4 Things to Check Before You Raise Rents
on page 5

Guide for the Development of Fire Evacuation Plan
on page 11

Tips on How to Make Your Rental Company Technologically Friendly to Continue Attracting Residents
on page 20

Should You Manage Your Rental Properties Yourself
on page 21

WAA Fall LED is on Saturday, October 8
...Don’t Miss It!
See the full schedule on page 12.
Registration form on page 13.
UPCOMING EVENTS

WAA Fall Landlord Education Day & Trade Show
Saturday, October 8 ● 9:00 a.m.
Ho-Chunk Convention Center & Casino, Baraboo
Registration is only $79 per member and $99 for non-members. See page 13 for the registration form & page 12 for the full schedule.

AANW Rental Property/Landlord Vendor Show
Wednesday, October 12th ● 6:00-8:00 p.m.
Green Bay Distillery, 835 Mike McCarthy Way, Green Bay
Door Prizes * FREE Pizza, appetizers, & soda * FREE & open to the public
Sponsored by the Apartment Association of Northeastern WI & Start Renting

IMPORTANT NOTE ON WAA NEWS PRINT COPIES:
Due to a number of members concerned about no longer receiving a print copy of the newsletter, the Board of Directors researched the cost of continuing to print newsletters for those members who do not have email or access to the internet.

The Board has decided to offer the option of having the bi-monthly issues of the 2016 WAA News printed and mailed for an additional cost of $35 for the year. If you wish to receive print copies for 2016 and are willing to pay this fee, please send a check for $35 made payable to WAA to our office (PO Box 2922, Oshkosh, 54903).

We do have a limited number of professionally printed copies of the earlier issues available, so the first 25 members to respond will receive them. If there are more requests received after those have been taken, a stapled black and white copy will be sent with future issues professionally printed. Feel free to contact the WAA office with any questions.

NOTE: Information in these articles should be used as a guide only and should not be relied upon as the sole source of information relating to its content. Additional sources of information may be listed herein. No warranty, either expressed or implied, is made with respect to the information contained herein. Neither WAA nor RHR is responsible for any loss, inconvenience, damage (whether special or consequential) or claims arising out of the use of the information contained. You should always seek advice from your attorney regarding any legal matters.
WAA is a 501(c)(6) non-profit business league providing support for those engaged in the ownership and management of residential rental properties in Wisconsin. Since its founding, WAA is committed to unite, advance and improve the Landlording industry through education, networking and political activism. The mission of WAA is to provide education, leadership and representation to enable rental housing providers to operate their businesses successfully, ethically, and responsibly. WAA operates as an all volunteer organization, with only one part-time employee. Membership is open to Landlords, Property Managers and organizations engaged in support of the rental housing industry.
Dear Members of WAA,

Your local government is the City, Town, or Village that you live in. It is meant to be smaller, which then escalates to County Government, then State Government, and finally the Federal Government. That is a lot of governmental units to deal with and keep up with, but it is meant for you to be able to interact with the Government at a low level. You are supposed to be involved with things that effect you on a local, county, statewide, and nationwide level.

Unfortunately, we have become unmindful, casual, distracted, careless, and a whole bunch of other similar words about our government. I believe we have allowed certain people to go into government that have chosen to do so for the wrong reasons. Some have gotten in because they like to control others, a power trip of sort. Some for status, some for money. Some actually go to try to do good and affect change. Some go for the right reasons and change when they get there. Some go and stay true to original intent and affect good change.

I think many local elected officials tend to think once they are elected, they are elected to do only what THEY think is the right, and not listen to the people that they represent. People are busy working, family, and just surviving in the world today and do not seek office, as it is just one more thing taking up their time. I am sure it is not an easy job . . . budgets, new ordinances, this resident or that resident has a gripe, committee meetings, sub-committee meetings, and appearance at local events. It takes time, a lot of time.

Hopefully, you’re still with me here, as you’re probably saying “Ok, but how does that involve me?”. Your rental business, just like any small business, needs to be involved in the local government (and the other governments too, but we are focusing on the local government now). Via your local apartment association, you need to help get people elected who will listen to you and care about small business in your community. This is not just for you…it is for your community, your tenants, and your business! Your customers need jobs! Your community needs a tax base, good roads, and so much more. You need fair laws and customers with jobs so they can pay their rent and live.

You need to know your local officials on a first name basis. You need to support and help them get elected. You need to communicate with them about new ordinances and about how old ordinances can be improved to help the community. You need to explain to them why new laws don’t always fix problems and that current laws are already in place, they just need to be applied. You need to encourage your elected leaders to help bring good jobs to your community so people have money to live and buy the things they need….in this case, pay the rent to have a home!

This is every citizen’s job. When we fail at this job, the wrong people are elected and communities are hurt by bad leadership or bad laws. Misguided directions are taken and the effects are felt for years. All too often people complain about something their Community is doing, but never take action to stop it.

Here in Oshkosh, we have some of that misguided direction and a new inspection ordinance was passed. The City had all the tools they needed to have good housing, some felt they needed more laws and more money. Now the Winnebago Apartment Association has initiated a lawsuit, which will costs the tax payers, the landlords (yes, landlords pay tax, so they are paying on both sides), and will not help the community improve. The City has done little to nothing to hold bad tenants accountable for their bad actions and with the new law, will still do next to nothing to hold tenants accountable. Landlords will. Rent and charges and fees for damages will go up. Evictions will increase. In the end, this will cost tenants (our customers) a lot. Little will be done to improve the community. Little will be done by the City, to educate all parties involved. The Winnebago Apartment Association recently held a FREE Landlord and Tenant class to educate ALL! Two or three attendees were tenants. There were NO City leaders. The vast majority were Landlords. Hmmmm, what does that tell you?

Please step up and do your job as a Citizen, and a small businessowner, NOW!

Respectfully,

Chris Mokler
Chairman of the Board of Directors/Director of Legislative Affairs
Rents have been increasing and it is a great time to be a landlord. In fact, landlords have been enjoying some of the fastest growth in rental rates in recent history. But you need to be aware there is a cap to that growth.

Rental demand continues to remain very strong, which allows landlords to be bullish on rental rates.

The questions investors are now asking about rents are:

- “How high can they go?”
- “For how long can we raise the rates?”

Great questions, and one needs to look deeper at the market in which you are investing to find the answers.

Rising rents are a trend, but how high will they go?

Everything I read and study suggests rents will rise through 2016, but at a slower pace than in the past. While rental demand continues to be very strong, there are larger numbers of new apartment buildings being built to address the needs for more rentals. This can change the balance of rental supply and demand.

While it most likely will take the remainder of this year to get these rental units built, the rental demand will remain in favor of the landlord through year’s end. The national vacancy rate closed out 2015 at 4.2%, which is a low national number, but rose to 4.5% in the first quarter of 2016 according to REIS.

Nationally rents are slowing with the average increase 4.1% in the first quarter of 2016 to $1,248 per month, compared to a 5% increase in the first quarter of 2015, according to Axiometrics.com. And demand for new apartments has been declining according to MPF Research.

“The past few years everything you touched was gold in the apartment industry, and that’s not going to be the case this year,” said Jay Parsons, vice president for MPF Research, to the Wall Street Journal.

However remember local markets vary

I always enjoy looking at national numbers, as I believe they are helpful to determine an average or a benchmark against which to compare.

I do, however, always say there is no such thing as a national real estate market, as each market is local in nature and different in size, economic strength, percentage of renters to homeowners, etc.

As a landlord doing your diligence, you will always want to be aware that your research into this information is local in nature rather than based on national statistics. Too often I see this information being misinterpreted because of this. Diligence, of course, means nothing unless it is providing you accurate information.

4 things to know before raising rents

You want to consider what is going on in your local rental market in order to know whether you can raise rents and what your rental future will look like.

(cont’d on page 6)
1. Affordability of the market
One of the first things you want to determine is your local affordability for housing. This can be obtained from a local property management company or a Realtor; you can also find information on sites like HUD’s local housing portal to determine fair market rents for a particular area.

Rents can only rise until affordability peaks and a great way to determine this is to establish the area’s median income.

Affordability based on national averages is when a monthly rent payment is around one-third of what the average person’s monthly gross income would be. Once it gets beyond this point it may be getting too high. This is when apartment owners, managers and investors may experience vacancies and/or late rents suggesting that affordability has peaked. If you are evaluating property where you need high rents, you may want to look deeper, as sustainability of cash flow may be threatened.

2. Know what your competitors are charging (your tenants know)
An interesting thing happens when the landlord market is hot.

Landlord raise rents every time a unit becomes available.

How easily we slip into complacency, we think this rise will continue forever.

Before you know it, the market takes a swing and suddenly it becomes harder to rent and as a landlord you wonder why.

Do what you know your tenants are doing. They shop the competition, so you should too. Here is a great tool to do just that, rentometer.com, which will tell you what other homes have recently rented for in your area.

Also, this cool tool is a great asset when buying property to make sure your anticipated rents are in line with the market.

3. Housing availability
While bigger cities tend to be building more houses and apartment complexes to help fulfill the needs of renters, this is not the case everywhere.

Most local newspapers display building permit activity; I always suggest you watch this for insights.

Talking to Realtors can also provide information.

4. Renter-to-population ratio
It goes without saying that markets with a higher ratio of renters are a better safe haven for apartment owners, managers and investors, as they have a larger pool of tenants from which to choose.

This also puts the leverage in favor of the landlord. Knowing your investment market’s renter ratio is important for all owners and investors to know.

If you do not already know what your investment market ratios are, this information and chart from the National Multifamily Housing Council is a resource.

Pigs get fat, hogs get slaughtered
I always share this sentiment with owners, managers and investors who are looking to raise rents.

I am a firm believer in maximizing profits. I like to raise rents each year even if it is just a few dollars because, quite simply, I like to set the boundaries up front for the tenant to expect a rental increase at each anniversary date. This way they are not surprised or upset when it happens.

First and foremost, I look at what changes may have happened to my expenses and, of course, adjust rents accordingly. When the market will bear more, I believe each owner, manager or investor must decide what is best from a big-picture standpoint.

A larger increase to monthly rent may be warranted as long as it does not inspire tenants to start to compare their current rents with the prospect of moving on.

We all know how costly tenant turnover can be and this will quickly consume the increased rents that you may have obtained.

So to that tune, remember: pigs get fat, and hogs may get slaughtered.
Ask the Doctor Monthly Q&A
By John H. Fischer, aka Dr. Rent

Welcome to the latest edition of Ask the Doctor, in which John provides an answer to a question that he recently or frequently receives. If you have a question you would like covered in a future issue, it can be submitted to John at drrent93@hotmail.com.

Question:
One of my more popular seminars covers the top 10 mistakes that landlords make. When giving this seminar in Appleton recently, I was interviewed for the Fox Valley Apartment Association’s newsletter and that interview is where this question came from. If my seminar was the top 11 mistakes, what would be item 11?

Answer:
A common mistake that landlords make that end up hurting themselves is thinking that they know more than they actually do. I have four rules that I try to live by, and the 1st of those is “People who think they know everything are annoying to people who do”. I learned a long time ago that no matter how much I think I know, someone knows more and I should therefore never assume I know all there is to know. Even though I am no longer in the property-management end of a real estate business, I am still trying to learn more every chance I get. I read six different trade publications (including this one) cover to cover. I am searching the internet on changes in laws or regulations. I attend classes given by others. Although I feel that I have a very good knowledge of landlord-tenant issues, I know that I don’t know all there is to know and I am constantly learning. Landlords who think they know what they need to know tend to make mistakes because laws change, and more importantly how courts interpret those laws change. There are times when I am asked questions when I have to say I honestly don’t know the answer. But when hit with a question like that, I try to learn the answer so I know it next time.

So, the #11 mistake is, landlords, both those new to the business and those who have been doing it for decades, believing that they know all they need to know and don’t need to constantly keep learning.

Editor’s Note: Answers in this column are specific to Wisconsin, other states may have different landlord-tenant laws. Nothing in this article should be considered legal advice. Dr. Rent, along with the Wisconsin Apartment Association, recommends you contact an attorney familiar with landlord-tenant law if you need legal advice.
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### SUPPLIES

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<td><a href="http://www.wilmar.com">www.wilmar.com</a></td>
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### TENANT ASSISTANCE/MIGRANT

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<td><a href="http://www">www</a>. umos.org</td>
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**WAA News**, is the newsletter of the Wisconsin Apartment Association e-published bi-monthly as a benefit to all current members. It is available in printed form for US mail delivery to subscribers for $35 per year. If you have an article you feel would be of interest to landlords and would like to submit it for consideration, please send it to kristy@waaonline.org, electronically whenever possible. Submissions should be in the following formats: MS Word, Html copy, PDF, MS Works, eps, jpeg, tiff or text format. Articles may also be submitted by fax or US mail, and must be received by the 3rd of the preceding month. When emailing, make sure to state “For WAA News” in the subject line. Also, include your name and contact information with your submission.

Please note that information contained in the articles in WAA News should be used as a guide only and should not be relied upon as the sole source of information relating to its content. Additional sources of information may be listed herein. No warranty, either expressed or implied, is made with respect to the information contained herein. Neither WAA nor RHR is responsible for any loss, inconvenience, damage (whether special or consequential), or claims arising out of the use of the information contained. You should always seek advice from your attorney regarding any legal matters.

**WAA News**

PO Box 2922, Oshkosh, WI 54903 • (920) 230-9221

[www.WAAonline.org](http://www.WAAonline.org) • [admin@WAAonline.org](mailto:admin@WAAonline.org)
Rental Property Fall Maintenance

From www.renterswarehouse.com, October 29, 2012

Unfortunately, the time has come that summer is coming to a close. The weather will likely remain nice for the next 1-2 months before it is back to the cold and snow. While the weather is still nice out, it is the perfect time to perform fall maintenance on your rental property to ensure it is ready for winter.

Below is a list of items to perform maintenance on this fall:

Clear gutters and downspouts
Clogged gutters are a big problem, as they do not allow water to flow freely in your gutters. Make sure they are clear of any debris or leaves.

Clean the chimney
If your rental property has a chimney, make sure the damper and flue are working properly, the flashing is protected against water leakage, and no animals have made their nest inside. You may want to hire a professional to handle this for you, unless you are experienced.

Fix the walkways
The cold weather and snow are only going to make walkways worse. Now is the time to make sure they are level and not cracking.

Change the air filters
After a summer of using the a/c, filters can get dirty. Make sure you replace your filters and ensure your tenants are also doing this. Providing filters for them will help ensure they do this.

Check for leaks
Prevent broken and burst pipes in the winter by examining the plumbing for leaks. It is also a good idea to go into the attic to check for leaks in the roof, as that is the last thing you need to deal with come winter.

Seal doors and windows
Weather stripping and caulking doors and windows not only prevent drafts in your house, but it will also help cut down on heating costs.

Off-Season Rates

From www.american-apartment-owners-association.org

Schedule annual boiler inspections now. Late summer prices are cheaper, and this way you avoid costly repairs in mid-winter under crisis conditions.

Change filters at the beginning of the season for better efficiency, which will lower utility bills. Change filters again during the winter season to maintain top efficiency.

Older casement style windows can be drafty and the glass lites thin. If you are paying for heat, cover older windows with thick plastic or install storms on the inside to add thermal protection. Even if the tenant is paying the heating bills, this is still a good idea. If the tenants’ energy bills are lower, they can afford to pay the rent on time as their overall apartment expenses are manageable.
Guide for the Development of Fire Evacuation Plans

From www.cityofmadison.com

This guide is to be used for all emergency, safety, and evacuation plans. Following the guide will meet the requirements of the International Fire Code. Planning is only the first step in emergency preparedness. Employees and managers need to be trained on how to respond to emergencies. Responsibilities, accountability methods, and consequences must be conveyed. Finally, the plan must be practiced to ensure that the plan works. It is the responsibility of every property owner to make sure employees, occupants, residents, and guests have a plan for responding to emergencies.

HOW TO DEVELOP YOUR EMERGENCY EVACUATION PLAN

The Fire Evacuation Plan
1. Emergency egress or escape routes and whether the evacuation of the building is to be complete or, where approved, by selected floors or areas only (such as for a hospital or nursing home).
2. Procedures for employees who must remain to operate critical equipment before evacuating.
3. Procedures for assisted rescue for persons unable to use the general means of egress unassisted.
4. Procedures for accounting for employees and occupants after the evacuation has been completed.
5. Identification and assignment of personnel responsible for rescue or emergency medical aid.
6. The preferred and any alternative means of notifying occupants of a fire or emergency.
7. The preferred and any alternative means of reporting fires and any other emergencies to the fire department or designated emergency response organization.
8. Identification and assignment of personnel who can be contacted for further information or explanation of duties under the plan.
9. A description of the emergency voice/alarm communication system alert tone and preprogrammed voice messages, where provided.

The Fire Safety Plan shall include the following:
1. The procedure for reporting a fire or other emergency.
2. The life safety strategy and procedures for notifying, relocating, or evacuating occupants who need assistance.
3. Site plans indicating the following:
   a. The occupancy assembly point.
   b. The locations of fire hydrants.
   c. The normal routes of fire department vehicle access.
4. Floor plans identifying the locations of the following:
   a. Exits.
   b. Primary evacuation routes.
   c. Secondary evacuation routes.
   d. Accessible egress routes.
   e. Areas of refuge.
   f. Exterior areas for assisted rescue.
   g. Manual fire alarm boxes.
   h. Portable fire extinguishers.
   i. Occupant-use hose stations.
   j. Fire alarm annunciators and controls.
5. A list of major fire hazards associated with the normal use and occupancy of the premises, including maintenance and housekeeping procedures.
6. Identification and assignment of personnel responsible for maintenance of systems and equipment installed to prevent or control fires.
7. Identification and assignment of personnel responsible for maintenance, housekeeping and controlling fuel hazard
# 2016 Fall WAA Landlord Education Day & Trade Show Schedule

(All seminars/events & locations subject to change without notice)

<table>
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<th>Saturday, October 8, 2016</th>
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<tr>
<td><strong>8:00am – 9:00am</strong></td>
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<tr>
<td>Recent WI Legislative Acts &amp; What They Mean for Landlords – Chris Mokler, WAA Chairman &amp; Legislative Chair</td>
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<td>Silent Auction</td>
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2016 Fall Landlord Education Day Registration

Registration Form
2016 Fall Landlord Education Day & Trade Show
Saturday, October 8th, 2016
at Ho-Chunk Conference Center, Baraboo

MEMBERS: ONLY $79/person!
Includes all sessions, lunch, & reception
These rates apply through September 30th for WAA members only.
Rate then increases to $119/person.
Take advantage of the savings & register NOW for this educational day!

NON-MEMBERS: ONLY $99/person!
These rates apply through September 30th. Rate increases to $149/person beginning October 1st.

Name of Registrant(s):

Company Name:

Address: __________________________ City: __________________________

State: _______ Zip: _______ Phone: ( ) - _______ Fax: ( ) -

Local Affiliate: __________________________ Email: __________________________

☐ First-Time Attendee ☐ Local Officer ☐ Past State Association President

TOTAL Conference fees: $__________ Please draft check to “WAA Conference”
Sorry no refunds or transfers. Registrants may resell registration if necessary.

Visa or Master Card Payment

Name on credit card: __________________________

Credit Card #: __________________________ Exp. Date: __________ CVV: __________

Registration DOES NOT include hotel reservations . . .

We have held a limited number of rooms for Friday and/or Saturday night(s) at Ho-Chunk Hotel, 53214 County Road BD, Baraboo.

Call 800-746-2486 and mention the WI Apartment Association (group block ID #6021) to get the special room rate of $109/night plus taxes.

Room Block closes on Wednesday, September 7th!

Wisconsin Apartment Association PO Box 2922, Oshkosh, WI 54903
(920) 230-9221 * admin@waaonline.org
Local Affiliate Updates

APARTMENT ASSOCIATION OF NORTHEAST WISCONSIN (AANW), GREEN BAY

Info submitted by Kathy Haines

Our Rental Property/Landlord Vendor Show will be Wed., Oct. 12 at 6 pm at the Green Bay Distillery. Check out our website at www.aanw.org for more information.

Meetings are held the 2nd Wednesday of each month at the Green Bay Distillery, 825 Mike McCarthy Way, Ashwaubenon. Networking at 6:00 p.m. & meeting at 6:30 p.m.

APARTMENT ASSOCIATION OF THE LA CROSSE AREA (AALA)

Info submitted by President Pamela Strittmater

The Apartment Association of the La Crosse Area will be hosting the candidates for the 32nd Senate District at our October 20th meeting. They are current senator and minority leader Jennifer Shilling (D) La Crosse and former senator Dan Kapanke (R) La Crosse. We have asked each one to prepare some talking points about where they stand on certain issues and allow us time to share some of our concerns. There will also be time for questions and answers. We are looking very forward to this event and very honored to have them join us.

Meetings are held the 3rd Thursday of each month at the Moose Lodge

CHIPPEWA VALLEY APARTMENT ASSOCIATION (CVAA), EAU CLAIRE

Info submitted by President Diana West

Check out our new website at www.cv-aa.org!

Meetings are held the 2nd Monday of each month at 7:00 p.m. at the Elks Lodge, 3411 Stein Blvd, Eau Claire

FOX VALLEY APARTMENT ASSOCIATION (FVAA), APPLETON

Info submitted by Judi Wolf, Office Staff

Meetings are held the 2nd Thursday of each month at 6:15 p.m. at Riverview Gardens, 1101 S. Oneida St, Appleton

GREAT RIVERS APARTMENT ASSOCIATION (GRAA), ONALASKA

Info submitted by President Johanna Pralle

Meetings are held the 2nd Tuesday of each month at 7:00 p.m. at the Onalaska Public Library, Room A

JANESVILLE AREA RENTAL PROPERTY ASSOCIATION (JARPA)

Info submitted by Dale Hicks

Our May meeting guest was the one and only Gary Goyke!!!!

Meetings are held the 3rd Thursday of each month at 7:00 p.m. at Commercial Bank, 1400 Blackbridge Rd., Janesville
<table>
<thead>
<tr>
<th><strong>Local Affiliate Updates</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KENOSHA LANDLORD ASSOCIATION (KLA)</strong></td>
</tr>
<tr>
<td><em>Info submitted by Secretary Jeanette Marchetti-Hamm</em></td>
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<tr>
<td>Meetings are held the 3rd Wednesday of each month at the Fireside Restaurant, 2801 30th Ave., Kenosha</td>
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<tr>
<td>Networking with refreshments at 6:30 p.m. &amp; meeting at 7:00 p.m.</td>
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<tr>
<td><strong>MANITOWOC COUNTY APARTMENT ASSOCIATION (MCAA)</strong></td>
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<tr>
<td><em>Info submitted by Treasurer Debbie Nate</em></td>
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<tr>
<td>Meetings are held the 2nd Tuesday of each month at Coldwell Bankers, 2406 Washington St, Manitowoc</td>
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<tr>
<td><strong>MARSHFIELD AREA APARTMENT ASSOCIATION</strong></td>
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<tr>
<td><em>Info submitted by President Kris Mueller</em></td>
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<tr>
<td>Educational seminars are on the 3rd Wednesday of each month at Belvedere Supper Club, Marshfield</td>
</tr>
<tr>
<td>Networking &amp; dinner (at your own expense) at 6:00 p.m. &amp; seminar at 7:00 p.m.</td>
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<tr>
<td>Board meetings are held on the 1st Thursday of every month at the Sunrise Restaurant. Everyone is welcome!</td>
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<tr>
<td><strong>SOUTHERN WISCONSIN LANDLORD ASSOCIATION (SWLA), RACINE</strong></td>
</tr>
<tr>
<td><em>Info submitted by President Jon Frickensmith</em></td>
</tr>
<tr>
<td>Visit our website at <a href="http://www.racineswla.org">www.racineswla.org</a>!</td>
</tr>
<tr>
<td>Meetings are held the 3rd Monday of each month at Harbor Lite Yacht Club, 559 State St, Racine</td>
</tr>
<tr>
<td>Networking &amp; food at 6:00 p.m. &amp; meeting at 6:30 p.m.</td>
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<tr>
<td><strong>WAUKESHA AREA APARTMENT ASSOCIATION</strong></td>
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<tr>
<td><em>Info submitted by President Adele Vogel</em></td>
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<tr>
<td>In September, we had our annual indoor picnic with TACOs.</td>
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<tr>
<td>Meetings are held the 3rd Wednesday of each month at the Waukesha Eagles Club, Grandview Ave, Waukesha</td>
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<tr>
<td>Networking/dinner at 6:30 p.m. &amp; speaker begins at 7:00 p.m.; Business discussion to follow.</td>
</tr>
<tr>
<td><strong>WAUSAU AREA APARTMENT ASSOCIATION</strong></td>
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<tr>
<td><em>Info submitted by Larry Sommer</em></td>
</tr>
<tr>
<td>Meetings are held the 3rd Tuesday of each month at Sam’s Pizza, 5811 Bus. HWY 51 South, Schofield</td>
</tr>
<tr>
<td>Networking at 6:30 p.m. &amp; meeting at 7:00 p.m.</td>
</tr>
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Local Affiliate Updates

WISCONSIN RAPIDS AREA RENTAL PROPERTY OWNERS
Info submitted by Helen Streekstra

Our meetings always are the 2nd Monday quarterly at the Hotel Mead beginning at 5:00 with a social time including a pizza buffet with the meeting starting at 6:00.

Meetings are held 4 times per year: Next meeting is Monday, December 13th at the Hotel Mead Social/dinner at 5:00 p.m. & meeting at 6:00 p.m.

WINNEBAGO APARTMENT ASSOCIATION, OSHKOSH
Info submitted by President Donn Lord

The September meeting was a crucial meeting as we discussed the mandatory rental inspection ordinance, strategies for defeating the ordinance, drafting letters to tenants advising them of their rights & instructions after being notified of an inspection, appeal for donations to the legal fund, drafting a press release, & asking landlords to attend the September Common Council meeting. Gary Goyke also presented on recruiting Common Council candidates that support our industry & the April election.

Meetings are held the 2nd Monday of each month at Benvenuto’s Grill, 300 S. Koeller St., Oshkosh Board meeting at 5:30 p.m., social (in the bar) at 6:30 p.m., & business meeting at 7:00 p.m. in the back room.

We’re waiting to hear from you . . .
Beloit Property Managers Association & Fond du Lac Area Apartment Association.

As your Director of Legal Affairs for WAA, I am to keep an eye on local issues which can affect landlords across the state. There have now been new local issues popping up in Beloit, Oshkosh, Wisconsin Rapids, and other cities. I need help from each local to keep up-to-date on these issues. I am asking for a contact email and/or phone number so I can get updates. Please email at your earliest convenience, so I can stay on top of your local issues. Thank you!

Jeff Pralle, WAA Director of Legal Affairs jplegal54@gmail.com
5 Must-Have Strategies for Successful Membership Recruitment

From www.xyzuniversity.com, August 5, 2012

Before you stick with the same, tried-and-true (or maybe not-so-true) methods for membership recruitment, keep the following strategies and tactics in mind:

1. Young or old, membership recruitment is a sales process
No matter if you’re concerned with engaging new, younger members or if you’re reaching out to Baby Boomers, you need to understand the purchasing life cycle of your potential members. And although we may not want to think about membership as a “sales” process, when you take away all the fluff, that’s exactly what it is. But, you need the fluff because without it, you’re just like all the other associations out there. Confused yet?

Here’s what I’m getting at: There are a list of things you should be doing before trying to seal the deal. In fact, before you even start recruiting new members you need to be sure your information and message is getting out loud and clear in order to create a sense of awareness about your organization.

Understanding your members’ purchasing phases and your methods for bringing them in (creating awareness, recruiting, engaging, renewing) is all part of the membership recruitment or membership sales process. Your association’s marketing, branding and recruitment/sales teams should always be working in tandem to create cohesive messaging at every stage of this process. It may be sales, but it’s not always directly about the dollars. Membership recruitment is about creating long-lasting relationships, engaging your prospects and proving to them why they would benefit from your association.

2. Understand your association’s niche
Even though you may want to be, you can’t be the association for everyone. You need to buckle down and determine, realistically, who your target market is and where you’ll reach new members. Make a list of prospects and a list of competing associations in order to understand your market and determine the general availability of potential new members. Use your competitors as a way to research what’s missing in your industry and carve out niche services in those areas. Look at your current membership base’s demographics—if you had to categorize them with a broad stroke, what would you say?

Stay away from “we serve everyone” and be specific: “We are the professional association for young entrepreneurs between the ages of 25 and 35 living in downtown Chicago.” Kapeesh?

3. Research members’ needs
What’s the saying? “Ask and you shall receive.”? This is precisely what you need to do as an association. Ask your members and the community at large what they want. What are they missing from other organizations? What are the reasons they chose not to join and what would change their minds?

Gone are the days of push marketing and selling what organizations want their members to have (or think they need). You need to continuously know the answer to “what’s in it for me?” from your members’ point of view. Be able to provide relevant answers to the problems or situations your members/potential members have. For instance, younger recruits may voice concern about the lack of social media presence or lengthy print information. And as an association, you may be hesitant to make that leap or aren’t fully aware of how you would make those changes happen. Do it anyway.

You need to shake it up when your members tell you to; they’re the driving force and the answers to the services you can ultimately provide.

4. Know your association’s value
When you get to the point of talking to prospective members, do you know what you’ll say? No more touting that networking is your greatest value. It isn’t. Based on the research you now have in your hands about what members want and what they aren’t getting from similar associations, you can provide! Incentives to join (free month of membership, discounted dues) will not sustain your membership numbers. Sure, they may be nice perks in the beginning, but unless you are prepared to offer them endlessly (and then what kind of perk is that?) you won’t see retention. Figure out what your value is and communicate that effectively. What will make others talk about you? No one talks about the ordinary; you want to be extraordinary.

(cont’d on page 18)
5. Test, track and repeat (or revamp)
Metrics are an important part of any membership recruitment strategy. Set up methods for tracking your recruitment processes, stages of engagement and how (and when) members make the decision to commit. Look at things such as website traffic, social media engagement, click-thru rates on e-newsletters, event attendance from non-members, etc. This information, compared with different times of the year and types of content and communication your association is generating, will give you insight into what’s working and what’s not in way of membership recruitment.

And if it’s not working? Change it up! In this age of real-time information and fast-paced media, there’s no reason to hold on to a membership recruitment strategy that isn’t proving its worth over a few months.

Getting them is the easy part, keeping them is the challenge
Once you’ve proved your success at recruiting new members, the hard part is retaining them. So as an added bonus, my sixth and final tip: Make it a no-brainer for new members to renew.

Once you’ve found your groove for recruiting new members, make it easy for them to want to renew. And I don’t just mean by online renewal processes.

Your current members are just as important, if not more so, than the prospects. Once you have them hooked and interested, they’ve paid their dues and they want more. Show them that what they signed up for is legit and that you’re true to your word about making your association the best fit for them. Interact with them, engage them at events, ask them to serve on committees and give valued feedback. Show your members how much you appreciate them.

Without them, your association will not survive.

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**WAA’s website is in need of help. And you know it!**

In fact, from last year’s member survey nearly all of the feedback we received specifically mentioned improving our website as very important for improving WAA’s service to Local Associations and to individual members as well.

In all fairness, when the current WAA website was set up in 2014, the purpose was to have ‘a site that was easier to use’ than the original one. WAA’s good friend, John Dorn from the Southern WI Landlord Association (Racine), volunteered to help, and John did a great job with the software that was available to him at that time. Without John’s help, WAA would still just be an online placemat.

But nowadays webinars, training videos, articles, presentations, downloadable forms, membership renewals, surveys, hyperlinks, forums, interactive maps, member profiles, idea exchanges, etc, all require a robust and scalable website.

And, as a result of those survey comments, Chris Mokler has been working for some time to try to upgrade our existing website. And, with John’s help, he’s had some modest success, but … but here’s the thing … our existing website simply isn’t adequate to meet our members’ needs! And you could put a nice down payment on a duplex for what webmasters want these days! But let’s face it, searching our site for a member profile is like asking a dial phone to turn on “Google”. Alright, maybe I exaggerate a bit, but you get the picture.

So, if you know of someone who has the proven skills and experience to develop a complex, scalable website, please have them call Chris (920-235-6470) or Paul (608-386-7082) to discuss a bid.

Meanwhile, if you (or your company) would like to make a tax-deductible donation or a matching challenge toward the development of the next generation WAA website, please send to “WAA Website Fund,” PO Box 2822, Oshkosh, WI 54903.

Thank you in advance for your suggestions/support from the WAA Executive Committee!
It's the Law
It's up to you to ensure your properties are compliant with your local and state laws concerning smoke and carbon monoxide (CO) protection.

7 Year Switch
Most CO alarms historically had a lifespan of 5-7 years, depending on the age of your property, alarms that were installed during construction are likely now due for replacement.

SC9120 LBL
Smoke & Carbon Monoxide Alarm
- 2 in 1 Protection
- End of Life Signal
- Perfect Mount – allows for easy alignment of alarm

COS1208N
Carbon Monoxide Alarm
- Latching alarm indicator, remembers which unit initiated an alarm
- End of life signal

BRK'S NEWEST ALARMS HAVE 10 YEAR WARRANTY & 10 YEAR BATTERY LIFE.

Be Safe, Replace

www.brkelectronics.com
Tips on How to Make Your Company Technologically Friendly to Continue Attracting Residents


The Millennial generation is more mobile friendly than any previous generations, meaning the days of paper storage and outdated computer systems is over. The Internet has reshaped the real estate industry since properties can now be viewed and utilized on a phone, tablet, or computer. Potential residents can take a virtual tour online of an apartment before committing to a real tour and have a plethora of information at their fingertips. Therefore, they are much more knowledgeable about the apartment market since online research is so easy to undertake.

The multifamily industry is now focused on what things millennials are looking for. Even though millennials are the most mobile friendly age group by far, many other generations still have the same expectations for ease of technology use as well. Regardless of age, if a person drives past your property and sees it is for rent, they should be able to easily search for that property on Google, find a comprehensive list of the property’s amenities, interior pictures, and contact information for a leasing specialist. Lack of pictures on your website paired with an unfriendly format doesn’t lead to much in terms of leads. On the other hand, putting virtual tours and videos on your website for each property gives people a sense of home and familiarity with a space they haven’t even stepped foot in. Virtual tours attract renters to your properties before a physical visit, making great progression in the leasing process.

Take a look at your demographic to determine what options are best for messaging options, and more. For example, the residents who are already with us can opt to have text and email alerts for a variety of functions. If a service request is completed, an email is sent immediately to the designated resident with the results of the visit and any other comments.

Residents want to feel comfortable with you without even needing to come into the office. Young students can feel shy and nervous coming into a leasing office, but the text, chat, and email relationship built between your agents and residents builds a rapport. That rapport makes each resident’s trip to the office much more calming.

“More Google searches take place on mobile devices than on computers in 10 countries including the US and Japan”

The number of searches conducted on desktop computers is quickly being overtaken by smartphones. There is now a skewed ratio towards searches conducted on a mobile device versus a traditional computer or laptop. Your website may look exceptional on a desktop screen, but does it look just as compelling on an iPhone? Having a versatile website platform is crucial in putting your best foot forward as a property manager. Further, if your target audience cannot be reached through mobile search, you will miss out on impressing people with your beautiful properties. When brainstorming for which apartment features you want to highlight on your website, you should again target your demographic. Our Latitude 29 Luxury Apartments offer both hi-speed Ethernet and a cable package for residents. These amenities are included in rent and help make us stand out as a company. Since we cater to students, they are more mobile than the regular millennial because of online classes and Netflix. When students look on the website and see that Ethernet and cable is included in rent, they are much more likely to keep us in mind when searching for an apartment.

Lastly, the emergence of the digital world of real estate as a force to be reckoned with has created one more demand from residents: urgency. Having the world at your fingertips with the simple touch of a button is a feeling that millennials are all too familiar with. Millennials are accustomed to finding information instantly after typing a few phrases into their search browser. Make sure your brand name is readily accessible, and on many platforms too. Pinterest, Instagram, and Facebook are just a few options for creation of a new account. These social media sites are great opportunities to establish a brand with viewers and share how great your apartments are.
Should You Manage Your Rental Properties Yourself?

From www.american-apartment-owners-association.org

When investing in rental properties, there are a lot of tasks that need to be done on a regular basis if you want to find success. From placing ads to taking phone calls to showing properties and more, a landlord has a full list of responsibilities to handle if they want the process to return a great profit long-term. However, all that work doesn’t need to be done by you. Professional property management companies can take care of most of the above list and more, but management companies are not a perfect solution either.

So should you manage yourself or hire someone else? Although there is no “one size fits all” solution, there are several key issues that a real estate investor should consider before making the decision.

How Much Does Property Management Cost?

Property management fees vary by location, but typically for a single family house or small multifamily property, you’ll be looking at 8–12% of the rent in a monthly fee and a large, one-time fee each time the unit is rented. This placement fee is often 50% of the 1st month’s rent all the way up to the entire 1st month’s rent. Some managers also charge a “renewal fee” each year, as well as “marking up” the maintenance costs.

For a property owner who doesn’t have a lot of cash now, property management can quickly turn a decent investment into a negative cash-flowing investment.

Of course, the other side of the coin is that by allowing a manager to look after a property, it frees up the investor’s time to do “higher value” tasks, like finding more rental properties. If a management company costs $2,000 per year, but the time saved helps an investor buy one more property per year that nets him or her $5,000 in cash flow, then the savings might be worth it.

Are You Willing to Learn How to Become a Landlord?

People are not born with natural landlord skills. So, perhaps one of the biggest questions to ask yourself when deciding whether to manage yourself or hire an outside company is this: will you invest the time needed to learn how to become a great landlord?

But maybe you are simply not interested in learning how to become a good landlord and you are more interested in “just owning.” Nothing wrong with that – and, in this case, it would be better to pay the several thousand dollars per year to avoid losing tens of thousands on your investment.

And yes – if you manage ineffectively, you can definitely lose tens of thousands of dollars.

Property Management Doesn’t Mean The Investment is 100% Passive

Keep in mind that hiring property management is not going to make your investment totally hands-off. The painful truth is, a lot of property management companies are terrible. Becoming a property manager is not a difficult task, so the market is saturated with managers who have no idea what they are doing. At best, these managers are terrible at getting units rented, horrible at communication with the owner, slow at getting repairs completed, and allow the tenant to let the property fall into disrepair. At worst, they could steal, lie, and cheat their way into the owner’s pocketbook and completely destroy an investment.

Even if you hire a great manager, your job as the owner is not completely work-free. You must continue to manage the property manager and ensure they are doing their job correctly. One of the biggest complaints from owners about property management companies is “they just don’t care about my property.” And with hundreds or even thousands of properties under management, it’s probably the truth. Your property does not stand out to them from the others. When they have 50 vacancies at one time, yours included, they are trying to fill all of them at once.

They don’t have an incentive to get just yours rented, which could cause the property to sit vacant longer. On the other hand, professional property management companies have a much wider reach for finding tenants due to the marketing they run. While you might put up a Craigslist ad or sign in the yard, they may have hundreds of signs and ads all over town, with dozens or hundreds of potential tenants calling every week. They also may negotiate “bulk rates” on their services, which could bring down the cost of some maintenance.

If You Decide to Hire Property Management – Do This

If you do decide to hire a property manager to run your rentals, do your due diligence and find the best manager in your town.

Ask other local landlords for referrals, interview dozens of companies if you have to, ask the hard questions, talk with their current clients, and don’t be afraid to fire a bad manager.

My wife and I have managed our own properties since day one. On the couple of occasions we have attempted to hire a property manager, we leave quickly with the realization that we do things ten times better! We don’t say this to brag; we say this to inspire! You can manage your properties, and you can maximize your returns. It all comes down to knowing that nobody cares about your property or about your investment as much as you do. Anyone can manage, but managing effectively is a skill that must be learned and perfected.
2016 Application for Membership

Name(s): 

Business Name: 

Mailing Address: 

City: State: Zip: 

Home Phone: Business Phone: 

Fax Number: Email: 

Number of Units (owned and/or managed): 

- Prefer print copy of WAA News – Please add $35 to membership fee below. 

- Please keep my information private – Info provided will not be included in lists sold. 

Signature: Date: 

Enclosed are annual dues of $60 payable to Wisconsin Apartment Association (WAA). Mail completed application & payment to PO Box 2922, Oshkosh, WI 54903. Please apply $10 surcharge to payments made by credit card. 

- Check Attached: # Name on check: 

- Credit Card #: Exp. date: CVV#: Name on card: 

Wisconsin Apartment Association – PO Box 2922, Oshkosh, WI 54903 920-230-9221 admin@waaonline.org www.waaonline.org
Real Estate Investing: The Ultimate Guide to Cashflow, Profit, & Wealth, With Residential Property
By Bob Silva

Overview
Smart Ways To Start Real Estate Investment

Learn the how-to’s and avoid common lethal mistakes!

The real estate market has driven the entire globe into greater investment opportunities, and that being said, investing in real estate can provide a stable cash flow, great tax benefits, protection against inflation and many more!

If you want to get involved in real estate investment then you have come to the right place!

Investing: The Ultimate Guide To - Cashflow, Profit & Wealth, With Residential Property provides a detailed overview of what real estate investment looks like, how to start, and what you should look out for when buying a property.

Here's a glimpse of what you'll be learning from this book:
- FAQs On The Subject
- Advantages Of Real Estate Investing
- Disadvantages Of Real Estate Investments
- Tips For Beginners
- Types Of Real Estate Properties
- Mistakes To Avoid While Real Estate Investing

This book will show you how you can benefit from real estate investment. You will learn how to find great deals, search for the right broker, experience huge return of investment, and become successful over all!

If this is your first time, then there's no need to worry. This book will guide you each step of the way, making sure you are on the right track!

Stay Alert!
From www.american-apartment-owners-association.org

If you frequently run ads on Craigslist you should be aware that scammers can grab information and use it to commit fraud.

For instance, they can pirate the ad and insert their contact information, and maybe some enticements — like lower rent, to attract applicants. Then, they ask for deposits or application fees for rentals they don’t own, steal the money, and disappear.

It is also important to monitor your online profile, and find out if tenants may be using the Internet to write unflattering comments about your property.

To monitor your online information, try Google Alerts. It’s free and easy, and may help you save money down the road.

Just visit the Google Alert page and enter the keywords you want to track — the property address, your business name, your name. If you don’t have a free Google email account, you will need to set one up. Just run through the settings options and you are good to go.

If you start to receive unrelated information, go back in and limit your alert keywords. For instance, you may want to only enter the address number and street name of your property, not the city and state.
Two thumbs up for two decades.

20+ Years Average Customer Tenure. 98% Customer Retention.

(Sure, we could try and sell you on all the benefits of having WASH manage your laundry room, but we think our track record with customers speaks for itself.)

800.421.6897 ext. 1600   www.washlaundry.com