.

**TUCSON - D3**
Punch Woods Facility
Wednesday, Feb. 13
Registration: 12:30 p.m.
Seminar: 1-4 p.m.
Cost: $49 members, $69 nonmembers

**PHOENIX - D4**
Arizona Historical Society
Friday, Feb. 15
Registration: 12:30 p.m.
Seminar: 1-4 p.m.

Good Terms for Financing

Become better acquainted with the financial aspects of the industry with this interactive and informative seminar. Conducted with a panel-discussion format, attendees will review financial terms commonly used in property management and the importance of performing due diligence to maximize income and reduce liabilities. A question-and-answer session will conclude the seminar.

**Special note:** Attendees should bring a calculator and a copy of their property's financial statements.

Topics include:
- Yield management.
- Ratio utility billing systems (RUBS).
- Pro forma.
- Monitoring the market.
- Taxes.
- The importance of keeping the property on budget.
- Keeping financials in order.

**PHOENIX - C1**
Arizona Historical Society
Tuesday, Feb. 12
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.
Cost: $49 members, $69 nonmembers

**TUCSON - C2**
Punch Woods Facility
Thursday, Feb. 21
Registration: 12:30 p.m.
Seminar: 1-4 p.m.

Sales Techniques that Dominate

It's been said that "nothing happens until somebody makes a sale." But just how exactly can we stand out in the mind of prospective residents so they sign on the dotted line? In this fun and interactive session, we will look at some of the latest techniques and aspects to creating strong revenue streams for your property. Teaching the seminar is Joelle Hadley of Culture Coaches.

Topics include:
- Connecting through great first impressions.
- Better questions get better answers.
- Matching needs to features.
- Turning features into emotional benefits.
- Matching needs to features.
- Three keys to the "new" marketing message.
- Power words and phrases that help (and the dirty words that hurt) a sale.
- Managing objections and concerns with ease.

**FLAGSTAFF**
A.M. SESSION - B1
Little America Hotel
Thursday, Feb. 14
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.

**PHOENIX - B3**
Arizona Historical Society
Tuesday, Feb. 19
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.
Cost: $79 members, $99 nonmembers

**FLAGSTAFF**
P.M. SESSION - B2
Little America Hotel
Thursday, Feb. 14
Registration: 12:30 p.m.
Seminar: 1-4 p.m.

**TUCSON - B4**
Apprenticeship Training Facility
Wednesday, Feb. 20
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.
Basic Electrical Repair

Help your maintenance crews work safely and correctly when performing basic electrical jobs around the community. Your technicians will learn practical step-by-step procedures that make electrical wiring safe and easy. Teaching the seminar is George Meggo of Oxstrong Services.

**Topics include:**
- Tag-out
- Circuits.
- Basic wiring, including schematics, switches, contacts and breakers.
- Using electrical meters and tables.

**PHOENIX - H1**
CamelSquare Conference Ctr.
Wednesday, Feb. 20
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.

**TUCSON - H2**
Punch Woods Facility
Thursday, Feb. 21
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.

Cost: $49 members, $69 nonmembers

AMA Legal Q&A Seminar

American Multihousing Association

**APARTMENT LAW LUNCH: HOW TO, WHEN TO, WHAT TO DO**

Join an AMA member attorney for a special question-and-answer session that will address common legal situations landlords face in the operations of their rental properties.

**PHOENIX - E9**
AMA Office
Friday, Feb. 22
Registration: 11 a.m.
Seminar: 11:30 a.m.-1 p.m.

**TUCSON - E10**
Punch Woods Facility
Friday, Feb. 22
Registration: 11 a.m.
Seminar: 11:30 a.m.-1 p.m.

Cost: $10 members, $15 nonmembers

Basic Plumbing

This seminar will prepare maintenance professionals to work safely and correctly when performing basic plumbing jobs around the community. Technicians will learn practical step-by-step procedures that make plumbing safe and easy. Teaching the seminar is George Meggo of Oxstrong Services.

**PHOENIX - H5**
CamelSquare Conference Ctr.
Tuesday, March 4
Registration: 8:30 a.m.
Seminar: 9 a.m.-12 p.m.

Cost: $49 members, $69 nonmembers

AMA Event Registration Form

*Class numbers are located next to city in each description. Please make photocopies of this form.*

Register online at www.azama.org/events_events.asp.

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*Method of Payment*

Check: Amt. Enclosed: $_______________ or Charge To: ___VISA ___MasterCard ___AMEX ___Discover ___Diners Club

Card Number: ________________________ Billing ZIP: ________________________ Exp. Date: ________________________

Please check **Special Services** if you require special accommodations to fully participate. Attach a written description of your needs — Special Services

Registration deadline is 10 days prior to class unless otherwise noted. Advanced payment or credit card guarantee must be included with each reservation. Reservation payments are nonrefundable 10 days prior to class.

Mail form with your payment to:
Arizona Multihousing Association, 5110 N. 44th St., L160, Phoenix, AZ 85018.
Fax: 602-296-6178.

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Regular Members

BJL MANAGEMENT, LLC 1457 W. Caribbean Ln., Phoenix, AZ 85013 Phone: 602-999-2964 Fax: 602-861-4576 Contact: Barbara Lefler Units: 6

CAGE PROPERTIES 1 & 2 5504 W. Irma Ln., Glendale, AZ 85308 Phone: 623-561-2880 Fax: 623-561-2884 Contact: Beth Cagle Units: 5

COPPER PENNY 1139 & 1160 N. Stadium Blvd., Tucson, AZ 85756 Phone: 206-325-0080 Fax: 206-325-0100 Contact: Richard Zenbe Units: 24 Mgmt. Co.: Copper Penny LLC


HARRISON PARK 350 N. Harrison Rd., Tucson, AZ 85719 Phone: 520-519-6400 Fax: 520-519-6406 Units: 360 Mgmt. Co.: Prime Group

HERNANDEZ, GOMY 4311 West Ironwood Trail Tucson, AZ 85719 Phone: 520-237-2799 Fax: 520-237-2371 Contact: Sandra Bautista Units: 20 Mgmt. Co.: Gomez Hernandez

LAFENTA, MIKE 2028 E. Powell Pl., Chandler, AZ 85249 Phone: 480-772-1647 Fax: 480-772-1650 Contact: Mike Lafenta Units: 6

LOCKE, DORI D.O. Box 14894 Tucson, AZ 85732 Phone: 520-733-6139 Fax: 520-896-1161 Contact: Don Locke Units: 3

PALMS AT AUGUSTA RANCH, THE 9335 E. Baseline Rd., Mesa, AZ 85209 Phone: 480-351-3400 Contact: Christina Manning Units: 238 Mgmt. Co.: Fairfax Properties, L.P.

PHILLIPS, STEPHEN 1017 E. Lassen Rd., Phoenix, AZ 85012 Phone: 602-274-2666 Fax: 620-265-3113 Contact: Stephen Phillips Units: 3

PININA INVESTMENT PROPERTIES, LLC 3512 S. 15th Dr., Phoenix, AZ 85040 Phone: 602-219-2898 Contact: Rhonda Hill Units: 7

RANCHO ENCANTO 3201 N. Black Canyon Hwy., Phoenix, AZ 85017 Phone: 602-271-0701 Fax: 602-271-0701 Contact: Georgia Sepic Units: 214 Mgmt. Co.: Rancho Encanto

SPERRY MANAGEMENT 9530 W. Mains Line Ln., Phoenix, AZ 85035 Phone: 623-972-2800 Fax: 623-972-6638 Contact: Erin Hillyard Units: 1

SUN VALLEY 12440 N. 11th Ave., Youngtown, AZ 85064 Phone: 623-933-9585 Fax: 623-933-9585 Contact: Ken Johnson Units: 70 Mgmt. Co.: Sun Valley

SUNCREST 200 E. Navajo Rd., Tucson, AZ 85705 Phone: 520-896-3220 Fax: 520-888-3431 Units: 125 Mgmt. Co.: Tucson Realty & Trust Co., Management Services, LLC

TIERRA DEL SOL 1711 S. Extension Rd., Mesa, AZ 85210 Phone: 480-827-8553 Fax: 480-827-1211 Units: 276 Mgmt. Co.: Apartment Management Consultants, LLC

TIERRA VIDA 1970 W. Magee Rd., Tucson, AZ 85704 Phone: 520-229-3280 Fax: 520-229-3338 Units: 200 Mgmt. Co.: Scotia Group Management, LLC

WARNER, CAROLYN M. 7151 N. 13th St. Phoenix, AZ 85020 Phone: 480-965-5201 Fax: 480-965-5201 Contact: Carolyn Warner Units: 1

HUMBREYS & PARTNERS ARCHITECTS, LP 6930 E. Camelback Rd., Ste. 805 Scottsdale, AZ 85251 Phone: 480-714-2962 Fax: 480-429-1179 Contact: Monica Beltran Business Code: Architectural & Construction

KMA CONSTRUCTION 1060 E. Minter Ln., Scottsdale, AZ 85259 Phone: 480-689-2060 Fax: 480-614-0377 Contact: Shawn Potter Business Code: Construction, Remodeling & Repair, Restoration & Turnkey

MARTIN SECURITIES 4757 E. Clefton Desert Trail Tucson, AZ 85710 Phone: 520-955-3932 Fax: 520-573-6707 Contact: Stacy Potter Business Code: Security Services

MARTIN SECURITIES 1450 N. Northlight Blvd., #140 Scottsdale, AZ 85260 Phone: 480-361-4582 Fax: 480-361-4586 Contact: Daniel Clements Business Code: Financial Institutions; Mortgages/Banking

METZGER’S PAINTING PROFESSIONALS 222 W. Parkside Lane, Phoenix, AZ 85027 Phone: 602-963-8012 Fax: 602-963-8013 Contact: Steven Potter Business Code: Painting Services

SUNLAND ASPHALT 3600 S. 7th Ave., Phoenix, AZ 85041 Phone: 602-531-9541 Fax: 602-531-9545 Contact: Craig Van Tol Business Code: Asphalt & Paving, Parking Lot & Driveway SeoSweep
Regular Members

APARTMENT NEWS 15
A recent decision by the California Court of Appeals illustrates the potential liability landlords face if they do not maintain the property.

Renters in this case brought suit against the owner of a 224-unit apartment community in Los Angeles. They alleged an infestation of cockroaches in their apartments and in the common areas, rust in the water, pigeons and pigeon droppings, inoperable electrical outlets, flooding, termites peeling paint, worn carpets and the lack of either hot or cold water. The residents called an expert who testified that he saw 30 to 35 cockroaches in every unit he inspected. City inspectors also testified to the presence of cockroaches, leaky faucets, mold, inoperable ventilation, pigeon droppings and other violations.

At the time of trial, the court learned that the owner had sold the apartment community for a profit of over $3 million. The trial judge found in favor of the residents and awarded them $3,000 in actual damages, $1,000 in special damages and $4,000 in punitive damages. On appeal, the landlord argued the finding was incorrect because the renters had not shown any "actual damages." The renters had testified to the embarrassment, anger, fear, stress, helplessness and frustration they encountered due to these conditions. They also testified they were too embarrassed to invite friends over due to the cockroaches. It was essentially emotional distress that the residents sustained.

The landlord argued that emotional distress is not actual damages. The court rejected that argument and cited the Arizona case Thomas v. Goudreault to support its decision. In Thomas, the Arizona court stated that the meaning of actual damages and liability under the Arizona Residential Landlord and Tenant Act depends on the "type of harm in the setting of a normal residential rental transaction that can reasonably be said to lie within the contemplation of the protections afforded by the Act. . . A tenant who is not provided with necessary services and maintenance of the leased premises as required under the Act suffers property damage because the value of his leasehold is decreasing by the absence of adequate water, heat, cooling, or proper maintenance of the building. However, the more immediate damage that he suffers is the annoyance and discomfort of living in inadequate housing."

Thus, the California Court endorsed Arizona’s approach, which allows for damages due to emotional distress.

Landlords are well-advised to respond to maintenance issues at their properties. The law imposed affirmative duties on management to do so, and the failure to adhere to these statutory duties can result in significant exposure. Landlords should also note that some of the local municipalities inspect and enforce ordinances that cover these maintenance obligations, and the cities and towns can impose significant fines and other penalties on them.

Scott M. Clark
Attorney at Law
(licensed in Arizona and California)
602-957-7877

### AMA LEGAL ADVICE CENTER

Members seeking legal advice on landlord-tenant issues can contact AMA member attorneys through the AMA Web site at www.azama.org. The attorneys will provide advice free of charge.

To contact them, log-on to the AMA Web site and sign into the member area. Once inside, click on the member menu and select the Legal Advice link. The page will explain the process for contacting the attorneys. Members without Internet access can contact the AMA office for a list of participating attorneys. The phone number is 602-296-6205 or 800-326-6403.

Landlords and residents not in membership can contact the following organizations for information on landlord-tenant issues:

#### VALLEY

Community Information and Referral Service, 602-263-8856

Neighborhood Services
Housing Hotline, 602-262-7210
(Phoenix residents only)

Community Legal Services, 602-258-3434 (ability to pay basis)

#### TUCSON

Community Information and Referral, 520-881-1794

Lawyer’s Referral Service of the Pima County Bar Association, 520-623-4625

Southern Arizona Legal Aid, 520-623-9461
Lease agreements vary regarding lease breaks. Landlords must be careful not to use lease language that is too broad or to include provisions that could reasonably be interpreted as a penalty. The following are three examples to consider:

**PENALTIES**

Consider this first lease clause example:

*If, for any reason, a resident fails to honor the full term of the rental agreement, he or she agrees to pay management a lease break fee equal to two months rent as determined by the current monthly rent the individual is paying. The lease break fee is an addition to any other damage entitled to management by reason of breaking the lease. The renter has read and agrees to the stated penalty fee.*

Arizona case law is fairly clear. As a matter of public policy, the court abhors a penalty. Clearly, if a lease contract specifies a penalty in the agreement, a court cannot enforce that penalty.

**LIQUIDATED DAMAGES**

In a contract, the parties can agree to liquidated damages to avoid a judge looking at the damages as a penalty. However, there is a test to determine whether payment is for the fixed amount or varies with the nature or the extended breach. This means that an agreement made in advance of a breach is a penalty, unless both of two conditions are met: 1) the amount fixed in the contract must be a reasonable forecast of just compensation for the harm caused by any breach; and 2), the harm caused by any breach must be one that is incapable or very difficult of accurate estimation.

Therefore, the same idea could read:

- Example: If, for any reason, a resident fails to honor the full term of the rental agreement, he or she agrees to pay a lease break fee of two months rent as determined by the current month rent he or she is paying. The parties agree that this fixed amount is a reasonable forecast of just compensation for the harm caused by the breach by the renter. Furthermore, the harm caused by such a breach is impossible or very difficult to accurately estimate and, therefore, the parties agree to a break lease fee equal to two months.

- Example: Lastly, if, for any reason, the resident fails to fulfill all of his or her obligations under the lease agreement, or, if for any reason, the lease agreement terminates due to a breach by the renter, he or she shall pay the landlord an additional $_________ for marketing, re-letting and administrative costs and fees, along with any other charges for rent and/or damages that the resident is responsible under the terms of this lease agreement, notwithstanding any other rights the landlord may have under this lease agreement. The parties agree that the reasons for this fee is that: it is a reasonable forecast of just compensation for harm caused for such a breach by the renter and resident and the harm caused by such a breach is impossible or very difficult to accurately estimate.

Basically, what needs to be clear is that the parties agree that the charge for such a material breach is not a penalty. The language mentioned above is more in line with liquidated damages fulfilling the two reasons why the law would not consider it a penalty.

Matt Koglmeier and Denny Dobbins

Attorneys at Law

480-962-5353
2008 Event Sponsorship Opportunities

For further information on sponsorships, contact Misty Oxborrow, education and events assistant, at 602-296-6209 or mistyo@azaoma.org.

WHY BE AN EVENT SPONSOR? It's a unique and exciting opportunity to network with your target market, get your name out and explain your products and services to AMA members who use your products or services. Sponsors will be able to reach a select audience, targeting their clients and guaranteeing the best visibility possible. As advertising opportunities are limited in number, please respond as soon as possible; these spaces are sold on a first-come, first-served basis.

SPECIAL EVENTS

4th Annual Perspectives & Projections
○ Sponsorships: $1,000 - $10,000

EDUCATION CONFERENCES AND TRADE SHOWS
- Phoenix (May) ○ Sponsorships: $350 - $4,500
  Booths: $850 - $999 per 10’x10’ booth
  $1,850-$1,998 per double end cap booth
- Tucson (September) ○ Sponsorships: $250 - $2,500
  Booths: $450 - $550 per 8’x 10’ booth

TRIBUTES AWARDS
- Phoenix (May) ○ Sponsorships: $2,250 each category
- Dinner Sponsorships: $400

GOLF TOURNAMENTS
- Phoenix (October) ○ Sponsorships: $250 - $8,000
- Tucson (April) ○ Sponsorships: $250 - $4,000

FAIR HOUSING AND LEGAL EDUCATION

(*)Non–Exclusive Sponsorship Opportunities at $150 each
Leasing 101
- Phoenix (February)
- Tucson (February)

Advanced Leasing Techniques
- Phoenix (February)
- Tucson (February)

Powerful Leasing Presentations
- Phoenix (March)
- Tucson (March)

Converting Internet Leads Into Leases
- Phoenix (March)
- Tucson (March)

Crossing the Cultural Divide
- Phoenix (April)
- Tucson (April)

Leasing Lunches
- Phoenix (March, June, October)
- Tucson (March, June, October)

OWN OR LEASE

Either way, PWS can help you satisfy your tenant’s needs with reliable, top-quality Speed Queen® Laundry Equipment.

- Speed Queen Top-Load & Horizon® Front-Load Washers - ENERGY STAR® Qualified – which means you save on energy costs.
- ADA Benefits (Americans with Disability Act) – Claim up to $5,000 in tax credits for the year. Ask your accountant for details.

YOU CAN RELY ON PWS-THE LAUNDRY COMPANY’S NEARLY 40 YEARS EXPERIENCE!

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Call for a FREE Quote TODAY!
(888) 214-3200

EQUIPMENT • PARTS • MAINTENANCE TRAINING

BOARD OF DIRECTORS MEETINGS

(HELD FOUR TIMES THROUGHOUT THE YEAR)

EXCLUSIVE SPONSORSHIP
$5,000 for Board of Directors Retreat (August)
$1,000 per regular meeting

Benefits:
○ Introduction by the Chairman of the Board.
○ Present a five-minute company "commercial."* 
○ Meet the AMA leadership (representing more than 50% of all the member units).
○ Distribute company profile and promotional materials.
○ Have logo included on Board materials and welcome slide.
○ Receive recognition in Apartment News.

DINNER MEETINGS

(January, June, October)
- Phoenix Sponsorships: Limited to five per meeting - $600 each or all three for $1,500
- Tucson Sponsorships: Limited to five per meeting - $350 each or all three for $1,000

Benefits:
○ One complimentary dinner.
○ Table top display area at registration for promotional materials.
○ Meet attendees and distribute materials during the registration period.
○ Present a two-minute company "commercial".
○ Have logo included on event registration form, attendee name badges and in pre-event slide show.
○ Receive recognition in the Apartment News.

Industry Resource Guide Correction

Under the Employment Services category in the Buyer’s Guide, the contacts for Allstaff Services should be:

Phoenix: Yolanda DeLeon
Phoenix (HQ): Janice Weston
Tucson: Gwen Jensen

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Either way, PWS can help you satisfy your tenant’s needs with reliable, top-quality Speed Queen® Laundry Equipment.

- Speed Queen Top-Load & Horizon® Front-Load Washers - ENERGY STAR® Qualified – which means you save on energy costs.
- ADA Benefits (Americans with Disability Act) – Claim up to $5,000 in tax credits for the year. Ask your accountant for details.

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EQUIPMENT • PARTS • MAINTENANCE TRAINING

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Benefits:
○ One complimentary dinner.
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○ Present a two-minute company "commercial".
○ Have logo included on event registration form, attendee name badges and in pre-event slide show.
○ Receive recognition in the Apartment News.

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**2008 Event Sponsorship Opportunities**

For further information on sponsorships, contact Misty Oxborrow, education and events assistant, at 602-296-6209 or mistyo@azama.org.

---

**NATIONAL CERTIFICATION PROGRAMS**

Offered by the AMA

**Certified Apartment Property Supervisor (CAPS)**
- Phoenix (March, April) Exclusive Sponsorships: $650
- Tucson (March, April, May) Exclusive Sponsorships: $500

**Certified Apartment Manager (CAM)**
- Phoenix (March, April, May) Exclusive Sponsorships: $650

**Certified Apartment Maintenance Technician (CAMT)**
- Phoenix (August) Exclusive Sponsorships: $650

**Certified Apartment Supplier (CAS)**
- Phoenix (March, April) Exclusive Sponsorships: $650
- Tucson (March, April, May) Exclusive Sponsorships: $500

**National Apartment Leasing Professional (NALP)**
- Phoenix (Sept., Oct., Nov.) Exclusive Sponsorships: $500

**Benefits:**
- Meet Attendees and distribute materials during the registration period.
- Present a two-minute company “commercial” on the first day of each course.
- Have logo included on event registration form, attendee name badges and in pre-event slide show.
- Receive one complimentary registration at the dinner meeting where certificates are presented.
- Assist with the presentation of the certificates at a dinner meeting.
- Receive recognition in *Apartment News*.

---

**EXECUTIVE-LEVEL TRAINING**

**Good Terms for Financing**
- Phoenix (February) Exclusive Sponsorships: $650
- Tucson (February) Exclusive Sponsorships: $500

**Managing From a Distance**
- Phoenix (April) Exclusive Sponsorships: $650

**Benefits:**
- Title Sponsor (co-branding the event with the AMA).
- Present a five-minute company “commercial.”
- Distribute promotional materials to attendees.
- Have logo included on registration forms, table tents, and badges.
- Receive recognition in *Apartment News* magazine.

---

**LEASING AND MARKETING EDUCATION**

(*) Non-Exclusive Sponsorship Opportunities at $150 each

**Leasing 101**
- Phoenix (February)
- Tucson (February)

**Advanced Leasing Techniques**
- Phoenix (February)
- Tucson (February)

**Powerful Leasing Presentations**
- Phoenix (March)
- Tucson (March)

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- Phoenix (April)
- Tucson (April)

**Leasing Lunches**
- Phoenix (March, June, October)
- Tucson (March, June, October)

---

**SAVE THE DATE!**

**AMA REVERSE TRADE SHOW MARCH**
A fun twist on the familiar where management companies are the exhibitors and the Associate members are the attendees! **AMAPAC TEXAS HOLD ‘EM POKER TOURNAMENT**
Even if you don't know whether a flush beats a straight or what it means to go all in, a fun time is promised for all. Contributions benefit the Arizona Multihousing Association Political Action Committee.

Watch *Apartment News*, www.azama.org and e-mail updates for information on the events.

---

**MIKKI S. YITZCHAKI, P.C.**
**Attorney at Law**
(602) 347-8800
mvyitzchaki@hotmail.com

**GOT UNCOLLECTED EVICTION JUDGMENTS?**

(CALL ME. I CAN COLLECT!*)

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515 W. Hatcher Road, Phoenix, Arizona 85021
### Property Management and Operations Education

<table>
<thead>
<tr>
<th>Course</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>Kitchen Counter Tops (Solid Color)</td>
<td>$80.00</td>
</tr>
<tr>
<td>Kitchen Counter Tops - One Stage Fleck</td>
<td>$99.00</td>
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<tr>
<td>Bath Counter Tops (Solid color)</td>
<td>$45.00</td>
</tr>
<tr>
<td>Bath Counter Tops - One Stage Fleck</td>
<td>$55.00</td>
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<tr>
<td>Bath Counter Tops &amp; Sink Combo</td>
<td>$75.00</td>
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<tr>
<td>Kitchen Sink</td>
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</tr>
<tr>
<td>Bath Sink</td>
<td>$60.00</td>
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<tr>
<td><strong>Bath Counter Tops &amp; Sink Combo</strong></td>
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<tr>
<td><strong>Bath Sink</strong></td>
<td>$60.00</td>
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</table>

### Safety and Environmental Education

<table>
<thead>
<tr>
<th>Course</th>
<th>Fee</th>
</tr>
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<tbody>
<tr>
<td>National Gas Safety and Repair</td>
<td></td>
</tr>
<tr>
<td>Phoenix (January)</td>
<td>$155.00</td>
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<tr>
<td>Fire Prevention</td>
<td></td>
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<tr>
<td>Phoenix (March)</td>
<td>$155.00</td>
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<tr>
<td>P.L.E.A.S.E. (Prevent Leasing Employee Assault and Sexual Endangerment)</td>
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<tr>
<td>Phoenix (March)</td>
<td>$155.00</td>
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<tr>
<td>Tucson (March)</td>
<td>$155.00</td>
</tr>
<tr>
<td>Flagstaff (March)</td>
<td>$155.00</td>
</tr>
</tbody>
</table>

### Featured Presentation

**SALES TECHNIQUES THAT DOMINATE (FEBRUARY)**

**EXCLUSIVE SPONSORSHIP - $1,500**

**Benefits:**
- Title Sponsor (co-branding the event with the AMA).
- Present a five-minute company "commercial."
- Distribute promotional materials to attendees.
- Have logo included on registration forms, table tents, and badges.
- Receive recognition in Apartment News magazine.

### CPR, First Aid and Drowning Prevention

- Phoenix (May)
- Tucson (May)

### Safety and Environmental Education

**National Gas Safety and Repair**
- Phoenix (January)
- Tucson (March)

**Fire Prevention**
- Phoenix (March)
- Tucson (March)

**P.L.E.A.S.E. (Prevent Leasing Employee Assault and Sexual Endangerment)**
- Phoenix (March)
- Tucson (March)
- Flagstaff (March)

**CPR, First Aid and Drowning Prevention**
- Phoenix (May)
- Tucson (May)

For further information on sponsorships, contact Misty Oxborrow, education and events assistant, at 602-296-6209 or mistyo@azama.org.

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#1 Resurfacing Company in the Valley

**Tub & Tile Refinishing**

Our preparation, techniques, sealants, and compounds all integrate together to form the Glas-Tech 9000™ System, the leader in tub and tile refinishing technology.

### Before & After

<table>
<thead>
<tr>
<th>Counter Tops &amp; Sinks</th>
<th>Before</th>
<th>After</th>
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</thead>
<tbody>
<tr>
<td>Kitchen Counter Tops (Solid Color)</td>
<td>$80.00</td>
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<td>$75.00</td>
</tr>
</tbody>
</table>

### Bath Tubs & Showers

<table>
<thead>
<tr>
<th>Tub &amp; Shower Type</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Porcelain Bathtub</td>
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</tr>
<tr>
<td>Fiberglass Bathtub/Enclosure</td>
<td>$155.00</td>
</tr>
<tr>
<td>Shower Stall Complete</td>
<td>$185.00</td>
</tr>
<tr>
<td>Shower Floor/Bathtub Bottom</td>
<td>$110.00</td>
</tr>
<tr>
<td>Ceramic Tile Walls</td>
<td>$150.00</td>
</tr>
<tr>
<td>Porcelain Tub &amp; Ceramic Tile Walls</td>
<td>$225.00</td>
</tr>
</tbody>
</table>

**FREE ESTIMATES - CALL FOR INFORMATION - 602 468 0739 (OFFICE) 602 955 6188 (FAX)**

### Check Us Out

www.azama.org

---

2008 Event Sponsorship Opportunities

**We’re #1 For A Reason**

**CREATE A SEALED WATERPROOF UNIT**

No More Mold • No More Mildew

---

JANUARY 2008
### 2008 Event Sponsorship Opportunities

**Non–Exclusive Sponsorship Opportunities at $250 each**

- Phoenix (January, April, July, October)
- Tucson (February, June, October)

**Benefits for Each Education Program Sponsor:**

- Meet attendees and distribute materials during the registration period.
- Present a two minute company "commercial."
- Have logo included on event registration form, attendee name badges and in pre-event slide show.
- Receive recognition in the Apartment News magazine.

For further information on sponsorships, contact Misty Oxborrow, education and events assistant, at 602-296-6209 or mistyo@azama.org.

### MAINTENANCE EDUCATION

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Electrical Repair</td>
<td>Phoenix</td>
<td>February</td>
</tr>
<tr>
<td>Gear Up For Maintenance</td>
<td>Tucson</td>
<td>March</td>
</tr>
<tr>
<td>Basic Plumbing</td>
<td>Phoenix</td>
<td>March</td>
</tr>
<tr>
<td>410A Refrigerant Certification Review and Exam</td>
<td>Phoenix</td>
<td>April</td>
</tr>
<tr>
<td>Basic HVAC Preventative Maintenance</td>
<td>Phoenix</td>
<td>April</td>
</tr>
<tr>
<td>Advanced HVAC Preventative Maintenance</td>
<td>Phoenix</td>
<td>April</td>
</tr>
<tr>
<td>Refrigerators, Ranges and Dishwashers: Preventative Maintenance and Repair</td>
<td>Phoenix</td>
<td>June</td>
</tr>
<tr>
<td>Wall Repair</td>
<td>Phoenix</td>
<td>September</td>
</tr>
<tr>
<td>Organizing Your Shop and Time Management</td>
<td>Phoenix</td>
<td>September</td>
</tr>
<tr>
<td>Outdoor Community Repair</td>
<td>Phoenix</td>
<td>October</td>
</tr>
<tr>
<td><em>Non–Exclusive Sponsorship Opportunities at $150 each</em></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### DINNER MEETINGS

**Non–Exclusive Sponsorship Opportunities at $250 each**

- Phoenix (January, April, July, October)
- Tucson (February, June, October)

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### Legal Q&A

**Question:** A resident at one of our Tucson properties told me it is illegal to discriminate against gays. I did not think fair housing laws protected sexual orientation. Do they?

**Answer:** Federal and state fair housing laws prohibit discrimination because of sex. That does not include sexual orientation. However, the city of Tucson has adopted a discrimination-ordinance that applies to housing that goes beyond this to prohibit discrimination on account of sexual orientation, as well as other grounds. The city of Scottsdale and several other state municipalities are considering similar ordinances. Local governments are free to adopt housing discrimination laws that go beyond what federal and state law covers. If your property is in such a location, you need to comply with the local ordinance as well as federal and state laws. The best rule of thumb is not to discriminate on account of anything not directly bearing on a person’s ability to pay rent and conform his or her conduct to what the lease and community rules require.

**Question:** Our community recently evicted residents from a unit and had to subsequently order the constable. Between the entering of judgment and constable filing, the renters’ apartment caught on fire, which caused substantial damage. The residents insist that we relocate them to another apartment until they are officially locked out. Must we?

**Answer:** No. You have an official court order returning the damaged apartment to you. If the residents caused the damage through negligence, you certainly do not have to place them in another apartment. There is no requirement in the law to allow them to move into another unit pending their eviction.

*Andy M. Hull, 602-230-0088  
Mike A. Parham, 602-265-6804  
Scott M. Clark, 602-957-7877*
COMMITTEE & VOLUNTEER INTEREST SURVEY

AMA membership provides many opportunities for professional involvement through service on various committees. These committees provide the foundation on which the Arizona Multifamily Housing Association bases its programs and events.

If you have an interest in participating on one or more of the committees, please fill out this form and return it to: Arizona Multifamily Housing Association, 5110 N. 44th St., #L160, Phoenix, AZ 85018 or fax to the AMA office at 602-296-6178. Committee chairs will receive the completed surveys for reference when establishing their committees and filling vacancies throughout the year.

❑ AМА FIVE STAR/CRIME FREE MULTI-HOUSING PROGRAMS
It oversees and promotes the two interrelated community outreach programs that seek to get member properties more involved in neighborhood outreach and crime prevention activities that affect rental housing.

❑ COMMUNICATIONS
It examines ways of improving communication with AMA members, the media and the public. Focus areas include the AMA Web site, Apartment News magazine and AMA PR efforts.

❑ COMMUNITY OUTREACH
This committee plans, supports and administers statewide community outreach activities, including Project S.A.F.E. and Big Hearts for Little Hands.

❑ EDUCATION
This committee determines the focus of each year's educational programs, including topics and speakers for dinner meetings and educational seminars.

❑ EDUCATION CONFERENCE AND TRADE SHOW
Committee members plan and execute the annual trade shows in Phoenix and Tucson. The committee determines the theme, plan special events, build attendance, and help sell booths for the shows. Check one or both: ___ Phoenix   ___ Tucson

❑ FINANCE
The treasurer of the AMA chairs this committee, which oversees the financial operations of the association.

❑ GOLF TOURNAMENT
Committee members plan and support the annual golf tournaments in Phoenix and Tucson. Check one or both: ___ Phoenix   ___ Tucson

❑ GOVERNMENT AFFAIRS
The committees determine the direction of the association’s lobbying activities and analyzes the impact of various state and municipal laws and ordinances on the membership. Check one or both: ___ Phoenix   ___ Tucson

❑ MEMBERSHIP
Committee members provide energy, support and creativity in driving recruitment and retention of membership, as well as providing mentoring and networking opportunities for new members and existing members. Check one or both: ___ Phoenix   ___ Tucson

❑ SAFETY AND BENEFITS SUBCOMMITTEE
Committee members participate in the RFP process and review of member benefit programs to provide recommendations and industry insight. The subcommittee reviews and considers the group insurance programs for all members as appropriate. This is a subcommittee of the Membership Committee and meets quarterly in Phoenix.

❑ TRIBUTES
This committee’s goals are to coordinate the nomination and judging process and provide an elegant banquet through careful selection of theme, décor and program content.

❑ INTERESTED IN JOINING A TASK FORCE?
The AMA organizes focused, limited-duration task forces throughout the year to examine various issues as they arise. If you’d like the AMA to notify you when these are established, check this box.

Name: ____________________________ Company Name: ____________________________
Address: ____________________________ City: __________ State: __________ ZIP: __________
Phone: ____________________________ E-mail: ____________________________

Membership type: [ ] Regular Member  [ ] Associate Member

*Indicates company also provides goals and services to Independent owners (Regular members with fewer than 20 units).
Better Residents, Better Employees And Now... Better Vendors!

Introducing CrimShield, a better way to protect your business and your bottom line.

1. Any felonies in the past ten (10) years.
2. Violent misdemeanors in the last five (5) years.
3. Drug related misdemeanors in the last five (5) years.
4. Any pending or looming legal action which may result in a misdemeanor or felony conviction.
5. Any sex crime or crime involving children, ever.
6. United States government issued ID card. (E-verify included)

USE THIS SAMPLE ACCOUNT & SEE HOW EASY IT IS TO VERIFY SOMEONE IN JUST 3 CLICKS!

1. Log on to crimshield.com & click on:

   crimsheild

2. Use this sample CC number to verify:

   CC-466a-4286b4

3. Verified! No criminal record found.

THESE COMPANIES HAVE MADE A COMMITMENT TO ONLY SEND CRIME-FREE EMPLOYEES TO YOUR SITES

A few of our featured companies:

Sun Valley Resurfacing
Sun Valley Resurfacing
623-634-2069

Rain Forest Plumbing
Rain Forest Plumbing
480-615-7766

Atomic Pest Control
Atomic Pest Control
1-888-411-2337

AAA Landlord Services, Inc
AAA Landlord Services, Inc
( Supporting EDS Law)
480-668-5953

Maricopa County Evictions
Maricopa County Evictions
(Supporting Andrew M. Hull Law)
602-952-0300

Is your company ready to make a commitment? Call 1-888-422-2547

PLEASE CHECK OUT OUR OTHER COMPANIES AND SERVICES:

CRIMSHIELD
Employee & vendor background checks
1-888-422-2547

INVESTIGATIVE
screening & consulting
Resident background checks
1-877-922-2547

AAA LANDLORD
Eviction services
1-888-422-2547

SERVICES, INC.