RESIDENTIAL Resource
NARPM™
THE OFFICIAL MONTHLY NEWS MAGAZINE OF THE NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS

SUMMER'S HERE

Why property managers must treat themselves as VIP clients

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p9 6 additional business ideas for property managers

p15 6 steps to start a dynamic company culture

p24 Focal Point: Elevating relationship management

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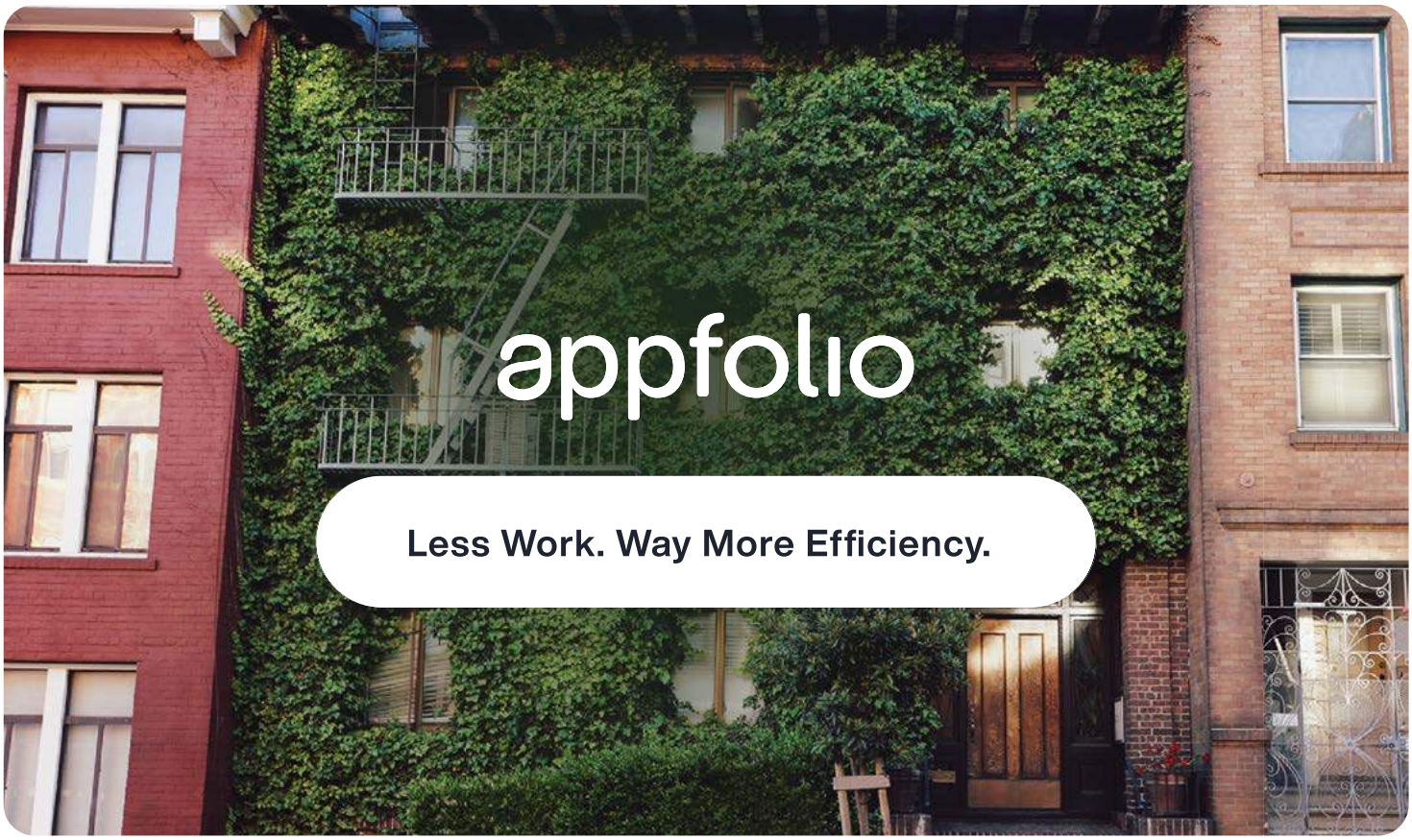

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NARPM® provides resources for residential property management professionals who desire to learn, grow, and build relationships.

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NEW MEMBER REFERRALS • APRIL 2024

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Justin Carrow	Jennifer Hopkins
Logan Cook	Mary Nadine Cook
Randy Cox	Deborah Setzer
Brindy Crippen	Jessica Maloney
Joel Daniels	Charity Daniels
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Sarah Hatch	Angela Hensley
Tiffany Izenour, RMPC	Dale Brundage
Shirley Johnson, MPM® RMP®	Tiffani Peters Hill
Demetria Kalfas-Gordon	Davit Hakobyan
Demetria Kalfas-Gordon	Syuzanna Hakobyan

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Adona Lowery, MPM® RMP®	Dana Brown
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Matthew Whitaker	Josh Heintz

EDITORIAL MISSION

Since 1989, the NARPM® news magazine has been a key focal point for the organization. The *Residential Resource* keeps members up to date on association events and provides valuable industry advice and insight. NARPM® members receive the *Residential Resource* as part of their membership, included in their annual dues.

The *Residential Resource* is published monthly, with occasional combined issues. Submit articles by email as a Word doc to: publications@narpm.org. You will be advised if accepted. Items mailed in for publication cannot be returned. Address changes may be forwarded to NARPM® National. NARPM® reserves the right to edit or refuse all publications for content and selection. Members are encouraged to submit articles for publication. Printed articles help earn members credit toward their designations.

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SUBSCRIPTION

If you are not a member of NARPM® and wish to receive a yearly subscription to *Residential Resource* for $49.95 per year (11 issues), please contact info@narpm.org to sign up.

NARPM® ANTITRUST STATEMENT

It is the policy of NARPM® to comply fully with all antitrust laws. The antitrust laws prohibit, among other things, any joint conduct among competitors that could lessen competition in the marketplace. NARPM®'s membership is composed of competitors; they must refrain from discussing competitively sensitive topics, including those related to pricing (such as rates, fees, or costs), individual competitors or specific business transactions, or controlling or allocating markets. NARPM® shall not restrict members' ability to solicit competitors' clients. NARPM® shall not restrict members' ability to advertise for business, provided the advertising is not false, deceptive, or otherwise illegal.

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FROM THE DESK OF THE Chief Executive Officer

NARPM® stays connected, growing, even when you disconnect for well-earned downtime

If you want to know how your operations would fare if you took off, disconnect for a few days, and see how your team handles operations while you are gone. Are you running your business, or is your business running you?

Happy June! I just returned from a cruise to Alaska, where I was totally disconnected from email. This was a first for me, and I have to say it was refreshing! The team back at our office handled everything flawlessly. I returned with only a few issues to address as they kept things running smoothly, which proves we have a great team working on behalf of NARPM®!

If you want to know how your operations would fare if you took off, disconnect for a few days, and see how your team handles operations while you are gone. Are you running your business, or is your business running you?

NARPM® is staying extremely busy this year. Here are a few actions that are happening right now.

The Professional Development Committee approved a change to the application that allows companies with multiple offices to complete one application and pay one fee that will allow all their branches to use the CRMC® if the branch has NARPM® employees. With companies growing, NARPM® knew that the CRMC program had to grow with them.

You can find information at https://www.narpm.org/education/designations-and-certifications/certified-residential-management-company/, or email designationinfo@narpm.org.

The Board of Directors approved changes to the Member types by combining Professional and Support Staff Members into a new class called "NARPM® Member." The staff will spend the next six months, effective January 1, 2025, updating everything to the new definition of a "NARPM® Member." NARPM® will continue to retain Affiliate and Associate Member Classifications.

These changes will enable NARPM® to increase the quality of membership and open NARPM® to individuals who handle any aspect of the professional delivery of residential management services This change will also give a stronger base for volunteers at the Chapter level.

As the industry is changing, property management companies are growing and are developing more positions that support the delivery of services for the residential management. Some of these new positions mean that the people supporting the delivery of services may not be managing properties for others, so therefore would not qualify under the current definition.

The Marketing/Communications Committee is looking into marketing NARPM® to real estate agents involved in property management but who are not NARPM® Members. They will begin test marketing efforts in the Fort Worth/Dallas, Texas, area and then review responses.

The Professional Development Committee is reviewing the designation candidates check list to bring them up to date, along with marketing Why Use a NARPM® Member with a designation. They are using videos and testimonials to get the word out of NARPM® education and designations. Have you checked out one of the rewritten three-hour education classes? We are getting good reviews.

Our Governmental Affairs staff is spending more time in D.C. pushing for legislation to help you, the property manager. NARPM® is being invited to the table to talk about issues and how to effectively handle legislation as it arises. We had our first success with a piece of NARPM® legislation that came out of the Committee! Watch for details.

Watch your email, too. As part of the NARPM® 2.0 study, you have received an all-member survey on your membership in NARPM®. Please take time to complete the survey as we look at benefits and services for you, the Members. The facilitator and task force are aiming to have results in the fall.

Do you have time to help NARPM®? We are looking for volunteers to help with the Capitol Summit program planning. Mark your calendar. The Capitol Summit event will be held Feb. 4-6, 2025, at The Royal Sonesta, Dupont Circle, Washington, DC. It will have a structure like the 2024 event, where we will have a legislative day on Thursday and mastermind sessions to help in your daily PM world. If interested in assisting, please email conventioninfo@narpm.org.

Have a great summer, and talk to you soon!

Gail S. Phillips

Gail S. Phillips, CAE
NARPM® Chief Executive Officer

NARPM® Convention & Trade Show Chair Spotlight: Michelle Baker, RMP®

Name, designations, company, location: Michelle Baker, RMP®, PURE Property Management of Alabama

I've been in a NARPM® Member since: 2020

I became involved with NARPM® because: Of the strong recommendation from my former boss, Bryan Jenkins, who was deeply engaged with the organization through his work in property management.

The most fulfilling thing about the behind-the-scenes planning of the NARPM® Convention & Trade Show is: Witnessing the culmination of months of meticulous preparation transform into a dynamic and enriching experience for attendees. From crafting engaging educational sessions to coordinating networking opportunities and ensuring seamless logistics, every detail contributes to creating a platform where property managers can learn, connect and thrive.

The thing I'm most excited about with the Convention this year is: The opportunity for networking and collaboration. Bringing together professionals from across the property management industry offers a unique chance to exchange ideas, learn from each other's experiences, and forge valuable connections that can propel our businesses and careers forward.

One great takeaway I've learned so far as Convention Chair is: The power of teamwork and collaboration. Leading the planning efforts for such a significant event has highlighted the importance of leveraging the diverse talents and expertise of the organizing team. By fostering open communication, encouraging creativity, and delegating responsibilities effectively, we've been able to tackle challenges head-on and achieve ambitious goals together.

My favorite thing about being Convention Chair is: The opportunity to make a meaningful impact on the property management community. Being Convention Chair also provides a platform to collaborate with passionate individuals who share a common goal of advancing our field, creating a sense of camaraderie and purpose that fuels my enthusiasm for the role.

In my opinion, the greatest challenge facing the property management industry today is: Striking the delicate balance between leveraging technology for efficiency while maintaining a personalized and human touch in customer service. As technology continues to revolutionize various aspects of property management, from automated maintenance requests to online rent payments and virtual property tours, there's a risk of losing the personal connection and individualized attention that tenants and property owners value.

NARPM® membership is important to me because: It provides invaluable opportunities for professional growth, networking and staying informed about industry trends and best practices. As a property manager, being part of NARPM® gives me access to a supportive community of like-minded professionals who understand the unique challenges and opportunities within the industry.

My favorite NARPM® benefit is: The extensive network of professionals it offers. Being part of NARPM® connects me with a diverse community of property managers, vendors, and industry experts who share valuable insights, experiences, and resources. This network provides a supportive environment where I can learn from others, exchange ideas, and collaborate on solutions to common challenges in the property management field.

My best advice for those who want to get involved in NARPM® is: To take advantage of the many opportunities for engagement and participation offered by the organization. Attend events, get involved, participate in education and training, network. By actively engaging with NARPM® and taking advantage of the resources and opportunities it offers, you can not only enhance your skills and knowledge as a property manager but also contribute to the advancement of the industry as a whole.

My favorite pastimes are: A blend of exploration, connection and creativity. From embarking on adventurous expeditions in my Jeep locally or through the Great Smoky Mountains, where we seek out black bears and wind along mountain roads, to cherishing meaningful moments with my family, each experience fills me with profound joy.

Fellow NARPM® Members would be surprised to know: I have a deep passion for writing. Delving into the realm of imagination and expression through storytelling not only fuels my creativity but also serves as a means of self-exploration. It's a liberating experience where I can freely express myself without fear of judgment.

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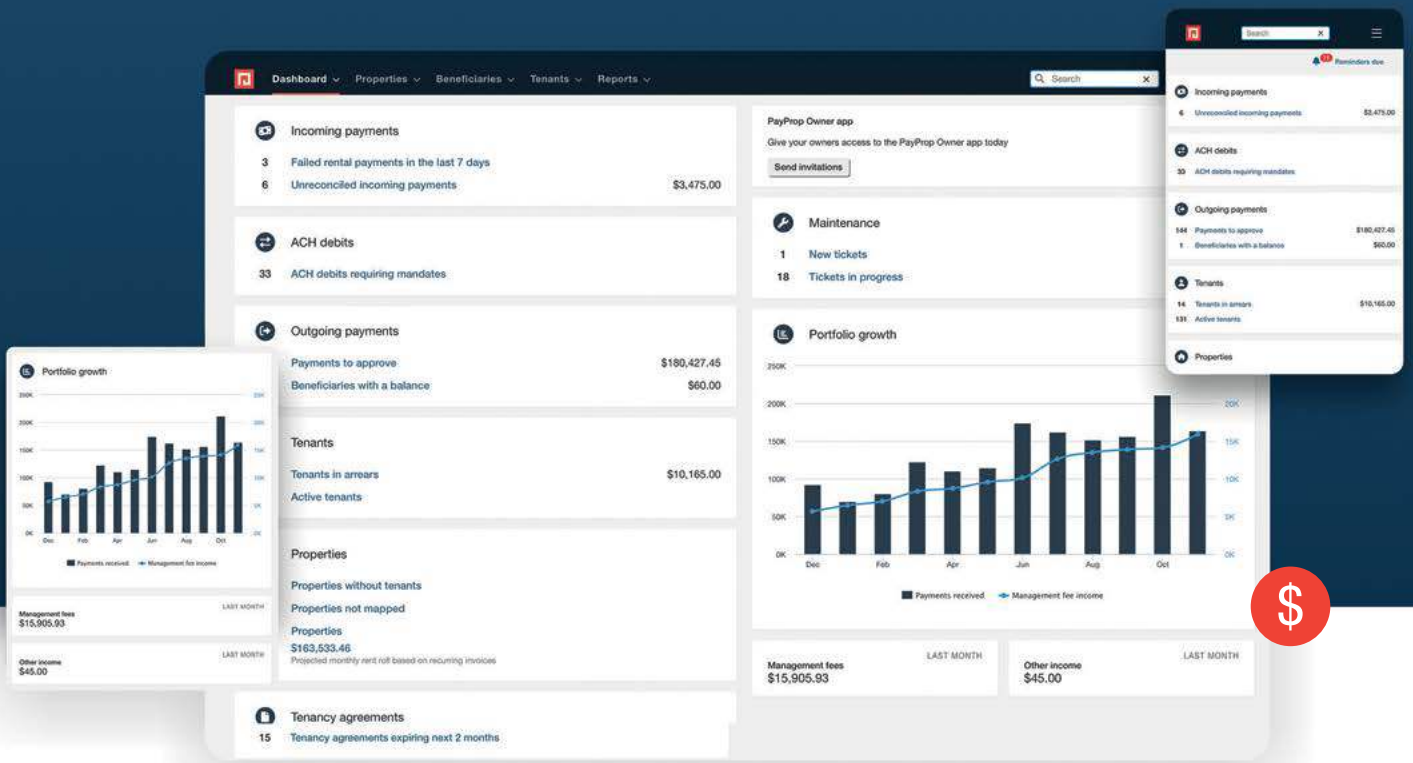

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6 additional business ideas for property managers

Samantha Ferreira *is a seasoned, successful and versatile professional in the rental payments industry, with a background in conveyancing and IT, and skills in negotiation, analytics, customer service and sales. She is a respected PayProp platform ambassador and trusted expert in the industry. As Head of Client Services at PayProp North America, Samantha is dedicated to creating value for clients and stakeholders while contributing to the growth and success of the property management industry.*

Did you know your property management business can unlock great opportunities just by leveraging existing skills and resources and even your existing client book?

Diversifying your business not only generates more business, but also helps provide resilience against rental market downturns. So why not give any of these side hustles a spin?

LANDSCAPING AND OUTDOOR SERVICES

Adding landscaping to your service offerings can be a great addition, especially when managing single-family rentals with yards.

Property owners will pay a monthly or seasonal sum for regular landscape maintenance services like lawn care, tree and shrub pruning, weeding and snow removal. You may even want to consider offering pressure washing, gutter cleaning, or window cleaning.

You can build out this service by either building an in-house team or partnering with external landscaping professionals. It pays for itself!

CONSULTING SERVICES

Make the most of your deep local industry knowledge by offering property management advice to hands-off property owners, future investors or even other property managers.

Property owners – both current clients and prospects – may be looking to expand their rental portfolio or run their existing assets more efficiently, and they're often willing to pay for your valuable market insights and analysis that informs better investment decisions. They might also need your help in navigating changing regulations and compliance requirements.

ONLINE EDUCATION RESOURCES

Like the gift that keeps on giving, your consulting services and resources can bring in ongoing returns.

Developing educational resources for property investors or aspiring property managers is a valuable way to share your expertise, establish authority in the industry, and generate passive revenue.

Invest the time (or enlist help) in creating comprehensive materials such as e-books, how-to guides, or video tutorials on subjects including property investment, management best practices, and legal compliance. Have a watertight lease that's served you well over the years? Make it available as a template.

You can then repurpose this content into online courses, a webinar series, live workshops or seminars – and charge for admission!

FURNITURE RENTALS

Furnished rental properties command higher rents than unfurnished ones – but did you know you can rent furniture separately?

Include essential furniture items for living spaces, bedrooms and kitchens, and perhaps some decor in various styles to cater to the diverse preferences of the customers you may attract.

Go the extra mile and offer delivery, setup and removal services. By managing logistics and installations yourself, you can ensure a hassle-free experience for tenants and landlords.

PHOTOGRAPHY SERVICES

Speaking of staging, there's potentially even more to gain in the creative side of real estate.

If you or a staff member has experience in real estate photography and editing, consider offering photography and video services to brokers, property managers, and even independent landlords looking to elevate their property listings.

In today's digital age, there is a high demand for visual content, ranging from professional listing images to interactive virtual tours and short-form videos for social media. These are particularly valuable when the market favors tenants or buyers and housing providers seek a competitive edge.

INVEST IN RENTAL PROPERTIES YOURSELF

Few are more qualified to be property owners than a seasoned property manager. Buying rental properties outright allows your business to build equity, enjoy tax benefits and generate passive income.

PACE YOURSELF

Though it's tempting to dive headfirst into a dozen exciting projects at once, adding one or two income streams at a time instead ensures you maintain control and effectiveness.

Plus, with each new income stream comes new responsibilities. Take stock of your business's capacity and choose opportunities that fit within your bandwidth while playing to your strengths and passions.

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Anne Lackey *is the co-founder of HireSmart Virtual Employees (https://hiresmartvirtualemployees.com/) and HireSmart Cares (https://hiresmartcares.org/). In the past two decades, she and her husband, Mark, have started seven successful businesses. She started as a real estate investor in 2001 and a Broker/Owner in 2005. She worked in various human resources and sales roles in corporate and officially left her last corporate position in 2009. She is a four-time best-selling author, contributor to Forbes, staffing coach, recruiter, trainer and consultant.*

Summer's here: Why property managers must treat themselves as VIP clients

As a property manager, you're used to prioritizing others — the tenants, the owners and the properties themselves. But it's time to add one more to your list: yourself. Treat your vacation time with the same importance and dedication you give to your most valuable client.

When you have an important client meeting, you block off time in your schedule, prepare diligently and give that client your full attention. You wouldn't dream of canceling or shortchanging that meeting, would you? Don't do that to yourself, either.

We often confuse a vacation with a luxury, but taking time off is an essential part of our mental cycles in the same way that sleep matters. We're not OK if we're constantly running on fumes. So, the "work you" must acknowledge the "personal you," which is difficult for workaholic property managers.

Before we dive into strategies for making your vacation a reality, I want you to take a moment to visualize your ideal getaway. Take that stress and set it to the side. Now close your eyes and picture your escape: Are you an on-the-go vacationer eager to explore new cities, traipse scenic trails or try exciting adventures? Or do you prefer to chill out on a sandy beach with a good book and the soothing waves in the background? Maybe your perfect vacation is a cozy cabin retreat filled with quiet mornings, beautiful hikes and evenings by the fire.

Whatever your ideal escape looks like, hold that image in your mind. That's the VIP client you need to start prioritizing.

Prepare for your "vacation client" just as you would for any other important meeting — delegate tasks, set up systems and communicate with your team. And when your vacation time arrives, give it your full attention. Unplug from work, immerse yourself in rest, and give yourself the same care and dedication you offer your properties and clients.

THE CHALLENGES OF UNPLUGGING

Of course, the nature of property management makes it difficult to disconnect completely. Emergencies don't follow a schedule, and issues can arise anytime. The fear of something going wrong in our absence can make it hard to relax and enjoy our time off.

There's also the guilt factor. It's easy to feel like we're letting our team, clients or properties down by taking time for ourselves. We may worry that things will fall apart without us or that we'll return to a mountain of work piled up in our absence.

But here's the thing: These challenges and fears are precisely why prioritizing vacations is so important. Operating in a never-ending state of stress and guilt is not sustainable for you or your business. You must trust your team, your systems, and yourself enough to step away and recharge.

And remember that a significant part of vacation isn't the trip itself but the anticipation. A nice time on the horizon helps during stressful moments. It's why we love Fridays, right? The weekend awaits. So make sure to put the "Fridays" into your yearly calendar, too.

PREPARING YOUR TEAM FOR YOUR ABSENCE

Here are some steps to ensure smooth operations while you're gone:

Give ample notice: Inform your team of your vacation plans well in advance so they can mentally and logistically prepare for your absence.

Continued on next page

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Designate a point person: Appoint a trusted team member to be the go-to person in your absence. Make sure they're comfortable with this role and have the necessary authority to make decisions.

Create a contingency plan: Work with your team to develop a strategy for handling various scenarios that could arise while you're away. This could include maintenance emergencies, tenant complaints, owner requests, etc.

Document processes: Ensure that critical processes and procedures are well-documented so your team can reference them easily in your absence. This could include rent collection, maintenance request handling, lease signings, etc.

Conduct cross-training: Cross-train your team members on essential tasks to share and cover responsibilities while you're out.

Have a communication protocol: Establish clear guidelines for when and how your team should communicate with you during your vacation, if at all. Set expectations around response times.

Empower decision-making: Give your team the authority to make decisions in your absence. Provide guidelines, but avoid micromanaging.

Set up auto-responders: Use out-of-office auto-replies on your email and voicemail to inform people of your absence and redirect them to the appropriate team member.

Do a final check-in: Before you leave, meet with your key staff to ensure everyone knows their roles and responsibilities while you're away.

Let go and trust: Once you've done the preparation, the most important thing is to let go and trust your team. Resist the urge to check in constantly. Enjoy your well-deserved vacation!

Continued on page 19 "Summer"

We often confuse a vacation with a luxury, but taking time off is an essential part of our mental cycles in the same way that sleep matters.

A designation is what sets you apart from your competition.

Be #NARPMSmart

Designees approved at the April 2024 Professional Development Committee meeting

Adrianne Angel, MPM®
Prop Property Management
Brookfield, CT

Jeffery Ley, RMP®
Jeff Ley Real Estate Inc.
Nashville, TN

The Professional Development Committee now approves Designation Packets monthly.

- Please submit your packet by the **15th of each month** to be approved.
- Deadline to submit your packet to receive your award at the **2023 NARPM® Annual Convention** was **Friday, August 4, 2023**.

You must be a Member of NARPM® National in order to be eligible to apply.

***There is a new upload system available to submit your designation / certification documents. To receive instructions to upload your documents to the new upload system, please email: designationinfo@narpm.org

Join the other 1,000+ NARPM® Members who have earned their designations or certifications.
Contact designationinfo@narpm.org for more information.

The power that comes with increased knowledge and confidence is tangible. It's what sets you apart from your competition. **Professional designations from NARPM® have an impact on your company and your clients and the results translate directly to the bottom line.** Add the credibility of our professional designations to your name and to your company name!

NARPM® designations* are earned with a combination of property management experience, NARPM® and industry education, and service to the association through volunteer activities. You may have taken clock-hour courses to maintain your license. Imagine the gains when the courses are specifically focused on what you do as a property manager and are being taught by a property management professional. Take it one step further and envision networking with other experienced property managers from across the country. Earning your NARPM® designation will bring a whole new dimension to your daily tasks.

*You must be a member of NARPM® National in order to be eligible to apply for a NARPM® designation or certification.

Many of you have already started the designation process and some of you have all the necessary items to complete your designation. You just have to send them in. What's stopping you?

6 steps to start a dynamic company culture

MyHealthily Vice President **Jeremy McLendon** *began his insurance career in 2006 and takes pride in navigating the ever-changing landscape of health insurance and identifying solutions to the everyday problems that plague Americans in today's world of healthcare. He earned a Bachelor of Arts degree in Environment Science/Public Policy from Berry College and joined MyHealthily at its inception.*

A dynamic company culture is not about beer on draft, lounges, a snack bar or game room, or hybrid or remote work. It is much deeper than those things.

Here are six steps to help you evaluate your company and team and see how you can create a more dynamic company culture to better serve your employees, your customers and your community.

THE BASICS ARE CLEAR

Everyone starts somewhere this we know, so why not start with the simple things you may already have in place when working on your company culture. Look at your company's values, mission statement, passion, and vision.

These items may be older and might need some tweaking to fit your current goals as a company. Change these as needed and ensure they are clear and simple. Then share your new vision, mission, and values with your entire team!

SUPPORT YOUR TEAM

Speaking of teams, have you looked at yours lately? Are they getting everything they need? This is a great question to ask during the current job market. Compensation is at an all-time high, and so are expenses. Ensure your team is supported in as many ways as possible.

Support can be more than compensation. It can be paid time off, banking holidays, rolling paid time off to the next year, maternity/paternity/adoption leave, 401k, vesting interest and health insurance.

LEADERS LEAD

This may sound a bit redundant, but look at your leadership team. Are they putting forth the effort? Are they able to meet the standards of your new vision and mission statement? Your leaders are the lifeline of your company culture. They are the beginning of the culture in many aspects. Give your leadership the space to mentor the team, help them grow and feel appreciated in their role.

CULTURE IS A FEELING

Culture is more than your values and mission. It isn't your logo and slogan. It's not how your team dresses or how you greet the customer. It is so much more than these things, although these make up the outward view of your culture. It is about the ties that bind your team together. It is feeling appreciated, knowing you are supported and you have space to grow in your field.

Creating a dynamic company culture means friendship, understanding, humor, learning, problem-solving and decision-making, working towards a goal together.

Culture is how your team feels when they are at work and how they view work when home. To know where your company can grow, talk to your team and ask them to be candid about their views on work.

Culture is more than your values and mission. It isn't your logo and slogan. It's not how your team dresses or even how you greet the customer.

RISKS ARE ENCOURAGED

When was the last time your team stepped out of its box, came up with a new idea and then you used it? Encourage your team to step up and bring ideas to the forefront, then put some of them into place. If after putting an idea to work it doesn't seem to fit the need, make changes, or try something else. Failure is not trying and not succeeding, failure is never trying in the first place.

RECOGNITION ABOVE AND BEYOND

Everyone likes to be needed, and there is nothing better than hearing you did well at something. It can be as simple as a shout-out meeting where everyone notes how someone else helped them this week or a praise board with sticky notes. Thanking someone for doing something helpful takes seconds and means so much. Something so simple helps unify your team, helps leaders be better leaders, and changes a mindset.

These six steps could be a huge shift for your company, or a few small changes that make a world a difference for your team.

DISCUSSION BOARD Hot Topics

WHAT HOT TOPICS ARE PROPERTY MANAGERS CURRENTLY TALKING ABOUT?

NARPM® maintains Discussion Boards in the NARPM® Community for several specialties within the organization. These Discussion Boards enable members to stay in contact and to share questions and concerns as they arise. If you would like to participate in one of these groups, visit **community.narpm.org** and look for **Communities**. Member login is required. Discussion Boards are only available to NARPM® members.

Statements of fact and opinion are the responsibility of the authors alone and do not imply an opinion on the part of the officers, staff, or Members of NARPM®. Any legal matters or advice mentioned herein should be discussed with an attorney, accountant, or other professional before use in a particular state or situation. All readers are responsible for their own investigation and use of the information.

Q ***I am getting workers' comp for my office staff. Workers' comp will eventually come and audit our payroll to make sure we have the proper amount of premium coverage. I am thinking ahead here. Regarding the vendors we pay with the owner's money to make repairs on the property…does anyone know if their payments somehow get sucked into the audit?***

I want to avoid WC suddenly wanting to see proof of certificate of insurance (COI) from my plumber, handyman, etc. when I am really just getting workers' comp on my office staff. The vendor expenses don't show up anywhere on our business profit and loss statement because it's not our money; it's the owners technically paying. I understand the risks of vendors not having workers' comp but am just concerned from an audit-risk perspective. If anyone has any thoughts, I would appreciate it.

A *This is a great question. I see you are in New Jersey? If you're in another state, it might depend, but generally, if you are subcontracting or hiring others to do repairs, mowing, etc. (even for your owners) and do not have a COI from the vendor/contractor showing workers' comp coverage, the carrier will most likely charge you for the cost of the vendor/contractor's services as payroll. Furthermore, it would also be good to cover yourself [with a] good-risk transfer: the agreement you have with your vendors and your management agreement.*

A *Workers' comp usually audits annually, and we produce all COIs.*

A *(OP) When they audit you, what do they audit? Just your payroll? How can they audit your vendors for workers' comp if your vendor payments do not show up on your profit and loss?*

A *It's an online form, and we upload a zip file of the COIs. Part of workers' comp is a requirement that you have a COI for all vendors. In theory, if they discover that you've paid a vendor without a COI, the insurance company can charge you what the appropriate COI coverage charge would have been.*

We have never been asked to provide invoices or any other information about how much we paid into which vendor we paid, but my guess is, if they really wanted it, the insurance policy permits them to request that information to prove that you're not doing work without appropriate COI.

Frankly, I can't any answers regarding payroll as it has been almost a year since the last audit. However, I do believe they ask for the names and salaries of all being paid.

A *We're in North Carolina, and we require all our vendors to have workers' comp and to provide proof of workers' comp and [general ledger]. We monitor it regularly to make sure everyone remains compliant. I recently spoke with our insurance representative, and she said that technically we don't have to have proof of their workers' comp since they are vendors, not employees. However, past rulings by the insurance powers-that-be have proven that liability claims roll uphill, so to speak, and land on the first available insurance policy. If someone made a worker's comp claim and the vendor didn't have anything, they would come looking for whoever hired the vendor, and so on, until the claim is satisfied.*

A *(OP) My insurance rep said the same…that they wouldn't audit the vendor, but it appears it depends who you talk to. Seems the conservative approach is to make sure as many vendors as possible have workers' comp. That's what we are doing, with a few sole proprietors who do not require workers' comp in New Jersey. The only problem is with handymen most only have general liability insurance (if anything at all). So, we might look to just use handymen that are sole prop that have at least general liability while trying to find a couple that do have the workers' comp.*

Continued page 19 "Discussion Board"

That's Regional Vice President

The RVP Bulletin:

Embracing the role of Southwest RVP: a journey of growth and community

Ben Parham, RMP®, *is the President and Managing Broker of Integrity Realty & Management, Inc. in Greenwood Village, CO, and Southwest RVP for NARPM® in 2024-25. A veteran of the United States Navy, Ben proudly served as a Cryptologic Technician (Technical) 2nd Class Petty Officer, where he was awarded the Joint Service Achievement Medal, two Navy Achievement Medals and a Good Conduct Medal. Ben served as the President of the Denver Chapter of NARPM® in 2018.*

As NARPM®'s Southwest Regional Vice President (RVP), I am filled with excitement, a deep sense of responsibility, and, if I'm being honest, a little apprehension. After all, I'm following in the footsteps of some great former RVPs – some of whom later went on to become national Presidents – so the expectations are high!

Serving NARPM® has been an honor, and stepping into this new role allows me to contribute to the growth and development of our vibrant community in a more impactful way.

Reflecting on my journey, I vividly recall my first NARPM® event back in 2015, a Broker/Owner Conference, that further ignited my passion for this industry and propelled me into active involvement with NARPM®. From that moment, I recognized the importance of attending NARPM® events for professional development. These gatherings serve as invaluable platforms for networking, learning, and staying abreast of industry trends and legislative issues.

I also recognized the benefits of getting involved at the local level, so I came home from that first conference and immediately jumped into everything the Denver Chapter was offering in my area. By the next year, I was elected Treasurer, and my NARPM® leadership journey began!

One of the most rewarding aspects of my role as RVP is the opportunity to travel across our region and meet with local Chapter leaders and Members. With 11 outstanding Chapters and approximately 840 individual Members in our region, I am continually inspired by the dedication and passion of our community.

Each Chapter brings its unique perspective and expertise, contributing to the richness of our collective knowledge. I firmly believe that if you want to find the best-of-the-best property managers, simply go to the local NARPM® Chapter in any area. Not because those who join NARPM® are already the best, but because those who join and are involved in NARPM® are dedicated to the profession and committed to becoming the best at what they do!

> "Legislative issues loom large for many of our Chapters, with increasing legislation aimed at further regulating and limiting landlords and property managers. Navigating these challenges requires vigilance, advocacy, and a unified voice at the grassroots level."

In my journey as RVP, I am grateful to be supported by two exceptional Regional Ambassadors, Taylor Haas from Denver and Krystal Sherry from Las Vegas. Together, we are committed to supporting and empowering our local Chapter leaders to do the great work they are doing for their respective Members. We have one primary mission… foster collaboration and excellence within our region.

Legislative issues loom large for many of our Chapters, with increasing legislation aimed at further regulating and limiting landlords and property managers. Navigating these challenges requires vigilance, advocacy, and a unified voice at the grassroots level. Through NARPM®, our local leaders and members are standing together to protect our industry and advocate for policies that promote fairness and prosperity for our industry.

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However, beyond legislative advocacy and professional development, I've always felt that the true essence of NARPM® lies in its sense of community. The camaraderie and support that permeate every interaction exemplify the spirit of NARPM®. Whether it's sharing best practices, troubleshooting challenges, or celebrating successes, being part of NARPM® means belonging to a family of property managers who have each other's backs. I've yet to find any other professional trade organization with this culture, and it is one of the things for which I am most proud of being a NARPM® Member.

National puts on some great events that I encourage all members to attend, but in addition to these, our region hosts a plethora of local conferences and symposiums that offer valuable insights and networking opportunities. From the recently concluded two-day Denver and Nevada conferences, to upcoming events in Arizona, Colorado Springs and Utah, there are ample opportunities for growth and connection close to home.

As I embark on this new Chapter as RVP, my commitment to serving NARPM® and its Members remains unwavering. Together with my ambassadors, local Chapter leaders and Members, I am excited to continue championing excellence, advocating for our industry, and fostering a thriving community of property managers in the Southwest Region.

I extend my heartfelt gratitude to all the leaders at every level of our NARPM® community. Your dedication, passion, and unwavering support inspire me every day. I encourage each member to also remember to thank their volunteer leaders who put a lot of effort into making NARPM® the great organization that it. Let us embrace the journey ahead with enthusiasm, unity and a shared commitment to excellence.

Continued from page 17 "Discussion Board"

A *Good [food] for thought. We require even sole proprietors to have workers' comp. Why? What if they hire a sub to assist or do some work? We feel we might be exposed, and our insurance agent agrees.*

A *(OP) I hear you. The exception we would use that for is handymen. It's hard to find those guys with general ledger and workers' comp and be affordable. We might go back to doing in-house maintenance then. That way a handyman would have workers' comp.*

A *In North Carolina, we have something called a "ghost" policy. I'm not sure if that is a state thing or if it's available generally, but it seems like it's kind of a wink and a nod to the concept of having workers' comp for a handyman with no employees. I've been told it's much cheaper than traditional workers' comp. Our insurance agent told me that the North Carolina Insurance Commission will usually stop looking for someone to cover the workers' comp claim once they see that because it proves that the vendor knew about the need for workers' comp, had the chance to buy traditional workers' comp and chose not to buy it. There still won't be an insurance payout, but it relieves the hiring entity from the obligation of having to cover the handyman's lack of insurance. Basically, it seems like a way for the state to siphon off more money from independent contractors who work as solo operators, but that's what we're stuck with.*

Remember – everything you read on the Internet is not true. If necessary, seek legal counsel.

See the entire discussion here:
https://community.narpm.org/home

Continued from page 13 "Summer"

Remember that when your team successfully manages your absence, it's a big confidence boost for them. A vacation for you is a muscle-building exercise for your team. It's easy to overlook this important truth. And if problems arise, you have new clarity on what needs to be addressed, which is painful at the moment but can be helpful in the long term.

THE LONG-TERM OUTLOOK

When you prioritize your well-being, you're better equipped to serve your tenants and owners for the long haul.

Stepping away allows you to gain perspective, generate new ideas and approach challenges with fresh eyes. Work thoughts are going to creep in while you're away. Face it. They just do. But getting away gives you a new, less stressful angle at a distance, which sometimes offers amazing clarity. Often, we can't see what's right in front of us until we get some distance.

Start small if you need to. Even a long weekend can improve your stress levels and overall outlook. But commit to regularly unplugging and recharging, knowing it's not a personal indulgence but a strategic move for the health of your business.

Ultimately, the long game matters, not just the immediate issues. Vacations are an investment in yourself, your team, and the future success of your business.

Start small if you need to. Even a long weekend can improve your stress levels and overall outlook. But commit to regularly unplugging and recharging, knowing it's not a personal indulgence but a strategic move for the health of your business.

And if the guilt starts to creep in, remember this: You wouldn't cancel on an important client meeting, so don't cancel on yourself. Your vacation client deserves your full attention and dedication because taking care of yourself is vital to taking care of your properties and the people who depend on you.

Don't leave yourself out of your own VIP room. Hopefully, you've already booked that room this summer. Happy travels!

Laura Freese *is a Colorado native and has over 20 years' experience in property management and real estate. She moved to Hawaii in 1998 and went to college on the islands while continuing to work in property management within the vacation rental & HOA management industries. Laura currently serves on the Board of Directors as President for NARPM®'s Denver Chapter, where she has been a member for almost 15 years.*

Denver Chapter: Navigating the changing tides

As the President of the Denver Chapter of NARPM®, I am honored to represent our professional community of property managers and Affiliates in the heart of Colorado's capital city! Our Chapter has a long history of excellence with past leaders who have helped forge the way for our successful association. I'm proud to have served Denver NARPM® in many capacities through the 15 years of membership in leadership and board positions and now as our Chapter President!

One of the hallmarks of our Chapter is the remarkable camaraderie within our leadership. Each year, we come together for a two-day leadership retreat nestled amidst the breathtaking beauty of the Rocky Mountains in Evergreen, Colorado.

Against this majestic backdrop, we engage in team-building activities, share insights, and roll up our sleeves to plan a year packed with value-driven events for our members. It is through this collaborative spirit that we chart the course for our Chapter's growth and success. Additionally, the strength and support developed during this retreat has helped our leadership team to overcome various challenges over the years.

Like all NARPM® Chapters, Denver faced its share of trials during the COVID shutdowns. However, we not only weathered the storm but emerged stronger than ever with membership levels now back to pre-COVID numbers and growing! We attribute this to staying committed to our chapter's mission of supporting and empowering property managers in Denver and beyond.

As if COVID wasn't enough of a shock for the property management community, Denver and all of the Colorado property management community has received a one-two punch due to sweeping legislative changes. This is largely in part due to Denver witnessing an unprecedented influx of individuals relocating from all corners of the U.S., transforming our cityscape and reshaping the political landscape.

While this rapid growth has help increase rent prices due to heightened demand, it comes with a host of new challenges, particularly in navigating legislative changes aimed at reducing landlords' rights and restricting fees that property managers can charge. The year 2023 alone brought a landslide of new legislation, sending shockwaves through our industry and prompting us to adapt swiftly to meet the needs of our members and the communities we serve. Now we're bracing to see what 2024 brings in the way of new laws and regulations.

Regardless of the inevitable hurdles to come, our Chapter will be there to support our Members as they adapt to the one constant in our industry: change!

At the core of our Chapter's mission is the belief that education is paramount. We are dedicated to providing our Members with access to top-notch educational offerings, including property management-focused courses that offer free CE credits. By investing in the professional development of our members, we empower them to navigate the complexities of our industry with confidence and expertise.

Recently, we had the privilege of hosting Colorado PMCON, a two-day conference organized by the Denver Chapter. Traditionally a one-day event, we made the bold decision to expand it to a two-day conference this year, doubling the value and attracting attendees from across the region. It was a testament to our commitment to delivering exceptional educational content and networking opportunities to our members and industry professionals.

We had 122 attendees, 65 vendors, 12 speakers and three sessions with CE credits. We concluded this great event with a sponsored networking happy hour. It was huge success!

Looking ahead, our Chapter remains steadfast in our commitment to serving our members and advocating for the interests of property managers in our community. I have emphasized the perspective to our chapter and hopefully beyond, that we are not competitors; we are peers, colleagues and a united alliance offering one of the necessities in life: housing! I'm honored to be one component of an excellent leadership team that makes it all happen.

SERVPRO

Helping your business is our business.

SERVPRO is the #1 choice in commercial cleanup and restoration. We're available 24/7 – so no matter when and where disaster strikes, SERVPRO is there for you and your residents. Our team of PROs will be your advocate from start to finish so you don't have to manage multiple repair teams. You can count on SERVPRO to make it "Like it never even happened." Call your local SERVPRO or visit SERVPRO.com/decision-makers.

SCAN IN CASE OF EMERGENCY.

Bob Preston, MPM® RMP® MBA, *is the lead consultant and podcast host for Property Management Brainstorm, a business consulting company specializing in guidance for property management companies and PropTech ventures. He was previously the Broker/Owner of North County Property Group, a leading property management company in San Diego, which achieved the CRMC® designation from NARPM®. He further served as the Western Regional Director at Pure Property Management during the company's explosive growth, overseeing operations for 30 branch office locations and over 15,000 doors. Bob can be reached by visiting www.propertymanagementbrainstorm.com or by phone at 858-252-3885.*

Elevating relationship management

I've been privileged to speak on relationship management at the NARPM® Annual Convention and NARPM® Chapter meetings. My message has always been simple and to the point: Property management thrives on relationships.

From property owners to tenants, vendors to HOAs, every interaction shapes the success of our businesses. In parallel with our desire to automate workflows, managing these diverse connections isn't just a component but the essence of our operations. I collectively refer to these various stakeholders as "customers," emphasizing the pivotal role of relationship management in our business's success.

Relationship management transcends transactional interactions like closing a new customer contract or support ticket. It's about providing an unparalleled customer journey. Utilizing these connections to cultivate trust, spark inspiration, forge bonds, foster understanding, secure agreements and adeptly navigate conflicts.

As leaders in our property management companies, we must elevate relationship management as a cornerstone of our company culture. By recognizing and embracing our role in this process, we empower ourselves and each team member to take ownership of nurturing successful relationships.

Here are my key strategies for elevating relationship management in your property management business.

Social responsibility is not just good ethics; it's good business. Engaging in community initiatives enhances your brand's reputation and deepens customer loyalty.

ENHANCE YOUR ONLINE PRESENCE

Your digital footprint is often the first encounter customers have with your business. With 97% of consumers relying on the internet to discover services (Adaptive Marketing), crafting a compelling online presence is not just important; it's urgent.

From engaging content to seamless interaction tools, your website should captivate and encourage action, making every visitor's experience count. By understanding the impact of our online presence, we can all feel the urgency to improve it.

INVEST IN CRM SOFTWARE

Customer relationship management (CRM) software is no longer a luxury but a necessity. Transitioning from ad hoc methods to cloud-based solutions revolutionizes how you track and nurture leads. Consolidating client data, inquiries, and interactions in one accessible platform streamlines operations and boosts efficiency.

A good CRM platform provides workflow automation for consistent customer interaction and follow-up. It is now hard to imagine a world without it. Everything related to relationship management can be found in one place – names, addresses, numbers, data, notes, and metrics.

PRIORITIZE RESPONSIVENESS

When it comes to relationship building, prompt and quality responsiveness is the key. With 88% of customers expecting a reply within an hour (SuperOffice), timely engagement is crucial. Further telling is that 30% to 50% of new business goes to the company that responds first.

Email autoresponders and drip campaigns may help keep the lead warm, but there is no replacement for the personal voice connection. Remember, however, it's not just about speed;

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it's about delivering quality responses with empathy and expertise, which can lay the groundwork for lasting connections.

CULTIVATE TRUST

Trust forms the bedrock of enduring relationships. Consistency, reliability and transparency were non-negotiables in my property management business. Honoring commitments, respecting time, and expressing gratitude through personalized gestures nurture trust from the first encounter and beyond. It isn't easy to salvage the relationship if that trust breaks down in the early stages.

The treasured tradition of a thank-you note goes a long way toward furthering trust and confidence, whether it is a handwritten note, a simple thank you email outlining the following steps, or a creative video clip. This is the stage where you will "win" the business.

FOSTER REGULAR COMMUNICATION

Open lines of communication are lifelines in relationship management. Keeping clients informed, especially during crises, demonstrates commitment and builds confidence. Leveraging technology for regular updates and insights reinforces your expertise and reinforces client trust. In my property management company, we would send out monthly "updates" as an email to owners and tenants, covering what is happening in the company, introducing new staff members, explaining market shifts, etc.

This is a great way to keep communication open and typically results in an open rate, in our experience, between 50% to 75%. This is also an excellent way to demonstrate your knowledge of property management without being pretentious and to let them know you have their back.

ENCOURAGE REVIEWS

Reviews are more than feedback; they're opportunities to showcase your dedication to customer satisfaction. Encouraging clients to share their experiences, positive or negative, fosters accountability and highlights areas for improvement. Thoughtful responses to reviews underscore your professionalism and commitment to excellence. I would respond to our reviews personally as the owner of the business. As a result, we closed many new customers because of how we responded to reviews.

DEMONSTRATE CUSTOMER APPRECIATION

Acknowledging and celebrating clients' contributions goes a long way in cementing relationships. From personalized notes to thoughtful gestures, expressing gratitude reinforces the value you place on their partnership.

This is a proactive approach to let customers know that they make a difference in your company and that you are grateful for their business. A hand-written birthday or holiday card, a goodie bag or gift basket delivered to their doorstep, or a copy of your favorite book to say "thank you"! Show them you care, and your relationship will be strengthened!

GIVE BACK TO THE COMMUNITY

Social responsibility is not just good ethics; it's good business. Engaging in community initiatives enhances your brand's reputation and deepens customer loyalty. Demonstrating alignment with societal values strengthens your client bond and fosters a sense of shared purpose. At my property management company, we joined a movement of 1,500-plus companies known as Time To Vote.

It is a pledge to staff members to make Election Day "meeting-free" and provide up to four hours of paid time off to get out and vote. Well, word got out, and we received hundreds of positive comments online, by phone, and by email from our customers, applauding this straightforward gesture of social responsibility.

Customer needs constantly change, and our property management businesses must also change to reflect these demands. It will positively impact your relationship management if you recognize the need for change, get ahead of the curve, and embrace the steps to make it happen.

HANDLE DISPUTES GRACEFULLY

Conflict is inevitable, but resolution defines relationships. Addressing challenges with empathy and integrity resolves immediate issues and strengthens trust. Transforming disputes into opportunities for mutual growth fosters enduring partnerships. Having bad news for a customer is never comfortable, but it is your moral obligation to do so when such a situation presents itself. Sometimes, bad news can lead to criticism, blame, or even a dispute with your customer. Such situations can be anxiety-provoking but can also be tremendous opportunities to do the right thing and show your stuff.

EMBRACE INNOVATION

Stagnation is the enemy of progress, and as members of NARPM®, one of our most significant benefits is staying current on new approaches, solutions, and technologies to solve age-old property management problems. Embracing innovation and staying abreast of industry trends demonstrate your commitment to evolving alongside your client's needs, enhancing your credibility and relevance. I get it; change can be scary and, at times, paralyzing. However, customer needs constantly change, and our property management businesses must also change to reflect these demands. It will positively impact your relationship management if you recognize the need for change, get ahead of the curve, and embrace the steps to make it happen.

In conclusion, relationship management transcends mere transactions; it's about nurturing connections that endure. We foster environments where businesses and relationships flourish by prioritizing trust, communication, and mutual respect. Above all else, create a company culture that is genuine and welcomes feedback. Doing so will instill a great relationship management program and benefit your bottom line in the process!

MEMBERSHIP Growth

A WARM WELCOME TO ALL THE NEW MEMBERS WHO JOINED FROM APRIL 1 - 30, 2024

PROFESSIONAL MEMBERS

ALABAMA

Stephanie Gothart
Gothart Property Management
Huntsville, AL

Leticia Weaster
Expert Realty, Inc.
Hoover, AL

ARIZONA

Melissa Brauer
West USA Realty
Goodyear, AZ

Jonathan D. Dzwonkoski
Red Brick Realty, LLC
Mesa, AZ

Kim Horn
Southwest Property Sales & Leasing
Prescott, AZ

Michelle Kapitan
West USA Realty
Phoenix, AZ

Sheri Mieduch
Regal Elite Realty
Mesa, AZ

Vimal Raj
West USA Realty
Peoria, AZ

Cameron Vidana
West USA Realty
Scottsdale, AZ

CALIFORNIA

Jose Maria Chaparro
Jenkins Property Management Company
Montrose, CA

Jacob Clark
Keyrenter Folsom Property Management
Rancho Cordova, CA

Steve Crane
Morley Fredericks Real Estate Inc.
San Rafael, CA

Xiaoting Niu
Ting Real Estate Services
Cupertino, CA

Brandan Nordell
Real Property Management Select
Sacramento, CA

Rebecca Starr
PURE Property Management
Los Gatos, CA

Cole Streelman
Coco Host
Long Beach, CA

Morgan Williams
Recovery Realty
Lincoln, CA

Andrea Zuleta
PMI Patron
Cypress, CA

COLORADO

Nathaniel Beck
Elevated Property Management
Arvada, CO

Jessica Maloney
Gold Group Realty, LLC
Colorado Spring, CO

Wendy Shaya
Klos Real Estate Services
Denver, CO

CONNECTICUT

John McLeod
Robert C. White & CO.
Meriden, CT

DISTRICT OF COLUMBIA

Mark Williams
District Homes Management LLC
Washington, DC

FLORIDA

Leslie D. Brandt
Cotton Real Estate
Pace, FL

Tyler Capelotti
Coastal Realty Services
Fort Walton Beach, FL

Scott Coldwell
C6 Management
Indian Rocks Beach, FL

Tina Danielson
Blue Koala Property Management
Lutz, FL

Kari Fleck
The Real Estate Collection, LLC
Winter Garden, FL

Jada Hill
Your Properties, Inc. DBA PMI River City
Jacksonville, FL

Ken Holifield
Nest Invest Property Management
Orange Park, FL

Morgan Horsley
The Real Estate Collection, LLC
Winter Garden, FL

Jasmine Hylick
Atrium Management Company
Lake Mary, FL

Rafael R. Izquierdo Lasaracina
VS International Rental Properties, LLC
Orlando, FL

Kumar Jairamdas
HomeSphere Realty, LLC
Lutz, FL

Simon Ladaa
Prime Team Property Management, LLC
N. Fort Myers, FL

Kelly Melle
ITG Realty
West Melbourne, FL

Tiffany Perry
Atrium Management Company
Lake Mary, FL

Steven Rodriguez
Coastal Realty Services
Fort Walton Beach, FL

William Ronk
Keller Williams Peace River Partners LLC
Port Charlotte, FL

Trinity Rudisel
Atrium Management Company
Lake Mary, FL

Lauise Sams
Atrium Management Company
Lake Mary, FL

Vanessa Talbott
Palm Real Estate Inc
Clearwater, FL

Kenneth L. Warren
Premier Management Group, Inc.
Orlando, FL

GEORGIA

Walker R. Bickerstaff Jr.
Bickerstaff Parham Real Estate
Columbus, GA

Mary Nadine Cook
Envision Property Management
Stockbridge, GA

Charity Daniels
KSN Property Management LLC
Pooler, GA

HAWAII

Susana Ucol-Camacho
Watanabe International
Mililani, HI

LOUISIANA

Emily Canavier
Rent Louisiana, LLC/Keller Williams Realty Services
Hammond, LA

MARYLAND

Rachel Kohel
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MICHIGAN

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Cedar Ridge Management
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J.D. France
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Daniel Rhinehart
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Chambersburg, PA

SOUTH CAROLINA

Mariah Mills
Happy Homes
North Charleston, SC

McCauley Wilder Jones
ERA Wilder Realty/Wilder Property Management
Camden, SC

TENNESSEE

Ashley Campbell
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Lake Dallas, TX

Dana Brown
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Jessica Brown
Leap Property Management
Lake Dallas, TX

Justin Davis Lynn
Lynn Realty Management LLC
Waco, TX

Jason Falcon
Leap Property Management
Lake Dallas, TX

Melinda Jean Pimentel
Cortieres Property Management LLC
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Marvia King
PMI Bear Creek
Houston, TX

Jonathan Livingstone
Blue Crown Properties
Dallas, TX

David A. Mozingo
TexCen Realty
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Kayla Myrick
Pearl Realty
New Braunfels, TX

Maudel Nolan Hardie
Hardie & Associates Realtors
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Lynn Smith
StarPointe Realty Management LLC
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VIRGINIA

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Ryan Davis
Keyrenter Alexandria
Alexandria, VA

Crystal Davis
Optimum Property Management
Fairfax, VA

Michael Hart
Mars Hill Property Management
Centreville, VA

Angela Hensley
Harbour Property Management
Stafford, VA

Malia Sutton
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