



**JANUARY
2012**

PRELUDER

The Official Publication of the Property Management Association of West Michigan

Covering the Greater Grand Rapids, Kalamazoo, Lakeshore and Northern Michigan Areas

2012 PMA TRADE SHOW & EDUCATION SESSIONS

Watch for the Sign up Form for the PMA Trade Show & Education Sessions with Patty Morgan-Seager as our National Speaker. Here is a peek at two of the topics that she will speak to us about in February 2012:

■ YOUR PERSONAL GPS... JOURNEY TO SUCCESS!

The road to sales/customer service success has changed dramatically with the onset of the speed of technology. We have become a society dependent on electronic communication devices. Social media, E-mail, text messaging, IPADS, SMART phones, video conferencing, blackberries, and more...have pretty much taken the place of good old fashioned, face-to-face communication, leading to many interpersonal challenges and miscommunications in today's sales and customer service arena. Yet, studies show face-to-face communication remains the most powerful human interaction. As wonderful as electronic devices are, they can never fully replace the intimacy and immediacy of the human connection. Come join me and learn how to recalculate your route to sales/customer service with your own personal GPS system to help you navigate your way to personal success! In this thought provoking session, we will cover proven, practical tips you can incorporate right away such as:

- the 3 traveling companions you must have to accompany you on your journey to sales/customer service success
- the most common roadblocks, detours to avoid on your trip
- how to re-calculate your route to get back on track when you have suffered
- a setback (flat tire, break-down, overheated engine, ran out of gas!)
- must haves in your road-side sales emergency kit
- planning your rest area stops
- keeping your battery charged

This session is for both Primary and Associate members, and all aspects of management, including service teams!

■ OWN YOUR AWESOME...DELIVERING EXCEPTIONAL CUSTOMER SERVICE

Exceptional customer service is the key to creating a successful organization during any economic time... but especially during our current challenging economic times. In today's highly competitive world, the difference between good service and exceptional service is initiative... the ability and most importantly, the willingness to provide each customer with an experience they appreciate and are not expecting. Customers today have more choices, greater demands and higher expectations than ever. It's no wonder we sometimes feel overwhelmed at the daunting task of providing truly exceptional customer service.

■ ATTEND THIS HIGHLY INTER-ACTIVE, FUN SESSION, AND DISCOVER:

- The number one reason 80% of customers surveyed in a recent poll gave when asked why they stopped doing business with a company
- The top 6 expectations of today's customer
- 5 steps to implement that deliver amazing service
- The one thing that provokes the strongest positive reaction when customers hear it.. it's priceless!
- The all new Q-Tip strategy to initiate exceptional service
- What Gumby has to do with exceptional service
- How to create value for your customers without spending money
- Conflict resolution solutions
- and many more actionable tips and strategies to implement immediately!

Get ready to: Learn fresh, new customer service skills! Participate in your own attitude makeover! Get a dose of inspiration! Improve your customer and employee retention! And...Increase your bottom line!

2012 PMAWM BOARD MEMBERS

	<u>TERM EXPIRES</u>
Charlotte Swoger, President Hidden Creek Apartments 1513 Hidden Creek Circle NE Grand Rapids MI 49505 (616) 361-0040 fax (616) 361-0925 email: hiddencreek@kmgprestige.com	2012
Felix Martinez, Vice President Land & Company 1701 Porter SW #6 Wyoming MI 49519 (616) 534-5792 fax (616) 534-9190 email: fmartinez@land-co.com	2012
Carrie Danek IPA Management, Inc. 1600 South Beacon Boulevard #260 Grand Haven MI 49417 (616) 846-0069 fax (616) 846-4419 email: cdanek@rentIPA.com	2012
Sara Dyess Prairie Creek Apartments 1905 Prairie Parkway Wyoming MI 49519 (616) 534-3118 fax (616) 534-7644 email: sdyess@land-co.com	2013
Timothy Fish The Clean Source 0-904 Chicago Drive Jenison MI 49428 (616) 457-1903 fax (616) 457-2098 email: floodsfiresfish@hotmail.com	2013
Jennifer Harley Associated Management Company 19855 W. Outer Drive, Suite 107-E Dearborn MI 48124 (231) 206-1902 fax (313) 359-5507 email: jharley@associatedmanagement.net	2012
Charity Henkelman Koetje Communities 1860 W. Berends SW Wyoming MI 49519 (616) 538-4241 fax (616) 538-5112 email: koetjeinv-charity@comcast.net	2012
Kara Miller Gene B. Glick Company 8425 Woodfield Crossing Blvd, Suite 300 Indianapolis IN 46240 (810) 695-6180 fax (810) 695-6208 email: kmiller@glickco.com	2013
Lorene Polus AmRent 4764 E. Fulton, Suite 101 Ada MI 49301 (616) 940-7104 fax (877) 664-9413 email: lorene.polus@amrent.com	2012
Jennifer Potter Unified Property Group 2200 Genoa Business Park Drive, Suite 100 Brighton MI 48114 (810) 220-0200 email: jpotter@unifiedpropertygroup.com	2013
Karen Rozanski ForRent.com 3923 28th Street SE PMB 197 Grand Rapids MI 49512 (616) 437-5848 fax (616) 214-7250 email: karen.rozanski@forrent.com	2012
Kristen Valentine CORT 4485 Canal Avenue, Suite C600 Grandville MI 49418 (616) 257-2770 fax (616) 257-2771 email: kristen.valentine@cort.com	2013
Brenda Wolthuis Phoenix Properties 2725 Airview Boulevard, Suite 205 Kalamazoo MI 49002 (269) 375-6300 fax (269) 375-8919 email: bwolthuis@pp-mi.com	2013

THE PROPERTY MANAGEMENT ASSOCIATION OF WEST MICHIGAN

*“SERVING THE MULTI-FAMILY
HOUSING INDUSTRY SINCE 1994.”*

2675 44TH ST. SW SUITE 303
 WYOMING, MI 49519
 PHONE (616) 531-5243 TOLL FREE (866) 989-9800
 FAX (616) 257-0398 website: www.pmawm.com

Kathy Vallie Association Director email: kvallie@pmawm.com
 Nori Goodhue Membership Director email: ngoodhue@pmawm.com
 Cathy “Kate” VanKalker Administrative Director email: kate@pmawm.com

**PMA is offering the following
advertising opportunities
in the Monthly Newsletter, Directions:**

<u>TYPE/SIZE</u>	<u>One Issue Cost</u>	<u>12 Issue Cost</u>
Business Card	3 ¾”x 2 ¼”	\$65 \$370*
¼ Page Ad	5 ¼”x 3 ½”	\$197 \$634*
½ Page Ad	7 ½”x 5”	\$197 \$1162*
Full Page	7 ½”x 10 ¼”	\$313 \$1858*
Inside Back	7 ½”x 10 ¼”	\$379 \$2254*

*Receive \$20 discount for 6 Issue purchase 6 Months of hard copy advertising gets a bonus of 12 months electronic advertising FREE!!



AAL
AUTOMATIC APARTMENT
LAUNDRIES, INC.

A MICHIGAN COMPANY

SERVING MICHIGAN

APARTMENT COMMUNITIES

SINCE 1946

800.521.9938

aalaundries.com

**Proud to be Celebrating
65 Years of Quality
Service to our Clients**

PMA CALENDAR OF EVENTS & EDUCATION

JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 CAM CERTIFIED APARTMENT MANAGER	2 CAM & NALP ONLINE AT naahq.org	3 NALP NATIONAL APARTMENT LEASING PROFESSIONAL®	4	5	6	7
8	9	10 PMAWM Board Meeting	11	12	13	14
15	16	17 WEBINAR "Picking Up The Slack" Presented by Susan Weston (45 minute session)	18	19 GR RAPIDS PMAWM Happy Hour	20	21
22	23	24 PMAM Board Meeting LEADERSHIP DAY IN LANSING FOR ALL BOARD MEMBERS	25	26 GR RAPIDS HVAC Certification Section 608	27 KALAMAZOO HVAC Certification Section 608	28
29	30	31				

Register for Education and Events online at www.pmawm.com

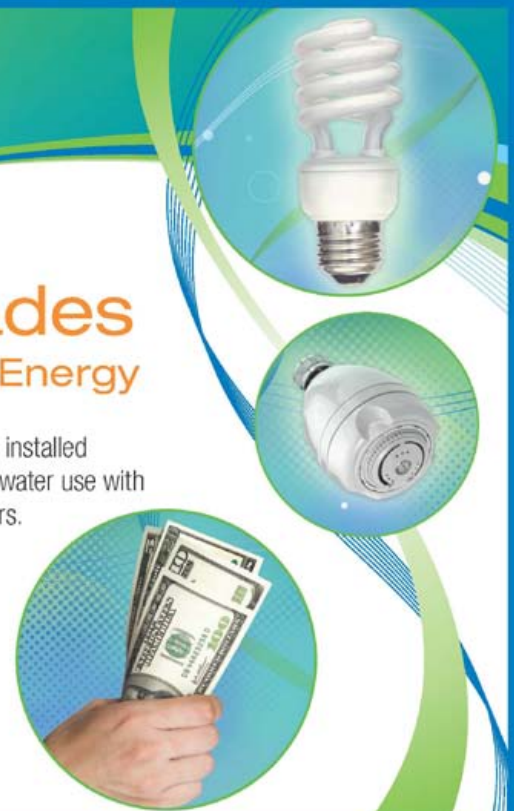
Consumers Energy Count on Us

Rebates and Free Upgrades for multifamily properties from Consumers Energy

Participate in the **Direct Install Program**, and get energy- and water-saving products installed **absolutely free** in each living unit of your multifamily property. You'll lower energy and water use with compact fluorescent light bulbs (CFLs), energy-efficient showerheads and faucet aerators.

For your building's common areas, the **Prescriptive Program** offers free energy assessments of lighting, domestic hot water (DHW) and HVAC systems. Plus, you'll get **significant rebates**, such as \$200 per fixture for efficient site lighting, and rebates for heating, cooling and water heating upgrades.

For program information, call **(866) 234-0445**, or visit www.consumersenergytradeally.com for a list of participating contractors.



Cut energy and water costs. Add value to your property. Decrease tenants' costs. Lower overhead.

Trade Show Speakers coming on February 21, 2012

Tom Rozanski is an account manager for Apco, Boiler Installer & Operator State of Michigan, Boiler Operator city of Grand Rapids, CSD1 certified State of Michigan, Universal Certified with EPA and Protector for testing.

William Vallance became a State of Michigan boiler inspector Deputy Boiler 22 years ago. As a Deputy Inspector of 10 counties he was responsible to ensure boilers met the Boiler

Act-290 1965 and the administrative rules.

In 1998 Mr. Vallance became Senior Deputy Boiler Inspector. In this position he was responsible for special investigations, technical liaison with boiler contractors, hi- difficulty inspection coordination, and industrial reviews.

In 2002 Mr. Vallance became Assistant Chief Boiler Inspector. In this position he supervises up to 18 deputy boiler inspectors, reviews 4000 annual repair and installation permits, reviews 25000 annual inspection reports, and is technical advisor to insurance boiler inspectors, deputy boiler inspectors, and boiler contractors.

In 2010 Mr. Vallance became the Chief Inspector. In this position he handles the day to day operation of a division that has 71000 registered boilers under Boiler Act-290 of 1965. He oversees the licensing of boiler inspectors, repairers, installers and registration of boiler operators.

Prior to Mr. Vallance's employment with the State Boiler Division he was a Quality Engineer with a Saginaw firm that manufactured ASME pressure vessels.

He gained his initial boiler knowledge when served in the US Navy from 1971-75 as a Boiler Technician.

Patty Morgan-Seager, President and founder of Seager Marketing, is a personable and thought provoking national speaker with over 20 years of marketing, sales, leasing and training expertise. Patty is best known for her genuine enthusiasm, dedicated professionalism, and unique ability to inspire her clients to rethink the way they have always done things to achieve their highest potential. She incorporates real world scenarios and strategies in an informational, yet humorous setting. Patty is a sought after presenter at various conferences, to include National Apartment Association, Atlanta Apartment Association, Florida Apartment Association, Texas Apartment Association and Multifamily Housing Brainstorming. She is an author, frequent contributor to numerous publications and is a Certified Laughter Leader!

"There is little success when there is little laughter!"

- Andrew Carnegie



Property Managers

WE ARE YOUR COMPLETE FLOOR COVERING RESOURCE



SELECT FROM HUNDREDS OF STYLES AND COLORS IN OUR SHOWROOM OR WE'LL BRING THE SELECTION TO YOU

Award Winning Customer Service



We will stock the product of YOUR choice so that we can install it when you need it!



Professional Installers

FREE ON-SITE MEASURING & INSPECTION SERVICES

2 locations serving West Michigan

Jenison
2243 Port Sheldon Road
616-669-6222

Portage
8324 Shaver Road
269-978-1153

www.ColumbosFTG.com

MAGNUM

PLUMBING + HEATING INC.

MULTI-FAMILY AND COMMERCIAL SPECIALIST

HEATING & AIR CONDITIONING SYSTEMS

FURNACE, ROOFTOP, MINI-SPLITS
REPLACE, REPAIR, PREVENTIVE MAINTENANCE

FEATURING RUUD FURNACE
& AIR CONDITIONING SYSTEMS



BOILER SYSTEMS

REPLACE/INSTALL
PREVENTIVE MAINTENANCE
STATE OF MICHIGAN BOILER INSPECTIONS
MUNICIPAL HOUSING INSPECTIONS

FEATURING LOCHINVAR
BOILER SYSTEMS



PLUMBING SYSTEMS

WATER HEATER REPLACEMENT
FIXTURE AND FAUCET REPAIR
TUB/SHOWER REPLACEMENT
WINTERIZATION

PROVIDING A GREAT VALUE IS OUR
"SERVICE CONTRACT"

ONE-CALL SOLUTION FOR
PLUMBING/HEATING/COOLING

SERVING OVER **7,000**
MICHIGAN INVESTMENT PROPERTY
OWNERS, MANAGERS, AND RESIDENTS

WWW.MAGNUMPLUMBINGHEATING.COM

24/7 SERVICE HOTLINE 616-477-2525

SAVE THE DATE

PMAWM TRADE SHOW & Education

February 21, 2012



You can do more.

There is no easier way to reduce your utility expense than through a Coinmach common area laundry room. By installing and maintaining the latest energy efficient laundry equipment, Coinmach saves you money.

Truly join the green movement, replace your light bulbs and contact your local Coinmach representative for a proposal.

Contact your local Coinmach representative

Fred Hanna 800-852-9274 ext 55412

Staci Andrade 800-852-9274 ext 55416

or visit www.coinmach.com
for more information.





Vendor Spotlight



LIGHTHOUSEGROUP.NET · 800.344.3531



protection
for where you are,
guidance
for where you're going.



BENEFITS · BUSINESS · LIFE · PERSONAL · TITLE

Grand Rapids Rental Inspection Ordinance

GRAND RAPIDS — Renters won greater protection from the Grand Rapids City Commission which approved a new ordinance requiring single-family homes receive the same inspections as multi-family dwellings and that all rental properties be certified by the city. Beginning July 1, 2012 all rental properties in Grand Rapids will require inspections, a move proponents believe will make rental properties safer and help reduce

the growing number of blighted homes, which has exploded since the housing crisis began six years ago.

Landlords will have the option of applying for four-year or six-year certifications that their properties comply with city housing codes. An earlier version of the ordinance had specified a two-year certification option, which was dropped in a compromise with city landlords. The city also will eliminate a registration fee and increase inspection fees to bring in the same revenue to help pay for monitoring property compliance. Officials estimate the ordinance could require up to five new housing inspectors.

The City will also appoint a citizens committee to monitor whether the new inspection and certification requirements are accomplishing what it hopes. The city also will adopt the International Property Maintenance Code used by many surrounding communities, so landlords wouldn't have as many different sets of regulations with which to comply.

The new ordinance was approved on a 6-1 vote. The new rules go into effect next July. Multi-family rental properties will still need to be inspected every two, four or six years.

FERGUSON[®] *Bath, Kitchen & Lighting Gallery*

We are a nationwide leader in Plumbing, Heating, Lighting and Appliances. We are now offering our service to the Multifamily Housing and Property Management Industry.

With 5 locations to service all PMAWM Members!

Contact Jerry Walkowski

**Statewide Account Manager for Michigan
(989) 239-9583**

Finding the right insurance agency shouldn't be a **HEADACHE!**

We understand the needs of West Michigan property managers... so we'll deliver the coverages you need in a package customized for you.

Coverages tailored to your unique needs

We specialize in...

- Apartments • Condos
- Commercial
- Multi-family dwellings
- Single family dwellings
- Converted dwellings

For personal service, contact

Jason Sailor

Jeff Lamborne Agency

4976 Plainfield NE

Grand Rapids

Email: jsailor@fbinsmi.com

616-447-0274



**FARM BUREAU
INSURANCE®**

MICHIGAN'S INSURANCE COMPANY

We know you. We understand you. We protect you.



PMA of West Michigan
2675 44th Street S.W., Suite 303
Wyoming, MI 49519

EXPERIENCE THE GREAT LAKES
DIFFERENCE.
SUPERIOR PRODUCTS. SUPERIOR SERVICE.



SAVE UP TO
60%
ON ENERGY COSTS
CALL TODAY!

Ask about our Laundry Room
Management Programs

USED EQUIPMENT AVAILABLE

GREAT LAKES
LAUNDRY
COMMERCIAL SALES, INC.
SALES • LEASING • SERVICE • PARTS



1-800-821-8846
www.greatlakeslaundry.com

Looking to cut costs at
your property?



FRANKLIN PRESS, INC.

**25% off any
Business Package**

Letterheads, Envelopes, & Business Cards.
Minimum \$80.00 purchase before discount.

Not valid with any other offers or discounts. Coupon must be presented
at time of order. Expires Cinco De Mayo, 2012.

2426 28th Street, SW
Wyoming, MI

616-538-5320

www.franklinpressinc.com