



Here is your September 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

September 2009

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CCAA
CALENDAR OF
UPCOMING
EVENTS



The
CCAA Annual BBQ
was a HUGE success

!

Many thanks to the following vendors for a great BBQ. Without your support, we would not have been able to have this event.

THANKS

Jason Bonner with

**R & R Fire & Safety Equipment
for the massages with
the masseuse**

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

**2009 Board of Officers
& Directors**

Brian Martin

President

Polos On Park

2626 East Park Avenue

Tallahassee, FL 32301

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Rental Guide of Tallahassee

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Selling Your Property Management

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Company.What's It Worth?

by Ernest F. Oriente, The Coach

Over the last 14 years I have helped a number of my property management clients sell their companies. In addition, other clients often ask me about the tips and techniques for maximizing the future sale of their property management company. Please know, the sale of your company takes planning and a comprehensive approach over 12 to 24 months. If you are thinking about selling your property management company today or in the future, here are some important questions/areas to consider:

1. Does your property management company have a consistent track record of leasing success, high occupancy and profitability, for the past 12 to 24 months?
2. Do you have clean financial reports that tell a positive story? Do your financial results need any additional clarification/explanation? Will the due diligence process spotlight any surprises? What are you doing today to reduce/eliminate these surprises?
3. During the due diligence process, what will a potential buyer learn about employee turnover?
4. If you were to strengthen the outside marketing being done by those on your team or add a powerful strategic alliance would this add more value to the sale of your property management company?
5. Does your marketing/advertising engine strengthen the brand of your company? Does your website reflect best-practices within the multi-housing industry?
6. How strong are your training/development programs? Can you show measurable and specific results?
7. Do you have a strong coaching/mentoring program.one that grows/grooms future property management SuperStars?
8. How well do those on your team understand and know their competition? Do they know more about their competition than their competition knows about them? Would your competition be interested in buying your company?
9. Are you leveraging the best technology/software available today? Are you maximizing the resources of your multi-housing vendors/partners?
10. How strong are the operational policies/procedures within your property management company? Are they well documented? Remember, part of what you present when you sell your property management company is the value of this intellectual capital.
11. If your property management company were sold today, would you be willing to make a smooth transition with the new buyer/company? How long would you be willing to work during this transition?

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12. If you could add an additional 15-30 percent to the sales price of your company, would you be willing to stay for one or two years and earn a larger payout at the end?
13. If you were selling your company to a public company, would you be willing to take some of the sale price in stock? What percent would be comfortable for you?
14. If you were to merge with another company, then sell a combined company, who would you merge with? How does their company culture meld with yours?
15. Have you considering selling your company to your executive team? Is going public an option?
16. What are the industry multiples for the sale of other property management companies? How does this sales price match your expectations?

Tip From The Coach: Are you positively certain you want to sell your company? Many times when I first speak with the President/Owner of a property management company, I ask this question and listen carefully to their reply. It takes lots of time, energy and patience to sell your company at the maximum price. In turn, if you and your company are looking to acquire other property management companies, the questions/areas covered in this article are equally important to consider.

Want to learn more about how to sell your property management company or read an 11-page report on the steps for selling your company? Send an E-mail to ernest@powerhour.com and The Coach will E-mail you a free PowerHour invitation. During this call we will discuss how to implement the steps in this article.

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

NAA Website

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Tips for Evacuating Vulnerable Populations

Do you have seniors on your property? What about people with service animals or people who are blind, deaf or hard of hearing? Do you know how to safely evacuate them if the need arose? Click on the link below and learn what "Tips for Evacuating Vulnerable Populations" by Florida SERT (State Emergency Response Team) can teach you. This informative booklet can give you information on evacuating ...

- Seniors
- People With Service Animals
- People With Mobility Impairments
- People With Autism
- People Who Are Deaf Or Hard Of Hearing
- People Who Are Blind Or Visually Impaired
- People With Cognitive Disabilities
- People With Multiple Chemical Sensitivities
- People Who are Mentally Ill
- Childbearing Women and Newborns

Click on: www.ccaassociation.com

Thanks Tracey Golay for making us aware of this information!

TPD to Bring Neighborhood Watch

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 Olympictown, Park City, Utah, at 435-615-8486, by E-mail ernest@powerhour.com or visit their website: www.powerhour.com

Motivation In A Minute

The introduction from

The Power of Discipline

by Brian Tracy

Why are some people more successful than others? Why do some people make more money, live happier lives and accomplish much more in the same number of years than the great majority?

I started out in life with few advantages. I did not graduate from high school. I worked at menial jobs. I had limited education, limited skills and a limited future.

And then I began asking, "Why are some people more successful than others?" This question changed my life.

Over the years, I have read thousands of books and articles on the subjects of success and achievement. It seems that the reasons for these accomplishments have been discussed and written about for more than two thousand years, in every conceivable way. One quality that most philosophers, teachers and experts agree on is the importance of self-discipline. As Al Tomsik summarized it years ago, "Success is tons of discipline."

Some years ago, I attended a conference in Washington. It was the lunch break and I was eating at a nearby food fair. The area was crowded and I sat down at the last open table by myself, even though it was a table for four.

A few minutes later, an older gentleman and a younger woman who was his assistant came along carrying trays of food, obviously looking for a place

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.

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.

to sit.

With plenty of room at my table, I immediately arose and invited the older gentleman to join me. He was hesitant, but I insisted. Finally, thanking me as he sat down, we began to chat over lunch.

It turned out that his name was Kop Kopmeyer. As it happened, I immediately knew who he was. He was a legend in the field of success and achievement. Kop Kopmeyer had written four large books, each of which contained 250 success principles that he had derived from more than fifty years of research and study. I had read all four books from cover to cover, more than once. After we had chatted for awhile, I asked him the question that many people in this situation would ask, "Of all the one thousand success principles that you have discovered, which do you think is the most important?"

He smiled at me with a twinkle in his eye, as if he had been asked this question many times, and replied, without hesitating, "The most important success principle of all was stated by Thomas Huxley many years ago. He said, 'Do what you should do, when you should do it, whether you feel like it or not.'"

He went on to say, "There are 999 other success principles that I have found in my reading and experience, but without self-discipline, none of them work."

Self-discipline is the key to personal greatness. It is the magic quality that opens all doors for you, and makes everything else possible. With self-discipline, the average person can rise as far and as fast as his talents and intelligence can take him. But without self-discipline, a person with every blessing of background, education and opportunity will seldom rise above mediocrity.

Sincerely,

Renee Porter, CCAA Association Executive
Capital City Apartment Association