NOVEMBER 2020

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Spotlight Section: Pages 8-14

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Seattle Rents Continue to Fall

RENTAL HOUSING JOURNAL

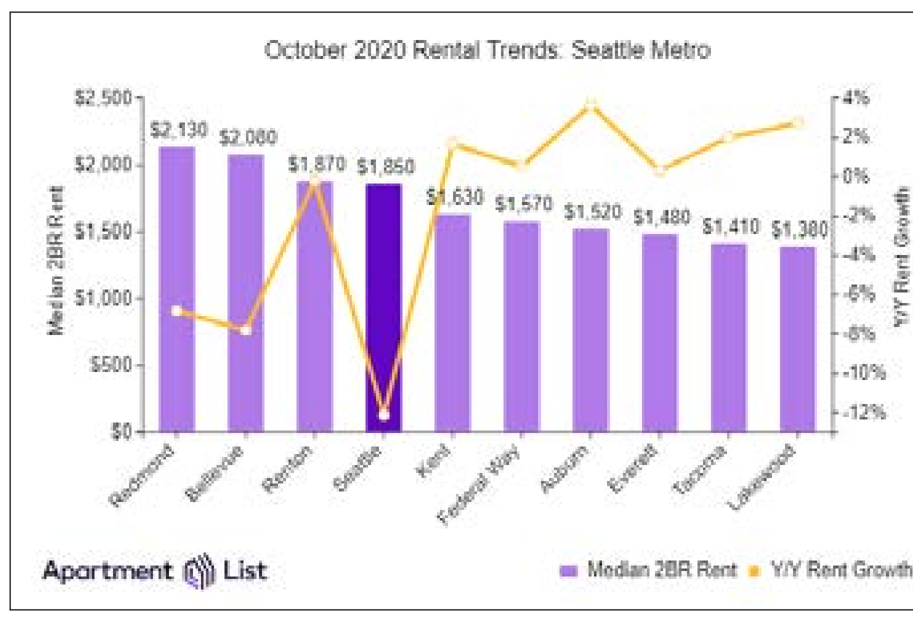
Seattle rents have declined 4.2 percent over the past month, and are down sharply by 12.2 percent year-over-year, according to the latest report from Apartment List.

Currently, median rents in Seattle are $1,483 for a one-bedroom apartment and $1,849 for a two-bedroom.

This is the seventh straight month that the city has seen rent decreases after an increase in March. Seattle's year-over-year rent growth lags the state average of -4.0 percent, as well as the national average of -1.4 percent.

"As the COVID-19 pandemic and its ensuing economic fallout continue to overwhelm renters across the country, our

See 'Rents' on Page 19



6 Ways to Rid Smoke Smells From Rentals

BY HOLLY WELLES

Your tenants just moved out, and instead of leaving a clean, fresh apartment behind, they've left a unit that reeks of cigarette smoke. The smell permeates every corner of the property and now poses a health hazard to neighbors and future residents.

Property managers may be discouraged by the damage that lingering smoke creates. Not only will it cost resources to repair, but it can delay apartment showings for new tenants. Fortunately, there are various ways to remove the smell and make an apartment or home livable again. Here are the critical moves to take.

1. Air It Out

The first course of action should be to open all the windows and doors and air out the unit. Portable fans on opposite ends of the apartment will push out stale air while simultaneously pulling in the fresh breeze. Allow them to run all day, if possible.

Landlords might also hang several bags

See '6 Ways' on Page 16

How to Deal With Rent Delinquencies Now

BY JUSTIN BECKER

There is no denying that right now, COVID-19 continues to affect the real estate and rental market.

As a property manager or landlord of a multifamily housing community or complex, navigating these waters for the last eight months has been somewhat challenging.

Nevertheless, with no real end in sight, mass unemployment, fluctuation in available job opportunities, and the ongoing pandemic, it is still very difficult for tenants to be able to pay their rent and still afford their other monthly expenses.

Working with tenants who are experiencing economic hardships due to COVID-19 has been par for the course for these last couple of months. Moreover, with most property managers' and landlords' hands being essentially tied in regard to legally dealing with late rent payments or lack of payments, it is not too surprising that people are starting to get creative by finding proactive ways to deal with delinquencies.

Other than being more flexible, many property managers are not sure what else they can do during these uncertain times.

But the good news is that there is definitely more that can be done.

That said, here are the five best ways to deal with delinquencies right now.

1. Building Proactive Partnerships

One of the best things you can do as a property manager at this time is to collaborate with your tenants to ease the pressure and address financial hardships.

Obviously, open lines of communication are key here, and looking for a win-win solution to the problem makes everyone walk away from negotiations feeling a little better. A prime example of building

See 'How' on Page 17

California Voters Reject Rent Control

California voters rejected rent control In the Nov. 3, 2020, election by defeating a ballot measure called Proposition 21 that would have rolled back state limits on rent control.

If passed, the measure would have allowed local governments in California to put rent control on all kinds of rental property.

As ballots were still being counted the day after the election, the "no" votes accounted for almost 60 percent of the votes counted so far, according to reports.

Voters had rejected a similar proposal in the past.

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1031 Exchange Coming Up? Know the Options Before You Reinvest

By Dwight Kay, Founder and CEO at Kay Properties & Investments, LLC

If you have a 1031 exchange coming up, you have multiple choices to reinvest the proceeds from your sale. That's a good thing, because coming out of your prior investment, maybe you're tired of the three Ts — tenants, toilets and trash — and you'd rather leave the day-to-day property management to others.

A 1031 exchange (also known as a like-kind exchange) allows an investor to defer capital gains, depreciation recapture and other taxes at the time an investment or business property is sold if the net equity from the sale is reinvested in a property of the same or greater value. Fortunately, "property" does not mean the proceeds have to be reinvested directly into another property that you purchase outright and manage on your own. There are multiple ways the gain can be reinvested to qualify for preferential tax treatment.

Here's a look at four alternative 1031 exchange investment options for investors to know.

1. Qualified Opportunity Zone Funds

Qualified Opportunity Zone Funds, which were enabled by the Tax Cuts and Jobs Act of 2017, offer benefits including tax deferral and elimination that many investors nationwide have utilized. A fund of this type can invest in real property or operating businesses within an Opportunity Zone, typically a geographic area in the U.S. that has been so designated because it may be underserved or neglected. As such, there may be a higher level of investment risk. Also, the time horizon of the fund may be as long as 10 years, which means tying up your capital for that length of time in an illiquid real estate fund.

If you seriously consider this investment option, be aware that these funds may have been set up to invest in only one property or business, in which case there is no diversification. But the opposite may also be true. With a fund of this type, there can be potential cash flow and appreciation, as well as positive economic and social impacts on a community. This fund option also works if you are selling other appreciated assets like stocks or businesses.

2. Tenants-in-Common Cash-Out

In addition to using a 1031 exchange to defer taxes, some investors also want to improve liquidity so they can potentially take advantage of other buying opportunities in the future. With a Tenants-in-Common (TIC) investment, you own a fractional interest in a commercial, multifamily, self-storage or other type of investment property. The TIC cash-out is a specific strategy where the investment property is purchased using zero leverage so it is debt-free, with no mortgage, going in. Then, after a year or two, the property can be refinanced at 40% to 60% loan to value, effectively providing investors with a large portion of their initial invested principal tax-free in the form of a cash-out refinance. Under this scenario, the remaining equity in the investment stays in the TIC property, providing potential distributions to investors while they get to enjoy liquidity with a large portion of their funds.

3. Direct Purchase of Triple-Net (NNN) Properties

With a triple-net leased property, the tenant is responsible for the majority, if not all, of the maintenance, taxes and insurance expenses related to the real estate. Investors utilizing a 1031 exchange often are interested in purchasing NNN properties, which typically are retail, medical or industrial facilities occupied by a single tenant. On the surface, these investments may seem passive, but there are three distinct downsides, namely concentration risk if an investor places a large portion of their net worth into a single property with one tenant; potential exposure to a black swan event like COVID-19 if the tenant turns out to be hard hit; and management risk.

Remember the three Ts I alluded to above. If you'd prefer a passive investment, the direct purchase of a triple-net property is not likely for you. Others may allude to triple-nets being management free. However, having owned dozens of net lease properties throughout my career I can tell you they are anything but management free. (Just ask my in-house legal counsel, and asset management and accounting teams.)

4. Delaware Statutory Trusts

In contrast to the example above where you buy the whole property yourself, Delaware Statutory Trusts (DSTs) are a form of co-ownership that allows diversification and true passive investing. Most types of real estate can be owned in a DST, including retail, self-storage, industrial and multifamily properties. A DST can own a single property or multiple properties. In a 1031 exchange scenario, you can invest proceeds from the prior property sale into one or more DSTs (holding one or more properties) to achieve diversification.

DSTs often hold institutional-quality properties. The properties could be occupied by single tenants operating under long-term net leases, such as a FedEx distribution center, an Amazon distribution center, a Walgreens Pharmacy or a Fresenius dialysis center. DSTs can be one of the easiest 1031 replacement property options to access because the real estate already has been acquired by the DST sponsor company that offers the DST to investors.

Regardless of the approach you choose to reinvest the proceeds from your prior sale, the net effect of 1031 exchange investing is generally the same. The initial invested capital and the gain can continue to grow, potentially, without immediate tax consequences. Then, if and when the new investment is sold down the road without the equity reinvested in another exchange property, the prior gain would be recognized.

Dwight Kay is founder and CEO of Kay Properties and Investments, LLC, which operates a 1031 exchange property marketplace at www.kpi1031.com.

About Kay Properties and www.kpi1031.com

Kay Properties is a national Delaware Statutory Trust (DST) investment firm. The www.kpi1031.com platform provides access to the marketplace of DSTs from over 25 different sponsor companies, custom DSTs only available to Kay clients, independent advice on DST sponsor companies, full due diligence and vetting on each DST (typically 20-40 DSTs) and a DST secondary market. Kay Properties team members collectively have over 115 years of real estate experience, are licensed in all 50 states, and have participated in over 15 Billion of DST 1031 investments.

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How Property Managers Can Build a Winning Tenant-Referral Program

By Dhiraj Nallapaneni
BirdEye

Nobody can sell your properties quite like your own tenants. Let's talk about some of the benefits of tenant referrals, some common challenges, and how you can build a tenant-referral program that helps your property management business grow revenue.

Benefits of a tenant referral program

Here are a couple of the reasons you should consider setting up a referral marketing program.

1. It works: Trust for traditional marketing is at an all-time low. But customer referrals work precisely because it's so different from traditional marketing. While paid ads are often ignored, tenants trust the opinions of their social networks.
2. It's cost-effective: Because referrals leverage the trust tenants have for friends and family members, leads that come in from referrals are more cost-effective than leads that come in from other channels. According to McKinsey, customer referrals generate 2x the sales of paid advertising.

Why collecting referrals is so hard

Why don't more tenants refer your business? Usually, it's because your tenants are busy and don't actively think about promoting your business when they're with family and friends. To get great results, make the process easy. Ideally, a winning referral program allows tenants to refer your business with just a few clicks. No matter how busy they may be, they'll still be able to spread the word about you with little effort.

Creating a successful tenant referral program

Here are a few steps that your business can take to build a referral program that converts.

- Send referral requests via email and text

  Again, getting tenants to refer your business is all about making the process easy. We recommend sending referral requests via text messaging and email with direct links to share your business on social media.

- Get the timing right

  Sending a referral request six months after a tenant has already moved in is too late. They may have already forgotten the joy that they experienced when they moved in. Aim to send referral requests when your business is fresh in the tenant's mind. This might be after a move-in, a service request, or a move-out.

- Determine the right incentives

  Determine the right incentives for your referral program. This can be cash, gift cards, or discounted parking and utilities. If you're not sure what reward to offer, take some time to experiment and see what leads to the best results. In addition, take a look at what competitors in your area are offering.

- Use referral tracking software for incentives

  It's incredibly difficult to track referrals and incentive payouts manually. But taking too long to send rewards will frustrate your tenants. We recommend using a referral tracking software instead. Instead of having to track down referrals from different sources on your own, you'll be able to see all the different tenant referrals in one place and pay out incentives in a timely manner.

In conclusion

While implementing a successful tenant marketing referral program isn't easy, it's a worthwhile investment in growing business. By leveraging the power of word-of-mouth, you can make sure that more people are aware of your brand than ever before.

Dhiraj Nallapaneni is a Product Marketing Writer for Birdeye. He writes content on how businesses can be found online, be connected with customers, and be the best with customer surveys.

Birdeye is an all-in-one customer experience platform that provides businesses with the tools to deliver great experiences at every step of the customer journey. More than 60,000 businesses of all sizes use Birdeye every day to be found and chosen by new customers, be connected with their existing customers, and deliver the best end-to-end customer experience.

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Make Yourself into Your Tenants' Top Priority

By David Pickron

Like most of you, when I was in college, funds were tight. Even as an underexperienced money manager, I knew had to prioritize which bills were going to get paid and when.

A memory that clearly sticks with me is walking to my car only to discover I had an unplanned expense, a flat tire. After arriving at the tire shop, I added up the cost of four new tires and realized that they were going to cost my entire monthly budget. Decision time: I chose to replace only the tire that went flat.

Every day after that I would inspect the three-remaining well-worn, quickly balding tires and skip over the new one. This created a habit for the next four years, replacing only the tires that got my full attention…the flat ones.

Many of our renters are facing a similar choice in today's tumultuous and unpredictable economic climate.

With layoffs, furloughs, and job uncertainty, there often is not enough money and too many bills or financial responsibilities. Tenants are faced with the choice of paying the car payment or paying the rent.

With a new eviction moratorium in place, the choice got easier for many tenants; it allows them to see it as a protection for their housing, and choose to pay other bills first. It begs the question, "How do I make myself and receiving my rent a priority?" just like the flat tire that stopped my car cold back in the day.

There is a reason that sayings like "the squeaky wheel gets the grease" and "out of sight, out of mind" are as relevant today as the day they were coined.

The fact is that human beings prioritize, so you need to be a little squeaky and stay in front of your tenant at least once a month, regardless of whether they are paying you rent.

One successful strategy I have incorporated are monthly

inspections. After serving the proper notice, I inspect the property on the 25th of the month, or five days before rent is due.

Here's my reasoning:

1. The 25th is about the date that most tenants start thinking about the rent that is due on the first. They have either just been paid or have a paycheck coming. I want them to see me and remember that they need to pay me, their landlord. I explain to all my tenants, whether they are current or not, that I might have to sell the house if I don't get rent. I am inspecting so I know what needs to be fixed or updated in case I must sell.

2. With more and more people being home from work and out of school, many people have made choices that might be a violation of the original lease agreement. Animal rescues doubled this year due to people being home more, and I have a no-pets policy. People have been moving in with others to save money, and you might suspect you have an unauthorized resident. It is not unusual to walk in and see a bong or other drug paraphernalia on the coffee table. If I know what is going on in my house, I have a remedy for eviction for lease violations for which the CDC order does not offer protection.

I had one landlord attendee on a Zoom call this week ask if she had to do this.That's something for you to decide, but you must consider, would you rather spend 20 minutes of your time to ensure you are a priority each month, or worry about not being able to pay your mortgage all month?

Yes 2020 has been a year where we all have had to work a little differently, oftentimes harder, to assure our continued success. If you want your rent, let your tenant know there are still consequences to not paying rent. Jump up and down and be seen; you are the priority. If you go flat like my tire did, you might end up stranded.

David Pickron is president of Rent Perfect and a fellow landlord who manages several short- and long-term rentals. He is a private investigator and teaches organizations across the country the importance of proper screening. His platform, Rent Perfect, was built to help the small landlord find success.

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APTConnect: Learn, Connect, Grow

The Washington Multi-Family Housing Association (WMFHA) recently held its first annual education conference and supplier showcase event, APTConnect, in a virtual format with more than 1,000 registrants. APTConnect replaced EdCon 2020, the in-person educational conference and trade-show exhibition, due to pandemic limitations on large, in-person events.

As a membership organization whose mission and purpose is to provide educational opportunities to promote career development for the housing industry, APTConnect met that goal and more.

This year's tagline was "LEARN. CONNECT. GROW." In that vein, APTConnect included 20 educational sessions with dynamic industry subject-matter experts discussing topics such as leadership, leasing, legal changes, customer service, and diversity and inclusion, along with maintenance skills classes.

Several sessions focused on topics relevant for maintenance-service personnel, such as appliance repair, managing work orders in a COVID-19 era, career-path opportunities, and winter-maintenance preparedness.

LEARN.

Jessica Fern, director of training and development for FPI Management, spoke about endurance leadership. She taught that "short-term bursts of leadership can be enough to sustain a well-performing team, but nobody prepared for the need to 'settle in' for a long-haul, endurance-paced marathon of distance-leading, crisis-leading, and self-leading, all while maintaining motivation in an industry that was put on pause."

Brett Waller, WMFHA's director of government affairs, highlighted all of the many state and local laws that have been enacted – before and during COVID-19 – that affect our industry. He also identified many successes of our grassroots-advocacy efforts and WMFHA's outstanding government-affairs team.

Laurel Zacher is the vice president of marketing and talent development for Security Properties Residential. She is passionate about the customer experience. Her presentation, "Why Use Three Words When an Emoji Will Do?" focused on clear and effective communication skills.

Misty Cozzitorto from Thrive Communities gave an energetic presentation on why it is important to show up as your most authentic self while building real connections and lasting relationships through critical and courageous conversations and self-reflections.

One of the most powerful sessions delved into the critical discussion surrounding diversity, equity, and inclusion, and how these factors will shape our industry in the future.

Attendees heard messages of hope, optimism, professionalism, building a performing team, high-touch customer interaction and how to manage the many challenges facing property managers this year. National speakers informed and entertained participants.

It is essential, now more than ever, to explore the importance of learning all you can and taking responsibility for your career development, knowing how to connect with mentors, leaders, and peers to build your network of support, and that the growth of your career is in your hands.

CONNECT.

More than 80 industry-supplier partner companies displayed information in an online marketplace. They showed their most updated products and services and ways they have pivoted, helping attendees with expert advice and working to solve daily problems in this industry.

WMFHA has the best supplier members in the rental-housing industry and the promotion of a Members Using Members (MUM) philosophy ensures mutual support and value among our members at all levels.

GROW.

There has never been a better time to start a career in residential property management (RPM). Demand for rental housing is growing rapidly, as is the need for talented, creative, and passionate people to help build strong communities.

RPM is a meaningful, dynamic, and highly professional field, dedicated to helping people choose and enjoy the housing lifestyle that's right for them. A team atmosphere allows you to build strong relationships with co-workers while developing your leadership abilities and giving back to our communities.

No matter the career path, interpersonal relationships are essential in the apartment industry. Your interactions will range from your colleagues and residents to supplier partners. Your ability to network with different people daily can open you up to opportunities you never knew existed. That is why participation in your local housing association is a critical part of your long-term career strategy and helps give back to the industry that serves you and your companies.

See 'APTConnect' on Page 16

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Keynote Speakers

Jared Kadry works for CoStar Group, a market leader in analytic tools for commercial real estate professionals, including multifamily property owners and managers.

As Senior Market Analyst, Jared reports on multifamily submarkets in the Portland and Seattle markets, analyzes and forecasts real estate trends, and presents research findings and general market outlook to real estate economy stakeholders.

Jared wears many hats, which utilize his considerable skills including real estate consulting, real estate economics, analytics, market reports, financial analysis, and due diligence.

Barbara Khozam is known around the world for her impactful, high-energy delivery, outrageous wit, and ability to connect with her audience.

Barbara has spoken more than 1,700 times to more than 75,000 people in 10 countries about customer service, leadership, motivation, and communication.

From the millions of people who have been through Toastmasters programs, she is one of just 81 (the 14th woman) who has been awarded with the Elite Accredited Speaker Designation for Outstanding Platform Professional Speaking in 145 countries.

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We have an amazing platform that will allow us to continue to deliver exceptional content and provide access to hundreds of vendor partners.

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- Up to three (3) Continuing Education Credits
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8:30 AM	9:00 AM	Trade Show + Networking					
9:00 AM	9:30 AM	Welcome Comments & Opening Keynote: State of the Puget Sound Apartment Market					
9:30 AM	10:15 AM	Landlord Law #1	Status of the Legal Changes for Landlords: COVID Proclamations, New Statutes, CDC Bans and HUD	Alternative Solutions to the Housing Crisis: The Re-Emergence of Co-Living	Safety and Energy Efficiency	Landlord Mitigation & Tenancy Preservation Programs	Role of the Playground on Your Property
10:15 AM	10:45 AM	Trade Show + Networking					
10:45 AM	11:30 AM	Landlord Law #2	Changes to Landlord-Tenant Law in Washington - Seattle & COVID Specific	How to Sell Your Rental Property and Maximize Tax Savings & Passive Income	How to Build "Virtual" Community-Community Events in the Age of COVID	How to Successfully Adapt to Managing Your Rental Properties During the Pandemic	Winter is Here! Tips for Winter Maintenance
11:30 AM	12:00 PM	Trade Show + Networking					
12:00 AM	12:30 PM	Lunch Keynote Leading During Times of Change					
12:30 PM	1:15 PM	Landlord Law #3	Property Managers: 20 Tips to Avoid Legal Problems with Residents	Digital Lease Signing & Applications	Don't Kill Your Golden Goose - Succession Strategies to Protect & Perpetuate Your Business	Rental Property Solar and Tax Credits	Green Business: A Simple Guide to Sustainabile Landlording
2:30 PM	3:00 PM	Trade Show + Networking					
1:45 PM	2:30 PM	How 3rd Party Inspections Protect Your Assets	Assistance and Companion Animals Under New HUD Guidelines	Virtual Tours: How to Succeed	Future of Property Management/Leasing	Collecting Past Tenant Damages	Reduce Expenses with Clean Tech Upgrades and Amp Up Car Charging Capacity
2:30 PM	3:00 PM	Trade Show + Networking					
3:00 PM	3:30 PM	Closing Keynote Session & Giveaways Innovative Marketing Strategies and Trends					

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5 Mistakes to Avoid in Property Management

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Managing a rental property can be challenging even for the most experienced property managers. As a property manager, you need to ensure that your tenants, workers, contractors, and your properties are in good shape.

If you are a property manager managing 1 or 100 rental properties, here are five rental-property management mistakes that you want to avoid.

1. You Don't Have A Screening Process in Place

As a property manager you are most likely to deal with all kinds of tenants.

When you rent your property to a destructive or troublesome tenant, you are sure to lose money and deal with problems every day. One sure way to save yourself of these issues is to have a detailed formal tenant-screening process that helps you select the right kind of tenants for your rental.

2. You Don't Have A Reliable Contractor When Issues Happen

Your tenants want the best service and quick solutions to their maintenance problems.

Not having a dedicated and reliable handyperson you can call immediately will likely affect your tenant satisfaction and retention rates.

As a property manager, you should have a list of reliable contractors for specific types of property-maintenance issues.

3. You Don't Have A Maintenance Schedule

Most property managers wait until the appliances in their property develop faults or cause damage before doing maintenance.

Not only does this delay aggravate the repair issue, you may be face with constant crises. As a property manager seeking to offer your tenants the best service, you should have a dedicated monthly or quarterly maintenance schedule.

Do a monthly maintenance check of your property alarms, electrical fittings, and outdoor landscape. By being proactive in your property maintenance, you keep your tenants satisfied and your home safe from sudden equipment breakdown.

4. You Don't Understand How To Attract New Tenants

Just as with any other businesses, managing a rental property requires that you market your property aggressively to attract new renters.

You need to understand what potential renters are looking for and what attracts new renters.

An easy way to do this is to create a profile of the neighborhood where your rental property is located and make a list of the amenities, economic activities, recreational centers, and the type of schools. This will help you target the right potential renters during your marketing process.

5. Your Management System is Still Paper-Based

Shockingly, many property-management companies' systems are purely paper-based, with little or no influence of technology.

Not only does it make the process unorganized, it also leaves room for failure. As a property manager, you should adopt more technology in the day-to-day running of your properties to save you and your tenants' time.

And with the coronavirus pandemic, there has never been a better time to make the switch. Property managers are beginning to adopt online showings of their properties to potential renters.

Potential tenants can now pay rent online, tour houses, and electronically sign lease agreements without the need to physically visit the property.

Conclusion

As a property manager, it is important that you satisfy your tenants and keep your rental properties in great condition. By having a dedicated maintenance schedule, you save not only money but improve the safety of your rental.

Most importantly, having a reliable contractor on call to handle your rental repair issues will help in increasing your tenant satisfaction rate.

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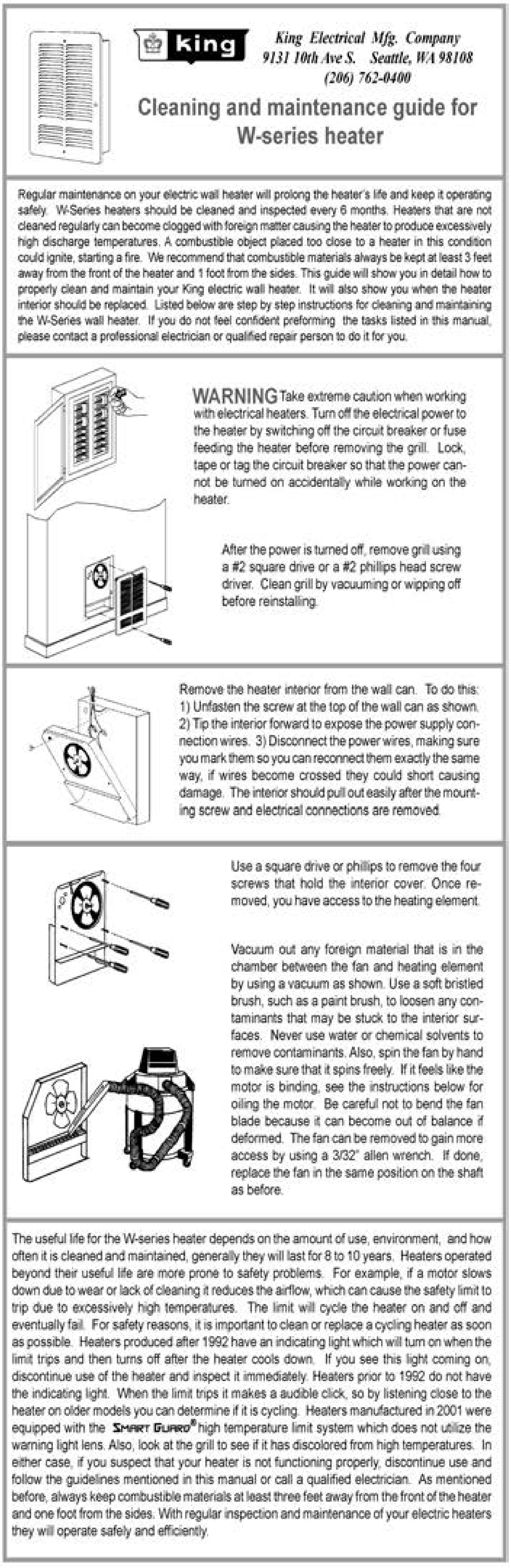
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Cleaning and maintenance guide for W-series heater

Regular maintenance on your electric wall heater will prolong the heater's life and keep it operating safely. W-Series heaters should be cleaned and inspected every 6 months. Heaters that are not cleaned regularly can become clogged with foreign matter causing the heater to produce excessively high discharge temperatures. A combustible object placed too close to a heater in this condition could ignite, starting a fire. We recommend that combustible materials always be kept at least 3 feet away from the front of the heater and 1 foot from the sides. This guide will show you in detail how to properly clean and maintain your King electric wall heater. It will also show you when the heater interior should be replaced. Listed below are step by step instructions for cleaning and maintaining the W-Series wall heater. If you do not feel confident preforming the tasks listed in this manual, please contact a professional electrician or qualified repair person to do it for you.

WARNING Take extreme caution when working with electrical heaters. Turn off the electrical power to the heater by switching off the circuit breaker or fuse feeding the heater before removing the grill. Lock, tape or tag the circuit breaker so that the power cannot be turned on accidentally while working on the heater.

After the power is turned off, remove grill using a #2 square drive or a #2 phillips head screw driver. Clean grill by vacuuming or wiping off before reinstalling.

Remove the heater interior from the wall can. To do this: 1) Unfasten the screw at the top of the wall can as shown. 2) Tip the interior forward to expose the power supply connection wires. 3) Disconnect the power wires, making sure you mark them so you can reconnect them exactly the same way, if wires become crossed they could short causing damage. The interior should pull out easily after the mounting screw and electrical connections are removed.

Use a square drive or phillips to remove the four screws that hold the interior cover. Once removed, you have access to the heating element.

Vacuum out any foreign material that is in the chamber between the fan and heating element by using a vacuum as shown. Use a soft bristled brush, such as a paint brush, to loosen any contaminants that may be stuck to the interior surfaces. Never use water or chemical solvents to remove contaminants. Also, spin the fan by hand to make sure that it spins freely. If it feels like the motor is binding, see the instructions below for oiling the motor. Be careful not to bend the fan blade because it can become out of balance if deformed. The fan can be removed to gain more access by using a 3/32" allen wrench. If done, replace the fan in the same position on the shaft as before.

The useful life for the W-series heater depends on the amount of use, environment, and how often it is cleaned and maintained, generally they will last for 8 to 10 years. Heaters operated beyond their useful life are more prone to safety problems. For example, if a motor slows down due to wear or lack of cleaning it reduces the airflow, which can cause the safety limit to trip due to excessively high temperatures. The limit will cycle the heater on and off and eventually fail. For safety reasons, it is important to clean or replace a cycling heater as soon as possible. Heaters produced after 1992 have an indicating light which will turn on when the limit trips and then turns off after the heater cools down. If you see this light coming on, discontinue use of the heater and inspect it immediately. Heaters prior to 1992 do not have the indicating light. When the limit trips it makes a audible click, so by listening close to the heater on older models you can determine if it is cycling. Heaters manufactured in 2001 were equipped with the SMART GUARD® high temperature limit system which does not utilize the warning light lens. Also, look at the grill to see if it has discolored from high temperatures. In either case, if you suspect that your heater is not functioning properly, discontinue use and follow the guidelines mentioned in this manual or call a qualified electrician. As mentioned before, always keep combustible materials at least three feet away from the front of the heater and one foot from the sides. With regular inspection and maintenance of your electric heaters they will operate safely and efficiently.

6 Ways to Help Eliminate Smoke Smells from Rentals

Continued from Page 1

of activated charcoal around the property to absorb odors. Expedite the process by using a few air purifiers as well.

2. Deodorize Carpets

Remove smoke smells from carpets with baking soda. Sprinkle the white powder over the stinkiest areas and allow it to sit for a few hours before vacuuming.

This deodorizing method is generally safe for all carpets. However, it may not be strong enough to eliminate more stubborn fumes. In this case, property managers should hire a professional dry cleaner or replace the carpeting altogether.

3. Mop Hard Floors

Next, tackle hardwood and tile floors. Sweep the surface to remove dust and dirt. Then, apply a disinfectant and mop it up using warm, soapy water. Water should be replaced periodically so stinky ash and residue aren't spread around the floors.

If a mop doesn't do the trick, steam the floors to melt the tar and oils from smoke molecules. Otherwise, a professional cleaner might be needed.

4. Replace HVAC Filter

Each unit's HVAC filter should be changed every few months. However, after a smoker's lease is up, replacing the filter becomes an absolute necessity.

Switching out the filter is simple, relatively affordable and will help eliminate odors left from cigarette smoke. Plus, it will allow the entire system to work more efficiently and effectively improve the unit's air quality.

5. Scrub the Walls

The stale stench of ash and cigarettes can cling to the walls, too. In some cases, tar may even harden on the walls and discolor them. Remove both soot and foul smells by scrubbing walls down with a solution of white vinegar and warm water. Landlords can also use a mixture of ammonia and water, allowing it to sit for a few minutes before rinsing the walls.

For tougher stains, try trisodium phosphate (TSP). This is a cleaning product that is mixed into hot water, which you can then apply with a sponge or brush. It contains about 75 percent TSP and 25 percent sodium carbonate. This compound degreases the tars in cigarette smoke, making them easier to remove. If this method doesn't work, priming and repainting might be necessary.

A note: Phosphates and phosphate detergents are banned in several states, because as they make their way into bodies of water, they can increase algae and bacteria growth, which reduces the amount of oxygen other wildlife may need. If you're in an area where TSP is banned, look for low-phosphate substitutes, like Seventh Generation, Simple Green, Clorox's Green Works, or Orange Power Cleaner.

6. Call a Professional

Sometimes, smoke damage is so severe that the stench has infiltrated every nook and crevice of the property. If this happens to be the case, it's best to call in a professional. They'll use stronger chemicals and industrial cleaning methods that a typical consumer simply can't find elsewhere.

While hiring a professional cleaner may sound expensive, it's best to think of it as an investment in the property's success. After all, prospective tenants appreciate units that smell fresh and clean.

Guard Against Future Smoke Damage

Landlords can prevent further damage and smoke smells by screening potential renters before allowing them to sign a contract. They might also include a no-smoking clause in the lease agreement. Outline fines and additional cleaning fees to discourage guests from disregarding the rules.

By acting preemptively, property managers can avoid another smoke situation and keep both current and future tenants happy and healthy.

Holly Welles writes about real estate market trends from a millennial perspective. She is editor of The Estate Update, a residential real estate blog, and keeps up with the industry over on Twitter @HollyAWelles.

APTConnect Draws More Than 1,000 Registrants

Continued from Page 7

WMFHA provides career-development opportunities through nationally credentialed courses: Certified Apartment Manager (CAM), Certified Apartment Portfolio Supervisor (CAPS), Certificate for Apartment Maintenance Technicians (CAMT), and National Apartment Leasing Professional (NALP). Each offers robust training with plenty of peer-to-peer networking opportunities.

By investing in your employees' training and success, your company can increase property performance and improve your bottom line. Building connections and increasing your knowledge has never been more important.

WMFHA supports the rental housing industry by providing quality educational opportunities, coordinating networking events for personal growth, and by advocating for legislation equitable to our industry and the broader community. To learn more about membership in this passionate organization, call us at (425) 656-9077 or visit our website at www.wmfha.org. Follow us on Facebook and our other social channels for up-to-date information on association activities.

How Best to Handle Rent Delinquencies Right Now

Continued from Page 1

proactive landlord-tenant partnerships is deferring a portion of rent and establishing a reasonable repayment plan.

Alternatively, you can decide if a low rental rate moving forward is a feasible option for tenants impacted by the ongoing pandemic. This may be a better option for property managers who have mobile homes for rent or those leasing single-family dwellings. Otherwise, if you have apartments for rent, then you may need to consider if finding new tenants is more cost-effective in the long run.

2. Invest in Tenant Loyalty

Yet another proactive option for dealing with delinquencies now is to invest in tenant loyalty.

For instance, if you know tenants and residents are struggling during this time but are still finding a way to make the rent, why not acknowledge that?

Try hosting appreciation events that get the community out and having fun (using, of course, the CDC guidelines). This allows your residents to relieve some stress but also breaks down walls between landlord and tenant. Similarly, providing tenants with incentives to stay even after all of this is over, by giving a small rental credit or even a gift basket with needed supplies (masks, hand sanitizers, etc.), can lead to long-term retention. Such incentives can also be effective if you manage a community with mobile homes for sale. Here, homeowners can easily relocate their manufactured home once their lot rent lease is up; thus, it pays to invest in these particular tenants especially.

3. Paying Attention to Future Changes

It is also beneficial to keep your ear to the ground.

Apartment eviction moratoriums did not spring up overnight, and there was definitely talk of what local and state governments might do before they happened.

Therefore, as more and more people are falling ill to COVID-19 and businesses continue to close their doors, paying closer attention to what the future of renting and leasing holds is crucial.

Furthermore, it is important to note that landlords and owners are not without a voice right now. Becoming actively involved, as much as you can, may just help save your business and keep roofs over your tenants' heads.

So, stay apprised of relevant industry organizations and support those that will end up playing a role in how things look, legislatively speaking, and moving forward.

4. Offer Job Postings

Along those same lines, if you know of potential job openings or industries that are hiring during COVID-19, then why not share it with your tenants?

There is a whole host of employment opportunities online for remote workers, essential workers, and healthcare providers. So, if you stumble upon jobs that are perfect for any of your unemployed residents, it might be worth the mention.

And, since you are still actively keeping lines of communication open, you can send job posting emails as well as add a section to your website page for local employment opportunities. In fact, little things like this will help your tenants feel like they are not alone in this and will help to foster positive relationships within the community.

5. Provide Assistance Information

Making it easier for your tenants and residents to get in touch with agencies that are providing much needed assistance is also another way to make a difference.

Helping your residents secure food, homeschooling supplies, affordable medications, cleaning supplies, utility payment assistance, and so on makes their financial responsibilities a little easier to manage.

This, in turn, is likely to increase the chances that your tenants or residents will be able to pay rent or adhere to their new rental agreement and payment arrangements. Leasing office staff can help take it a step further by helping to set up appointments with delinquent residents so they can contact the necessary parties via phone with a property management team member.

Remember, at the end of the day, you and your tenants are truly a community; thus, working together in this manner should not be difficult because when your tenants are good, by extension, so are you.

Likewise, you may even want to consider partnering with local charities and non-profit organizations if you know a large sector of your community could benefit. For example, if you have several tenants that are veterans or many residents with kids, then it does not hurt to see what is available in the way of assistance for them right now.

Bonus Suggestion: Early Payment Raffles

Lastly, a bonus suggestion that property managers and landlords may want to consider is hosting early payment raffles.

This is a great way to show appreciation to tenants that are still meeting their financial obligations. Moreover, early payment raffles can also be a wonderful incentive for people who are torn between paying rent in full or allocating a portion of those funds to something else. Plus, the entire raffle program can be done without requiring anything additional from your residents or making management team members' jobs harder.

Everyone that pays a month in advance will automatically be entered into a raffle each month to receive money off the following month's rent. What's more, you can up the stakes by offering anyone who pays two months' rent upfront a guaranteed $100.00 off of their rent the next month.

Final Thought

Real estate or rental housing is fundamentally a relationship business, even in the midst of an ongoing pandemic.

While no one can truly predict the future, people need housing. As a result, looking for viable or proactive solutions to keeping people in their homes is what matters now. That said, property managers or landlords also have financial obligations to meet and their own housing costs.

So, it is imperative that we all work together to weather the storm. Through effective communication and landlord-tenant collaboration, collective anxiety and distrust can be diffused. By following these suggestions mentioned above, you can help curate solutions that will bridge the shutdown, which means landlord-tenant relationships ultimately can be preserved, and on-time rental payments will no longer be a thing of the past.

Justin Becker is a property owner in the state of Michigan and has a passion for managing communities. He owns apartment complexes and mobile home communities, and has been writing his own blogs for his properties for several years

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Government's Pandemic Policy Responses Could Increase Rent Regulation, NAA Says

More State Legislatures are Expected to Take Action

National Apartment Association

Government policy response to the pandemic has also created the conditions for the spread of rent regulation such as rent freezes and rent cancellation in many places, the National Apartment Association (NAA) writes this month.

The NAA says they expect more state legislatures to propose rent regulation on an emergency basis, opening the door for consideration of more permanent legislative changes.

At the state and local levels, several jurisdictions have considered or enacted temporary rent-freeze or rent-cancellation policies during COVID-19. California and New York have seen rent-cancellation bills introduced and gain some support. Washington State, Los Angeles, Washington, D.C., and Baltimore, Howard County, and Salisbury in Maryland have passed temporary rent freezes through the end of their local emergencies, via either executive order or city council ordinance.

The Massachusetts legislature is considering similar legislation that would allow cities and towns to implement a rent freeze or rent control for the duration of the state and federal state of emergency declarations due to COVID-19.

"The economic effects of COVID-19 have spurred policymakers at all levels of government to employ eviction moratoriums of varying lengths to protect renters, particularly those of low- or moderate-income, from displacement," the NAA writes.

"While these restrictions have largely achieved that aim – at the expense of the rental-housing industry – the results are merely temporary and have led renters to accumulate large amounts of debt that, based on past industry experience, will never fully be repaid.

"Unpaid rent will eventually come due and, when it does, renters who have not received rental-assistance dollars will be on the hook. In response, renters' rights advocates have promoted various types of rent regulations as one of a group of policies intended to protect renters from eviction and displacement."

Housing is healthcare argument

The NAA cites as an example Our Homes, Our Health, a renter advocacy group that has been pushing for drastic policy changes to protect renters during COVID-19, leaning on the argument that "housing is health care."

Recently, these advocacy groups have begun using a "price-gouging" argument to push for removing rent-control preemptions and passing rent-cancellation legislation.

"They contend that COVID-19 and the economic instability it has wrought necessitates regulating rent increases to prevent widespread displacement. With additional aid from Congress looking increasingly unlikely until at least after the election, policymakers could see aggressive rent-regulation policies as a low-cost option for cas- strapped jurisdictions searching for ways to protect vulnerable renters.

"While there are only six states that have either enacted statewide rent regulation or allow for local rent regulation, price-gouging laws are much more common, with 36 states having such laws on the books. Generally, price-gouging laws prohibit the sale of "necessities" for an excessive price during state and local emergency declarations. COVID-19, and the substantial job losses that have resulted, has bolstered the case for making it more explicit that housing is a necessity covered by price-gouging measures or going a step further, enacting even more stringent rent-regulation laws," the NAA writes.

Advocacy Strategy

To help combat the ongoing push for increased rent regulation, the rental housing industry will have to use multiple tactics and messages. One example is to articulate the pivotal role apartment properties play in supporting municipal tax bases. Nationwide, apartments contribute $58 billion in taxes to the local economy each year.

Cities across the country are facing massive budget shortfalls from the COVID-19 pandemic, increasing the importance of these tax contributions.

Continuing to push for the funding of rental-assistance programs will also be crucial to staving off rent-regulation policies. If designed appropriately, these programs support struggling renters and housing providers equally and preserve tax contributions and the 17.5 million of jobs supported by the rental-housing industry, reducing the perceived need for rent regulation.

Like eviction moratoriums, rent control and other rent-regulation policies fail to address the ongoing housing and financial instability of renters. Eviction and rent restrictions will only exacerbate the housing-affordability crisis by placing increased financial pressure on housing providers, especially small mom-and-pop owners who operate much of the nation's naturally occurring affordable housing. Balanced housing policy is needed to address the supply and demand imbalance that inflates rents and facilitate the construction of more housing at affordable price points.

To learn more about rent regulation, please contact Alex Rossello, Manager of Public Policy or visit the Rent Regulation Policy Page on the NAA website. For more information on the newest research tools on rent regulation and eviction moratoriums from NAA's research team, please contact Leah Cuffy, Research Analyst.

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Rents Trending Upward Across Seattle Metro Area

Continued from Page 1

monthly rent estimates paint the picture of a protracted national slowdown and uneven recovery," said Chris Salviati, housing economist at Apartment List.

"Our national rent index is down 1.4 percent year-over-year, but there is tremendous regional variation beneath the surface. San Francisco and New York City continue to lead the nation in pandemic rent drops, while smaller markets like Boise and Colorado Springs are heating up," Salviati said.

Rents rising across the Seattle Metro

While rent prices have decreased in Seattle over the past year, the rest of the metro is seeing the opposite trend.

Rents have risen in six of the largest 10 cities in the Seattle metro for which Apartment List has data. Here's a look at how rents compare across some of the largest cities in the metro.

- Lakewood has the least expensive rents in the Seattle metro, with a two-bedroom median of $1,382; additionally, the city has seen rent growth of 0.4 percent over the past month, the fastest in the metro.
- Seattle proper has seen the biggest rent drop in the metro.
- Redmond has the most expensive rents of the largest cities in the Seattle metro, with a two-bedroom median of $2,131; rents went down 2.3 percent over the past month and 6.9 percent over the past year.

City	Median 1BR Rent	Median 2BR Rent	M/M Rent Growth	Y/Y Rent Growth
Seattle	$1,480	$1,850	-4.2%	-12.2%
Tacoma	$1,070	$1,410	0.3%	2%
Bellevue	$1,940	$2,080	-2%	-7.8%
Everett	$1,180	$1,480	0	0.3%
Kent	$1,270	$1,630	-0.1%	1.6%
Renton	$1,430	$1,870	-0.7%	-0.2%
Federal Way	$1,330	$1,570	-0.1%	0.5%
Auburn	$1,250	$1,520	-0.9%	3.6%
Lakewood	$1,050	$1,380	0.4%	2.7%
Redmond	$1,900	$2,130	-2.3%	-6.9%
Kirkland	$1,810	$2,090	-1.6%	-3.6%
Lynnwood	$1,200	$1,480	-0.1%	0.7%
Bothell	$1,690	$1,930	0	-0.3%

Landlord Needs Help in Deciding What to Do

By Hank Rossi

Dear Landlord Hank,

We own a rental in Portland, Oregon. Thank you for your condolences... we have put our rental on the market. One of the two tenants has moved out. The remaining tenant wants to get another roommate to cover the rent expense. Our rental agreement says no subletting, etc., but with the weird rules Portland keeps implementing, can we still say "no" to the present tenant's request to get a new roommate in this rental? — Betsy

Dear Landlord Betsy,

You're right, it's really complicated in Portland and Oregon right now. I don't know exactly what your local laws are now regarding leases and leasing, but if one tenant broke the lease, and your lease forbids subletting, then you should be able to enforce that.

The problem is that most tenants that have roommates do so for economic reasons; it is more manageable to pay half the bills than all of them.

Can your current tenant pay the rent by himself or herself and still make ends meet, or will this desertion by the co-tenant make this tenant unstable, eventually having to move or be evicted?

You may need to compromise. Do you want to keep this tenant?

Does the tenant have a good long history with you, and how much time is left on the current lease?

If your tenant can't pay rent alone, you may want to let him or her out of the lease and start over with a new, more economically sound tenant. Or, you could let current tenant find a roommate, subject to background-screening approval, to ride out the rest of the lease.

Not sure what current economy is like in Portland, but if it is strong, it may be better to start over.

***

Dear Landlord Hank,

What should I be asking a prospective tenant's landlord, or previous landlord, before renting to them? — Richard

Dear Landlord Richard,

When checking an applicant's rental history, you must make sure that you are speaking to a real landlord and not the applicant's brother or friend.

This can be tricky if your applicant is not renting from an apartment complex or rental agency, so be very careful here.

Your rental application should have an information release at the bottom, signed by the applicant so you can legitimately seek the information you need to decide if you would like this applicant as a tenant. So send this release to applicant's prior landlords.

Also, try to get more than one rental history. I ask for the last five years of rental history and will check with all old landlords. I want to make sure the facts line up, such as dates that tenant occupied a certain address, the amount of rent paid, whether rent was paid in timely manner, or were there late payments or NSFs (not-sufficient-funds checks)?

Did this applicant take care of the property? Any damage on move-out? Did the tenant have unauthorized pets or guests, or any criminal activity? Did the tenant get along with neighbors, or was there friction – maybe noise late at night, etc.?

Did the tenant give prior landlord 30-day notice of vacating?

And, the most important question, would the old landlord re-rent to this person?

The information you receive in this section of your application is to me the most vital in determining if I want this person to be my next tenant. Usually, if an applicant has a great and long rental history, that is a good sign that you will have a trouble free tenant.

Hank Rossi started in real estate as a child watching his father take care of the family rental maintenance business and later got into the rental business as a sideline. After he retired, Hank managed his own investments, for the next 10 years. A few years ago he and his sister started their own real estate brokerage focusing on property management and leasing, and he continues to manage his real estate portfolio in Florida and Atlanta. Visit Landlord Hank's website: https://rentsrq.com

The 20 Healthiest U.S. Rental-Housing Markets

Fundamentals Remain Strong

Metro Area	Q2 2020 Vacancy Rate %	Q2 2019 Vacancy Rate %	% Change	Occupancy Growth Rank
Richmond, VA	2.7	13.6	-10.9	1
Louisville, KY	4.3	13.3	-9	2
Fresno, CA	0.7	7.5	-6.8	3
Columbia, SC	1.9	8.6	-6.7	4
Raleigh, NC	1.9	8	-6.1	5
Greensboro, NC	1.2	7.1	-5.9	6
Knoxville, TN	4.4	9.7	-5.3	7
San Antonio, TX	8.3	13.1	-4.8	8
San Diego, CA	2.4	7	-4.6	9
Cincinnati, OH	6.5	10.9	-4.4	10
Albany, NY	6.7	10.8	-4.1	11
Oklahoma City, OK	7.8	11.9	-4.1	12
Stamford, CT	1.7	5.5	-3.8	13
Sacramento, CA	2.3	5.9	-3.6	14
Baton Rouge, LA	5.6	9	-3.4	15
Nashville, TN	7	10.4	-3.4	16
Rochester, NY	0.6	4	-3.4	17
St Louis, MO	4.4	7.6	-3.2	18
New Orleans, LA	4.7	7.8	-3.1	19
Toledo, OH	4.5	7.4	-2.9	20

Rental Housing Journal

Rental-housing market fundamentals have remained strong despite COVID-19, and a new study shows the 20 healthiest rental housing markets in the United States.

For the study, Mynd Management analyzed occupancy-rate growth nationwide over the course of one year, from the second quarter of 2019 through the second quarter of 2020.

The three healthiest metros based on the highest occupancy-rate growth are Richmond, Va.; Louisville, Ky; and Fresno, Calif.

Richmond's vacancy rate fell to 2.7 percent, a 10.9 percent drop since the second quarter of 2019. Louisville's 4.3 percent vacancy rate in the second quarter of 2020 represents a decline of nine percentage points year-over-year. In Fresno, the vacancy rate declined 6.8 percent to a scant 0.7 percent year-over-year. A city-imposed eviction ban and suburban flight from the Bay Area to Fresno likely contributed to the metro area's historically low vacancy rate.

"This is an unprecedented trend: The top two metros in our study are located in Appalachia, a region that traditionally flies under the radar for many real-estate investors," said Doug Brien, CEO and co-founder of Mynd Management, in a release. "However, the health of this area isn't surprising given the state of rental housing. In spite of the coronavirus pandemic, rental demand remains healthy and the national vacancy rate declined 1.1 percent year-over-year to 5.7 percent in the second quarter.

"While some of these low vacancy rates can be attributed to metro areas with eviction moratoriums in place, we remain bullish on the rental-housing sector. According to Mynd's Rental Housing Tracker, rents have increased 7.2 percent as of mid-September across our portfolio of properties in 19 U.S. metro areas. Strong supply-and-demand fundamentals, low mortgage rates and ongoing stock-market fluctuation make now an opportune time to invest in residential real estate."

At left is a list of the 20 healthiest rental housing markets based on occupancy rate growth through the second quarter of 2020. Mynd manages and sells single-family rental (SFR) properties in many of these areas through its Investimate platform:

Metro areas with traditionally low vacancies and limited supply, such as San Francisco and New York, ranked in the middle of this study. San Francisco ranked 34th with a 1.7 percent decline in vacancy to 3.0 percent in 2020, while New York ranked 38th with a 3.3 percent vacancy rate in the second quarter, a 1.3 percent decline.

Mynd Management is a tech-enabled property-management and real-estate investment company serving the non-institutional sector of the single-family rental housing market.

Washington

Like many other parts of the country, Washington's rapid growth has resulted in significant housing affordability challenges. Combatting housing affordability issues in the state will require holistic solutions that address the needs of all Washington residents.

Washington has seen a sharp population increase, with 12.1% growth since 2010.

More than 977,900 Washingtonians call an apartment home, with demand on the rise.

71% of extremely low-income renters spend more than half of their income on housing.

Between now and 2030, Washington will need to add 9,787 new apartment homes each year to keep up with demand.

Legal Landscape

The state of Washington preempts residential rent control. According to Washington legislation, "No city or town of any class may enact, maintain, or enforce ordinances or other provisions which regulate the amount of rent to be charged for single-family or multiple-unit residential rental structures or sites other than properties in public ownership, under public management, or properties providing low-income rental housing under joint public-private agreements for the financing or provision of such low-income rental housing."

CONTINUE PREEMPTION

Rent control is an outdated concept. It benefits the very few—and not necessarily those in greatest need.

REJECT PRICE CONTROLS

Lawmakers should reject price controls and, instead, pursue alternatives such as voucher-based rental assistance for those in greatest need to better address housing affordability.

If you have questions about our efforts to promote holistic housing policies, please contact us at info@growinghomestogether.org

Growing Homes Together (GHT), a project of the National Multifamily Housing Council (NMHC), is a resource center designed to spark discussions at the state and local levels about policy solutions to improve America's housing crisis. NMHC is a national organization of more than 1,100 member firms involved in the multifamily housing industry.

Total Q3 Job Postings in Apartment Industry (% of Real Estate Sector)

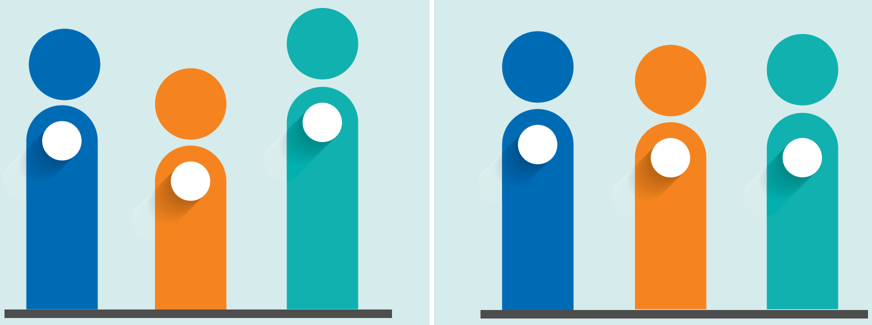
Q3 2020: **43.6%**

Q3 2019: **41.6%**

2014-2019 Average: **30.9**

Summary:
Nearly 44 percent of available real estate jobs in the U.S. were in the apartment sector during Q3 2020, exceeding the five-year average of 30.9 percent. Demand for multifamily talent was high as leasing momentum returned to normal levels. According to RealPage, net move-ins totaled 146,517 units in the third quarter.

Job Postings by Major Category (As a percent of all Apartment Jobs)



	Q3 2020	Q3 2019
Property Management	26.9%	26.6%
Leasing	23.1%	25.3%
Maintenance	28.8%	26.3%

Summary:
Maintenance talent was the most sought after during the third quarter and had the largest growth in demand, increasing by almost three percentage points. As more residents stay in their homes during the pandemic, the need for repairs and maintenance has increased significantly.
Note: Q2 2019 figures have been revised

Top MSAs* (As a percent of all U.S. Apartment Jobs)

Q3 2020		Q3 2019	
Dallas	5.6%	Dallas	5.9%
Los Angeles	5.1%	Los Angeles	5.3%
Washington, D.C.	3.3%	Washington, D.C.	4.2%
Atlanta	3.3%	Seattle	3.7%
Houston	3.2%	Phoenix	3.4%

Summary:
Dallas, Los Angeles, Washington, D.C, Atlanta and Houston were the leading markets for highest concentration of apartment job openings. RealPage reported that Dallas, Atlanta and Houston combined accounted for 17% of U.S. apartment absorption in the third quarter.

September 2020: % Apartment Jobs of Total Real Estate Jobs

Houston	57.2%
Dallas	55.4%
Austin	54.8%
Kansas City	54.0%
Columbus, OH	52.3%

Summary:
During September, major Texas markets including Houston, Dallas and Austin led the nation in available apartment jobs as measured against total real estate jobs.. Kansas City, Austin and Dallas ranked in the top 10 for most improved labor market conditions as of August.

Student Housing Job Postings** (% of all student job postings)

Top Cities**
(12 months ending September 30, 2020)

College Station, TX	2.8%
Columbus, OH	2.7%
Louisville, KY	2.2%
Chicago, IL	2.2%
Austin, TX	2.1%

Top Student Housing Job Titles

Leasing Consultant	7.6%
Property Manager	5.4%
Maintenance Technician	5.2%
Maintenance Supervisor	4.7%
Leasing Manager	3.5%

Summary:
During the past 12 months ending September 30, 2020, demand for student housing management professionals was highest in College Station, Columbus, Louisville, Chicago and Austin. Leasing consultants were in highest demand, representing almost 8.0 percent of all student housing job postings. Overall, the off-campus student housing sector remains resilient. Demand has been solid, mainly driven by students who prefer to live nearby their campus.

Competing Sectors (Highest Location Quotients)***

Apartments		Retail Trade		Hospitality	
Denver	2.7	Kankakee, IL	5.5	Savannah	2.7
Dallas	2.4	Greeley, CO	5.1	Reno	2.5
Seattle	2.4	Boulder, CO	3.1	Lubbock, TX	2.3
Atlanta	1.9	Waterbury, CT	2.9	Virginia Beach	2.2
Phoenix	1.9	Denver	2.8	Colorado Springs, CO	2.2

NAA NATIONAL APARTMENT ASSOCIATION Education Institute

Apartment Jobs Snapshot

Q3 2020

Strong Leasing Leads to Higher Jobs Demand

National Apartment Association Education Institute

A resurgence of apartment leasing activity during the third quarter of 2020 yielded a strong demand for skilled professionals, according to the latest jobs report from the National Apartment Association (NAA).

The NAA Education Institute's Apartment Jobs Snapshot showed job openings in the multifamily sector comprised nearly 44.0 percent of positions available in the real estate sector, surpassing the 5-year average of 30.9 percent.

Maintenance talent was the most sought after; with residents spending more time at home, the need for repairs and maintenance has increased significantly.

Dallas, Los Angeles, Washington, D.C., Atlanta, and Houston lead the nation for apartment job demand.

Leasing activity was also resilient in the student housing sector, as students are in search of housing near their campuses.

NAAEI's mission is to provide broad-based education, training and recruitment programs that attract, nurture and retain high-quality professionals and develop tomorrow's apartment industry leaders.

Common Skills (Percent of Jobs Requiring Skill)

	Apartments	Retail Trade	Hospitality
Specialized Skills			
Customer Service	32.0%	39.4%	27.0%
Sales	18.4%	37.7%	7.5%
Scheduling	15.6%	24.8%	17.8%
Baseline Skills			
Communication Skills	39.5%	33.2%	30.6%
Organizational Skills	28.4%	18.9%	18.8%
Detail-Oriented	22.1%	14.3%	14.8%
Teamwork/Collaboration	15.2%	14.6%	23.3%

Summary:
The apartment sector often competes with the hospitality and retail sectors for personnel with similar experience and skills. Customer service, communication, and organizational skills were among the most desired skills across all three sectors. Demand for talent in these sectors was most prominent in Colorado markets, indicating a highly competitive labor market.

Sources: NAA Research; Burning Glass Technologies; RealPage; Greystar student housing job postings as of October 14, 2020; Bureau of Labor Statistics

** MSAs with 100 or more apartment job postings.*
*** Cities with 75 or more job postings.*
**** Location quotients show how concentrated demand is within a particular geography. US-wide average demand equals 1.0; an LQ of 1.2, for example, indicates 20% higher demand than the US average (or 1.2 times the US concentration).*

To advertise in Rental Housing Journal, call Vice President/Sales Terry Hokenson at 480-720-4385 or email him at Terry@rentalhousingjournal.com

Sponsored Content

Playing Safely During COVID

By Danielle Patterson
Allplay Systems

Caution tape on playgrounds at schools and parks has become the norm during the current pandemic. But what should you do for a playground at your homeowner's association, apartment complex, or church?

The Centers for Disease Control (CDC) states that active outdoor play is essential to keeping both the mind and body healthy but also recommends that people use the closest available opportunity to play. This is frequently the play area within a complex or neighborhood and not the system provided by the city or schools. It is also vital to aid in maintaining peace within a household by giving an appropriate outlet for all that energy. So, what steps should you take? You should consider opportunities to encourage healthy play by making sure your equipment can be cleaned, consider offering sanitizer on site for users, restricting the capacity at any given time to allow for social distancing and making sure all the other guidelines for commercial playground safety are maintained.

Is your playground equipment made of a material which can be cleaned? Steel and plastic equipment can both be cleaned with mild soap and low-pressure water without damaging the surface. If disinfectants are needed, the Environmental Protection Agency has an available list of approved disinfectants, and even diluted bleach (1/3 cup in a gallon of water) can be applied to surfaces with a high degree of contact, like grab bars and climbers. These disinfectants may damage wood so should be used with caution in those situations.

Can you provide a handwashing station or sanitizer available near your play area? This, along with appropriate signage reminding users to thoroughly sanitize their hands before and after playing can increase the safety of the playgrounds. Your signage could also address other advice from the Centers of Disease Control for safe play including mask-wearing and capacity restrictions to accommodate social distancing.

Have you considered the general safety of your current equipment? Is it compliant for commercial applications, which is defined as ANY multi-user access? This includes apartment complexes, churches, daycares, and homeowner's associations. Is it free of rust and deterioration? Are there any broken components or sharp edges? Do you have appropriate protective surfacing so that any fall is cushioned to mitigate serious injury? During the pandemic may be the opportune time to consider creating a safer play area for your residents as everyone is staying closer to home and looking for ways to stay engaged while still being healthy.

Physical activity is a great benefit for physical and mental health for the users and their family members. We are tasked with creating a safe environment for kids both during this pandemic and for decades to come.

www.allplaysystems.com

Danielle Patterson has been playing professionally for 10 years as part of the Allplay Systems team. With a background in communications, she sees herself as a problem solver and project manager more than a salesperson. Despite the fact that her daughters are now grown, Danielle believes you never grow too old to play but you grow old when you stop playing.

Report Foresees Volatility Ahead

Rental Housing Journal

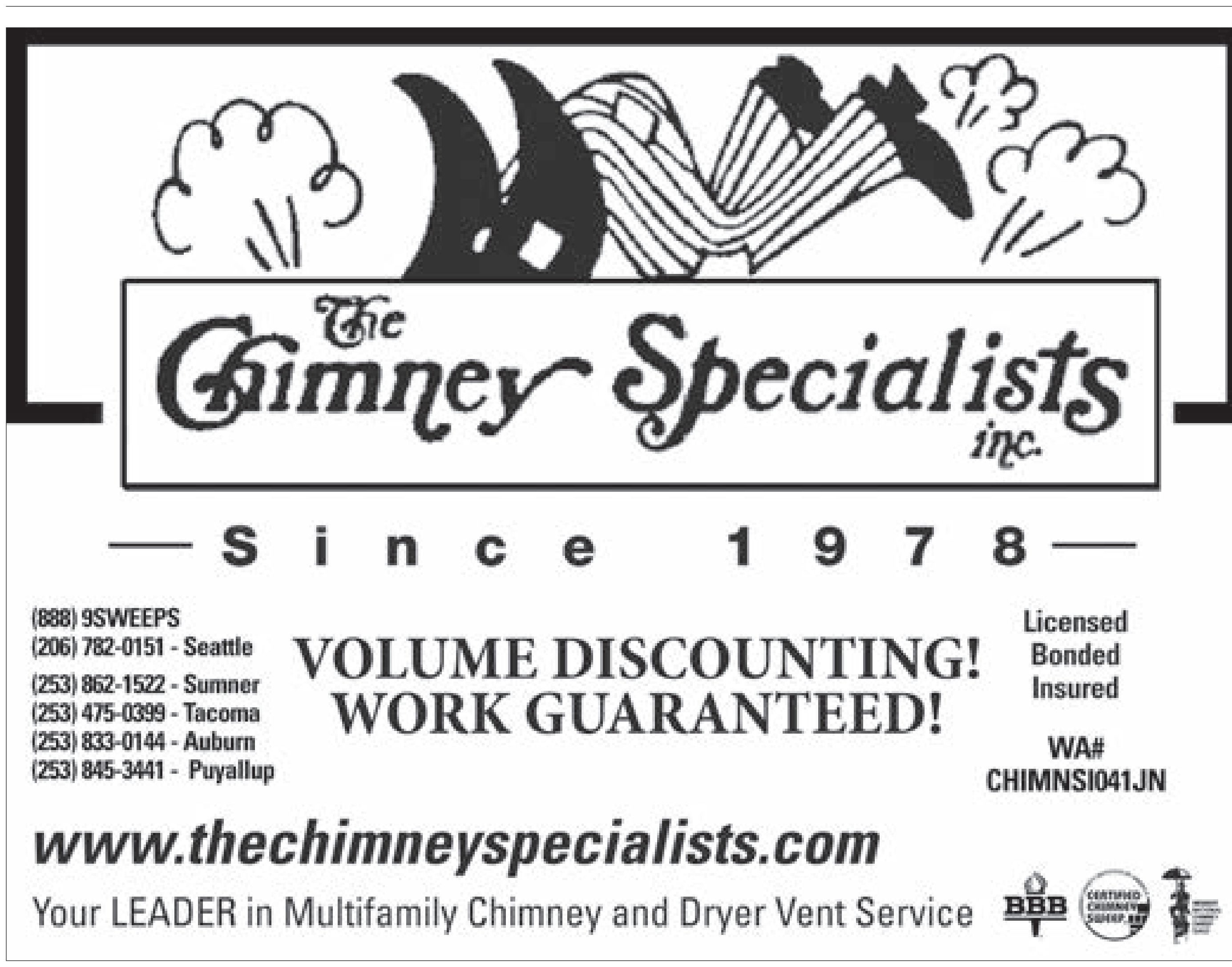
Since the beginning of the pandemic, rents have only fluctuated by a few dollars each month – contrary to what many in the multifamily markets initially feared, according to Yardi Matrix.

"However, there are significant rent variations at the metro level, and given a lack of government stimulus and ongoing layoffs, the fall and winter months will be telling," Yardi Matrix says in its September report.

As we move into the fall and winter months, the return to normal remains slow and volatile, Yardi Matrix says, cautioning to watch the labor market going forward.

"As furloughs inevitably become permanent job losses, the economic recovery remains at risk," the report says. "Eight months into the pandemic, with little aid in sight, companies are being forced to make tough staffing decisions."

Yardi Matrix is a leading source for originating, pre-underwriting and managing assets for profitable loans and investments. Yardi Matrix Multifamily provides accurate data on 18+ million units, covering over 90% of the U.S. population.

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