



**MARCH
2011**

DRIFTWOOD

The Official Publication of the Property Management Association of West Michigan

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

Mandating Renter's Insurance - Trailblazing in West Michigan

It is sometimes said that a good way to get residents to understand the importance of renters insurance is by using scare tactics. Show them pictures of people who have lost their possessions in a fire to demonstrate how severe losses can be to a renter. I feel that the same tactic can work on landlords. This past Christmas Eve it happened to me. I received the call at 11pm from our emergency after hour's service. A 16 unit building was on fire. My residents were lucky. The fire ended up being contained to just one apartment. My Christmas day was spent on the phone with the owner and working to get my residents settled back in. It was at that point I realized that this situation could have ended up very different. This 16 unit is rented to mostly low income residents. I do not believe any of them had renter's insurance.

Monday morning after Christmas, my team sat down and made the decision to start mandating renter's insurance policies for every new move in going forward. Within a week, we had implemented the change on lease agreements as well as the sales pitch for the leasing team. Let's face it, commissioned Leasing Consultants need to buy into a program if it is going to be successful.

Our biggest hurdle was to find a product that we could promote which would make it easy for residents to sign up and not slow down the momentum of getting our properties filled. This is when we found First Advantage SafeRent. The people at First Advantage have a product that guarantees coverage to the resident and liability protection to the property owner. They made it so easy for our residents to sign up, that many new move-ins can do in our leasing office during the lease signing.

We have had our new policy in place for 2 months now. We have not lost a move in because of this policy and many people are thanking us for making it so easy to secure their policy. For Lighthouse Property Management, there is no turning back.

2011 PMAWM BOARD MEMBERS

	TERM EXPIRES
Charlotte Swoger, President Hidden Creek Apartments 1513 Hidden Creek Circle NE Grand Rapids MI 49505 (616) 361-0040 fax (616) 361-0925 email: charlotte.swoger@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	2011
Kristy Ter Haar, Secretary Columbo's Floors To Go 2243 Port Sheldon Rd. Jenison MI 49428 (616) 669-6222 fax (616) 669-8123 email: kristy@columbosftg.com	2011
Frank Miceli, Treasurer Omega Construction Company 6167 28th Street SE, Suite 10 Grand Rapids MI 49546 (616) 538-2900 fax (616) 538-8870 email: miceli.frank@omegaconstruc.com	2012
Christina Failla Unified Management Services 2200 Genoa Business Park Drive, Suite 100 Brighton MI 48114 (810) 220-2632 x 632 fax (810) 220-2632 email: cfailla@unifiedpropertygroup.com	2012
Charity Henkelman Koetje Communities 1860 W. Berends SW Wyoming MI 49519 (616) 538-4241 fax (616) 538-5112 email: koetjeinv-charity@comcast	2012
Angela Arista Central Park Place Apartments 2875 Central Park Way NE Grand Rapids MI 49505 (616) 361-2100 fax (616) 361-7234 email: aarista@associatedestates.com	2011
Jamie Springer IPA Management, Inc. 1600 South Beacon Boulevard #260 Grand Haven MI 49417 (616) 846-0069 fax (616) 846-4419 email: jspringer@rentIPA.com	2011
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
Lorene Polus AmRent 4764 E. Fulton, Suite 101 Ada MI 49301 (616) 940-7104 fax (877) 664-9413 email: lorene.polus@amrent.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
Justin Bajema Access Property Management Group, LLC 400 Ann Street NW, Suite 209 Grand Rapids MI 49504 (616) 301-9450 fax (616) 301-9460 email: justinb@accesspmgroup.com	2012
Jennifer Harley Associated Management Company 19855 W. Outer Drive, Suite 107-E Dearborn MI 48124 (231) 206-1902 fax (616) 554-5180 jharley@associatedmanagement.net	2012

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

COMMITTEES

Auction	Charity Henkelman (Chair) Karen Rozanski
Holiday Party (Kzoo & GR)	Karen Rozanski Charity Henkelman
Golf Outing	Don Bluman (Chair)
Legislative	Justin Bajema (Chair) Jamie Springer Tim Beurmann Naarah Potts Tracy Adams
Membership	Karen Rozanski (Chair) Lorene Polus Felix Martinez Jennifer Harley Carrie Danek Christina Failla
Education	Charity Henkelman (Chair) Felix Martinez Christina Failla Carrie Danek
GLAStar	Lorene Polus Jennifer Harley
Maintenance Breakfast	Don Hoekstra (Chair) Casey Kuperus
Community Outreach/Public Relations	Kathy Dennison (Chair) Janice Maher Frank Miceli
Vendor Expo	Kristy Ter Haar (Chair) Charity Henkelman
General Membership Meetings/ Happy Hours	Angela Arista

EDITOR'S CORNER

We apologize for any incorrect information within the contents of these pages. Please notify us of any errors and we will make the corrections.

If you have any news to report from your business or community, drop us a line and we'll do our best to include it in the next edition of the newsletter. The deadline for submissions is the 15th of each month.

The Newsletter Committee

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

TYPE/SIZE	One Issue Cost	12 Issue Cost
Business Card	\$65	\$715
1/4 Page	\$109	\$1199
1/2 Page	\$197	\$2167
Full Page	\$313	\$3443
Inside Back	\$379	\$4169

EPA Checks Warnings on Lead Paint

By Steve Patterson

Source URL: <http://iacksonville.com/news/metro/2011-01-12/story/duval%E2%80%99s-older-rentals-epa-checks-waminqs-lead-paint-risks>

In Jacksonville's older neighborhoods, an old worry - lead paint - is drawing attention from the federal government.

The U.S. Environmental Protection Agency fined the operators of four Jacksonville apartment complexes and a house-management company last year after concluding they violated a law that says property owners must tell tenants about any evidence of lead paint.

The last case was finalized in December.

EPA doesn't know whether tenants at any of those buildings were ever exposed to decaying paints. But it will send inspectors to as many as 175 rental offices around the Southeast each year to audit lease records for disclosure forms that are supposed to be signed by tenants at any property built before 1978.

"Understand that this is a public health issue," said Anthony Toney, chief of the lead and children's health section at EPA's regional office in Atlanta.

Lead poisoning can hurt a child's brain development and cause neurological problems that can persist as the child grows up. Adults are less vulnerable but can also be harmed by chronic overexposure at high levels.

There were 11 cases of lead poisoning diagnosed among children under age 6 in Duval County in 2009, the most recent numbers available from the Florida Department of Health. Statewide, there were 190.

Jacksonville is on an EPA checklist because its mix of older housing, many young children and records of childhood lead poisoning have raised flags.

Inspectors say simply telling renters about potential risks in older homes and apartments helps them make informed decisions that can lower childhood exposure.

"The improvement in the protection of human health is what we're after here," Toney said. That isn't always how it looks to landlords.

"They scare the hell out [of you]," said H. Winship Dowell, a property manager who spent five years talking with EPA about inspection results he said he was told could lead to nearly \$100,000 in fines.

He settled in April by agreeing to pay \$11,000 for a single violation at a home off St. Augustine Road, without admitting any wrongdoing.

"They put this big, heavy hand of the government on you," he said. "And they have a big, heavy hand."

Dowell said he has managed rental homes for 25 years and consistently gives tenants all the information about lead

(Continued on page 6)








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 EVENTS & EDUCATION IN MARCH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
CAM CERTIFIED APARTMENT MANAGER Online at naahq.org	NALP NATIONAL APARTMENT LEASING PROFESSIONAL™ Online at naahq.org	1	2 LANSING  PROPERTY MANAGEMENT ASSOCIATION OF MICHIGAN Capitol Day	3	4	5
6	7	8 PMAWM Board Meeting	9 GR RAPIDS  FAIR HOUSING	10 KALAMAZOO  FAIR HOUSING	11	12
13	14	15	16	17 GR RAPIDS  BOWLING FOR RED CROSS	18	19
20	21	22 PMAM Board Meeting	23 GR RAPIDS MAINTENANCE BREAKFAST "Locks and Re-Keying"	24 TRAVERSE  FAIR HOUSING GRAND RAPIDS LEAD RENOVATOR Certification	25	26
27	28	29	30	31		

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

Welcome New PMA Members!

Aaron's Restoration
Malinda Root (616) 292-1786

Apartmentguide.com & Rentals.com
Hannah Crosby (877) 250-4044
(616) 337-4284 Direct

Mr. Handyman of Greater Grand Rapids
Tom Raar (616) 977-2600

DJ's Landscape Management
Marc Buist (616) 698-2700

Endurance Fitness
Aaron Freese (517) 673-4085

**Brad's Window Cleaning &
Power Washing, LLC**
Brad Carey (616) 745-5753

PMA SERVICES FOR MEMBERS ONLY

Shopping Reports - \$100.00 **Market Surveys** - FREE
Mailing Labels - \$25.00 **Mold Video** - FREE
Website Banner Ads **Salary Surveys** - FREE
 \$75.00 / Business Partners **bluemoon.com**
 \$150.00 / Apt. Communities Michigan Lease on Line
Online Training In the Members Area of **pwawm.com**
Office Supplies - Discounts Program
Job Postings - FREE **Online Book Store**
Apartment Listings on PMA Website - FREE
 Legal Forms at www.pmawm.com
 Copy Service Discounts

Grand Rapids

8th - PMAWM Board Meeting

11:30 am -12:30 pm at PMAWM Training Ctr, 2675 44th Street SW #303, Wyoming MI 49519

24th - EPA RRP - Lead Renovator Certification

8:00 am - 5:00 pm

at CORROSION CONTROL CONSULTANTS, 4403 Donker Court SE , Kentwood MI 49512

Cost: Members: \$200 Non-Members: \$300

9th - Fair Housing

9:00 am - Noon

SPEAKER: Kathy Banker at The Hilton, 4747 28th Street SE, Grand Rapids MI 49512

Cost: Members: \$75 Non-Members: \$100 per person

17th - Bowling For Red Cross - FUNDRAISER

SIGN IN 2:30 pm BOWLING BEGINS at 3:00 pm - 5:00 pm

at Spectrum Lanes, 5656 Clyde Park SW, Wyoming MI 49519

Cost: Members: \$20 per person for 2 games,

Includes shoe rental and unlimited pizza and pop.

Pledge sheets provided. Teams of 4 encouraged!

23rd - Maintenance Breakfast

"Locks and Re-Keying" Hands on Training

SPEAKER: Bill Nixon, IPA Management

7:30 am - 9:00 am

at Waterchase Apartments, 3100 Waterchase Way, Wyoming MI 49519

Cost: Members: \$10 Non-Members: \$15

Kalamazoo

10th - Fair Housing

9:00 am - Noon

SPEAKER: Kathy Banker

at Holiday Inn West, 2747 South 11th Street,
Kalamazoo MI 49009

Cost: Members: \$75 Non-Members: \$100 per
person

Lakeshore

Certified Apartment Manager (CAM)

National Apartment Leasing Professional (NALP)

Both courses available online at www.naahq.org

N. Michigan

24th - Fair Housing

9:00 am - Noon

SPEAKER: Kathy Banker

at Arbors of Traverse, 2955 Leggett Drive,
Traverse City MI 49684

Cost: Members: \$75 Non-Members: \$100 per
person

Lansing

2nd - Capitol Day In Lansing

Building Relationships with Legislators and having the voices heard of apartment industry professionals from the state of Michigan. Be a part of this important role of preventing bad legislation that imposes unnecessary regulation on the multifamily housing industry. Join us as we meet with legislators on the Hill! Contact PMAM at 616.531.5243 for more details.

22nd - PMAM Board Meeting

DETAILS



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
or visit www.coinmach.com
for more information.



(Continued from page 3)

paint the law requires. He said he has never known of any tenant experiencing lead poisoning.

He said he willingly opened his files to an inspector in 2005. He said the inspector seized on minor inconsistencies in paperwork, such as a tenant initialing a form in the wrong spot.

Dowell said he was terrified when told a series of mistakes like that at nine properties could cost him \$11,000 apiece, which he said could ruin him.

The maximum fine per infraction now is \$37,500.

In some cases, though, fines are modest, and Toney said his office sometimes simply mails warnings for landlords to correct shortcomings.

In 23 cases where EPA collected fines around the Southeast last year, the fines totaled \$129,000, said agency spokeswoman Dawn Harris Young.

The three other companies that were fined last year in Jacksonville - one was cited for two apartment complexes - were each fined less than \$2,000.

One of those, the Madison Apartment Group, also paid for lead testing that confirmed there was no lead to be found, said Loretta Kelly, general counsel for the parent company to the chain that owns Madison at Savannah Oaks at 6017 Roosevelt Blvd. and Madison at Bay Pointe at 4500 Baymeadows Road. The company was among three that agreed to perform about \$33,000 worth of work at

their complexes in addition to paying cash, Harris Young said.

The other complexes that settled disclosure cases in Jacksonville last year were Park View Place at 6226 Barnes Road S. and Grand Pointe Apartments at 5800 University Blvd. W., according to EPA records.



Jenison 616-669-6222
Portage 269-978-1153

Top 10 Reasons to Use Columbo's

1. Last minute needs? No need to panic we will accommodate YOU!
2. Our installations are guaranteed for the LIFETIME of the product.
3. Specializing in Service to the Apartment Industry for over 35 years – over 200 communities choose Columbo's!
4. We guarantee your carpet & vinyl selections will be In stock; if not you get a FREE UPGRADE!
5. We will specifically tailor our program to meet the needs of your Apartment Community
6. 100% Satisfaction Guaranteed – We're here to exceed your expectations!
7. Two Locations in West Michigan – Jenison & Portage
8. Strong supporter of the Property Management Association –awarded "Business Partner of the Year"
9. No job too big or too small!
10. We understand what it takes to get the job done when it matters most!





Vendor Spotlight



Let the light shine through with DeVries Window Cleaning Service



- **Window Cleaning**
- **Complete Lawn Care**
- **Gutter Cleaning & Whitening**
- **Pressure Washing**
- **Snow Removal**
- **Holiday Lighting**

DEVRIES
Finest Outdoor Care

616-669-0500

6439 Center Industrial Dr.
 Jenison, MI 49428
www.devrieslandscape.com

FREE Estimates
 100% Satisfaction Guarantee



Craigslist Likely to Charge for Apartment Listings Within a Year

Digested From “Craigslist Is Charging: 5 Strategies for Pay-for-Post Success”

Multifamily Executive (02/11) by Chris Wood

According to numerous multifamily housing ad experts, Craigslist will likely move to a pay-per-post model for apartment listings in major U.S. metros within the next year or so. Apartment marketers have been expecting a broad move to a pay-per-post model ever since Craigslist’s 2006 decision to begin charging \$10 for brokered New York City listings. The move is more likely now, as the San Francisco-based company has seen the pay model help significantly reduce illegitimate listings in high-volume, growth categories such as apartment listings in large urban markets. Steven Pollock, vice president

of product management for apartment ILS MyNewPlace.com, remarks, “In general, it seems to be when the volume hits a certain number, Craigslist will move to a pay model. One of the reasons they do that is because the category becomes extremely overcrowded with postings.” Meanwhile, Axiom Marketing President Ron Simoncini expects Craigslist to begin charging on a market-to-market basis, with metro areas that have a larger volume of apartment listings -- or those beset with spamming issues -- falling first. He concludes, “Ultimately, I don’t think it will take more than three years to have nationwide pay-for-listing status for apartments. I think you’ll see them add the entire top 25 MSAs within the next 18 months.”



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

STANDARD
 U.S. POSTAGE
 PAID
 JENISON, MI
 PERMIT NO. 1

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



MAYTAG
 COMMERCIAL LAUNDRY

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.

**Buy One, Get One
 Color Copies**

No Limit. Minimum purchase of 25 copies

Not valid with any other offers or discounts. Coupon must be presented at
 time of order. Expires International Talk Like A Pirate Day, 2011.

2426 28th Street, SW **616-538-5320**
 Wyoming, MI www.franklinpressinc.com