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INSIGHT FOR RENTAL HOUSING PROFESSIONALS

ARIZONA

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Circulated Monthly To Thousands Of Apartment Owners, Property Managers, On-Site & Maintenance Personnel

What You Need to Know About 'Steering'

By The Fair Housing Institute

The Fair Housing Act makes it illegal for a housing provider to attempt to influence or steer where a prospect lives due to the prospect's race, color, religion, national origin, sex, familial status, or disabilities—otherwise known as protected categories.

An important point to remember is while the Fair Housing Act is applicable in all states, some states have additional protected categories. For example, in addition to the seven categories listed above, California's fair housing law also protects prospects on the basis of their citizenship, immigration status, primary language, age, sexual orientation, gender identity and expression, genetic information, marital status, source of income, and military or veteran status.

Not being knowledgeable of your state's particular laws or additional protected categories can leave you open to complaints and violations.

What is Steering?

The two elements of a steering

See 'Attempting' on Page 5

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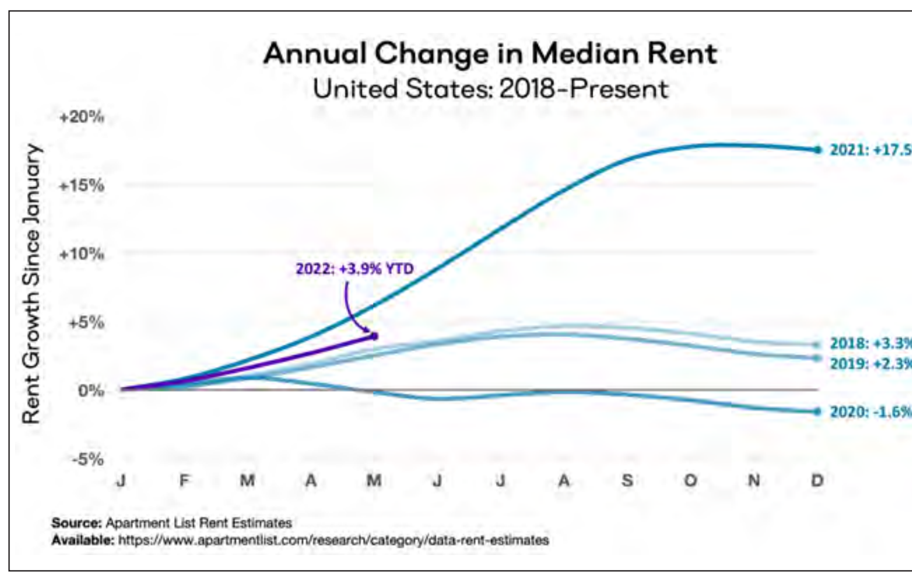
Rent Growth Accelerates Again, Posting 1.2 Percent Rise in May

Rental Housing Journal

National rent growth accelerated slightly again in May, with the national index up by 1.2 percent over the course of May, the largest monthly increase of the year so far, according to Apartment List.

"So far this year, rents are growing more slowly than they did in 2021, but faster than the growth we observed in the years immediately preceding the pandemic. Over the first five months of 2022, rents have increased by a total of 3.9 percent, compared to an increase of 6.1 percent over the same months of 2021," the Apartment List research team writes in the report.



Rent growth likely to exceed pre-pandemic trends

Year-over-year rent growth currently stands at a staggering 15.3 percent, but is down slightly from a peak of 17.8 percent at the start of the year, the report says.

"Based on what we've seen so far this year, rent growth in 2022 seems likely to continue exceeding the pre-pandemic trend, even as it moderates substantially from 2021 levels," the report says.

Rents increased in May in 96 of the nation's 100 largest cities, though 70 of these cities have seen slower rent growth so far in 2022 than they did last year, and some of the hottest Sun Belt markets are finally showing signs of plateauing growth.

Vacancy rate on upward trend

The national vacancy index ticked up slightly again in May, continuing a streak of gradual easing dating back to last fall.

See 'Rents' on Page 5

Are You an Easy Target for Fraud?

By David Pickron

Just last week I received an email that promised me the easy life. King Jeremiah from Zimbabwe had $45 million that he needed my help with to get out of his country. Imagine that… little ole me being contacted to help royalty in another country. And for my troubles, I'd get half of the money. I was blown away, even overwhelmed, by this amazing turn of fate that had come my way.

Most of us can clearly see through offers like this a mile away, but they keep coming. Someone must be falling for these types of scams, or they would not continue month after month, year after year. Though fraud schemes like these are easy to see, scammers are getting better and better at using your information against you. One

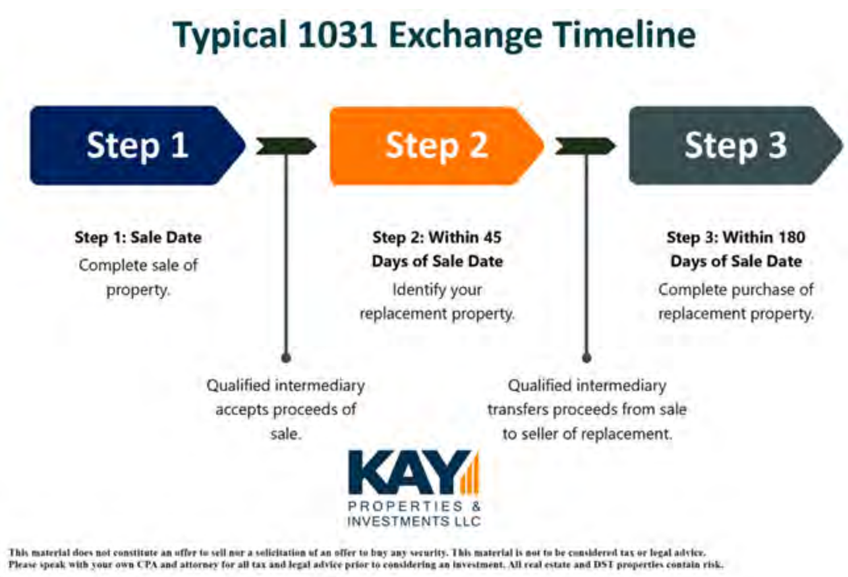
See 'Take' on Page 7

Sponsored Content

Picking the Right Delaware Statutory Trust Companies

Investors often must juggle multiple investment options, like where to invest and with whom. When it comes to evaluating a Delaware Statutory Trust or DST investment, real estate investors should look for a firm that specializes in DST investments to help ensure their 1031 Exchange is executed, with no detail being dropped.

One of the most important reasons investors need to carefully research any Delaware Statutory Trust company is because 1031 Exchange investment decisions need to be made within a tight timeframe, and within strict IRS requirements. These are not easy decisions to make within the timeframe, as they require careful assessment and specialized know-how of both the 1031 Exchange and DST industries.



1031 Exchange Timeline Considerations

The IRS timeline on a 1031 exchange can be extremely challenging, including completing the following steps within the specified timeframe as outlined under Section 1031 of the United States Internal Revenue Code:

1. Investors must purchase another "like-kind" investment property
2. The replacement property must be of equal or greater value
3. Investors must invest all the proceeds from the sale (i.e. the sale cannot receive any "boot".) NOTE: A boot is a portion of the sales proceeds you receive from a 1031 exchange that isn't re-invested in a replacement property. For example, if you sell a property for $200,000 but only re-invest $180,000, the $20K difference is known as boot.
4. The investor must be the same title holder and taxpayer
5. Investors must identify new property within 45 days
6. Investors must purchase new property within 180 days

How Knowledgeable is your Delaware Statutory Trust Company?

One of the greatest benefits of working with a specialized and skilled Delaware Statutory Trust company is that they can provide investors not only expert advice and insight into the various property options, but also provide advice on building a conservative, customized, and diversified portfolio for their investor's. Some firms advise investors to select risky businesses like hospitality, senior care, and oil & gas industries for 1031 exchange property options. Firms like Kay Properties & Investments is focused on building conservative, customized, diversified portfolios for their clients, doing everything possible to minimize risk.

Another important investment criterion investors should consider when a DST 1031 exchange, is does the firm provide 1031 Exchange investors a diversified menu of real estate assets from which they may choose, rather than forcing them to pick from limited options.

Kay Properties has access to the marketplace of DSTs from working closely with more than 25 DST sponsor companies. This allows investors to close their 1031 Exchange in little as 2-3 days, and invest in quality assets within the multifamily, net-lease, self-storage, industrial and manufactured housing sectors. In addition, Kay Properties offers the industry the largest inventory of custom debt-free DSTs while other firms only have 1 or 2 available. In addition, Kay Properties provides its clients a cash-out refinance option for those investors seeking potential liquidity.

Are They Offering a Breadth of Investment Options?

One of the concerns with having limited investment options is that investors may choose to invest their money in a particular investment not because it is necessarily the most suitable available in the market, but simply because it is the best option amongst those presented to them. For example, Apple and Microsoft are often considered by some to be well managed and profitable companies, but if those were the only options presented to a stock investor by their financial advisor, that investor would not necessarily know about other companies sometimes considered by others to also be well managed and profitable in which they could diversify their holdings, such as Amazon, Google, Netflix, etc… The same is true in the world of Delaware Statutory Trust brokers.

Many 1031-exchange investors are sometimes introduced to DST 1031-exchanges by someone that only has access to one or two DST properties and/or who has very little experience/knowledge in completing and evaluating 1031 DST exchanges.

What About the Education Process for DST 1031 Investors?

Because the Delaware Statutory Trust 1031 IRS laws can be confusing, the best Delaware Statutory Trust broker should offer investors educational tools to help them find the right DST investment vehicle. In addition, a good DST 1031 firm should also possess extensive knowledge about the different types of DST options, and be able to share this knowledge so that their client can pick the right property that meets their goals and objectives, be it in terms of tax deferrals or benefits and of course potential returns. And – depending on your unique goals and objectives – an excellent DST broker may help you select DST investments as you consider all three: potential income, potential capital preservation, and capital appreciation potential.

Kay Properties has one of the most (if not the most) robust 1031 Delaware Statutory Trust educational platforms in the nation. Some of these educational tools include:

- DST 1031 Conference Calls
- 1031 Exchange Delaware Statutory Trust Seminars and Workshops
- Vast Library of DST blog articles where investors can learn about DST trends, transactions, and insights
- A Regularly Updated Library of Podcast Episodes dedicated to DST 1031 exchanges

What Does their Track Record Say?

Another good idea for investors who are looking for the right Delaware Statutory Trust company should do is to examine the track record of any firm you are thinking of working with to determine whether they have extensive experience with DST 1031 investments. A long track record suggests they have acquired the necessary financial skill set and industry expertise which can help them evaluate several options to help you pick the right one. Plus, with years of experience in the DST sector, the best DST companies boast of a broad network of DST sponsors, offering you many options to choose from.

Kay Properties & Investments is considered one of the most experienced and knowledgeable investment firms in the country specializing in Delaware Statutory Trust (DST) and private equity real estate investments. The firm was established in 2010 with the emphasis on providing real estate investment options to high-net-worth clients looking for passive real estate ownership. In addition, Kay Properties believes it has created one of the largest 1031 exchange and real estate investment online marketplaces in the country that generates some of the largest DST 1031 investment volume in the United States. In 2021, for example, Kay Properties clients participated in thousands of transactions, and the $610 million of equity invested through the Kay Properties platform was invested in more than $8 billion of real estate offerings totaling approximately 50 million square feet of multifamily, manufactured housing, single tenant net lease, industrial, self-storage and medical properties nationwide.

Besides a deep network, what accredited investors deserve is an experienced and knowledgeable 1031 Delaware Statutory Trust broker that can provide them with valuable insight, guidance, and access to a large amount of diverse DST properties from many different DST sponsor companies. Kay Properties, a national Delaware Statutory Trust (DST) investment firm, is such a DST broker.

What Kay Properties Can Do for You?

One of the tremendous resources offered to investors by Kay Properties is the kpi1031.com online marketplace. The www.kpi1031.com platform provides access to the marketplace of DSTs from over 25 different DST 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 150 years of real estate experience, are licensed in all 50 states, and are 1031 exchange DST brokers who have participated in over $30 Billion of DST 1031 investments.

Sophisticated real estate investors know that choosing the right DST broker is critical when looking to place their 1031-exchange or cash-investment dollars into a DST.

What to Look for When Searching for a Delaware Statutory Trust Company

WHAT TO LOOK FOR	WHAT DOES IT MEAN?	WHAT QUESTIONS TO ASK
Make sure the firm is hyper-specialized in DST 1031 Investments.	A true DST specialist firm will have participated in billions of dollars of DST investments and be able to provide clients custom options to satisfy their specific, unique needs.	Key Takeaway: Ask how many DST 1031 deals the firm has successfully completed.
Make sure you use a firm that has an entire team of DST 1031 professionals.	It's important to understand how the concepts of debt replacement, lease structuring, diversifying real estate portfolios, etc. are relevant to any 1031 exchange. A true DST 1031 expert will be able to explain these and other terms in great detail.	Key Takeaway: Ask very specific questions and demand very specific answers.
Make sure you use a firm that is very particular with their DST properties.	Many firms that don't specialize in DST properties encourage investors to look at assets that have higher risk, overly priced, and little performance data.	Key Takeaways: Ask where the advisory firm sources their properties for 1031 exchanges, and what type of due diligence they have performed on the properties
Make sure to use a firm that has some of its own skin in the game.	Smart investors work with DST 1031 advisory firms who invest their own money in the investments they are selling.	Key Takeaways: Ask if your advisory firm personally invests in the specific properties they are advising other people to invest in.

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 150 years of real estate experience, are licensed in all 50 states, and have participated in over $30 Billion of DST 1031 investments. This material does not constitute an offer to sell nor a solicitation of an offer to buy any security. Such offers can be made only by the confidential Private Placement Memorandum (the "Memorandum"). Please read the entire Memorandum paying special attention to the risk section prior investing. IRC Section 1031, IRC Section 1033 and IRC Section 721 are complex tax codes therefore you should consult your tax or legal professional for details regarding your situation. There are material risks associated with investing in real estate securities including illiquidity, vacancies, general market conditions and competition, lack of operating history, interest rate risks, general risks of owning/operating commercial and multifamily properties, financing risks, potential adverse tax consequences, general economic risks, development risks and long hold periods. There is a risk of loss of the entire investment principal. Past performance is not a guarantee of future results. Potential cash flow, potential returns and potential appreciation are not guaranteed. Nothing contained herein constitutes tax, legal, insurance or investment advice, nor does it constitute a solicitation or an offer to buy or sell any security or other financial instrument. Securities offered through FNEX Capital, member FINRA, SIPC.

5 Communication Tips to Help Prepare for a Multifamily Community Crisis

By Heather Austin and Heidi Goitia

On a recent Crisis Communication Multifamily Panel, a colleague lamented you can't really prepare for a crisis. We could hardly disagree more. The reality is you CAN and SHOULD prepare for crisis and ensure your team has the training and tools to confidently handle an unexpected event in a manner best for both your team and your residents.

Below are five tips to get you started. These tips have proved invaluable the past two decades as we've guided multifamily, master-planned communities and retail centers across the nation through some interesting and upsetting situations.

1. Review Operational Crises Plan and Layer in Communication Plan

The first step in creating a crisis communication strategy is to establish your operational crisis response plan. As your team refines how to operationally address a crisis, you'll begin to see how important it is to layer in communication elements into each potential crisis. These strategies revolve around what to say, to whom, the timing of messages, who will be the spokesperson and which channel/channels you will use. Once those things are determined, tools, processes and training can begin.

2. Research Potential Crisis

While each catastrophe may have its nuances, researching the most likely crisis events and communication challenges for your industry, and continuing to stay on top of trends as new potential issues arise, will prepare your team to strategically weather even the roughest storms. Some of the most common and heartbreaking challenges in the multifamily space right now include:

- Employee/resident conflicts
- Health and safety
- Car thefts/break-ins
- Fires/shooting
- Rental prices
- Maintenance issues/amenity closures/natural disaster/hazmat issue
- Domestic violence/homicide/suicide
- Sex trafficking
- Fair Housing, sexual harassment or racial discrimination
- Privacy and technology

These issues happen at many communities, working-class, luxury, or somewhere in between.

3. Create a Media Policy/ Designate a Spokesperson

Positive news coverage is important for an organization to enhance its brand and strategically grow. When working with the media, the goal is to view them as partners, not adversaries, and be open and responsive by providing information in a timely fashion. The media is just one more communication channel that can help you carry your messages of being a resident-centric, fiscally responsible, transparent, forward-thinking, empathetic leader in your space.

It's critical to make sure your team members don't give out confidential information about residents, employees, vendors or partners. Every effort must be made to guarantee the accuracy of information distributed, and to make certain information is provided by people within your leadership team who are knowledgeable on the issue, who understand the media and know what your team can and cannot say.

When creating a media policy, we advise you to designate a spokesperson. This is the only person authorized to respond to media inquiries.

- If your team is contacted by a reporter, do not give out any information. Instead, let them know you are not the spokesperson and ask the reporter:
  - What information they want
  - Which media outlet (newspaper, magazine, radio, television station, blog, podcast, web publication) they represent
  - Their deadline and contact information (phone preferred)
- Immediately advise your public relations team/firm, or spokesperson
- Any effort to contact the media on behalf of the organization to generate or respond to media coverage, including letters to the editor, blogs, or social media posts on behalf of the organization should be coordinated by your public relations firm/ internal communication team/leader.

4. Draft Holding Statements

Holding statements created for each researched situation can be your lifeline in the middle of a crisis. These are pre-approved messages (cleared by your legal team) that can be used by any team member who may encounter media members onsite or over the phone before your spokesperson has arrived. They allow you to avoid saying "no comment" and redirect media inquiries to the person – your spokesperson – who has the information they are seeking. These messages should also translate to online review responses, social media conversations, resident email or portal updates and other communication channels.

Holding statements should be issue-specific, and focus on the safety, privacy and well-being of your residents and team members as well as provide pertinent information such as:

- Whether first responders are onsite and to whom questions should be directed
- Whether the community is currently open or on lockdown
- Whether the incident happened on private property, and the name of the spokesperson who will have additional information

5. Provide Interactive Training

Creating regular, interactive crisis media training sessions for those most likely to deal with crisis situations is one of the most important aspects to a crisis communication strategy. These are typically team members working on weekends/evenings when emergencies most often occur and may include leasing consultants, maintenance crews, security teams, community managers and staff who live onsite. Provide ongoing, interactive training where they can practice responding to various situations, using holding statements, and how to respectfully redirect media inquiries without violating anyone's privacy. Regular crisis training sessions also allow leadership teams to better understand what issues community teams are encountering and better prepare for situations that may be bubbling up.

Unfortunately, crises will occur at every organization. It's not if, it's when, and preparing ahead of time will empower each team member to feel more confident about their role and responsibility and allow your team to move confidently forward, knowing whatever arises you'll be prepared to tackle it together.

Heidi Goitia is a two-time Emmy award winning journalist and current public relations supervisor for the Ferraro Group, a regional public relations and public affairs firm. Goitia most recently worked as a reporter for ABC15 (KNXV) and as morning show anchor for Arizona's Family (KTVK/KPHO). Previous to her on-air roles, Goitia was a producer for Good Morning Arizona. Goitia serves on the boards for the National Academy of Television Arts and Sciences Rocky Mountain Chapter and for TalentBlvd, an organization dedicated to the support and development of young broadcasters.

Heather Austin is the agency principal for the Ferraro Group's Phoenix office, where she is responsible for overseeing strategic public relations, crisis communications, social media strategy, business development and operations. Austin has more than two decades' experience in public relations and crisis communities and currently serves on the board of East Valley Partnership. Current real estate clients include Western Wealth Capital, Western Wealth Communities, NexMetro, Torreon and Scorpion Bay Marina for Desert Troon Companies as well as several clients for The Sieb Organization including Estrella in Goodyear, Arizona; Mariposa near Albuquerque, New Mexico; and Gregg Ranch outside Austin, Texas. https://theferrarogroup.com/

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Attempting to Influence Where a Prospective Tenant Lives is Violation of Fair Housing Laws

Continued from Page 1

violation are:

1. An effort to influence a prospect's choice of a house or apartment
2. The housing provider's effort is related to the prospect's protected category.

Notably, this "effort to influence" does not have to be malicious or result in injury to the prospect in order to establish illegal steering. In other words, all steering is illegal even when it is well-intentioned.

There are many fair housing cases involving a housing provider who had the best of intentions and was just "looking out," so to speak, for the prospect's best interests. The general rule is that it is up to the applicants to determine where they want to live. Any efforts by a housing provider to encourage, discourage, or redirect a prospect based on any of the protected categories will be viewed as illegal acts of steering and are prohibited by the Fair Housing Act.

Examples of steering:

- "Since you have several children, our experience has shown that we will have fewer complaints from neighbors if you live on the first floor."
- "That area of the property is viewed as our 'quiet' area, so you should choose an apartment in a different area closer to other young families."
- "This property has a lot of Latino residents, so you should fit right in."
- "I assume from the last name you are Jewish, like me. I have a vacant apartment that is next door to another Jewish family. Would you like to see it?"
- "The only available unit we have is on the second floor, so since I see you use a wheelchair, I can put you on a waitlist for a first-floor unit."

How To Handle Questions That Could Lead To Steering

It is common and helpful when a prospect shares what they are looking for in a home and their specific preferences with the leasing agent. However, if a prospect starts asking questions regarding the property, such as "What kind of people live here?" (looking for a breakdown of race), or "My church is close by, are there many of my denomination living here?" these types of questions should not be answered!

Regardless of the prospect's motivation, answering questions like these could have either an encouraging or discouraging effect and are based on protected categories, making it illegal steering. Another point to keep in mind is that it is also considered steering if a housing provider attempts to protect the prospect from one or more of the neighbors who are known to be prejudiced against people in the prospect's protected category. Housing should be determined based only upon availability and any preferences provided by the applicant, unless those preferences are based on protected categories.

Another more subtle pitfall can be in discussing local schools. For families with school-age children, the local schools are often a topic of discussion. The National Association of Realtors recommends that agents use caution when answering questions about the local schools, as this can be a method for describing the surrounding community's racial and national origin characteristics. To avoid inadvertently steering prospects, housing providers should only discuss the schools' known facts, not include their personal opinions. It may be helpful to maintain a list of resources containing factual information about the local schools. When the topic of local schools is raised, you can refer the prospect to your list of websites instead of offering your personal opinions.

Best Practices and Policies When Showing Vacancies

Having a clear policy as to the way vacancies are shown can help avoid any appearance of steering. One best practice is to show the units that have been vacant the longest. If your policy is to show units based on the prospect's answers to interview questions, it is a good idea to keep notes or guest cards describing the areas of the community the prospect requested and the reasons for their preferences. This way, if a claim of steering is ever made, you have documentation to prove exactly what happened.

Steering - The Final Takeaway

It is part of every property's job to lease vacant units. Using sales techniques like showcasing amenities or brand-new appliances is the right way to encourage a prospect to lease an apartment or house. The efforts to influence a prospect's choice of a home should never include consideration of either the prospects' or the existing residents' protected categories. Proper training is essential for every employee to understand what steering is and how to avoid it.

In 2005, The Fair Housing Institute was founded as a company with one goal: to provide educational and entertaining fair-housing compliance training at an affordable price at the click of a button.

Rents Still Climbing

Continued from Page 1

"Our vacancy index now stands at 5 percent, up from a low of 4.1 percent, but remains well below the pre-pandemic norm," the report says.

Although this gradual easing in occupancy is a positive signal, the market remains historically tight.

"And although we're now at the start of the busy season for the rental market, when the bulk of moving activity normally takes place, rapidly rising rents may incentivize many renters to stay put and renew existing leases rather than looking for new ones. At the same time, the recent spike and mortgage rates has created yet another barrier to a historically difficult for-sale market, potentially sidelining would-be homebuyers and keeping them in the rental market.

"Given these factors, it's possible that the easing of our vacancy index could level off in the coming months," the report says.

Apartment List estimates the median contract rent across new leases signed in a given market and month, using data from the Census Bureau's American Community Survey. Growth rates are calculated using a same-unit analysis similar to Case-Shiller's approach, comparing only units for which they observe transactions in multiple time periods to provide an accurate picture of rent growth that controls for compositional changes in the available inventory.

Changing the Perception of Apartment Living

By Debbie Willis

Negative perceptions about renters and landlords have been around for ages. According to a survey conducted by Apartment List, some of these perceptions include renters are poorer and can't afford to purchase a home, they are transient and not invested in their community, and renting is a short-term solution which points to a lack of commitment and responsibility. Throughout our own development process and experience, we consistently run into locals who feel adding an apartment development within their community will have a negative impact on the neighborhood.

The popularity of apartment living and for-rent single-family homes continues to grow across the United States, and for many it's by choice. According to Pew Research Center, the percentage of renters in the United States rose from 34.6 percent to 43.3 percent from 2006 to 2016 and it appears to have remained at these levels since. So why the negative perceptions? And why are so many choosing to rent as opposed to purchasing a home?

Who's Renting and Length of Residency

We're seeing a wide variety of renters in all stages of life, economic standing, and age applying to live in an apartment and for-rent communities. Some are snowbirds looking for a second home in a warmer climate to spend their winters, some are traveling professionals, some are building a home or waiting to purchase a home, many want to live in a specific location, some are retiring and looking to simplify and downsize, and some simply do not want the stress that comes with owning and maintaining a home. For these reasons and many more, renting has been a lifestyle choice for years and is increasing in popularity.

One of the stigmas related to apartment living is the fear an apartment community will draw transients and higher crime rates. As of May 2022, the average residency of a P.B. Bell apartment resident is 29.3 months or 2.4 years. On the high end, two communities within our portfolio have an average residency of 3.7 years. The properties within our portfolio range in class type, age, and location and offer a varied sampling. Maintaining a beautiful, clean, and safe community is a top priority at all our properties and residents enjoy the benefit and convenience of having a professional group manage and care for their community and home.

Income

Many community members worry and may publicly voice concern when a new multifamily community is proposed or planned for development in their neighborhood because of the idea or assumption that apartment renters generate lower than average income and are not willing to invest in their immediate and surrounding community. According to CoStar, as of May 17, 2022, the average asking rent for an apartment home in the Phoenix Metropolitan Area is $1,597. Typically, the minimum income requirement to qualify for a rental home is at least three times the asking rent, which would total nearly $60,000 in annual income. Newer apartment communities are asking much more. The average market rent per unit in an apartment community built in 2020 to 2022 in Phoenix is $2,060 (source: CoStar). This brings the minimum annual income requirement to $74,160.

While some are applying for an apartment home with roommates to combine income and meet these qualifications, we're also seeing many applicants surpass the minimum income requirement by quite a bit, falling into the upper middle and upper class. Regardless of single or multiple applicant status, occupancy standards are enforced at all professionally managed communities, which is typically two persons per bedroom. When we review our residents' qualifications, it's clear many can afford to purchase a home but are choosing to rent because they like the location, the flexibility, availability, and convenience an apartment home may offer. Multifamily residents also support nearby shops and restaurants, boosting local businesses.

Community Amenities

Master-planned community members may fear that apartment renters moving into the community will cause congestion with the use of their amenities, such as parks, community centers, pools, etc. However, it's quite the opposite. One of the appealing factors to many apartment renters is the incredible amenities available exclusively to them within their apartment community. In Arizona, some of these basic amenities include resort-style pools, fitness centers, 24-hour on-call maintenance, controlled community access, and playgrounds. Newer developments are offering much more, from dog parks and dog spas to indoor and outdoor lounges, complimentary common area wifi, coffee bars, business centers, electric vehicle charging stations, smart-apartment-home thermostats and other amenities. Apartment residents have the ability to

access all these amenities within walking distance from their apartment home, offering a unique lifestyle of luxury, exclusivity, and convenience.

We'd like to challenge skeptics to seek out a new apartment or rental community in your area and take a tour. See for yourself why people are making this lifestyle choice and making the decision to rent.

Debbie D. Willis, president and designated broker for P.B. Bell, is responsible for the company's residential property management operations. Debbie has been in the multifamily property management field since 1979 and with P.B. Bell since 1983. Debbie administers all functions of the P.B. Bell Property Management Division and oversees all new business and development activities. Debbie has served as the Arizona Multihousing Association State Convention and Trade Show chairperson, Education Committee chairperson, and Ethics Committee chairperson. She currently serves on the Arizona Multihousing Association Board of Directors. Debbie has an Arizona broker's license, received her Certified Apartment Manager (CAM) designation from the Arizona Multihousing Association in 1987 and her Certified Property Manager (CPM®) designation in 1992 from the Institute of Real Estate Management.

Monthly Meeting Schedule for the Arizona Real Estate Investors Association

PHOENIX MEETING
MONDAY, JUNE 13, 2022
5:45 P.M.

VENUE 8600
8600 E. ANDERSON DR.
SCOTTSDALE, AZ 85008
memberservices@azreia.org
480-990-7092

The Phoenix meeting is held on the 2nd Monday of the month. These meetings are full of education, information, and networking.

Market Analysis & Trends with Tina Tamboer: What does the Cromford Report have to say about the current market? We are joined by Tina Tamboer from the Cromford Report to give us detailed market insight as to what we saw in the first half of 2022 and what we can expect from Q3. Tina is one of the top market analysts in the state and will give you information you can't get anywhere else!

Association Update: Find out about what's happening at AZREIA, how to best leverage your membership benefits, and get the best prices on upcoming events!

Trade Show, Networking & Guest Orientation: Spend time meeting AZREIA business associates, other investors and build your team.

Main Presentation: The Importance of Sales in Real Estate Investing with Steve Trang

TUCSON MEETING
TUESDAY, MAY 10, 2022
5:45 P.M.

TUCSON ASSOCIATION OF REALTORS®
2445 N. TUCSON BLVD, TUCSON, AZ 85716

The Tucson meeting is held the Tuesday after the Phoenix monthly meeting each month. These meetings are full of education, information, and networking.

Investor-to-Investor Networking and dynamic Haves & Wants are an important part of the Tucson AZREIA meeting. This is your chance to meet local investors, ask for what you need, and share what you have. Deal of the Month is your chance to find out what your local investors are doing and how they are doing it. Don't miss this opportunity!

Open Networking: The perfect time to get checked-in to the event and chat with other local real estate investors in attendance.

Local Market Update: the latest in trend analysis for the US, Arizona and Greater Tucson including existing homes, new homes, foreclosures, REO, short sales and traditional sales. What investment strategies are working and why. This is must know information for the serious real estate investor.

Main Presentation: National or local expert speaker or an expert panel.

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Take Steps to Protect Yourself from Fraud

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slip and you could lose your identity or thousands of dollars.

Recent statistics provided by a Federal Trade Commission (FTC) report that there are more than 6,000 reports of fraud on average every single day. And that's just those that are reported. I would guess that the actual number of acts of fraud committed daily are three or four times as many, but they go unreported. These acts include check, credit card, bank account, email, and/or mail fraud; they are all around us. As an investor/landlord you have to ask yourself are you at risk, and if so, how?

Investors have their information literally everywhere online as it is stored in several databases. The simple act of buying a home opens you up to people seeing and eventually stealing your data. Think of the places you provide personal information during this process: application forms, down payments for escrow, public websites like the county recorder and assessor, landlord registration, corporation commission, Zillow, and other data harvesters. In fact you've probably experienced our very own investing industry grabbing this data and soliciting you directly to buy, sell or manage your properties. How many unsolicited texts, phone calls or emails have you received from people who want to buy your home? Ever wonder how they are getting your number? Your personal information is more accessible than ever.

As a private investigator with the click of just a few buttons, I could tell you everywhere you lived, what you owned, who your neighbors were, names of your family members, cell phones, Social Security number, date of birth, extended relatives, cars, employment, etc. When you set up your last online profile, wherever it may be, did you answer a new security question? Boom, that is one more piece of data collected on you. It used to be as simple as asking for your mother's maiden name, but that has now extended to things like your high school best friend, sister's date of birth, name of first pet or any other crazy question. Unknowingly we are all sharing information that may be used against us.

We rely on great relationships with our bankers, who have seen a large increase in bank fraud over the last several months. While they may seem safe, wire and money transfers have become targets for fraudsters, and they do not have the protection credit cards have. Wire transfers are immediate and clear banks quickly and before you know it, your money is gone.

Our personal and business accounts are at risk, too. It is crazy to me that we will diligently protect our Social Security number but then give anyone a check with our routing number and bank account number printed right on it, leaving us massively exposed to online check fraud. It's time to protect our bank account numbers like just like we do our Social Security number.

I suggest that you do these three things immediately:

1. Put a freeze on your credit. Experian has made it easy to freeze and unfreeze. Freezing your data stops anyone other than you from accessing your information and receiving new credit. If you are at a car dealership and looking to finance, you simply go to the Experian portal and remove the freeze for the day. It automatically freezes again the next day. Create your freeze today at: https://www.experian.com/freeze/center.html
2. Use an online rent payment system to manage your rental payments. This system allows rent to be paid from bank account to bank account, without giving out your personal bank account numbers to your tenants. This will protect you from one more person having your personal information.
3. Watch what you post online. When you search your name, what do you see? I personally write many articles, do podcasts, record videos, and have my information everywhere…I am toast! In helping others, I expose myself and, in an attempt, to be personal, tell many stories that give data about my family, properties, hobbies etc. Social media is also the perfect medium for people to grab pictures or personal information. If you find yourself in a similar situation with a growing online presence or increased exposure, go back to number 1 above and make sure you freeze your credit. You don't want to be one of those 6,000 reports a day going to the FTC.

In reality, we aren't ever going to be able to entirely get away from those who want to use our good information for bad purposes. But we can take steps to protect ourselves that will at least limit the damages. The good news for me is that King Jeremiah is going to make me mega rich, so I'll just find a quiet home in a sleepy town, own a Dairy Queen, and be set for life.

David Pickron is president of Rent Perfect, a private investigator, and fellow landlord who manages several short- and long-term rentals. Subscribe to his weekly Rent Perfect podcast (available on YouTube, Spotify, and Apple Podcasts) to stay up to date on the latest industry news and for expert tips on how to manage your properties.


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