



ARKANSAS APARTMENT ASSOCIATION

Vendor Spotlight

Metro Builders Supply

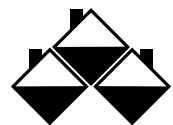
In 1974 Metro Builders Supply opened their first appliance showroom in Tulsa, Oklahoma. Thirty years later, MBS is now the largest Authorized Contract Distributor in the world. They have eight stores in four states, and are looking at opening five other stores by 2011 in four other states with no plans on slowing down. Metro has the buying power to offer the lowest possible price on more than 28 brands of major appliances. Whether you are a builder, contractor, or homeowner, Metro has the product to meet your needs and your budget.

Each of our locations provides an extensive display of products, many showcased in kitchen cabinetry. And our employee owned company prides itself with expert salespeople who offer years of appliance sales experience and extraordinary customer service.

The largest selection, the lowest prices... Come experience Metro!

Wade Thompson is the AAA contact for Metro Builders. Wade is 29 years old, born and raised in Cabot, AR and graduated from Arkansas State University in 2001. He was an assistant golf professional for four years in the South Central Section and president of the Arkansas Assistant Association in 2004. He also worked at Greystone Country Club in Cabot and was offered a job at Maumelle Country Club in January 2005. After a year there, he was getting tired of the 60 hour weeks and needed a change. A member at the club offered him a job at Metro Builders Supply and after a short meeting with him, Wade was hired as an outside sales associate. The job keeps Wade going and he now has time to do the things that he was unable to do as a golf pro, like play golf, hunt, play softball and spend time with his fiancé and their two dogs.

You can reach Wade locally at 501-758-1988 ext. 560 or by email at wade.thompson@metro-ir.com. Thank you to Wade and Metro Builders Supply for your continued support.



Arkansas Apartment Association

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June 2008

APARTMENT ASSOCIATION

ARKANSAS



Arkansas Apartment Association

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Thanks for Supporting the 2008 Tradeshow & Educational Conference



Hills, Shelley Ellis from Overbrook, Victoria Weatherly from Napa Valley, John Sanders with US Bank, Jean'ne Holder from Dixie Rents, Tammy Lensing from Cottage Care, Rodney Shaddox from Besser Hardware, Dianne Swayze from Chenal Lakes, Shatoria Daniels from Capitol Hill Apartments, Bronwynne Seasholtz from Palisades at Chenal Valley, Phil Sawyer from Sign-a-Rama, Brad Burleson from Apartment Locators, Mark Lambert with Contractors, Inc. and Kathy Greenbaum from Comcast Cable.

The Arkansas Apartment Association wishes to express extreme gratitude to Paul Tuggle with Apartment Hunters for all of your hard work and dedication in setting up the Maintenance Mania event as well as many other technical issues involved in this year's event. We could not have had the show without you. Thank you so much.

Thank you to everyone who came out and supported our Super Suppliers, please help us continue to do so by giving them a call when you need services or goods at your property. We have inserted a list so that you have all of their contact information at your fingertips. We really appreciate your support and hope you had a great time. Thank you also to our Presenting Sponsors Lloyd's Carpet World, Inc, Apartment Hunters and Apartment Finder. Thank you also to Michelle Childers with Apartment finder for coming to present a wonderful seminar for our members. A

special thank you to Bobby Lloyd and Joe Clark from Lloyd's Carpet World, Inc for the great lunch. Of course thank you to the Super Suppliers at each booth. AAA would also like to thank the following individuals for all of their help in putting together the tradeshow; Cathy Tuggle from Apartment Hunters, Mike Schagane from Carrington Park, Diane McCoy, Susan Marable, Amber Clayton, Shannon Maiden & Leah Atkins from Apartment Hunters & Arkansas Suites, Jane Gring from Cadigan Properties, Edie Taylor from The Waterford, Angela Dye from Indian

Thank you also to everyone who helped with the Maintenance Mania event, sponsored by HD Supply. Wes Karber and Robbie Franklin with HD Supply, Mike Schagane with Carrington Park, Rodney Shaddox with Besser Hardware, Doug Russenberger with Mid-South Appliances, Adam Goertzen with Sherwin Williams, Mick Cooper from Wilmar, David Sinnett with The Bug Man Inc, Tom Bynum from Kwal Paint Company, Mark Lambert and Russ Wherry with Contractors, Inc, Matt Tillery with Metro Builders Supply and John Sanders with US Bank.

Maintenance Corner

Sign up for a FREE Subscription to the HVAC Insider. Forms are available online at www.hvacinsider.com or by emailing Jamie at information@arapartments.com.

Thank you to everyone who came out and participated in the Maintenance Mania event, sponsored by HD Supply. Congratulations to all of the winners, for a complete list go to our website, www.arapartments.com. Congratulations to Chance Squires from The Waterford Apartments for winning first place overall. Chance won \$100.00 and has a chance at going on to the National Competition in Orlando, Florida in June.





APARTMENT ASSOCIATION ARKANSAS



8 Ways to Improve Leasing Technique

From hiring employees to communicating with residents, follow these do's and don'ts to keep renters happy and renewals plentiful:

1. DO hire the "right" leasing professionals and train them to represent the apartment community brand. Follow the "rule of three"—require job candidates to interview with three different people, at three different times and at three different locations—to get the most accurate assessment of the prospective employee. Also, remember the customer isn't No. 1—the leasing team is. All success flows from making team members feel as though they are No. 1.
2. DON'T rely solely on technology. Prospective residents may search on the Internet for apartments, but leasing professionals still must develop personal relationships with them. Create opportunities to call and to meet potential residents in person. Remember that individuals rarely lease on the first visit; leasing professionals need to give them reasons to come back. Combine high-tech with high touch.
3. DO review community guidelines to see if any rules hurt business. Consider provisions for policies that might compromise the conditions of apartment communities (i.e., special "bark parks" in communities that allow residents to own pets).
4. DON'T neglect physical assets. Clean is cheap in the long run—inspect everything regularly, stress curb appeal and make sure everything is operational. In apartments and common areas, enforce a 24-hour work order guarantee.
5. DO identify audiences in marketing and promotional products. Keep local market and competitor knowledge current and review, update and adjust marketing plans based on community location and target demographics. In an attempt to attract a hip, urban resident profile, California-based Legacy Partners Residential Inc. is marketing its new 449-residence apartment community, located near downtown Los Angeles and adjacent to a subway station, as a transit-oriented, commuter-friendly community.
6. DON'T ignore post-leasing communications and services. Keep current residents happy with onsite lifestyle programs and activities, concierge services and service comment cards to increase the chances of lease renewals.
7. DO be sensitive to outside perceptions of the community and always look for ways to build and to maintain a positive image. Search online for the apartment community, scroll through blogs that might mention the company's name and develop correction plans. Contribute to city initiatives and get involved with local businesses, the Chamber of Commerce and city events. Spread the word that the company cares, and strive to create the feeling of home in apartment communities.
8. DON'T take the easy way out. Always do what is right, fair and honest, even when no one is looking.

Source: J. Scott Morrison, CPM, Sr. Vice President, Legacy Partners Residential

Up Coming Events

May

5/16 – Continuing Education Class
Property Management

Instructor: Keith Montgomery

8:00am – 5:00pm

Co-Sponsored with NARPM

Chenal Lakes Clubhouse

Sponsored by: Tenant Data

5/22 – General Membership Meeting

Meeting is on a Thursday

Arkansas Queen Riverboat Cruise @ 11:30am

Speaker: Richard Cheek

Market Survey

Sponsored by: Cottage Care

June

6/12 – 2nd Annual Bowling Night Out

Details TBA

6:30pm - 8:30pm

Sponsorships are Needed

6/26-6/28 – NAA Tradeshow &

Educational Conference

Orlando, Florida

July

7/16 - General Membership Luncheon

Cajun's Wharf @ 11:30am

Update on NAA

Speaker: Rick Graf, CPM

NAA Region VI Vice President

Sponsored by: Apartment Finder

GoGetters Club

Are you a GoGetter? Keep referring new members because at the end of the year the person with the most referrals will receive \$500.00. Also, we want everyone to an inactive member involved, so let's keep the momentum up and remember at the end of the quarter whoever refers the most inactive members to a luncheon will receive a great prize!

Keep up the good work!

If you have any questions please email Shatoria

Daniels at sdaniels@bristol-properties.com.

Thank You for ALL You Do!

The Arkansas Apartment Association would like to thank Jane Gring with Cadigan Properties for all of her hard work and dedication to our organization. Jane has only the best interests of our members at heart. You will recognize Jane from all AAA events, she is at the door welcoming and signing everyone in.

Thanks Jane for your continued support.

2008 Trade Show



Get your CE credit out of the way for the year!

THE ARKANSAS APARTMENT ASSOCIATION & NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS CENTRAL AR CHAPTER

Present the 6th Annual CONTINUING EDUCATION CLASS

Topic: Property Management

Learn your responsibilities as a Property Manager/Owner, Escrow Accounts, Landlord and Tenant Laws and Rights, Fair Housing and much, much more.... Receive your required six (6) Continuing Education Hours for AREC and Credits towards CAM and NALP Designations.

Welcome Keith Montgomery, Owner/ Broker of National School of Real Estate Speaker and Teacher Accredited and Recognized by the Arkansas Real Estate Commission. Class will be held Friday, May 16th, 2008 from 8:00 am – 5:00 pm at Chenal Lakes Clubhouse. The cost is \$45.00 for members and \$55.00 for non-members. This price includes lunch.

Thank you to our sponsor, Tenant Data.



Meet Your Continuing Education

Class Instructor: Keith Montgomery
Keith Montgomery first began teaching for at National School of Real Estate in 1982. Keith purchased the school in 1989, and continues the traditions of courtesy and respect for every student that Paul Harris established.

Keith is an active REALTOR, 1995 President of the North Pulaski Board of REALTORS, and also serves on the Board of Directors of the Arkansas REALTORS Association. In addition to teaching at National Real Estate School, Keith has been an active Instructor for the Arkansas REALTORS Association's Graduate REALTORS Institute since 1988, and also teaches for the Arkansas Real Estate Commission in their continuing education programs. Keith is an Arkansas licensed Principal Broker.

Supplier Logos Needed

Supplier members, please email Jamie at information@arapartments.com your logo in jpeg or gif format, if you have not already done so, to be included in monthly slideshow.