



Here is your July newsletter. We hope you find the industry news and articles informative and useful. This newsletter, past issues as well as the ones to come, will be archived on the CCAA website for future viewing, just click on the link below.

<http://www.ccaassociation.com>

Capital City Apartment Association

Apartment Cornerstone Newsletter

A newsletter serving the Tallahassee Multi-family Housing Industry

July 2009

In This Issue

1. Living in Your ... Niche!
2. Changes to the A/C Code

CCAA CALENDAR OF UPCOMING EVENTS



**There is no meeting in July.
We hope to see everyone at
the...**

CCAA Annual BBQ

August 25, 2009

11:30 AM - 1:30 PM

Spanish Oaks Clubhouse

1327 High Road

Back by Popular Demand!

Jason Bonner

R & R Fire and Safety Equipment

is sponsoring a masseuse to give FREE neck and shoulder massages

July 08, 2009

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

July 28, 2009

NO June Lunch Meeting

August 12, 2009

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

August 25, 2009

CCAA Annual BBQ

11:30 AM - 1:30 PM Drop-in

Spanish Oaks Clubhouse

1327 High Road

Cost:

FREE - Regular, Management Companies & participating Vendors

\$5 - Non-members & non-participating vendor members

September 09, 2009

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

September 22, 2009

CCAA Luncheon Meeting

11:30 AM

Holiday Inn on N. Monroe

Cost

\$15/\$20 Members

\$20/\$25 Non-members

Sponsors:

This event is sponsored by CCAA Associate Members

Cost:

Regular, Management Company & participating Associate Members **FREE**

Non-members & non-participating Associate Members

\$5

Living In Your Property Management Marketing Niche! ©

by Ernest F. Oriente, The Coach
Part I

The idea of living in your niche is a concept we developed in 1996 when we launched our business coaching service. As a result of using this strategy, we have worked with more than 600 property management executives and their companies in North America, all by telephone. In addition, we found this concept to be so successful for our coaching business that we began to teach our property management clients how to do the same for/with their own companies and organizations.

To understand the principles of living in your niche for your property management company you first need to answer these questions:

- * Who are your best residents and future residents? What industry/profession do they work in?
- * Will it be fun to have more of these residents and future residents?
 - * Can you easily find/locate more of these residents and future residents? What companies do they work for?
 - * Will these residents and future residents pay full rent at the apartment communities you own/manage?
- * Can you identify any painful shifts or changes with these residents and future residents?
- * Can you identify any profitable trends, developments or opportunities with these residents and future residents?
 - * How well are these residents and future residents served by your market competitors?
 - * Can you build powerful strategic alliances?

Once you have answered the above questions, the principles for living in your property management marketing niche are carefully explained below. Is living in your marketing niche easy? Yes! Just stay focused, follow the principles as explained and watch your leases soar!

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Fax: (850) 222-6317

Mell Woodward

Writing industry/professional articles: A key element and the foundation for living in your property management marketing niche is to write a free monthly article. This article is designed to position you and your property management company as experts within the profession/industry of your residents, future residents and decision-makers of major employers. This monthly article should be 700-1000 words long and once you get rolling, a new article will only take an hour or two to complete. This article can now be sent to your residents, future residents and decision-makers of major employers by E-mail or postal mail, inserted into a multi-formatted print of E-newsletter, sent to targeted industry/professional publications, placed at specific industry/professional websites, used as a foundation for training, placed into a workbook when making a speech, etc. You see...once you begin writing a new article each month; you can use and re-use this intellectual capital, over and over again.

Tip From The Coach: Have several people within your property management company proofread each new article. This proofreading step will ensure your articles are accurate, timely and communicate a concise message. A word of caution...this article is not designed to be a commercial about you and your property management company. By sharing industry knowledge, insight, trends and tips your residents, future residents and decision-makers of major employers will remember the expertise you provide.

Placing free articles: The next step for living in your niche is to have these free articles placed where your residents/future residents and decision-makers of major employers will see and read them. Here are some examples of where you would want to have your articles placed:

- * In the magazines/publications where your residents, future residents and decision-makers of major employers will read it
 - * At four or five of the most popular websites within the industry/profession of your residents and future residents
 - * As part of an industry/professional newsletter read by decision-makers of major employers
- * Mentioned within an industry blog, social media or web resource such as LinkedIn

When your articles are placed with this kind of industry visibility, the reader {think-"your residents and future residents"} will read what you have to share on two levels. On the first level they are going to read your articles, be impressed with what you have to share and will contact you and your property management company for more information {think-"qualified prospects and leases!"}. On a second and deeper level, the people reading your articles will perceive that you and your company must be experts within your field, which is why your article was selected over other authors and companies {think-"more leases!"}.

Tip From The Coach: Industry and professional organizations are always looking for quality articles that will speak to their

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members/readers {think-"clients and prospects"}. Call the Executive Director or Publisher for the organization that major employers belong to and ask for their publication guidelines. In addition, ask for their editorial calendar and preferred methods of submitting articles. Once you have this information, you can then tailor and submit your articles in a timely manner. Remember, because your articles are free for publication, you have a much greater chance of having them printed/placed.

Part II of this article will appear in the August newsletter

Author's note: Ernest F. Oriente, a business coach since 1995 [23,300 hours]-the author of SmartMatch Alliances--and the founder of PowerHour...[www.powerhour.com], has a passion for coaching his clients on executive leadership, hiring and motivating property management SuperStars, traditional and Internet marketing, competitive sales strategies, and high leverage alliances for property management teams and their leaders. He provides private and group coaching for property management companies around North America, investment banking services, executive recruiting services and powerful tools for hiring property management SuperStars and building dynamic teams. Ernest worked for Motorola, Primedia and is certified in the Xerox sales methodologies. Recent interviews and articles have appeared more than 6000 times in business and trade publications and in a wide variety of leading magazines and newspapers, including Smart Money, Inc., Business 2.0, The New York Times, Fast Company, The LA Times, Fortune, Business Week, Self Employed America and The Financial Times. Since 1995, Ernest has written 156 articles for the property management industry and created 250+ property management forms, business and marketing checklists, sales letters and presentation tools. To subscribe to his free property management newsletter go to: www.powerhour.com. PowerHour® is based in Olympic-town.Park City, Utah, at 435-615-8486, by E-mail ernest@powerhour.com or visit their website: www.powerhour.com

Changes to the Air-Conditioning Code

By Loren Kivo, ARD Distributors

As you may have heard, changing a condenser or just an air handler is no longer possible. Your AC contractor has told you that today you will need to replace both.

The 2007 Florida Building Code - Residential and the Florida Building Code Chapter 13 Energy Code stated that in order to elevate the energy efficiency of both residential and commercial dwellings, they will institute the following:

- On December 31st, 2007, manufacturers will no longer produce 10 SEER air conditioning products unless they are of specialty in nature (SEER- Seasonal Energy Efficiency Rating); 13 SEER products will be the new minimum.

FAA Website

NAA Website

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WHEN RENEWING YOUR LICENSE, DID YOU KNOW...

that the Florida driver's license renewal fee is going up from \$20 to \$48 on September 1, 2009. You might want to check your driver license to see if you can renew early, before the cost increase takes affect. (The State of FL MVD allows you to renew your license up to 18 months in advance).

Also, a new law was passed in Florida that you need to know about. "The Real ID Act" requires you to bring documents as if you were a first time applicant when you renew your license. If you don't have any documents to prove that you are you, you may want to start looking for them now, because you will need them come renewal day.

JUST THOUGHT YOU'D LIKE TO KNOW!

TPD to Bring

Neighborhood Watch to Apartment Communities

*Wednesday, June 24, 2009
(all clips from the Tallahassee Democrat unless noted otherwise)*

The Tallahassee Police Department is creating an Apartment Complex Neighborhood Watch.

Neighborhood Crime Watch programs have been successful in Tallahassee for more than 25 years, with over 100 Tallahassee neighborhoods participating.

· On December 31st, 2009, manufacturers will no longer produce R-22 products unless they are of specialty in nature. R-22- Freon® 22 is an HCFC refrigerant used for residential and commercial air conditioning (www.dupont.com).

In 1987, the Montreal Protocol, an international environmental agreement, established requirements that began the worldwide phaseout of ozone-depleting CFCs (chlorofluorocarbons). These requirements were later modified, leading to the phaseout in 1996 of CFC production in all developed nations. In addition, a 1992 amendment to the Montreal Protocol established a schedule for the phaseout of HCFCs (hydrochlorofluorocarbons). HCFCs are less damaging to the ozone layer than CFCs, but still contain ozone-destroying chlorine. (www.epa.gov)

NOTE: The most affordable systems will be R-410a or Puron® after December 31, 2009. An R-410a condenser will not work with an R-22 air handler or visa versa. With few exceptions, both sides must be replaced.

On March 20th, 2009, the City of Jacksonville produced a Bulletin (M-01-09) starting April 1st, 2009. They are requiring all Mechanical contractors (AC contractors) to follow the 2007 Florida Building Code, Chapter 13. To pull a permit the contractor must provide verification that when replacing one side of the air conditioning system, i.e. condenser or air handler that they are a 'Matched Set.'

What is a 'Matched Set?'

A matched set will be a combined performance rated condenser and air handler.

The Air Conditioning, Heating and Refrigeration Institute (ahri.org) regulates an industry performance certification for heating and cooling equipment and components. Manufacturers have their products tested and rated for certification and receive an AHRI number. This number can be found at www.ahridirectory.org.

Due to the costs to manufacturers for providing equipment for testing, you will not find a condenser and an air handler from two different manufacturers listed. I.e. Carrier condenser with a Goodman air handler.

Something else unavailable is a 10 SEER rated air handler with a 13 SEER rated condenser. Replacement of the condenser will in turn require the matched replacement of the air handler. (Manufacturer the same and SEER the same.)

What can I do to keep my costs down for now?

The permit process only regulates the replacement of either an air handler or condenser. Repairing a condenser or air handler does not

Details of the program was discussed at a news conference held on Wednesday, June 24, 2009 at Villa Del Lago, 2700 W. Pensacola St.

Anyone needing more information can call Crime Prevention Officer Susan Newhouse at (850) 891-1874 or e-mail:

susan.newhouse@talgov.com

Return to Tallahassee.com for an update on this report.

require a permit or the AHRI number, but major repairs (for example, replacement of a compressor) must be completed by a licensed AC contractor. Employing an AC contractor to replace the compressor in a condenser or a fan motor in an air handler can be just as effective and keep costs down for the short term.

Whether it's the City of Jacksonville, the State of Florida, or the EPA, replacement of your air conditioning systems is imminent. You may not have budgeted for the change that is here today, but remember to budget for it next year.

For a copy of the City of Jacksonville bulletin please use this link:

<http://apps1.coj.net/pw/BIPost/entryresults.asp?ID=518>

For more information please contact Loren Kivo, 904-237-3961.

Sincerely,

Renee Porter, CCAA Association Executive
Capital City Apartment Association

VENDORS NEEDED

Vendors, if you would like to sponsor the 2009 Annual BBQ held August 25th from 11:30 - 1:30 PM at the Spanish Oaks Clubhouse, please contact Renee Porter at 866-922-2239. The BBQ will replace our August General Meeting and will be a causal event. Managers, their staff and management companies are invited to "drop-in" for a BBQ and to relax for a few minutes before heading back to work. The event is **FREE** for all members and participating vendors but non-members and non-participating vendors may attend with a \$5 cover charge.

Call Renee at 866-922-2239 NOW to sponsor!