$2.95

OCTOBER 2022

How Do You Handle Relay Operator Calls? *Page 4*

Create a Competitive Edge with Market-Driven Amenities *Page 5*

Tips for Retainig Top Talent in Multifamily *Page 7*

RHJ RENTAL HOUSING JOURNAL

INSIGHT FOR RENTAL HOUSING PROFESSIONALS

ARIZONA

rentalhousingjournal.com • Rental Housing Journal, LLC

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

Should Landlord Have a Copy of Tenant's Renters' Insurance Policy?

By Hank Rossi

Dear Landlord Hank: We require renters' insurance at our rental property.

In the past we have not asked for a copy of this. Do you think it is wise to attain a copy for our records to prove the tenant followed through on this? After researching online, it seems like a mixed bag of answers for or against. Thank you! – Megan

Hi, Landlady Megan: If you require renters' insurance at your property, I would definitely put in your lease that this is required to be purchased at the tenant's expense and required to be kept in force for the duration of the lease.

Then I would get a copy for yourself along with contact info for the agency selling the policy so you could contact them to make sure the policy is in place.

Each week Hank Rossi answers questions from landlords and property managers across the country in his "Dear Landlord Hank" blog in the digital magazine Rental Housing Journal.

Prsrt Std
US Postage Paid
Permit #1662
Phoenix, AZ

Rental Housing Journal, LLC
4500 S. Lakeshore Drive, Suite 300
Tempe, Arizona 85282

Chart courtesy of Yardi Matrix

Report: Phoenix 'Still Bright'

Rental Housing Journal

Phoenix is "still bright" despite the softening in rent gains that are likely the result of its substantial supply expansion since January 2021; more than 17,000 units have come online in Phoenix, coupled with slowing in-migration, Yardi Matrix says in the Phoenix Multifamily September report.

The report says the robust supply of new units has been outpacing the demand. Phoenix's economy has been in expansion mode since late last year, having recovered all jobs lost in the pandemic. Phoenix was one of the first markets to recover jobs lost during the pandemic.

"Expectedly, the multifamily market reacted to the positive economic performance with robust fundamentals, especially on the supply and investment scenes, delivering all-time high figures," Yardi Matrix writes in the report.

The report points out that people moving

See 'Phoenix' on Page 6

Prepaid Rent: Perks and Pitfalls

By Scot Aubrey

The Saturday mornings of my youth were spent eating pancakes and watching cartoons on TV. One in particular, Popeye, had a character named Wimpy who was a well-known cheapskate. The line that defined his character most was, "I'd gladly pay you Tuesday for a hamburger today."

Of course, he rarely showed up on Tuesday to pay his debt; as a landlord, you may be all too familiar with this type of scenario. On the other side of this is something that we are seeing more and more of industrywide, and that is prepaid rent, where a prospective tenant might say, "I'll gladly pay you today for a roof over my head for the next six months." For applicants who do not qualify for your property in a traditional way due to financial or other issues, prepaid rent may be an option that helps fill a vacancy and

See 'Understanding' on Page 4

Sponsored Content

How to Plan Your Delaware Statutory Trust to Remove the Stress of a 1031 Exchange

By Matt McFarland, Senior Vice President, Kay Properties and Investments

Any investor who is considering selling a piece of investment real estate will undoubtedly consider a 1031 Exchange.

A 1031 Exchange refers to the IRS code that allows significant tax advantages for investors. How? When you sell an investment property and you have a profit, you normally are required to pay capital gains tax. A 1031 Exchange allows you to sell your investment real estate and reinvest the proceeds in a "like-kind" property, which defers any capital gains and other related taxes.

This doesn't mean you are eliminating any of these taxes, rather you are able to defer them until a later date. However, any investor who has completed a 1031 exchange knows that one of the biggest hurdles to clear is the many time constraints and tight closing windows the IRS imposes when it comes to like-kind exchange investing.

The entire 1031 Exchange process must be completed within 180 days. The clock starts ticking day one after your relinquished property is sold and the funds are escrowed with Qualified Intermediary (QI).

On a side note, it is essential you never hold the proceeds from the sale outside of a QI. If you touch the funds at any time during the process, you eliminate your eligibility for a 1031 exchange and you have to pay all of the capital gains and other related taxes.

As an expert 1031 Exchange professional, I can tell you that it is the initial 45-day identification period that causes the most stress, as an investor is required to formally identify the property (or properties) they intend to purchase within a matter of about 6 weeks. More specifically, in order to avoid any tax liability, you must identify a property or properties that are of equal or greater value than the relinquished property. You can identify up to 3 separate properties with no regard to their value (3 property rule), or you can identify an unlimited number of properties that do not exceed more than 200% of the value of the relinquished property (200% rule).

Here's a quick summary of the 1031 Exchange rules investors should keep in mind when considering selling a piece of investment property:

- Entire 1031 Exchange process must be completed within 180 days
- Day 1 – Sell your property; proceeds are escrowed with a Qualified Intermediary (QI)
- Day 45 – Identify a property(s); you must notify your QI of the identified property(s)
- Day 180 – Close on new property; you must close within 180 days after the first sale
- Maintain equal or greater amount of equity
- Maintain equal or greater amount of debt

Plan Ahead to Reduce the 45-Day Identification Stress

One of the best ways to mitigate the stress of this short time window is to begin searching and selecting potential like-kind properties before you officially close on your relinquished property and the 45-day time clock starts ticking.

When it comes to Delaware Statutory Trust properties, the underlying real estate that is a part of a particular offering is acquired and owned by the trust before it is ever accessible to 1031 exchange investors to consider as an option. This "pre-packaged" element of DSTs affords investors who are in the process of a 1031 Exchange the luxury of a quick and seamless close of their purchase of a DST property.

Another great benefit of DSTs for 1031 Exchange investors is that they can make a great backup or contingency plan. Real estate deals fall apart all the time, and if your replacement property in a 1031 Exchange falls apart for any number of reasons, you could be in a tight spot. Using a DST as an "identified" property makes a great contingency plan if your initial deal does fall through.

However, it is important to remember that even though the Real Estate Sponsor Company has completed their due diligence and acquired a particular property for one of their DSTs does not mitigate the need for an investor to conduct their own due diligence on the various DSTs.

Make sure to look at current DST properties offered on the www.kpi1031.com marketplace.

All 1031 exchange investors, with the help of their Kay Properties' Registered Representative, will assess the various opportunities to ascertain the best potential solution for their particular situation and/or circumstance.

When is the Best Time to Start the DST Selection Process?

In most cases, the most opportune time to begin the screening process is about 30 days before you are scheduled to close on your relinquished or downleg property. The reason for this is simple – DST investments have a finite shelf life or a limited time in which they are 'open' for investment. DST offerings are capped at a specific value and as soon as the last dollar is invested, that particular DST offering is no longer available for further investment.

In my experience, DST offerings are typically available for purchase for about 1-3 months. In many cases, it would be an improper allocation of one's time to begin the selection process 3-6 months out, as most of the opportunities considered will be sold out by the time they have the capital to invest as part of their 1031 exchange. Within 30 days, many of the opportunities will likely be viable options for one to consider as reservation can be made for one's allocation.

In a perfect scenario, an investor has decided exactly which DSTs they are purchasing before they close on their relinquished property. This grants them the ability to quickly close on their DST investments as soon as the funds from the sale become available and successfully complete their 1031 exchange just a few days into their 45-day identification period.

Keeping these points in mind should not only greatly mitigate most of the stress associated with a 1031 exchange, they will also help you to potentially begin accruing cash flow immediately from their investments (a luxury afforded through the quick and seamless purchase of a DST relative to a traditional real estate transaction, which may stretch on for months).

For more information on the 1031 exchange and DST selection process, please reach out to your Kay Properties Registered Representative or visit www.kpi1031.com for more resources.

How Do You Handle Relay Operator Calls?

By The Fair Housing Institute

Although not frequent, relay-operator calls do come into leasing offices from callers who have hearing issues. What are your policies and procedures when it comes to how to navigate these types of calls? Do they comply with fair housing laws? Does everyone on your staff have sufficient training to avoid a fair housing complaint?

What Are Relay Operator Calls?

While technology is evolving to help people with communication disabilities, the use of relay-operator calls still exists.

Relay-operator calls are a service used by deaf or hard-of-hearing individuals. It employs a communication assistant, or relay operator, who relays the call between two parties by reading out what the hard-of-hearing or deaf individual types using a specific machine while typing back whatever the speaking individual says.

While this form of communication can be helpful, it is also time-consuming, posing a problem for a very busy leasing office.

Fair Housing Relay-Operator Testing

A recent testing campaign shared some pretty concerning results. Nearly half of the properties tested did not know how to correctly respond to or handle relay-operator calls.

Even worse were some of the comments that were recorded, such as, "I don't have time for this," or "I don't know what this is about," followed by the leasing agent hanging up the phone.

As a result of this campaign, multiple lawsuits were filed, since refusing to talk to a relay operator and provide information is discriminatory and is considered denying access to housing because of a disability.

Proper Fair Housing Training Is a Must

The relay-operator testing campaign clearly highlights the need for training. That training needs to target specific situations like this. Training should include practicing the many different situations that can arise when handling a relay-operator call.

For example, how would you or your staff handle being on a relay call and having another prospect walk into the leasing office looking for information?

The easy thing may seem to be to tell the relay operator that they will have to call back, but that could be perceived as discrimination, that the leasing agent would rather work with a person without disabilities.

Best practices would be to quickly and respectfully tell the person who walked in that you are on a call that may take some time and that you will be with them as soon as possible.

Another pitfall that proper training can help you avoid is over-explaining or offering information without it being requested. For instance, just because you are talking to a hard-of-hearing or deaf person, you do not need to launch into describing your units that accommodate their disability. Go about your regular presentation and only offer this information if asked.

Work with your team to brainstorm other situations that might arise and work together to find fair housing-friendly solutions.

Avoid a Complaint by Being Compliant

Remembering to treat every person that walks in, calls, or contacts your leasing office the same way will aid greatly in maintaining compliance.

Although relay-operator calls may take a considerable amount of time, and we may already be very busy, these calls need to be handled in a timely and respectful manner.

Be sure to give all the same information that you would for any other call, regardless of how long it might take, so as to avoid a possible fair housing complaint.

Even though the technology is changing and relay calls may be happening less frequently, proper protocols on how to handle them still need to be part of your fair housing training program.

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. Learn more at the Fair Housing Institute's website: www. https://fairhousinginstitute.com/

Understanding the Perks, Pitfalls of Prepaid Rent

Continued from Page 1

assists someone with housing.

As with anything outside the normal transaction, there are some rules to be aware of that vary from state to state, so we always advise consulting your local landlord attorney on what works best for you. With evictions on the rise, please review the following guidelines of which to be aware if presented with this unique way of collecting rent.

What Prepaid Rent is Not

Sometimes the best way to understand what something is, is to understand what it isn't. In this case, prepaid rent is not:

- **A substitute for criminal and credit background screening checks.** Always adhere to your criteria in every situation and do not be tempted to change a "denied" applicant with disqualifying criminal or credit history into an "approved" as a response to their offer to prepay rent.
- **A security deposit.** Most states limit the security deposit to 1.5 times to 2 times the monthly rent. However, there is normally not a cap on prepaid rent amounts.
- **A holding account for your tenant to use when they need funds:** The tenant must understand that they forfeit rights to this money until it has all been used to cover the agreed-to payments for the agreed-to rental term.
- **A source of funds for tenant late fees, court fees, or attorney fees.**

As an example, if you collect $6,000 in prepaid rent and the rent is $1,000 per month, you have six months' rent. Nothing more, nothing less.

Looking for Volunteers

Don't go running out and start shouting from the rooftops that you are now accepting prepaid rent for your property. In every state this will immediately get you in trouble. The key word to understand when discussing prepaid rent is voluntary. I can't stress this enough; the tenant must initiate any and all conversations regarding prepaid rent. Any mention of it by you as the landlord could be considered coercion, and that will get you an automatic loss in court.

Get It in Writing

If your tenant initiates a conversation about prepaid rent, make sure before collecting any monies that you have the agreement in writing. Ideally you would have this included and agreed to in your lease. If that's not possible, we recommend creating an addendum that should be signed by both parties. You can receive a free copy of our recommended addendum language by requesting it from info@rentperfect.com.

Money Management

As recommended earlier, it is a best practice to create a separate account for each property where you can hold any prepaid rent. Two important things if you accept prepaid rent are:

1. If — and only if — a tenant is evicted from the property, you can use any remaining prepaid rent to pay for expenses related to the property that exceed the security deposit, and
2. No refunds of excess funds are considered returnable until the lease/contract has been completed and all accounting is completed.

Let me reemphasize that the security deposit and any prepaid rent are completely separate and should be managed in a way that you can verify their independence.

Ideally, every one of your tenants would come to you financially qualified with a crime-free history and no record of evictions. In reality, we know that many of your applicants may present issues that disqualify them from being the ideal tenant. If they offer to prepay their rent, use this as a reference point and counsel with your landlord attorney to ensure you are following your local and state laws.

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

Market-Driven Amenities Add Value and Help Create a Competitive Edge

By Robert Trujillo
Harvard Investments

As consumers become more discerning, with an increased focus on housing that enhances their desired quality of life, and municipalities more demanding of developments they'll approve, multifamily developers must become more strategic and creative in an increasingly competitive market.

Today's traditional multifamily and single-family rental (SFR) communities must provide wide ranging amenities to earn the business and loyalty of those who have the means to buy but choose to rent and have an elevated perception of what their home environment should look and feel like.

First-generation SFR models only had homes and few, if any, amenities. Often the leasing office was an empty unit. Those models quickly elevated to second-generation SFR communities with a separate building for a clubhouse, a small leasing building, a fitness center, pool, etc.

Now we're moving to a third-generation design which feels very similar to suburban luxury apartment complexes with expansive amenity offerings and robust community centers.

The challenge with these enhancements is offsetting the cost per unit. Typical apartment communities are 300 units or more but build to rent (BTR) and SFR are closer to the 150–200-unit range. Justifying a large amenity center may feel tough, however we've found it's necessary and can payoff in renter retention.

Multifamily typically has a 60% turnover, but because SFR turnover is significantly lower, amenity costs can be recuperated. For example, our First Street Ballpark community in Goodyear has a spacious 5,000-square foot club house with fitness center, co-working area, indoor-outdoor kitchens for rent, much larger resort-style pools, lap pools, hot tubs and we're building outdoor ball courts for bocce ball, creating incredible rental demand.

Requirements of Municipalities

Amenity evolution isn't just driven by residents. Many cities are requiring the quality and appeal of multifamily to be long-lasting. They are demanding communities feel more like traditional owner-occupied communities including more green space. This often means lower density which can be financially challenging.

Adding Value through Multifamily Amenities

With these changes, existing multifamily communities are in a great position to remain competitive by enhancing existing assets. The surge of BTR has led to an increase in value-added amenities among traditional multifamily communities.

Complexes built in the 1980s and 90s have been upgraded substantially. Many were built when land wasn't at such a premium, so they have more of the green space and mature trees renters want.

The competitive edge for existing multifamily owners is to use your space and use it wisely. Many have gutted the leasing office and converted the community space within the leasing office into co-working space.

Adding dog parks to existing green spaces is another easy upgrade for renters who increasingly prioritize their pets – 50-80 percent of renters now have dogs.

Another important step would be to upgrade the pool to reflect the resort-like feel that draws residents to use the space and attracts new renters.

Upgrading Design and Function

In addition to the enhanced amenity options, developers are increasing the thoughtfulness and quality of the units they design, both inside and out.

Very early on, apartments and BTR were very basic; BTR developers wanted to test the market and see if people would actually rent these new concepts over a traditional apartment in a three-story complex. The past decade has clearly demonstrated they will.

Now, most SFR homes have a fenced in backyard. Some have sidewalks leading to clusters of homes with a courtyard. Generally, more thought is going into the way these are placed on the site, so they encourage community and interaction but still provide privacy.

Inside, developers have upgraded the finishes and replaced carpet with hard floor surfaces. Similarly, quartz countertops and stainless-steel appliances are now common.

If you plan on owning your communities for the duration, providing materials that will last is always smart.

These upgrades ensure happy renters and long-term financial benefit for developers and property managers.

Paying attention to the shifts in consumer demand as well as municipality requirements and answering the call to upgrade amenities and interior spaces pays off in the long run, especially as teams look to be best in class and hold assets for long-term profits and long-term renter loyalty.

Robert Trujillo serves as vice president of Harvard Investments overseeing the FirstStreet™ division. He has more than 25 years of multi-family development experience including previous roles in Phoenix; Santa Fe, N.M., and the southeastern United States. He has overseen multiple industry functions including land acquisition, project feasibility, planning, public agency entitlements, community relations, financing, environmental mitigation, construction management and leasing and sales.

Key Drivers of a Successful Management Transition in Your Multifamily Community

By Lino Frias

Starting off on the right foot is pivotal for a successful transition in community management. The takeover process must simultaneously maintain an organized approach, establish operational excellence, and create new relationships. By infusing your values into each interaction, you are on your way to becoming a trusted brand to your new residents.

Here are best practices for multifamily community takeovers at Mark-Taylor; follow these to execute the transition process to your highest standard.

Proactive organization and preparedness

Having a cohesive team is critical; be intentional about proactively preparing and aligning your team before day one of a takeover.

Equip your team by having the mindset of "They should know what I know." Pour knowledge into the entire team that is going to be at the community. Use regular touchpoints to take the time to ensure every team member is well-connected and understands their responsibilities on day one.

Create a strong foundation with communication

Communication is imperative for resident and management success. The line of communication needs to be dialed in with your team, residents, and clients. Effective communication goes both ways. Create a solid foundation of communication with the following groups:

- Prior management team: It is important to have a professional partnership with the prior management team to collect operational/resident information and outstanding work orders. This information is vital to a seamless transition.
- Local competitors: Create a relationship with your neighboring communities and submarket.
- Residents: Do not just hear what your residents are saying. Take the time to listen, and understand where they are coming from.
- Community team members: Set clear goals and expectations for your team.

Do your due diligence

Doing your due diligence means understanding the ins and outs of the newly acquired community. A thorough comprehension of your residents' expectations begins with observing their mindsets and behaviors. Doing so builds lasting relationships and instills a sense of trust in your community.

The key to accurately assessing a new acquisition is to diligently review all aspects of the client and resident experience. Get to know neighboring communities, learn about the submarket, and create connections with other companies in the area. Set yourself apart by prioritizing the importance of setting and building community standards early.

Set a positive tone with residents

Set the tone for a healthy relationship with a positive attitude in every interaction. When you interact authentically, connection is fostered, and trust can be built. First impressions matter; a successful business and resident experience will follow suit.

If previous issues from past management should arise, stay focused on positivity. Ensure you and your team avoid negative comments about past management, among each other and your residents. What is important is how you are committed to exceeding expectations moving forward.

Add a touch of TLC

From major management items such as amenity functionality to minor, thoughtful aspects like fresh coffee in the clubhouse, the daily care you put into your community speaks volumes. Identify opportunities to add value and highlight the community's unique assets. Consider local factors that may affect the marketability of the community but also the safety and comfort of the residents.

Adding some tender loving care does not have to mean a complete overhaul. Small changes can make a big difference in how the community is preserved by residents and the community. Enriching the space after you acquire a new community ensures that the community is always presentation-ready for future investment opportunities.

Simple ways to add value to a multifamily community:

- Increase standard of service through continuous and transparent communication with residents
- Pay attention to detail – diligently picking up trash in community spaces, landscape upkeeping, cleanliness, etc.
- Prioritize any outstanding work orders
- Possess a positive attitude and willingness to go the extra mile
- Freshen up community spaces, models, and amenities
- Provide In-home tech upgrades
- Install upgraded appliance packages
- Incorporate finishing upgrades such as cabinetry handles and light fixtures

Many factors go into pulling off a successful multifamily community takeover, and preparing for it starts way before day one. Implementing these key aspects during your next takeover will set you, your residents, and your clients up for success.

Lino Frias, transition manager at Mark-Taylor Residential, has been an integral part of the multifamily industry for 10 years. He started his career with the company in leasing, progressing to senior manager of community operations before his current position.

Top Submarkets for Transaction Volume[1]

Submarket	Volume ($MM)
Tempe–North	1,781
Chandler	1,175
Mesa–West	1,068
Phoenix–Maryvale	897
Phoenix–Deer Valley	803
Scottsdale–North	791
Phoenix–Paradise Valley Village	744

Source: Yardi Matrix
[1] From August 2021 to July 2022

Chart courtesy of Yardi Matrix

Phoenix 'Still Bright' Despite Softening Demand

Continued from Page 1

to Phoenix slowed in 2021 compared to 2020.

"The metro gained 78,220 residents overall, a 1.6 percent expansion and 30 basis points below 2020's rate of growth. Even so, it remained one of the leading metros in population expansion and well above the 0.1 percent national rate."

The report says Phoenix rents rose just 0.3 percent on a trailing three-month basis through July, the lowest improvement in 24 months, trailing the 1.0 percent U.S. rate.

"At $1,690, the average rate in the metro is slightly behind the $1,717 national average. On a year-over-year basis, Phoenix rents posted a 13.3 percent increase, leading the 12.6 percent U.S. rate."

Other highlights from the report:

- Through July, developers delivered 7,701 units, a solid 2.3 percent of existing stock, more than double the 1.1 percent U.S. rate. Except for a 177-unit fully affordable community, all recently delivered units were in upscale Lifestyle properties.
- The largest project delivered in 2022 through July was Soltra at San Tran Village, a 380- unit Lifestyle property in Gilbert, built by Leon Capital Group with aid from a $54 million construction loan originated by Citizens Financial Group.
- More than $7.5 billion in multifamily assets traded in 2022 through July, already surpassing most annual totals of the past decade. Multifamily investment volume continued to stay elevated in Phoenix, following a stellar 2021, which ended with $14.4 billion in total sales.

Yardi Matrix researches and reports on multifamily, office and self-storage properties across the United States, serving the needs of a variety of industry professionals. Yardi Matrix Multifamily provides accurate data on 18+ million units, covering more than 90 percent of the U.S. population. Contact the company at (480) 663-1149.

Monthly Meeting Schedule for the Arizona Real Estate Investors Association

UPCOMING PHOENIX MEETINGS

MONDAY, OCT. 10, 2022

MONDAY, NOV. 14, 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 second Monday of the month. These meetings are full of education, information, and networking.

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

Market Trends and Outlook: Your up-to-date analysis on the trends in national, regional, and local areas. Come find out where the market is heading – valuable information no real estate investor should do without.

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 and Guest Orientation: Spend time meeting AZREIA business associates and other investors and build your team.

Market Update for Fix and Flip and Rentals: Full analysis of fix & flip and rental markets. Plus, the latest market news affecting your business.

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

UPCOMING TUCSON MEETINGS

TUESDAY, OCT. 11, 2022

TUESDAY, NOV. 15, 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.

The cost for meetings is $10 for AZREIA Members and $20 for guests. PLUS members can attend free of charge.
Please refer to the website www.azreia.org closer to the meeting time for up-to-date information on meeting place/format and agenda.

REGISTER ONLINE AT: www.azreia.org

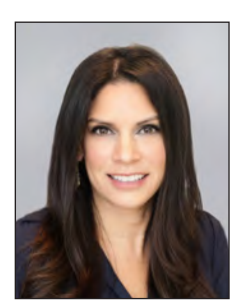
Tips for Retaining Top Talent in Multifamily

By Nicole Steltenpohl

The current workforce shortage brings up an important topic: What does your company do to retain top talent? The average industry tenure in multifamily is three years. At P.B. Bell, the average employee tenure is more than seven years, and we're proud of that. Here are some things we do to show our employees how valuable they are:

1. **Onboarding**: **First impressions matter.** At P.B. Bell, whether there are two people or seven people starting that week, they all start together. Every first day at P.B. Bell starts with onboarding at our corporate office, which allows us to give consistent experiences and messaging for every new team member. While consistency is key, we try to make the first day fun and collaborative. In between core training and courses, we carve out time to get to know each new team member on a more personal level. And it certainly helps that our executive team, including our CEO, stops by and says hi, creating the "family" feel that is integral to our success.
2. **Instill your culture: Values are more than just words.** Onboarding introduces each new employee to the values and behaviors that make up our culture, but reinforcing these values and behaviors daily is critical. Your culture can't just be a sign hanging in the corporate office. We have a Culture Club that is dedicated to ensuring that our culture thrives. We have several programs that recognize and reward team members who demonstrate our values and behaviors through daily actions, and we honor those employees at our annual company events.
3. **Get creative in how you improve: Ask and listen.** It doesn't matter what we do if it isn't impactful to our employees. So, we are always asking what we do well and what we can do better. We gather employee feedback throughout the year with confidential employee surveys and annual reviews. We then listen to that feedback, continue doing what works, and focus on opportunities to improve the employee experience.
4. **Show you care: Not just a value, it's also an action item.** Recognizing and celebrating employees is a priority at P.B. Bell. While lunch with the CEO to celebrate an employment milestone is nice, it isn't the only tool we use. We also spotlight employees who go above and beyond by living our values, and have several programs designed to show how much we care. Whether it's appreciation days (or weeks) where we take time to celebrate our employees for their efforts throughout the year, or volunteer days where we come together as a company to give back to the community, we are always looking for ways to say thank you.
5. **Enjoy the ride: Employees should look forward to work each day.** Having personal relationships promotes trust, open communication, and a better overall work experience. We achieve this by encouraging informal social gatherings and providing opportunities for our employees to have fun and really get to know each other. Whether it's carving pumpkins to look like your executive team, chili cook offs, ice cream socials, or holiday-themed events with terrific prizes, we enjoy just hanging out together. Of course, we also have more formalized programs, like our Meet and Eat program, where an executive and members of the corporate team visit properties to simply have lunch and say hi.

Whatever you decide to implement at your company, we believe that culture is the key. Figure out who you are and just be you.



Nicole Steltenpohl brought 21 years of human resources experience to P.B. Bell in 2019 and now directs the full scope of the company's human resources initiatives, employee relations, and company culture and growth. She is certified as a Senior Professional in Human Resources (SPHR) and is an active member of the Society for Human Resource Management (SHRM).

RHJ Rental Housing Journal ARIZONA

Publisher/General Manager
John Triplett

Editor-in-Chief
Linda Wienandt

Associate Editor
Diane Porter

Vice President/Sales
Terry Hokenson

Accounting Manager
Patricia Schluter

Rental Housing Journal is a monthly publication of Rental Housing Journal, LLC.

Mailing Address
4500 S. Lakeshore Drive
Suite 300
Tempe, AZ 85282

Website
www.RentalHousingJournal.com

Email
info@rentalhousingjournal.com

Phone
(480) 454-2728 - main
(480) 720-4385 - ad sales


YOUR GUIDE TO A
5-STAR
EXPERIENCE!
RainForest
Plumbing & Air
(602) ASK-RAIN
Call:
Serving the Phoenix and Tucson Metro Areas
Phoenix: 602-428-4790
Tucson: 520-848-3400
ONLINE: ASKRAIN.COM
ROC 151803 ROC 246108
Rainforest technicians have passed a background check performed by licensed CrimShield private investigators. Find out how your employees can become Crimshield Certified at www.CRIMSHIELD.com
AMA
Arizona Multihousing Association