51st Annual Trade Show
See page 9

Awards Breakfast
Send in your nominations for the Best of the Best.
See page 30

24th Annual
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Official California Apartment Journal
July 2019 • Volume 48 • Number 7

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July 2019
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for recently released convicts. Unfortunately, the program has been fraught with problems. Some legislators and advocates have claimed the solution is forcing rental owners to accept this population as tenants; whether by making them a protected class or simply mandating they must be accepted. Such aggressive attacks on the freedom to contract have been heavily weighed by legislators this year. Which is why the Governor’s approach is appreciative. Instead of trying to blame the rental owner, focus on the ineffective programs provided by the government in the status quo.

Substantially Funding New Development

Every year homelessness continues to be on the rise in California. The state has been slow to respond, and likely has exacerbated the issue with over-regulation and band-aid solutions designed to mask the long-term systemic problems. Now, cities like Los Angeles are considering a tax on vacant units as a way to “incentivize” owners into filling their units at below market value. Such ideas gain traction when residents are frustrated with the homelessness crisis and local governments believe they are ill-equipped to address the challenges. The new budget proposes a half billion in developer loans to increase affordable housing and another

“Instead of trying to blame the rental owner, focus on the ineffective programs provided by the government in the status quo.”
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What the Numbers Are Saying About the U.S. Economy

By Rusty Tweed

“The performance of key economic indicators can make or break investor confidence and investment prospects.”

President Donald Trump has an economy with an admirable trajectory, thanks to solid job growth, low unemployment and sound economic fundamentals. However, in the last one year, job gains and wage growth have been less steady. This has fueled talk on whether the U.S. economy is bouncing back or losing steam two years after Donald Trump took over the reins of leadership from President Barack Obama. According to NBCNews.com, the U.S. economy created 196,000 jobs in March 2019, beating the 175,000 forecast that analysts had projected.

Figures

This figure was a big leap from the dismal 33,000 jobs created in February. The worrying job statistics sent jitters across Wall Street, but the White House dismissed it as an outlier instigated by the five-week long government shut down and a string of bad weather. The drop raised fears that the Federal Reserve could step in to rein in the interest rate as it did in 2018 when it announced an unprecedented four rate adjustments. President Trump was among those who decried the adjustments. The 3.8 percent unemployment rate recorded in March was the lowest in 50 years.

Wages

According to the Bureau of Labor Statistics (BLS), the wages took cue with a 1.14 percent rise, which was an impressive 3.2 percent year-on-year growth. It will be remembered that the U.S. economy created 225,000 jobs monthly in 2018. Economists expect the economy to ease somewhat this year as the President’s $1.5 trillion fiscal stimulus package doubles down. The tweaking of the economy follows the tepid growth being witnessed around the world. Fears have also been raised regarding the continued trade spat between two global economic powerhouses, the U.S. and China.

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The Premier Multi-Family Housing Trade Show in California

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What Does the Future Hold?
51st Annual Trade Show and Rental Housing Expo
September 18, 2019
these questions will go a long way to impact economic growth and the direction of the stock market indices. The magazine lists the key indicators for assessing the U.S. economy as:
• DOW 30 and S&P 500 Index
• GDP growth figures
• Monthly and annual jobs growth
• Manufacturing jobs growth and future outlook
• Unemployment rate
• Growth in hourly wages
• Federal deficit
• Trade deficit

Reading Economic Indicators

The performance of key economic indicators can make or break investor confidence and investment prospects. The author has spoken and written many articles about market indicators and recently commented about the housing market, specifically how a rising and plateauing market can affect other sectors including the stock market.

His assertions centered on financial institutions lending and interest rates; the imbalance in the housing supply and demand and the impact of higher down payments and its repercussions on real estate investors. The author sees a correlation between investment in the housing sector and stock market. For instance, investors are often drawn to a rising market, but fall back on their positions when things begin to look down. It is important to be aware of all the economic indicators and plan future investments based on their trajectory.

Rusty Tweed is President of TFS Properties, Inc., and can be reached at 626-551-4326. www.tfsproperties.com
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Useless Scorecards
The Misguided Politics of Legislative Voting Records

“An elaborate act of [rubbish], generally used to distract attention away from the sheer uselessness of the actual project or act.”

— Definition of “Dog and Pony Show” by Urban Dictionary

Every legislator in local, state, and federal public office likely has at least one. It could be hanging in their office, proudly displayed to constituents or providing a warning shot to influential lobbyists. It could be touted on their campaign materials and website as being the beacon of truth demonstrating commitment to one’s platform. Or, it could be used by advocacy groups for their members to target problematic legislators. So, what are we talking about? A Legislative Scorecard that tracks how a legislator voted on a particular issue, bill or subject. For example, the issue could be women’s rights, and the voter scorecard might list a dozen bills impacting women’s rights and how the legislator voted on them. Depending on the scorecard, certain bills might have a higher level of importance attached to them. The final result is a scorecard that allegedly claims to rank legislators based on their political leanings. The truth is that the scorecard is more akin to a pat on the back for some legislators than an actual leveraging technique that can be used for change.

Traditionally, these scorecards list every legislator, creating a compare and contrast for the reader. And, regardless of how one chooses to publicize the results, the desired outcomes are essentially the same: commend the legislator for being a “champion” or shame him or her for being opposed to the particular issue. Unfortunately, scorecards are a lot like eating McDonalds: it sounds good at first, but you quickly regret it. The problem with legislative scorecards is they fail to hold anyone accountable, often are highly misleading, and are more likely to offend than to sway votes on a particular issue or bill.

Legislative scorecards improperly focus on the wrong voting event. As a bill moves through the legislative process, it can be voted on over a dozen times. For example, Assembly Bill 1110 (Friedman), changing rental increase notices from 30 to 90 days, was voted on multiple times before it encountered a Floor vote (where all members of the Assembly or Senate vote on the legislation).

continued on page 38
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Dear Maintenance Men

By Jerry L’Ecuyer and Frank Alvarez

“Keeping with Mr. Hilton’s thoughts, we are big fans of shower doors as opposed to shower curtains...”

Dear Maintenance Men:

Two years ago we installed in our single-family home rental an AO Smith Proline GUC-50 400 50 gallon commercial grade water heater. It was installed by a licensed plumber with whom we have always had good experience. From the get go the water heater would make a loud humming noise several minutes after the hot water is used for any long period of time, such as when the shower runs. It isn’t just a low humming noise; the volume is similar to someone playing one note on a clarinet down in the basement! When I asked the plumber, he didn’t seem to know why it did that. By the way, we have a whole house salt-free softener water filter system. Can you please tell me if there is any solution to this?

Shari

Dear Shari:

Thankfully, your issue is not unique and not costly. The water heater was being gas starved (if it is what we think it is.) Most likely the plumber did not replace the existing gas line with a larger diameter “gas appliance, flex supply line” which is why it whistles during the “fire up” and burner function.

Dear Maintenance Men:

I have had rental properties most of my life and I’m continually plagued with dry rot damage on my fascia boards. Almost without exception, the rot occurs on the corners where two fascia boards meet. I’ve resorted to cutting and replacing the damaged wood with new wood but would like an easier solution. Everyone I talk to has a different suggestion. The products on the market for treatment and repair of dry rot range from inexpensive to very costly. This brings me to my questions. First, why do I keep getting dry rot? What can I do to prevent it from happening again? And finally, what is the best way to repair wood that is damaged by dry rot.

John

Dear John:

Sounds like dry rot is setting into the joints. 

continued on page 16
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Surprisingly dry rot is caused by damp conditions that encourage the growth of a fungus that eats the wood and results in a cracking and powdering of the lumber. Look for causes of wet or damp wood around the structure. Some causes may be sprinklers wetting the area compounded by a lack of air circulation caused by bushes or trees. Another issue might be poorly placed or installed drip rails allowing water to accumulate or drip down onto the fascia boards. A simple solution will be to seal any wood end pieces to inhibit water intrusion into the end grain of the lumber. Any corners or joints should be caulked to keep water out of the joints. Best to caulk both the front and back side of the joint if possible. Keep the paint fresh on any exposed wood. Dry or chalky paint will also allow moisture to penetrate and contribute to dry rot.

**Dear Maintenance Men:**

I'm starting a rehab in my unit's bathroom and am thinking of replacing the shower curtain as part of the work. A shower curtain is a fast and easy job. What are the pros and cons of a shower door versus a shower curtain in my rental unit's bathtub? How do you install a shower door? I don't want to poke holes in the bathtub.

**Bryan**

Dear Bryan:

While appearing as a guest on “The Tonight Show” one evening many, many years ago, famed hotelier Conrad Hilton was asked by his host (Johnny Carson) whether he had a “message” for the American people. With great gravity, Hilton paused momentarily before turning to the camera. “Please,” he pleaded, “put the shower curtain inside the tub!”

Keeping with Mr. Hilton’s thoughts, we are big fans of shower doors as opposed to shower curtains, because residents also leave the shower curtain outside the tub. Shower door installations are a great do-it-yourself project, because it is easy to do and the results looks great.

After removing the existing shower curtain, clean the tub and walls to remove any accumulated soap scum. Measure the tub ledge wall to wall and subtract 3/16 of an inch (to leave room for the wall channels) and transfer the measurement to the bottom rail track of the shower enclosure. After measuring twice and cutting once, temporarily set the bottom track on the tub ledge and tape it in place. Next, set the wall channels in place, use a level to make sure it is plumb with the wall. Mark the mounting holes of the wall channel with your pencil. Do the same thing for the other side. Remove the channels and before drilling, center punch the hole to keep the drill bit centered. If drilling through tile, use a ceramic drill bit. (Do not center punch tile.) Once you have made your holes, insert wall anchors.

Now you are ready to set the bottom track. Use adhesive caulk and if you feel the track may be abused, also use some Liquid Nails adhesive at several spots under the track. Remove any excess caulk and then use painter’s tape to temporarily hold the track in place. Before fitting the side channels, run a bead of adhesive caulk on the backside of the channel. Install the channel, use the supplied screws and bumper to fasten the channel to the wall, repeat on the other side. Wipe away any excess caulk.

To install the top rail channel, measure from wall to wall at the top of the wall channels. Subtract 1/16 of an inch and cut the top channel to that length. Again, measure twice. The top channel should fit snug between top of the wall channels. Lastly it is time to hang the doors and adjust the fit. Most doors come with good instructions, read them, as there may be details not included in our explanation.

**WE NEED Maintenance Questions!!!** If you would like to see your maintenance question in the “Dear Maintenance Men” column, please send in your questions to: DearMaintenanceMen@gmail.com

If you need maintenance work or consultation for your building or project, please feel free to contact us. We are available throughout Southern California. For an appointment please call Buffalo Maintenance, Inc., at 714-956-8371. Frank Alvarez is a licensed contractor and the Operations Director and co-owner of Buffalo Maintenance, Inc. He has been involved with apartment maintenance and construction for over 20 years. He is also a lecturer and educational instructor for the Apartment Association. Frank can also be reached at Frankie@BuffaloMaintenance.com. For more info please go to: www.BuffaloMaintenance.com. Jerry L’Ecuyer is a real estate broker and has been involved with apartments as a professional since 1988.
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<td>Th 4</td>
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<tr>
<td>Th 25</td>
<td>Assistive Animals Class (see pg. 24) 10:00am-12pm</td>
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<tr>
<td>Th 25</td>
<td>Summer Social, Hotel Maya (see pg. 7) 4:30pm-7:30pm</td>
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**AUGUST**

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<td>Tu 13</td>
<td>Lunch With Southern Cities, The Grand 11:15am-1:15pm</td>
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<tr>
<td>F 16</td>
<td>Tenant Disappeared? What To Do Next (see pg. 42) 10:00am-12 noon</td>
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<tr>
<td>Th 22</td>
<td>Membership Meeting, The Grand 7:00pm-9:00pm</td>
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**– SAVE THE DATE –**

24th Saluting Our Stars Awards Breakfast (see pg. 30) and 51st Annual Trade Show Wednesday, September 18, 2019 LB Convention Center (see pg. 9)
**Legal Corner Q & A**

*By Stephen C. Duringer*

“A landlord and tenant can agree, in writing by the rental agreement, to allocate responsibility for minor repairs between them.”

---

**Q:** Street parking spaces are few and far between near my building. My apartment complex has just enough parking spaces for my residents to each have one space. If a resident has more than one car, they must try to park it on the street. It has been working out fine for years but now I have this one tenant who refuses to follow the rules. He is constantly parking his second car in someone else’s assigned spot. I’ve told him several times but he just ignores me. What do I do?

**A:** Your community rules and regulations should specify your parking rules, specifically stating that only one vehicle may be parked on the premises, and that all parking is assigned. Ensure that you have the proper signage at the entrances to the parking area. Most cities require the sign to contain certain restrictive parking language, plus the local police department telephone number, and the California Vehicle Code section that provides for towing of unauthorized vehicles.

Contact your local police department for their specific requirements, as they vary from city to city.

Next if you know the offender, then provide a written warning of the violation. Attempt to serve it at his residence, post it on his door if he’s not in, and also put the warning on the windshield of his car. If practical, take and save a photograph of the warning on the vehicle windshield, because the offender will always claim that you did not give prior notice before towing. If he fails to remove the offending vehicle, the car may be towed.

**Q:** I rented an apartment to four roommates quite a while ago. One of the four is now moving out, but the other three want to stay. The one moving out is demanding that I return his portion of the security deposit, he says that he paid it so he should get it back. Do I have to?

**A:** No, the security deposit remains with you as long as any of the roommates remain in possession of the rental unit. Often, owners and residents will enter into an agreement replacing one resident with another, thereby removing the one original resident from the lease. The agreement will further provide that the “new” roommate pay the “old” roommate his portion of the security deposit. Absent a written agreement to the contrary, the owner should retain the entire security deposit, then when all the remaining roommates vacate, the refund check should be made payable to all four of the original roommates named in the rental agreement.

**Q:** What types of repairs can I require the tenant to take responsibility for?

**A:** A landlord and tenant can agree, in writing by the rental agreement, to allocate responsibility for minor repairs between them. Often landlords and tenants may agree that certain items, amenities, will be the tenant’s responsibility to maintain.

continued on page 22
Private Investor Seeking Multifamily Property in Southern California

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Legal Corner ... continues from page 20

These may include refrigerators, washing machines, pools or spas, air conditioning, and minor plumbing issues.

Q: *Seems like I’m replacing screens and clearing drains on a regular basis for one of my residents. At the end of the day, I’m not sure if I have more money going out for repairs than I have coming in as rent! How do I control the repeat repairs and expenses?

A: It’s very important to create a baseline with your tenants. Upon move in, ensure that you use the move in inspection checklist provided by your apartment association. Itemize any and all defects or items that are in need of repair, and note any non-habitability items that have pre-existing damage that you are not required to and do not intend to repair. Ensure that all habitability items are promptly corrected and that you document that fact by entering it into your maintenance log, and have your resident sign off that the work was completed satisfactorily. Your rental agreement will identify who is responsible for what repairs and maintenance items. Make sure your review these responsibilities with your tenants so that they are aware of what is expected of them. Often landlords shift the burden of small plumbing stoppages to the tenant, while retaining responsibility for main line blockages. Your rental agreement should state that the apartment is equipped with the requisite screens, and that the resident has inspected them and agrees to maintain them during the tenancy.

This article is presented in a general nature to address typical landlord tenant legal issues. Specific inquiries regarding a specific situation should be addressed to your attorney. Stephen C. Duringer is the founder of The Duringer Law Group, PLC, one of the largest and most experienced landlord tenant law firms in the country. The firm has successfully handled over 285,000 landlord tenant matters throughout California and has collected over $200,000,000 in debt since 1988. The firm may be reached at 714-279-1100 or 800-829-6994. Please visit www.DuringerLaw.com for more information.
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## Painting & Cleaning

### Interior Painting / Cleaning & Truck-Mounted Shampoo

<table>
<thead>
<tr>
<th>Room Size</th>
<th>Reg. Painting</th>
<th>Ceilings</th>
<th>Cleaning</th>
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</tr>
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<tr>
<td>Single</td>
<td>$150.00</td>
<td>$70.00</td>
<td>$60.00</td>
<td>$90.00</td>
</tr>
<tr>
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<tr>
<td>2 Bed &amp; 2 Bath</td>
<td>$240.00</td>
<td>$100.00</td>
<td>$80.00</td>
<td>$100.00</td>
</tr>
</tbody>
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Thursday, July 25, 2019

Registration: 9:30 a.m. / Class: 10:00 a.m. to 12 noon
Cost: Member $59 / Non-Member $69
Location: AACSC Education Center

Assistive animals for persons with disabilities is one of the hottest fair housing topics in the rental housing industry. Regional Director for Marketing and Training, Patti “Widget” from Fast Eviction Services will explain the legal requirements of ADA as it pertains to assistive animals, especially with the rights and responsibilities of managers and property owners.

- What to do if an animal causes problems
- Do I have to allow all breeds?
- Dealing with “fake” assistive animals.

- What if I don’t want animals at my property?
- Can this animal cause my insurance to be cancelled?
- Pet deposits, and other related issues…

---

REGISTRATION FORM

Company Name: ____________________________
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Top Ten Customer Service Mistakes and the Fix

By Nancy Friedman, The Telephone Doctor

“Customers should be treated as welcomed guests when they call or visit your organization.”

Most of us know what the Best Customer Service feels like. And some of us know what the Worst Customer Service Mistakes are. To make it even, we’ve compiled the ten worst customer service mistakes. Take note and don’t let these happen to you!

1. Not Being Friendly Enough
Without exception, not being friendly is the number one customer service mistake. Customers should be treated as welcomed guests when they call or visit your organization. As we’ve all experienced, sometimes we’re treated as an annoyance or an interruption.

FIX: A happy smile works wonders, whether you feel like it or not.

2. Poor Eye Contact
Heads that twirl on a spindle when you’re working with a customer is a big mistake. Keep your eyes on the customer. It’s a sure sign the person you’re talking with isn’t holding your interest when you’re glancing all around. And they’ll notice it quickly. Obviously, making good eye contact on the phone is not possible.

FIX: When you’re on the phone you need to be completely focused on the call and the customer. Don’t type, unless it pertains to the call, don’t read something else, and don’t do anything but listen to the caller.

This mistake happens a lot. Seems as though it’s more important to continue talking with a co-worker than establishing immediate rapport with the customer.

FIX: Drop the internal conversation as soon as you see the customer. Carrying on a conversation with someone in your office while you’re talking with a customer on the phone is a real no-no!

4. Being Rude
No one thinks they’re rude; certainly not on purpose. However, the customer can perceive many things you do as rude. And as they say, “Perception is reality.” What’s rude? Interrupting the customer, not listening to their concerns, talking on your cell phone when trying to help them, not sounding happy, chewing in the customers face or on the phone. This is just the start!

FIX: Be sure you’re not doing these “Rudes”.

5. Poor Product/Services Knowledge
If you’re not familiar with the products and services you offer, it’s going to be very frustrating to the customer. Take the time to learn about your company. Know what’s going on. If you’re temporary or are new with the company, that shouldn’t be used as an excuse. Customers don’t care if you’re new, working on a temporary assignment or if it’s not your department. All they want is help and information.

continued on page 36
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That’s why it’s so important that the engineering study you have done on your building is thorough and complete in its analysis.

Nearly all California cities, when outlining the steps required for a seismic retrofit of soft-story buildings, require engineering plans to assess and map out the existing conditions of the building and to explain the logic behind the work proposed to retrofit it.

Benefits of an Engineering Study

Engineering requires hard data and analysis. A thorough and precise engineering study can identify the most effective way to fortify a building and preserve valuable parking spaces. It can also help to lessen other impacts to tenants.

• Engineering studies are designed to meet the requirements of a building code as specified in an ordinance.
• They pinpoint the precise scope of work to be done so apartment owners can use that information to get multiple bids on a project that is mathematically and technically verified to work.
• Well-prepared engineering studies avoid permitting delays and/or the need for costly revisions later on.

• Doing the job right helps to reduce liabilities, should something go wrong.

The first step is to create what is called “as-built” drawings of the structure. These illustrations indicate all details of the building. Everything from the spacing between the windows to the locations of the walls and columns are factored into the design of the project.

The benefits of a detailed and complete engineering plan are clear:

• Proper engineering optimizes the cost of a retrofit.

• It minimizes the disturbance to the building occupants.

• And it provides better performance with a retrofit that follows its plan.

Finally, do your due diligence and check on the credentials and experience of anyone you choose to work with.

Make certain the engineer is licensed and insured.

The State Board for Professional Engineers, Land Surveyors and Geologists maintains a database of the names of individuals with professional licenses with the state. Visit www.bpelsg.ca.gov for more information. If the name you’re searching for isn’t there, call 1-866-780-5370 to make sure the omission is not due to a clerical error.

Finally, make sure the engineering firm you choose has sufficient experience in soft-story retrofits. Contact multiple references on the company’s performance and verify that the firm completed at least three projects similar to yours in the past year.

Earthquake retrofits are only as solid as the engineering behind them. Make sure yours is done right.

Ali Sahabi has been a licensed General Engineering Contractor (GEC) since 1993, and is a principal at Optimum Seismic, Inc. He has completed hundreds of seismic retrofitting and adaptive reuse projects for multifamily residential, commercial, and industrial buildings throughout California.

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Dear Industry Professional,

The Apartment Association, California Southern Cities (AACSC) is excited to announce the 24th Annual Rental Housing Industry Awards Breakfast, “Saluting Our Stars”! The event will take place on Wednesday, September 18, 2019, at the Long Beach Convention Center, in the Arena Main Lobby. Registration begins at 7:00am, with breakfast and awards program starting at 7:30am.

Don’t miss this opportunity to have your team members, employees and professionals shine as the best and the brightest “STARS” in the rental housing industry. As owners, property management professionals and vendors that work with the industry, this is a great way to recognize individuals that consistently go above and beyond their normal responsibilities and make the rental housing industry shine.

Enclosed are nomination forms, sponsorship opportunities for your consideration and attendee registration forms to support this meaningful event. There is no cost to submit a nomination form, but it is important for nominees to attend. AACSC requires both you and your nominee(s) be present for the awards program. Nominees are acknowledged by their peers, AACSC Board members and all breakfast attendees. Show them you care and submit your nominations today. Submission deadline is August 16, 2019.

Submissions may be mailed, emailed to Sophia Ramirez at sramirez@aacsc.org or faxed to 562-427-0499. If you have any questions, please contact Sophia at (562) 426-8341, ext. 304.

We look forward to your participation at the 24th Annual Rental Housing Industry Awards breakfast, “Saluting Our Stars” and seeing you at AACSC’s 51st Annual Trade show & Rental Housing Expo immediately following the event. We encourage you to purchase a booth and become an exhibitor to showcase your business in an interactive and engaging Trade Show & Expo, meet other exhibitors and attend free educational seminars that cover relevant topics for the rental housing industry leaders.

Warmest regards,

Michael Brennan
2019 AACSC Board President

Sophia Ramirez
Awards Breakfast Coordinator

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The voice of the rental housing industry since 1924
2019 Rental Housing Industry Awards Breakfast
APARTMENT ASSOCIATION, CALIFORNIA SOUTHERN CITIES

Wednesday, September 18, 2019
Arena Lobby – Long Beach Convention Center
REGISTRATION 7:00 A.M. • BREAKFAST SERVED & AWARDS 7:30 A.M.

ENTRY FORM

Nominee __________________________

Years in Industry ____________________ Position ____________________

Property Location ____________________ Company ____________________

There is no entry fee for nominations; however, candidates are asked to attend the Awards Breakfast on September 18th.

Who Can Nominate: Anyone who is actively working in or with the rental housing industry and their employees.

Submission Deadline: All entries MUST BE POSTMARKED, emailed or received no later than Friday, August 16, 2019.

Criteria: All properties and individuals may be nominated in more than one category but no more than five (5) candidates in each category. One nomination form must be filled out for each category selected. Incomplete forms will be disqualified.

Category Descriptions:

- Resident Manager of the Year
  - 16 to 50 units
  - 51 to 250 units
  - 251+ units
- Assistant Manager of the Year
  - 100 to 250 units
  - 251+ units
- Property Supervisor of the Year
  - 100 to 300 units
  - 301 to 500 units
  - 501+ units
- Maintenance Technician of the Year
  - 5 to 150 units
  - 151 to 400 units
  - 401+ units
- Maintenance Scheduler/Supervisor of the Year
  - 5 to 150 units
  - 151 to 400 units
  - 401+ units

Each of the categories listed below must demonstrate the following: customer service knowledge, product knowledge and professionalism.

- Office Manager of the Year
- Administrative Assistant of the Year
- Accounting Personnel of the Year

Management Company of the Year: On-site personnel who have actively worked together to obtain a specific goal or achievement beyond their normal duties and responsibilities.

Property of the Year: Open to all properties

Nominations for Property of the Year must include:

- Photo of property grounds
- Unit photo (staged or not)
- What makes your property special?
- Testimonials from two tenants explaining why you deserve the award

Continued on back
2019 Rental Housing Industry Awards Breakfast

PAGE 2 • ENTRY FORM

Submission Deadline: August 16, 2019

Nomination Category:

Depending on category selected, please consider what makes the nominee the perfect person/property for this award. Additional considerations include, but are not limited to: retention, occupancy performance, leasing results, cost controls, collections, customer service, time management, personal growth and resident management. (Please use additional paper if needed.)

List any additional outstanding performance accomplishments; must attach testimonials, letters or personal recommendations. (Please use additional paper if needed.)

Person Submitting Entry: ___________________________________ Phone: ___________________________

Management Company/Owner: ______________________________ Position w/Company: __________________________

AACSC Membership #: __________________________ (if applicable) Email: __________________________

DEADLINE: All entries must be postmarked or received no later than Friday, August 16, 2019 at the AACSC office.

NO EXCEPTIONS!!

Send completed nominations to:
Apartment Association, California Southern Cities
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Recognizing Outstanding Achievements in the Rental Housing Industry

Wednesday, September 18, 2019

Registration 7:00 a.m. · Breakfast Served & Awards 7:30 a.m. (immediately preceding the 51st Annual Rental Housing Expo)

Long Beach Convention Center, Arena Main Lobby
Advance Registration – $49

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Top Ten Customer Service Mistakes... continued from page 25

FIX: Ask to be trained. Ask for more information from your company. Telling a customer, “I’m new” or “I’m just a temp” only adds fuel to the fire. You can explain that you will find someone to help them as you are “not familiar” with the situation. That at least shows you’re going to help them.


It’s a very good idea to explain to your customer, in person or on the phone, what you’re going to be doing for them. It helps them a lot and gives them a lot of patience. If you need to “go to the back” to get something it’s easy to say, “Mr. Jones, the widget you’re looking for is in the stock room. Let me go get it for you. I’ll be a few moments.” The same procedure should apply on the phone. Never tell the caller, “Hold on.” Let the caller know where you are going and approximately how long you think you’ll be. This will make working with the customer easier for both them and you.

7. Blaming, Accusing and Complaining

It’s not the person you blame that will look bad ... it’s you. Don’t blame (or knock) the company, its policy or any member of the staff. Customers don’t want to hear about whose fault it is, they just want the situation fixed.

FIX: Take full responsibility of the situation on hand. Don’t blame, accuse or complain.

8. Not Double-Checking

When a customer wants something and it’s not available, it’s how you reject them that’s more important than the fact that you are rejecting them. The process of double-checking should become habit forming. It should be a standard operating procedure. It feels so good when you tell someone, “The last time I checked we were out of stock but let me DOUBLE-CHECK for you to be sure.”
personally can think of dozens of times when I asked the person to double-check after they told me they were out of things and what do you know...someone had reordered, and the person didn’t know about it. It’s a big mistake to not double-check.

**FIX:** Be a Double-Checker.

### 9. One-Word Answers

We’re taught in school that three words make a sentence. Don’t answer with one word. Even yes, no and OK are perceived as rude and uncaring.

**FIX:** Use complete sentences for your customer.

### 10. Head Shaking

When a customer asks you for something, give them a verbal answer. Shaking your head up and down or back and forth is not an appropriate answer. They can’t hear your head rattle (or maybe they can).

**FIX:** Again, give them complete sentences in response to their requests.

Fixing these customer service mistakes will enhance your ability to work better with customers. Remember, it’s the subtle little differences that make the big difference.

Nancy Friedman, customer service keynote speaker, is president of Telephone Doctor Customer Service Training and a featured speaker at franchise, association, and corporate meetings around the world. A popular TV guest, she appeared on Oprah, The Today Show, CNN, FOX News, Good Morning America and CBS This Morning, as well as hundreds of other radio, television and print outlets around the world, including the Wall Street Journal, and USA Today. Nancy helps corporate America improve their communications with their customers and co-workers. For more information, log on to Nancy Friedman’s website www.nancyfriedman.com, or call 314-291-1012 or email her at nancyf@telephonedoctor.com.
Those previous committee votes are important, as they require the bill to get through a smaller voting threshold (usually a majority of nine members) and often are where legislation is heavily amended. By the time the bill reaches the Floor of the house, many of the controversial components have been removed or addressed by the author. Voting for a bill that has been neutered is not the same as supporting legislation in its original version. And quite apart from this perspective is the fact that some members are sick or absent during Floor votes. But a scorecard will likely not take those possibilities into consideration or provide the context to a reader.

Legislative scorecards fail to highlight the negotiations and discussions occurring between the committee hearings. The policy committee is where a bill is vetted and comprehensively discussed by all impacted stakeholders. The policy committee would be the perfect place to hold a legislator accountable for his or her vote, but for the fact that these committees are comprised of only 9-16 members. A scorecard in that instance might show, for example, that some Democrats are anti-housing, but it would fail to properly contextualize a particular Democrat against the rest of the Legislature. For all we know, the scorecard would give the illusion that some Democrats hated our issues when it could be that they are actually far more moderate on them than their colleagues.

Furthermore, what if a Legislator voted on a problematic bill because of a commitment by the author to address our concerns in future amendments? The scorecard would not be able to note whether the author fulfilled his or her end of the commitment. This is the case in AB 1482 (Chiu). David Chiu promised the entire Assembly he would amend his rent control/rent cap bill to address the California Association of REALTORS® issues in the Senate. Arguably, his commitment to fellow members of the Assembly resulted in the bill being sent to the Senate for vote. In that instance, a scorecard would only show the final
vote, unless it sought to show votes on both versions and that would only result in confusion for readers.

Scorecards are more likely to offend legislators and turn them into motivated opponents than to provide reliable voting patterns. Legislators often hate scorecards because they make them look as if they are opposed to an issue without painting the full picture. For example, a teacher turned legislator may vote against an education bill because of one particular component and then be labeled anti-teachers. That type of watered-down analysis frustrates legislators.

Legislators appreciate being able to say they are 100 percent on an issue. Yet, to truly be 100 percent requires advocacy groups to advise legislators of which bills will be considered for scorecard purposes. As a result, for example, a reader of a scorecard will believe certain legislators are voting 100 percent with educators even though those same legislators could have voted against education funding in another bill that was simply not prioritized in the scorecard.

The bottom line on legislative scorecards is that they should be viewed skeptically, or, to borrow another metaphor, they should be taken with a grain of salt.

Ron can be reached at ron@calstrategic.com
half billion on the Low-Income Housing Tax Credit Program. That billion in funding will likely take years to be allocated and properly leveraged, but at least something is being done that is not placing the onus on us…the one’s providing the housing in the first place. There is also a reported $650 million on homeless programs and grants for communities to create better safety nets. This will have a stronger effect on our rental properties than may be first realized.

**Reading the Tea Leaves on Governor Newsom**

If watching his cabinet appointments left you thinking he was 100 percent on the side of housing advocates like Western Center Law and Poverty or Tenants Together, then you may be on to something.

And, while the budget does not illuminate his thoughts on rent control, we can be thankful the Governor is so forthwith about it himself. To figure out his stance, one merely needs to look at his statements once AB 1482, which would place a statewide rent cap of five percent + CPI on owners, passed its first policy committee: “families shouldn’t be forced to live hours from where they work…Vulnerable residents—seniors, families with small children and people on a fixed income—shouldn’t have to live in constant fear of eviction.” Or, consider rumors by Politico and the Sacramento Bee newspaper that he has called legislators to urge AB 1482 continue to move through the process and tweeted he was “grateful” when it got off the Assembly Floor.

It is possible this is all about accommodating progressives in his first budget. Governor Newsom’s book, *Citizenville*, details how technology and government can work together to re-imagine the way governing can occur in the digital age. In that book, the Governor points out how businesses and corporations need to be more pro-active on the housing front and how there needs to be more private-public partnerships. Hopefully, this is where the Governor truly wants to lead the state on issues of housing. Proposals like Google’s recent push to build 25,000 homes on their own land are more aligned with his original platform than comments recently made to the media. Then again, he was the former Mayor of San Francisco. Maybe we should have always seen this coming… 🤔
One of the most important aspects of property management is understanding and using the many forms required. This seminar will cover the types of forms you will be using and will show you the correct way to complete them in order to avoid unpleasant legal consequences.

Presenter Oliver John Baptiste will present an overview of essential AACSC rental forms with detailed information explaining:

- The tenancy screening process from applications to terminations
- How to properly complete and serve notices
- Understanding month-to-month contracts and fixed term agreements
- Contracts and tenancies

Instructor:

Oliver John Baptiste
Member Service Representative

Location: AACSC Education Center • 333 W. Broadway, Suite 101, Long Beach, CA 90802-4438

Space is limited, so register today!

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Tenant Disappeared? What To Do Next...

Friday
August 16, 2019
10:00 a.m. – 12 noon

$69 Members • $79 Non-members

Presented by:
Patti “Widget”
Fast Evict Services

Having a tenant disappear on you can make landlords confused as to how to proceed, and the rules for what you can and cannot do.

At some point in your time as a landlord, you will be faced with an empty or half-empty unit, wondering where your tenant is. The Hospital? Jail? Or they just left.

What do you do now? Patti “Widget” from Fast Evict has the answers. She will explain everything you need to know when your tenant is MIA, such as:

- They didn’t give me notice, so how much rent can I charge?
- Where do I send the itemized disposition of security deposit?
- What about the items they left behind?
- How do I go after the money they still owe?
- They didn’t even leave the keys; what do I do?
- I found out my tenant is in jail; now what?

For more information call Rachael or email rshipman@aacsc.org
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Reservations not cancelled 48 hours prior to program will be billed.

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July 2019 / Apartment Journal / Page 45
PRHIP Inspections...
Information You NEED to Know and
What to Expect During an Inspection!

Wednesday, September 25, 2019
Registration: 10:00
Class: 10:30 a.m. to 12 noon

AACSC has partnered with the city of Long Beach in an effort to keep our members informed and educated on the Proactive Rental Housing Inspection Program (PRHIP) process. Providing guidance and understanding to owners/landlords in an effort to help better protect your investment. In accordance with Long Beach Municipal Code 18.30.120, the City is authorized to conduct periodic inspections of residential rental properties to assure compliance with all applicable building, housing, and sanitation codes and ordinances.

Most commonly asked PRHIP questions:

- What is the frequency of an inspection?
- What does the inspection cost?
- What are the inspectors looking for?
- What are common violations?
- What are my rights?

Cost: $29 Member / $39 Non-Member
Reservations not cancelled 48 hours prior will be billed.

AACSC Education Center
333 W. Broadway, Suite 101, Long Beach, CA 90802

Call or Email Rachael to Register
rshipman@aacsc.org • Phone: 562-426-8341 • www.aacsc.org

Instructor:
Oliver John Baptiste
May Membership Meeting

Legislative Updates and the Best Tips for Effective Maintenance

At our May 23 membership meeting, members heard the latest state and local legislative updates from AACSC Vice President Malcolm Bennett. Malcolm shared his vast experience and knowledge of the most recent and ongoing issues affecting the rental housing industry, from statewide rent control bills to local relocation fee ordinances.

Our main presenter, Frank Alvarez, co-author of the “Dear Maintenance Men” column and Operations Director of Buffalo Maintenance, Inc., provided all those in attendance with comprehensive maintenance and repair solutions. He presented helpful tips and guidelines on how to effectively and economically manage maintenance projects, including how to best coordinate, communicate and work with contractors and repair personnel.

Brianna Kuhne, from Emergency Services Restoration, Inc., was on hand to treat members to one of the raffle prizes given away.

Thank you to our speakers for giving their time to keep our members informed and to our vendors who support our member events!
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51st Annual Trade Show and Rental Housing Expo
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Long Beach Convention Center - Pacific Ballroom
Contact Christine Corley for details.

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September 11 • December 11

See page 41

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**Tenant Disappeared? What To Do Next...**

August 16, 2019

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