



Here is your March 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

March 2009

### In This Issue

1. Fundraisers
2. President's Message
3. Appliance Management
4. Property Team Building

### CCAA CALENDAR OF UPCOMING EVENTS



## Landlord/Tenant Seminar

**Guest Speaker:**

**Attorney Harry Heist**

**When: March 24, 2009**

**Time:**

**8:30 AM Registration**

**9 AM - 1 PM Seminar**

**Where:**

**Spanish Oaks Apartment**

## Clubhouse

**March 11, 2009**

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

**March 24, 2009**

Landlord/Tenant Seminar

Registration: 8:30 AM

Seminar: 9 AM - 1 PM

Spanish Oaks Apartments

1327 High Road

Members: \$25

Non-members: \$40

Refreshments provided by

Ken Petersen and the

Rental Guide of Tallahassee

Reservations Required

Call: 866-922-2239 or email

[office@ccaassociation.com](mailto:office@ccaassociation.com)

**March 24-25, 2009**

2009 FAA Legislative Conference

March 24

4:30 - 6 PM: Legislative Briefing

7:00 PM: Dinner

Registration Fee: \$60

DoubleTree Hotel

Register by: March 13, 2009

March 25

Meet with Legislators

Please contact Mell Woodward for  
details at (850)656-7391

**April 08, 2009**

CCAA Board Meeting

11:30 AM

Delaney Park at Southwood

3550 Esplanade Way

**Sponsor: Rental Guide of  
Tallahassee**

**Space Limited  
Reservations Required!**

**Call 866-922-2239**

**or**

**e-mail [office@ccaassociation.com](mailto:office@ccaassociation.com)**

**Cost:**

**Member: \$25**

**Non-member: \$40**

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wide array of workshops and seminars that we have to offer  
from education, legislation and professional networking.

I look forward to your comments, suggestions and directives as  
2009 unfolds and would enjoy hearing from you. You can reach  
me at (850) 309-7667 or email me at:

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[manager.polosonpark@creekstonecompanies.com](mailto:manager.polosonpark@creekstonecompanies.com).

We are here to serve you!

Best Wishes,

Brian Martin  
President

The Capital City Apartment Association

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**Appliance Management 101**

**April 28, 2009**

CCAA Annual Tradeshow

6:30 PM

Tlh Civic Center

Cost to attend the Trade Show:

\$10 Members

\$15 Non-members

### **2009 Board of Officers & Directors**

**Brian Martin**

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**Renee Harris**

**Secretary**

The Landing At Appleyard

475 Appleyard Drive

By Loren Kivo, CAM

In today's market, it is getting harder and harder to lease apartments especially at the market rental rates.

The concessions we thought were gone are back again.

"Free Rent" signs once again proliferate throughout Tallahassee.

There is a way to compete without giving away free rent, reducing rents to avoid losing that great new prospect to your competitor across the street.

With high vacancy and high turnover, try focusing on one apartment. Select an undesirable unit or one that has been vacant the longest.

What if all of the appliances in this apartment were NEW appliances? And better yet, a different color-how about black? Believe it or not, you can get a brand new kitchen while adhering to your existing budget.

*Here's how it goes.* When scheduling your unit turns, you will most likely need a refrigerator, range and dishwasher. For example: Apartment 'A' needs a range; Apartment 'B' needs a refrigerator; Apartment 'C' needs a dishwasher. Each apartment is getting a "new" appliance to go into an "old" kitchen. Take this opportunity to have one apartment with "new" appliances while transferring the remaining merely "good" appliances to the other two apartments.

Presto! You have one apartment with all new kitchen appliances which will be easier to rent.

You can also change the color of appliances in this way. How about black instead of bisque? Did you know that manufacturers are reducing their production of bisque appliances, making it difficult to fill the needs of every apartment community? For

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**Assoc. Director**

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those that have bisque appliances, making a change into another color is imperative.

There is a gamut of new colors that can be used. Black and silver seem to be popular choices. Silver is a painted product, as are black, white and bisque products. They are easy to maintain and looks like stainless steel.

Start creating "new" kitchens today. One apartment this month; 12 this year; 60 over the next five years... and all within your budget.

For additional information, contact Loren Kivo, ARD Distributors, at 904-237-3961 or at [loren@ardonline.com](mailto:loren@ardonline.com)

***How To Master Property Management Team Building!©***

*by Ernest F. Oriente, The Coach*

Back when Lee Iacocca was trying to fix Chrysler his company ran a commercial that ended with the quote "lead, follow or get out of the away". This quote mirrors perfectly the steps of successful team building which requires you to lead at times, follow at other times and most importantly, know exactly when to get out of the way. As a property management professional, your success is a direct reflection of your ability to provide powerful team leadership. Yet, when was the last time you invested in strengthening your skills as a team builder? Or, when was the last time you asked your team to evaluate your team building skills? Powerful team leadership will allow you to guide your property management team dynamically, while creating giant results! Let's review ten tips for powerful team building...

1. Individual Participation + Your Leadership = Giant Results
2. Short Term Projects + Daily Goals + A Specific Deadline = Successful Outcomes

**Lynn Siflinger**

**Past President**

Grand Marc Apartments  
1416 W. Tennessee Street  
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**REMINDER: CCAA  
Fundraisers**

Don't forget about our CCAA Fundraisers, Platinum Lunches and Happy Bucks. Both Fundraisers have done well since they started in May 2008 and will continue in 2009. If you are not familiar with the fundraisers and what they are for, just read on.

**1.) Platinum Luncheon:**

Purchase a Platinum Luncheon Ticket for \$20 for CCAA members or \$25 for Non-members and get a chance to win the 50/50 drawing. The APAC Fund will receive half of the \$5 from each purchase and a lucky ticket holder will win the other half. You may purchase Platinum Lunch Tickets at the check-in table.

**2.) Happy Bucks:** Have a personal or professional announcement to share? Does your business have a special event you would like announce? Well then "Happy Bucks" time is right for you! During the business part of the luncheon, you will have the opportunity to share your

3. Each Participant Must Be Reminded They Are A Team Participant. Why Is This Important?
4. Types Of Teams: Executive Team, Cross-Functional Team, Business Team, Support Team, Project Team, Change Team, Hot Group.
5. Integrity + Vision + Commitment + Results-Focused + Courage = Powerful Leadership
6. Always Reward Success But Never Let Errors Go Uncorrected. Why Is This So Critical For Team Building?
  7. Key Team Roles: Team Leader, Critic, Implementer, Coordinator, Idea Person, Inspector. {see below for more information on how to learn which roles you play and how to know the roles of those on your teams}
  8. Don't Let Failure On One Part Of A Project Jeopardize The Overall Group/Project Success.
  9. Support From Your Technology/Information Team + Your Team's Input = Powerful Systems
  10. Quick, Quality Wins Encourage More Team Effort!

Want to learn more about your team leadership skills? Send an E-mail to [ernest@powerhour.com](mailto:ernest@powerhour.com) and The Coach will E-mail back to you a free 32 question self-assessment on leadership. Would you like to know how your leadership and communication skills measure on a scale of 1-100? Would you like to know the level of those on your property management team or be able to measure the leadership skills of people you are interviewing for a position within your company? E-mail a note and The Coach will E-mail you a one-page behavior assessment form, which can be completed in ten minutes or less. E-mail your assessment form back and in return, you will be confidentially E-mailed an 11 page assessment\* {a \$100 value} outlining your unique leadership/communication style. In addition, once you receive your assessment we will schedule a 45-minute call {a \$300 value} to review your results and to discuss your role as a team builder. [\* A small processing and analysis fee of \$25 will be

news or pass out flyers for only \$1. All proceeds will go to the Linda McLean Educational Scholarship Fund.

Join Our Mailing List!

## Quick Links...

[Our Website](#)

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[NAA Website](#)

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assessed, limit one per company]

***Author's note:** Ernest F. Oriente, a business coach since 1995 [23,030 hours]--the author of SmartMatch Alliances--and the founder of PowerHour...[ [www.powerhour.com](http://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 151 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](http://www.powerhour.com) . PowerHour® is based in Olympic-town...Park City, Utah, at 435-615-8486, by E-mail [ernest@powerhour.com](mailto:ernest@powerhour.com) or visit their website: [www.powerhour.com](http://www.powerhour.com)*

We hope you have enjoyed the newsletter this month. If you have any comments or suggestions for the newsletter, please feel free to contact the CCAA at [office@ccaassociation.com](mailto:office@ccaassociation.com) .

Sincerely,

Renee Porter, CCAA Association Executive  
Capital City Apartment Association