

IROC

INDEPENDENT RENTAL
OWNER COMMITTEE

HOW TO SET UP
AND RUN AN
IROC PROGRAM



MANUAL



Revised March 2015

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ABOUT THE NATIONAL APARTMENT ASSOCIATION

The National Apartment Association is America's leading advocate for quality rental housing. Since 1939, multifamily housing professionals and leaders have found the advocacy and service that they need at the National Apartment Association (NAA), the largest industry-wide, nonprofit trade association devoted solely to the needs of the multifamily housing industry--the industry responsible for providing homes to upwards of one-third of the American population.

Throughout its history, NAA has grown to become the preeminent representative of multifamily housing developers, owners, managers, and suppliers. As a strong federation of 170 state and local associations with more than 67,000 members and more than 7.6 million rental units nationwide, NAA is the leading advocate for the industry, providing leadership for a business that is constantly growing.

Working through NAA and its affiliated organizations, multifamily housing professionals have the benefits of outstanding education programs, superior lobbying and legislative monitoring, a trade magazine without rival and networking opportunities with their peers from around the nation.

ACKNOWLEDGEMENTS

The National Apartment Association thanks independent rental owners across America for their thoughtful contributions to this manual.

I. WHAT IS AN IRO AND AN IROC?

The National Apartment Association (NAA) defines an IRO (Independent Rental Owner) as an individual or individuals who own or manage rental properties, and are actively involved, from an ownership perspective, in the management of their properties. This could mean someone that owns as few as one unit or a person with thousands of units.

For many NAA affiliates though, an IRO is defined as “small-volume rental property owners or managers who have fewer than 100 individual units, or those who have no full-time employees.” All NAA affiliates are free to use their own definitions in defining their local and/or state IRO membership.

An Independent Rental Owner Committee (IROC) is a committee of IRO members formed on a local, state and national level with the focusing of providing education, idea exchange, networking and host of other benefits and services that assist IROs in growing and developing their businesses. Owners/managers who have both large and small properties in their portfolios can benefit from IROC activities.

WHY CREATE AN IROC WITHIN YOUR ASSOCIATION?

The purpose of forming a group of owners is to help these owners better handle their management problems and improve the efficiency and effectiveness of their operation by:

- ◆ Helping them to be better informed and educated about superior ways of managing rental properties;
- ◆ Expanding the network of small owners and managers to allow for better communication and information flow; and
- ◆ Improving the technical knowledge, as well as the price, availability and quality of work of various product and service providers.

By designating IROC as a permanent entity within the NAA network, the importance of the independent rental property owner/manager is recognized, especially in the collective legislative effort. Whether an individual NAA member owns or manages one unit or 1,000 units, each member has one vote when he or she goes to the polls to vote on key NAA issues put before the membership. There are an estimated 39,100,000 rental housing units in the United States, of which 6,000,000 units are in rental housing communities of 50 units or more. This leaves approximately 33,000,000 rental units in rental housing communities of 50 units or fewer, including single-family rental units, duplex, triplex or fourplex investment properties. This represents about 620,000 individual investor owners/managers throughout the United States who can benefit through organized IROC activities. This estimate is conservative, but it demonstrates the potential for IROC membership growth both within NAA and in your local association.

II. ORGANIZATIONAL STRUCTURE

ASSOCIATION COMMITTEE VERSUS INDEPENDENT COMMITTEE

Association Committee. Usually, the IROC is one of the many standing committees within an NAA affiliated association. The Education Committee plays an important role in developing education and training programs for independent rental owner/managers. The Membership Committee can also help by recruiting and retaining IROC members.

Independent Committee. Another option is the independent committee organizational structure. Under this structure, a separate membership group entity with its own elected officers and committees carries out all activities. Depending on your bylaws, this committee may report directly to the Executive Committee and Board of Directors, who have the final decision in all recommended small owner/manager activities.

In activities of independent owner/manager membership, it is highly recommended that this membership group not be segmented or identified as being separate from your general membership. Independent rental property owners and managers have unique problems related to the type of properties for which they are responsible. But in most respects, there are more similarities than differences, because of property size. All members are important, whether they be large property owners/managers, independent rental property owners/managers or product/service members. All are equal and deserve equal recognition and services from your association. The activities of your IROC add an additional dimension to your general affiliate activities.

REPRESENTATION ON THE BOARD OF DIRECTORS AND/OR EXECUTIVE

Committee. To ensure that your association continues to address the interests of independent rental property owners/managers, make sure that these members are represented on your board of directors and/or your executive committee.

Dues Structuring. Membership dues represent an extremely important business investment and are bargains considering the benefits that the independent rental owner/manager receives as an apartment association member.

Although the cost of total annual membership dues is an important factor in attracting independent rental property owners and managers, equally important are IROC educational activities and programs, whether formal or informal. Your association should concentrate on the quality and quantity of services and structure your membership dues accordingly. Cost is always relative to perceived benefit.

III. MARKETING IROC ACTIVITIES

BENEFITS OF APARTMENT ASSOCIATION MEMBERSHIP FOR INDEPENDENT PROPERTY OWNERS OR MANAGERS

The potential risk liability exposure of an owner/manager of a single-family rental-housing unit is the same as that of an apartment owner or manager. Both types of units have very similar problems that must be addressed and both generally are governed by the same laws and ordinances applying to all rental-housing properties.

The benefits of association membership include:

- ◆ Affiliating and sharing worthwhile information through networking with fellow owners or managers who share common interests and objectives;
- ◆ Strength in numbers, particularly in negotiating with local, state, and national legislators on issues which affect the rental housing industry;
- ◆ Educational programs by showing how IROC members can save or make more money can impact the bottom line of members
- ◆ IROC members can save money-provided such services are rendered by your association, through the collective purchasing or bargaining efforts for maintenance supplies and services;
- ◆ Rental property management information is available to IROC members, designed to help save money or reduce potential liability, from timely articles provided through your local and/or state publications, to NAA's *units* magazine. Articles directed specifically to the owners or manager of small rental properties are published periodically in *units*.
- ◆ Most state associations, as well as NAA, make a concentrated effort to provide programs at state and national conferences directed specifically to the owner or manager of small rental properties, through additional participation by your IROC members
- ◆ Where available, IROC members may use copyrighted legal forms provided by local or state associations and/or NAA which offer the optimum protection for the small owner/manager in the leasing and operation of their rental properties or single-family rentals; and
- ◆ Continued awareness of local rental housing issues, fair housing, environmental issues, U.S. Occupational Safety and Health Administration (OSHA) requirements and current liability issues that could affect them personally, such as the benefits of incorporation over sole proprietorship, as well as other compliance issues.

HOW TO REACH INDEPENDENT RENTAL PROPERTY OWNERS/MANAGERS

Some ways to reach IROC prospects are:

- ◆ Advertise IROC meetings and/or educational activities through your local newspaper, association publication, or other news media;
- ◆ Telephone the classified rental ads published in local area news publications, concentrating on those ads, which advertise the rental of single-family rental units. *During your calls, ask them if they are members of the apartment association, and if they are not, explain the benefits of membership and invite them to your next IROC meeting or educational seminar;*
- ◆ Advertise in the local news media to promote a free educational seminar targeting independent rental property owners/managers. *During your meeting, provide helpful information as well as outline the benefits of membership. While these types of seminars can prove very fruitful, do not give up if only a few potential members attend. IROC membership and activities begin with the first member;*
- ◆ Advertise assistance in rental housing matters by partnering with an area landlord attorney. When you receive such help calls, they are a perfect opportunity to invite the callers to attend your upcoming IROC or association meetings;
- ◆ Join your city's Chamber of Commerce. The annual membership fee can be easily justified by the exposure that your association receives through Chamber of Commerce activities. Many investors entering a new area will contact their Chambers of Commerce to obtain information on members that might be of assistance to them in property management;
- ◆ Obtain local municipal tax records or other rental property lists (including licensing if required in your area). They can be good potential membership sources. Either call or mail an invitation to prospective members for a planned IROC event;
- ◆ Register your association's name with local service agencies including a description of services, including "addressing the ongoing needs of all rental property owners;"
- ◆ Send press releases to local area news media, including your name and services provided to your membership and/or to the community; and
- ◆ Encourage satisfied members to share their good fortune with their investor friends, urging them to become involved in IROC activities so they, too, may save money by becoming more professional in managing their properties.

IV. EDUCATIONAL SERVICES FOR IROC MEMBERS

Your independent rental owner/manager members may be frustrated by association activities not providing adequate educational information to permit them to do their jobs well. To help alleviate potential frustration, develop specific educational activities directed to your members who own or manage small properties.

An appropriate IROC education program varies from the nuts and bolts of how to analyze investment property before purchasing and selling to detailed day-to-day hands-on property management. It is important to teach members about minimizing financial risks, including potential liability issues. Education can address the ongoing threat of negative legislation that may be considered by local, state and national legislators. The bottom line is that education includes anything that IROC members need to know which may affect their financial future.

Any investor acquires a rental property based on the belief that, in time, it will provide financial rewards, either by generating monthly cash flow or at the time of sale. This investment road, however, is full of obstacles. The apartment association can help all rental property owners/managers through sharing moneymaking or money-saving ideas that will enhance their success with their investments.

In a national survey conducted by NAA, educational subjects (or benefits of IROC membership) were categorized by their importance to IROC members.

The following represents these benefits, ranked in order of their importance:

1. Use of forms (for states or local associations having copyrighted leases and other forms used in the property management process);
2. Updates on local, state and national legislative issues;
3. Sharing ideas with fellow members;
4. Updates on legal issues;
5. General educational activities;
6. Exposure to local suppliers;
7. National Apartment Association units magazine; and
8. Social activities.

Depending on your specific location and membership base, priorities may be altered substantially. You are encouraged to regularly poll your membership, asking the question, "How can we best serve your needs?" and then plan your educational activities accordingly.

Other potential educational subjects are:

- ◆ Comparing operating expenses with averages in the industry;
- ◆ Credit/screening/collections;
- ◆ Crime prevention and security issues;
- ◆ Energy savings;
- ◆ Fair housing issues;
- ◆ Financing or lender information;
- ◆ Fire, crime, and drug prevention;
- ◆ Government and/or local rental housing ordinances and regulations;
- ◆ How-to information dealing with all aspects of rental property acquisition, maintenance, management, and marketing;
- ◆ Landlord/tenant laws;
- ◆ Leasing practices;
- ◆ Local municipal housing code compliance;
- ◆ Maintenance tips;
- ◆ Marketing and retention;
- ◆ Marketing or selling investment properties;
- ◆ Premises liability issues;
- ◆ Property acquisition;
- ◆ Property insurance;
- ◆ Record keeping and tax issues;
- ◆ Terrorism response issues
- ◆ Tax saving tips; and
- ◆ Panels of two or more experts in their field for brief presentations, followed by a question and answer session. Experts might include accountants, attorneys, bankers or mortgage company representatives, realtors or insurance representatives.

Potential speakers. The list of speakers who can deliver useful and educational information to your IROC group is almost endless. Some suggested speakers include:

1. *Accountants*, on optimum tax savings and/or record keeping for rental property owners;
2. *Chamber of Commerce representatives*, on matters that affect the general or economic environment of your local community;
3. *Court representatives*, on the steps necessary for eviction, filing for damages, etc., and discussing how a small claims court works and documents needed to be brought to court;
4. *Credit bureau service representatives*, on recommendations of how to obtain and provide credit history information;
5. *Fire department representatives*, on a rental property's legal obligations and/or fire prevention measures;
6. *Insurance representatives*, on what to do to minimize property insurance costs and/or how to process an insurance claim to optimize insurance benefits in making necessary casualty repairs;
7. *Law enforcement representatives*, on crime and drug prevention measures;
8. *Local, state or national legislators*, on local ordinances, other legislative issues or subjects of interest;

Cost of educational activities. Members are willing to pay for quality educational activities, especially those activities that will save them money immediately. Typical IROC owners/managers have relatively short-term objectives with their investment properties and are concerned with educational activities that can benefit them now. Fees should be at a minimum level, but your education programs should be packed with money-saving ideas for your members.

In order to keep the cost of educational activities at a minimum level, some associations solicit support from sponsors (primarily from product/service members) who are eager to expose their products or services to the IROC member group.

You will find that product/service representatives will be very supportive in their participation and sponsorship of formal IROC meeting activities. To the product/service representative, your IROC group represents a viable source of new sales and it is much more cost effective for them to discuss the merits of their goods or services in a group environment. Otherwise, it would be almost impossible to identify and dedicate the time necessary to contact each IROC member individually.

Make your meetings productive. All meetings whether they are for general networking purposes or with specific speakers or subject matter, should be developed with great care. Typically, owners/ managers of smaller properties have other professions and their time is very limited. The first meeting that new or prospective members attend may be your only chance to capture their attention and ensure that they will return to your next scheduled IROC event. For example:

1. *Help your members save time and money.* Provide information to help your members in day-to-day operational activities to make more money or save time and money in the operation of their properties. No formal speaker is necessary. Encourage your members to share ways they have personally discovered to improve their bottom line. The benefits or money saved from one new idea can easily exceed the cost of annual membership.
2. *Encourage individual member participation.* Personal involvement by attendees with their fellow members will make them feel that they are an important part of the group. Your meeting chairperson should encourage active participation from all members and serve as a facilitator, with the objective that everyone participates in the meeting and decisions are made by the group. The first item on your meeting agenda might be to ask every member to share an idea they have learned since the last meeting that has saved them time or money. This gets everyone involved and everyone wins. Another good idea is to ask each attendee to write down pressing questions or concerns. During your meeting read the questions to your group and brainstorm about possible solutions and answers.
3. *Present legislative issues.* Offer seminars or discussion on all-important legislative areas, including local, state, and national legislative issues to keep members up to date. All members should contact their legislators and express their views on pertinent issues. Working alone, our impact on legislative events may be limited, but collectively the results can be more favorable.

Legislators are impressed with group efforts because they see each person attending as one vote for their future support. Many independent rental property owners have very strong personal relationships with elected officials. This adds to the political influence that an organized small property owner/manager group may have on local, state, and national legislative issues.

4. *Select realistic meeting times.* Meeting times (whether for regularly scheduled meetings or special educational seminars) should be planned keeping in mind that most owners/ managers of smaller properties have other full-time professions and managing their rental properties is often secondary. Optimum meeting times are those that do not conflict with other personal or business obligations, generally breakfast, lunch, or evenings.

Apartment associations with a large membership base of owners/managers of large apartment properties hold IROC meetings at times and places separately from regularly scheduled general membership meetings. Other associations, where association membership is predominantly owners or managers of smaller properties, find it beneficial to hold such activities concurrently.

Some associations find that varying meeting times increases attendance. As your IROC membership grows, let your members decide the optimum time for these activities and plan accordingly.

Determining meeting frequency. Meet as often as you need to make your programs effective. The frequency of your regularly scheduled meetings and/or other special educational programs is an important factor. Most associations with successful IROC activities meet once each month. To meet strictly for the sake of having a meeting can be counterproductive if you do not provide useful and informative programs. Quality programs that will quickly help your members make more money are extremely important.

Some associations feel more comfortable scheduling meetings every other month or four times each year. However, in order to maintain the interest and consistently provide helpful information to your IROC members, monthly meetings are recommended.

Select appropriate meeting locations. The individual who owns or manages small properties may feel overwhelmed in a large or formal meeting environment where most of those in attendance are large volume property owners/managers. If your membership base is mostly large volume owners/managers, large hotels or meeting facilities would be discouraged if you are promoting IROC growth. Any location that offers a relaxed atmosphere can be a meeting place for your IROC members. Poll your membership and plan accordingly.

Some successful program locations include:

- ◆ Local area restaurants that provide a small private area where informal or formal programs can be conducted. Cafeterias offer an excellent alternative, with those in attendance paying for their own meals;
- ◆ Community meeting facilities may be available at minimal or no cost;
- ◆ Individual members' homes may also offer a favorable meeting environment;
- ◆ Some associations have a permanent educational or meeting facility;
- ◆ Motels/hotels, school or church meeting facilities, country clubs, or bank/office conference rooms.
- ◆ An apartment or condominium clubroom;
- ◆ Large property owners or managers may offer their clubrooms free of charge. This meeting place selection can help to develop a valuable camaraderie between small and large owners and managers.

Incorporate the best seating arrangements. Optimum seating arrangements for networking mandates that all members face each other so that they can easily see the person they are either talking with or listening to. A circular arrangement or u-shaped conference seating style is more beneficial in getting members to interface with each other rather than the typical auditorium style seating arrangement and offers a relaxed atmosphere when a formal speaker is provided.

Utilize the Rental Owner’s Course (ROC). The Rental Owners Course (ROC) is an education program sponsored by NAA that represents a wide variety of subjects directed primarily to those who own or manage smaller properties. This comprehensive program covers the fundamentals of property management-the skills needed for success.

Rental Owner’s Course includes:

Chapter	Title
1	Budgets & Financial Management
2	Taxes
3	Risk Management & Protecting the Asset
4	Employment Practices
5	Property Maintenance
6	Rental Rate Establishment & Marketing
7	Lease & Addenda
8	Rent Collection, Security Deposit Management, Eviction Procedures
9	Rental Unit & Common Area Preparation
10	Renting to Prospects
11	Resident Retention & Renewals

SETTING UP A RENTAL OWNERS COURSE (ROC)

Select a coordinator/facilitator and a location. Appoint a ROC coordinator, either a staff person or member of the education committee. The coordinator should be familiar with issues unique to independent rental property owners and be able to relate to their needs. The coordinator monitors all sessions and works with the instructors to develop handouts to aid in the training process. The ROC Instructor's Guide and Participant Guides are available from NAA and provide more specific guidance on the course.

The specific location for conducting ROC activities should be determined by the size of the class and in a convenience of location. An informal, but quiet setting works best. NAA suggests that the seating be arranged in a U-shape in order to facilitate interaction.

Potential participants. Potential participants include:

- ◆ Possible Locator Service members;
- ◆ Members with fewer than 50 rental units;
- ◆ New and prospective members;
- ◆ Personnel from large management firms with smaller properties in their portfolios; and
- ◆ Real Estate agents.

Course schedule. The ROC takes a minimum of 18 to 20 hours and can be scheduled in a variety of ways:

- ◆ 1 to 4 hour long sessions over several weeks;
- ◆ 1 day a week for 2 ½ weeks;
- ◆ An intensive weekend of Friday evening, all day Saturday and Sunday afternoon.
- ◆ The program can be expanded into a longer course by covering each teaching point in greater depth, adding visits to properties, and using guest experts.

Materials. Participant and Instructor Guides with PowerPoint screens may be ordered from NAA by the local apartment association. The program can then be offered to IRO members at a competitive tuition. NAA sells the text for \$75.00 per Participant Guide. The Instructor's Guide is \$55.00.

Certification of completion. ROC course graduates should be presented with a Certificate of Completion in an Award Ceremony.

General comments. Programs provided for small rental owners should not be long and drawn out. Most participants prefer programs with fewer (but quality) hours where information is focused on the items of specific interest to the small owner/manager participants

V. INDEPENDENT RENTAL OWNER (IRO) ONLINE PROGRAMS & SERVICES

(IRO) Resource Center

The resource center provides education and information resources for smaller owner members to help them grow and develop their businesses. The target audience is owners of 1-50 units and is designed to provide education and information to IRO members in an easily accessible and convenient manner.

The IRO Resource Center includes:

- ◆ *units* articles that are IRO-specific – Archived UNITS articles from 2000-Present on IRO-specific topics.
- ◆ Business tips & articles - Section that is indexed by topic (resident screening, marketing) to make the articles easily accessible when looking for information in a particular area.
- ◆ IRO Best Practices Guides – NAA created two recent education guide books that provide best practices information on successfully managing rental property. These hard copy booklets have been uploaded onto the IRO site for easy member accessibility.

IRO Committee (IROC) Center

Provides information on best practices and how to successfully develop, maintain and sustain an IROC. This area targets affiliates with no IROC locally; and affiliates and members interested in better understanding the dynamics of successful IRO committees.

Current resources include:

- ◆ IROC Best Practices – Best Practices on how to sustain and successfully maintain an IROC.
- ◆ Manual on how to create and sustain an IROC – Manual that provides a step by step process to create an IROC.
- ◆ IROC minutes from past two years – Provides members with a look into the inner workings of the committee and how certain decisions were made.
- ◆ Contact information for IRO Committee members – Contact information provided so that members can contact committee members if there are questions, etc.

IRO Member Spotlight

The IRO Member Spotlight is designed to provide best practices in areas of business importance to smaller owners from the perspective of a successful IRO owner. The target is IROs in all segments of the membership.

IRO List Serve

The IRO List Serve provides IRO members a vehicle to communicate and learn best practices from other members from across the country. The target audience for the list serve is all segments within the IRO membership. The list serve is an email like system that allows members from across the country to join through the NAA Web site and ask questions that are pertinent to their business and from there receive responses from IRO members from across the country. The responses come from others who have experiences in the area of business in question.

IRO Marketing DVD

NAA created the IRO Marketing DVD to better assist local affiliates with marketing to the IRO segment in their areas. The CD outlines the NAA Network and reasons to join an NAA affiliated local apartment association. The video also features many NAA IRO members from around the country giving their testimonials on the benefits that they have received through the NAA Network. You can view the video at www.naahq.org/memberonly/resources/iro. Copies are available for affiliates. If you would like to order additional DVDs, contact Joshua Dick at joshua@naahq.org or 703-797-0624.

VI. FORM SALES

The **National Apartment Association's Click & Lease** offers valuable benefits to members. The powerful and easy-to-use leasing program allows an apartment community to save time and money by speeding up preparation and printing of legal documents. In addition to providing greater efficiency to the onsite leasing process, prospective residents may fill out a rental application online, and property managers may audit and edit entire portfolios of leases with a few clicks of a mouse.

NAA Click & Lease interfaces with property management software, allowing you to transfer data between systems and prevent repeat data entry. NAA Forms Online, the Web-based lease program, runs entirely in your Web browser, eliminating the need to install or update any software on your system

The lease and accompanying addenda cover every aspect of the rental process and are reviewed by expert attorneys to ensure compliance with state law and local regulation. The language of the lease is constantly monitored and modified to reflect new legislation or jurisprudence.

In addition, as the technology behind the program advances, you'll receive the benefit of those improvements. This may include additional forms, increased software application functionality and integration with new property management software systems.

Currently, more than 10,000 communities are enrolled in the NAA Click & Lease nationwide. This program continues to grow exponentially each year; every four seconds a new National Lease is printed! Customer companies include some of the largest multi-family REITS and privately held real estate firms in the country. To date, the National Lease is the most widely used standardized form in the multi-family housing industry.

Click n' Lease for Independent Rental Owners. Similar to NAA Click & Lease, Click n' Lease offers all of the same benefits with a special twist for owners and managers who complete fewer than 25 lease packages a year in a single state. A separate Click n' Lease site license is required for each state represented.

Click n' Lease offers incredible cost savings as well as the following valuable benefits:

- ◆ Provides 200 clicks (about 10 leases) that can be used until exhausted
- ◆ Speeds up the preparation and printing of lease documents
- ◆ Improves accuracy and reduce errors with its built-in math calculations
- ◆ Provides default settings for recurring items and charges
- ◆ Allows automatic data transfers from the main lease form to other forms in the lease package
- ◆ Creates error checking and lease expiration reports
- ◆ Drops the \$175 software license fee and yearly renewal fee so that your total cost is only \$75! Each additional batch of 200 clicks is \$50

VII. SAVINGS PROGRAM DESIGNED TO SAVE OWNERS MONEY

NAA has created the Independent Rental Owner (IRO) Savings Program that can assist owner members with saving time and money on the following commonly used products and services:

1. *Maintenance Products and Services*

NAA's partnership with Maintenance USA provides members with:

- ◆ At least a 3 percent discount off the lowest catalog price regardless of quantity ordered.
- ◆ Small minimum order of \$75 qualifies for FREE delivery on most items.
- ◆ Free next day delivery available to 96 percent of the U.S. population from our 46 warehouse locations. Go to www.e-musa.com/iro.htm for 24-hour service or call 800/283-4000 Ext. 5270.

2. *Resident Screening*

There are a number of resident screening companies that can assist with providing individual screening reports for members at a discounted rate. The following companies are currently a part of the program:

a. ResidentCheck - IRO members can now access our products and services at a discounted rate! Rates as low as \$8 for screening services and no monthly fees! Full credit and national criminal package for only \$16! Visit www.residentcheck.com or call 800-491-2580 x 114.

b. On-Site.com - Easy online sign-up in minutes. Comprehensive & user-friendly background checks. Get an instant score and recommendation to rent. Invite applicants to apply online to your property 24 hours a day. Charge an application fee to cover the cost; Fill in & print a lease for your state, including NAA Lease forms. Visit the On-Site.com Web site or call 866-266-7483 x 148 today!

c. RentGrow - ScreeningWorks, a service of RentGrow, provides comprehensive and affordable resident screening with instant results. Easy to use and interpret – make your rental decision in less than 5 minutes! Exclusive offer for NAA members: Save 10% on every applicant screen! Promotion code: NAAsave10 Visit the ScreeningWorks.com Web site or call toll free 888/401-7999.

3. *Property Management Software*

NAA's partners with DIY Real Estate Solutions and provides affordable web-based property management software for Independent Rental Owners. The software has the following features:

- ◆ Highly intuitive, easiest to use and most affordable web-based property management software ever developed for Independent Rental Owners.
- ◆ Online portal - Access to Internet marketing and resident interface .
- ◆ Free set-up and support - No long-term contract.
- ◆ Direct interface to:
 - Resident Screening
 - On-line Rent Payments
 - Automated Debt Collection

Visit www.diyresolutions.com to view a complete demonstration and sign-up today.

4. Debt Collection

NAA's program provides collection services with no upfront costs from companies that will work diligently for you. The following companies offer services through NAA's program:

a. *On-Site.com* – Offers integrated debt collections services. Visit www.on-site.com or call 866/266-7483 x148.

b. *Hunter Warfield* – Offers CollectNow: the Fastest Way to Get Paid. Cost Effective -No signup fees. Flat-fee collections. Plans start at only \$12.95 for NAA members. Visit www.on-site.com or call 888/HUNTWAR (888/486-8927).

c. *ResidentCheck* – Offers 50% Contingency. No upfront fees. Online file placement and payment updates. Reporting to all three National Credit Bureaus (Experian, Equifax, Trans Union). Visit www.residentcheck.com or call 800/491-2580 x114

5. Click n' Lease

NAA has designed Click n' Lease: leasing software for Independent Rental Owners. Click n' Lease offers incredible cost savings as well as the following valuable benefits:

- ◆ Provides 200 clicks (about 10 leases) that can be used until exhausted.
- ◆ Speeds up the preparation and printing of lease documents. Improves accuracy and reduce errors with its built-in math calculations.
- ◆ Provides default settings for recurring items and charges.
- ◆ Allows automatic data transfers from the main lease form to other forms in the lease package.
- ◆ Creates error checking and lease expiration reports.
- ◆ Drops the \$175 software license fee and yearly renewal fee.

Your total cost is only \$75 and each additional batch of 200 clicks is \$50. Join today through NAA's web site and save time and increase your bottom-line! Just another way NAA is at work for you!

6. FedEx Advantage® Program

NAA members are now eligible to receive valuable discounts of up to 27% on select FedEx® shipping services. There are no costs and no minimum shipping requirements to take advantage of this great member benefit. NAA members can save:

- ◆ Up to 27 percent on select FedEx Express® services
- ◆ Up to 23 percent on select FedEx Express international services
- ◆ Up to 15 percent on select FedEx Ground® services
- ◆ Up to 10 percent on select FedEx Home Delivery® services

For more information about the FedEx Advantage Program, call 800/MEMBERS (800/636-2377, 8 a.m.–6 p.m. EST, M-F).

NAA pass code to enroll: TPGB1K.

For more information call 1-800-772-1004 or visit the Blue Moon Web site. Choose your state. On the next page choose the "Pricing/Order" option. On the next page choose the "Small Owner."

For more information about the Independent Rental Owner Committee please contact Joshua Dick at Joshua@naahq.org or 703-797-0624

Current NAA Affiliates with Successful IRO Programs

1. The Utah Apartment Association
Contact: Paul Smith - Paul@uaahq.org; 801/487-5619
2. Apartment Association of Greater Los Angeles
Contact: Jim Clarke - jim@aagla.org; 213/384-4131
3. The San Diego Apartment Association
Contact: Alan Pentico - apentico@sdcaa.com; 858/278-8070
4. The Houston Apartment Association
Contact: Jeff Hall - jhall@haaonline.org; 713/595-0300
5. The Apartment Association of Greater Dallas
Contact: Joel Kin Oldham - koldham@aagdallas.com; 972/385-9091
6. Apartment Association of Tarrant County
Contact: Perry Pillows - ppillow@aatcnet.org; 817/616-0354
7. Apartment Association of Orange County
Contact: Lou Penrose - lou@aaoc.com; 714/245-9500
8. Triangle Apartment Association
Contact: Josie Eatmon - jeatmon@triangleaptassn.org; 919/782-1165 x8
9. Apartment Association of Metro Denver
Contact: Mark Williams - mwilliams@aamdhq.org; 303/329-3300 x14
10. The Arizona Multihousing Association
Contact: James Tunnell - jtunnell@azama.org; 602/296-6212
11. Apartment Association of New Mexico
Contact: Kelly Senye - kelle@aanm.org; 505/822-1114
12. Multifamily NW
Contact: Deborah Imse - Deborah@multifamilynw.org; 503/226-4533