Managing Your Online Reputation

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Article Color Coding:

Owners
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We are in full swing at the SDCAA as we kicked off 2014 with a series of successful events highlighting the continued strength of our industry in the San Diego region.

Thank you to all who attended and sponsored our January joint meeting with IREM as we were given a look back and ahead at the State of San Diego by Councilwoman Lorie Zapf. The event brought together two major real estate advocates and a roomful of influential property management leaders for an informative and fun morning. Like you, I can’t wait to see what great things are in store for us in 2014.

This issue of the RentalOwner features some great advice on managing your Online Reputation. Increasingly, your presence on the internet is one of the first and most powerful impressions you and your company can make with a prospective tenant or industry partner. Pay careful attention to the image you’re projecting with the “Four Prong Approach” on page 5.

Turn to page 21 for an Owner’s perspective on utilizing solar technology in multifamily properties. In light of past and future energy rate hikes and the speed with which technology improves, solar is quickly becoming an industry standard when it comes to mitigating energy costs. To this end, read Melissa Buckley’s article on page 11 about the important strategic decisions behind how you prioritize energy upgrades on your property. Knowing the cost-effectiveness in addition to up-front costs is an important step in efficiently investing in your capital.

“Search Party” on page 8 delves into the consumer psychology of how renters look for and select an apartment home. It features some interesting facts from recent Census data and collected statistics on the changing choices and demographics of tenants. Also, Todd A. Brisco and Associates tackle some hot topics on page 45 in the monthly legal Q & A section. Read through their educated responses on new smoke detector regulations and the sometimes tricky nuances of financing fences and upgrades between properties with different owners.

We’re working hard to prepare for the 2014 SDCAA Education Conference and EXPO in April. It is one of the year’s best events to be seen by leaders in our industry as well as find new connections and potential partners. As exciting and fun as it is rewarding, this event is a can’t-miss. Whether you’ve come every year or have never been, call the SDCAA office or visit www.sdcaa.com to learn more about attending the EXPO and getting involved. With the great companies being exhibited and a chance to watch the intense Maintenance Mania competition, it really is one of the most memorable events of the year.

I’m excited that my tenure as SDCAA President is off to such a busy start. As always, keep up with upcoming SDCAA Events and Education by visiting our website and connect with us on Facebook and Twitter to stay in-the-loop. I look forward to seeing you at our first Member Networking Night of 2014 on February 11th at Sea and Smoke in Del Mar!

If you have any questions or comments, please do not hesitate to contact me at (858) 457-2123 or swells@ffres.com. Or, you can always contact SDCAA Executive Director Alan Pentico at (858) 751-2213.
Your On-Line Reputation May Be Hurting Your Vacancy Factor

By Pete Ceccherini, RG Investment Real Estate Services, Inc.
Apartment number 104 has been lingering on the market and you have a slew of new notices on the way... call volume is off and the prospective renters who do tour your property, always seem to rent somewhere else. The apartment shows well, the grounds are clean and the landscape is green. Your pricing is right where it should be. What could be the problem? It could be your on-line reputation.

Websites like apartmentratings.com® and yelp have been around for years, but both renters and landlords alike, until more recently have not taken advantage of the power of online reviews. The Travel Industry has lived and died by information available on sites like Tripadvisor.com® for years. Now the Apartment Industry is also learning the hard way, that reputation management is as important as watering the landscaping.

**The Four Prong Approach to Online Reputation Management:**

**First:** Create a Culture of Awareness. You and your staff should be checking on-line reviews frequently so that you become aware of new reviews quickly and are able to respond to negative reviews in a timely manner. Check the following websites regularly and keep an eye out for new websites, which are popping up all the time:
- Yelp.com®
- ApartmentRatings.com®
- ForRent.com®
- Kudzu.com®
- Rentersvoice.com®
- Apartmentreviews.net®
- RenterReviewed.com®

**Second and Third:** The best defense is always a good offense. The two best offensive strategies are to avoid negative reviews in the first place and encourage positive ones.

You can’t avoid every negative review, as you know there is always someone who just will not be happy. Train every member of your staff to be tuned into making sure that your residents have little or nothing to complain about. The basics are a good place to start, be responsive to resident phone calls, complaints, and service requests. Taking care of small problems quickly avoids them becoming a major issue that would compel a resident to post an online complaint.

Encourage positive reviews any way you can. Offer staff incentives for positive reviews, be creative, not every incentive has to be based on money. Consider a pizza party for achieving a goal such as five new positive reviews in a month (and, of course, no negative ones). If you have successfully implemented your culture of awareness regarding on-line reputation, your staff members will be on the lookout for opportunities to suggest a happy resident write a positive review. Because negative reviews are always possible, it is important to make sure the positive reviews outweigh the negative ones. Happy residents won’t think to write a review on their own, they must be prompted tactfully and gently to do so.

**Fourth:** So, you found the negative review from your past resident in 104 and it is worthy of a Pulitzer Prize! What do you do now? Most on-line rating sites allow a manager to respond. Responding correctly now becomes of paramount importance. Here are a few tips:
- Designate one person to write responses. The resident manager or property manager is generally the right person.
- Definitely don’t post a response when you are still angry about the negative review. Write your response and then have someone review it. Sit on your response overnight and let your cooler self review the letter in the morning prior to posting it.
• Remember, although you are literally writing a response to the author of the negative post, your true intended audience is your next prospective renter... THIS IS A MARKETING PIECE NOT A DEBATE.

• Avoid sounding snarky or condescending. Avoid a point by point rebuttal to the complaint. Make your response as positive and upbeat as possible.

• Start by thanking the author for their post. Let them know you are concerned about the issues they raise and then let them know you are taking steps to improve. For Example: “Thank you for bringing this to our attention. We are deeply concerned to know that your experience was not up to our usual standard of performance. We have conducted training with our staff to ensure that your experience will not be repeated.”

The new digital consumer has much more information available to them than previous generations of apartment dwellers. Prior to the internet age, we used to say that one unhappy customer would tell 20 people about their negative experience. Now one unhappy customer can tell their story once and millions can read it for years to come. Effectively managing your on-line reputation is quickly becoming a central component of an effective apartment marketing strategy.

About the Author: Pete Ceccherini is President of RG Investment Real Estate Services, Inc (Formerly Radelow/Gittins Real Property Management Corporation). RG Investment participates in all segments of the real estate market including management of Hospitality, Multifamily, HOA, Commercial, and Single Family Home Properties. RG’s involvement in the Hospitality Market includes On-Line Reputation Management for Hotels on both a consulting basis and for properties under management.
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Search Party: How Consumers Look for Apartments

Camille Cappello, Apartment Guide

With improvements to the national economy, Americans are on the move again. Between 2012 and 2013 alone, some 35.9 million Americans changed addresses, according to the U.S. Census Bureau. And while the vast majority (over 30 million) of movers tend to stay in the same state or county, that doesn’t make the relocation process and search for a new home substantially different. In fact, a 2013 Sol Marketing survey found that most consumers describe the moving process as “stressful, painful, time-consuming, yet exciting” as they make a life-changing decision.

Of course, people move for a variety of reasons. While some people move to reduce living expenses, others search for a new home because of major life milestones like a new baby, marriage, divorce, or a new job, and some people move simply on a soul-seeking whim. What unites consumers in their search for a new place to live—and particularly a new apartment—is the reliance
on websites and online listing platforms that are streamlined, with easy to use layouts, detailed search capabilities and a wide range of listings. Like all digital shoppers, apartment hunters are trying to complete the search and transaction process in the most efficient and informed manner possible.

To get them from keyboard to keys, apartment prospects use multiple devices in their search for a rental home depending on where and when they are searching. According to a 2013 survey* of respondents searching for apartments, 85 percent of searches were done on either a desktop or laptop, 44 percent used a smartphone, and 21 percent used a tablet during some point in the search process. Information considered most important to consumers when searching for an apartment include:

- High definition photos, videos, and virtual tours
- Certified ratings and reviews
- Floor plans and unit size information
- Unit availability and monthly rental price
- Community amenities such as fitness centers, dog parks, etc.
- In-unit amenities

Apartment prospects are also sensitive to credibility and quality when searching for apartments online. In particular, the trustworthiness of listing sites ranks highly among consumers, who also rank the ability to read ratings and reviews of both community and the property manager as an important characteristic.

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of any online apartment search destination. Quality is mostly
determined by functionality,
design, and details: respondents
to the Apartment Guide survey
say they are looking for high
definition photography of
individual units, buildings and
grounds, want a wide selection of
properties to choose from, and can
access detailed lists of amenities
by property.

Ultimately, apartment hunters
are looking for ease of use and
access to comprehensive listing
information they can personalize
to their search process in real
time. They don’t want to be
required to go through too many
steps in their apartment search,
and they want to check availability
and pricing without having to
sign up for a service or wait for an
email or call.

Multifamily operators, property
managers and independent
rental owners alike can position
themselves for success by
optimizing their online marketing
and advertising to make the
apartment search process as easy
as possible for their prospects. By
allying themselves with platforms
providing high quality imagery
and digital media, certified
resident ratings and reviews, and
easy access to the highest quality
and most comprehensive listings
available, apartment managers can
become the new best friend (and
hopefully the new community)
for American consumers on the
move—all 35.9 million of them.

*Note: Unless otherwise indicated,
data included in this article was
provided by an October 2013 national
survey of 6,800 property
managers using
Apartment Guide.
Prioritize Your Energy Upgrades to Maximize Your Investment

In what order should I pursue energy efficiency upgrades to get the most bang for my buck?

By Melissa Buckley, TRC Energy Services

With some forethought and planning, you can incorporate energy efficiency improvements into all types of renovations, and in turn increase property value, tenant health and safety, and lower energy and water bills.

Whether you are considering a whole-building renovation or plan to make individual upgrade measures, follow the energy efficiency loading order below to achieve more significant energy savings for a better price. The order encourages you to reduce the need for energy first through maintenance and existing equipment improvements, and then replace equipment with high performance models when they reach the end of their useful life. This approach optimizes cost effectiveness, maximizes energy savings and comfort, and often results in the need for smaller appliances and systems. Read on for a basic overview of the loading order and what you can do to cut energy costs across your property.
Building Envelope (walls, ceiling, floors)

Keep the good air in and the bad air out. Seal cracks and leaks in walls to reduce infiltration and drafts, and add insulation to restrict the flow of heat and cold. If possible, consider replacing window seals and stops. This will help conditioned or heated air stay where it is supposed to, rather than draft in or out.

Hot Water, Dishwashers, Clothes Washers (40% of a multifamily building’s energy use)

First consider no- and low-cost water saving measures, like pipe wraps and low-flow faucets. If your budget allows it, replace and upgrade water heating equipment and dishwashers.

Space Heating (22% of a multifamily building’s energy use)

When combined with the water heater, space heaters can account for over 60% of a multifamily building’s total energy use. Maintain equipment to extend its life and efficiency—change filters when recommended, and consider adding programmable thermostats to maximize tenant comfort and lower cost. Seal and insulate ducts to improve heating and cooling efficiency.

Lighting (11% of a multifamily building’s total energy use)

Switching to energy efficient lighting is one of the fastest ways to noticeably cut your energy bills. You can install timers and motion sensors (compatible with the energy-efficient bulbs you want to use), to save money by reducing the amount of time the lights are on when not needed.

Appliances and Electronics (17% of a multifamily building’s total energy use)

Of all appliances and electronics refrigerators, computers, and cooking units use the most energy. When replacing units, systems, and appliances, consider the ENERGY STAR® brand—a well-maintained, more efficient unit means less out of your pocket in the long run.

Factor in not only the price tag, but also the ongoing cost of use during the appliance’s lifetime. Encourage tenants to turn off and unplug computers, TVs, DVD players, and other small electronic when not in use.

Solar Water Heating

Find rebates and more at energycenter.org/multifamily

SPEND LESS on energy and more on your property

Center for Sustainable Energy California

GO Solar California
Central and Room Air Conditioning (2% of a multifamily building’s total energy use)
Air conditioning significantly impacts California’s statewide energy system reliability. When people use air conditioning only for a few of the hottest days each year, utility providers must incur high costs to bring peaking power plants online to meet increased electricity demand. Over-sized, older, less efficient equipment and under-used controls waste energy and place stress on the State’s energy system. Consider using interior fans instead of or in addition to air conditioners to spread the cooled air through the space.

Renewable Energy Generation Systems (solar hot water and photovoltaic)
Consider renewable energy generation systems (solar hot water and solar energy systems) last, after you have installed all cost effective means of reducing energy use.

Appliance repairs or replacement, structural damage, health, safety or comfort issues, repositioning, and buying or selling all provide property owners with an opportunity to improve the energy efficiency of a property.

About the Author: Melissa Buckley is a program associate at TRC, a national engineering services, consulting and construction management firm that provides integrated services to the energy, environmental and infrastructure markets. Melissa manages marketing and outreach for TRC’s multifamily energy efficiency programs. Prior to joining TRC in 2013, Melissa served in various program outreach and management roles with UC Davis Extension and CaliforniaVolunteers, the state office on volunteering and public service. She earned her Bachelor’s degree in English from UC Davis, and resides in Carlsbad with her husband and young daughter.

TRC Energy Services provides a free, public service on behalf of SDG&E to administer the Energy Upgrade California Multifamily program, and guide property owners to the right incentive or rebate offering. As a result of this public service, multifamily properties across San Diego have reduced energy use by an average of 17%. Through a short phone call we can determine if a property can qualify for incentive and rebates to lower utility costs for the property, benefitting both the owner and the residents. Call 916-844.0081 to learn more.

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Governor Declares Drought After One of the Driest Years on Record

Governor Jerry Brown declared a drought emergency after one of the driest years on record and is urging residents and local water agencies to reduce water usage by up to 20%. The Governor’s declaration opens a pathway for aid to areas struggling to cope with record low rainfall levels, many of which are in Northern California and have invested less than Southern areas in drought preparation. For information on reduction techniques as well as rebates and benefits for conservation, visit www.bewaterwise.com or www.watersmartsd.org.

Carlsbad Housing Commission Approves Rental Construction Fee

Last month the City of Carlsbad Housing Commission narrowly approved a proposal to charge a $20 per sq. ft. fee (or $20,000 per unit) on rental housing construction in the city. Commissioners voted 3 to 2 to forward the fee proposal to the City Council. SDCAA and Building Industry Advocates (BIA) spoke against the fee, citing the additional cost's likelihood to drive up market rate rents and discourage multifamily construction at a time when the city is in need of additional density. SDCAA plans to meet...
with the Mayor and Council in the coming weeks to discuss the unintended consequences of the proposal.

**Independent Panel Won't Write Escondido Charter**

The Escondido City Council last month rejected calls for public input into the city's attempt to increase its power but becoming a charter city. A large group of public speakers and one City Council member spoke in opposition to the move to limit resident input while the Mayor and the majority of Council members argued that creating a citizen oversight panel would only serve to complicate the task.

**Lawmakers Propose Senior Housing Reforms**

State lawmakers have proposed a package of bills meant to reform California's assisted living industry after claims of inadequate supervision and other issues at large communities. San Diego Senator Marty Block and Assembly Speaker Toni Atkins are among the legislators introducing the 12 changes to senior housing. The changes include establishing online consumer systems, increasing inspections on facilities and imposing stricter penalties on communities that are deemed substandard.
Each year SDCAA begins the year on the lookout for new legislation in the works and older legislation looking for its second chance at life. While the new legislation is still percolating up in Sacramento (the deadline for all bills to be introduced is February 21), there has been some good news on the old legislation front.

In 2013 SDCAA strongly opposed AB 969 (Ammiano, D-San Francisco) which would have created a legal shield for tenants to withhold rent payments. The measure was re-introduced this session and pertains to tenant's rights in dealing with eviction by their landlord. The bill, which was pulled by the author from the Assembly Judiciary Committee calendar, would only serve to encourage tenants to use the retaliatory eviction defense. These changes could have held the potential to allow delinquent tenants to stay in their apartments rent-free for months while the case was being decided.

Other hold-overs from last year include several constitutional amendment proposals that would make it easier to pass parcel taxes and SB 750 (D-Wolk, Davis) that seeks to mandate water submeters in newly constructed multifamily housing. As always SDCAA remains cautious of proposals that might alter Proposition 13 property tax protections, namely “split-roll” which would allow commercial properties to be taxed at a higher rate.

In late January it was announced that local State Assembly Member Toni Atkins (D-San Diego, 78th District)
was selected as the next speaker of the Assembly. SDCAA has enjoyed a positive working relationship with Atkins over the years she has held local and state office. That relationship was tested last year when she carried AB 1229 that would have struck down a court decision regarding inclusionary zoning requirements and opened the door for changes to California’s rent control law. The bill, strongly opposed by SDCAA and other real estate allies, was vetoed by the Governor last September. SDCAA looks forward to Atkins taking the helm and continuing to work with her on our region and state’s housing supply issues.

Make sure to read your SDCAA emails in the coming weeks for updates on state legislation being considered that might impact your business!

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It is quiet in the nation’s capital for the moment, but action resumes shortly as both houses of Congress return to work from their holiday recess. The President will make his annual and constitutionally required State of the Union Speech on January 28. As for what the President might say in his speech, we can safely assume he will want to say something positive about the re-direction of the Affordable Care Act (ACA) launch. And, in trying to move past the health care law debacle, he will turn the focus to other high priority issues such as immigration reform and gun control. This speech gives the President the opportunity to set the table for his agenda for the year, while the Republican response will of course challenge everything the President sets down.

Predictions about what will take place in 2014 have changed a lot since the days immediately following the government shutdown in October -- in what has to be one of the greatest turnarounds since Claus Von Bulow beat the rap in 1984. Immediately following the ill-advised game of chicken with the President, the GOP’s brand was in bad shape; irreparably harmed, some said. But then came the rollout of the Affordable Care Act and in the span of two months, the public had forgotten all about the shutdown. A recent poll illustrates this reversal of fortune. According to the CNN/ORC International poll, when voters were asked who they would vote for generically, Republicans or Democrats, the GOP had the lead of 49 to 44 percent. The same poll taken after the shutdown had Democrats ahead 50 to 42 percent.

To maintain this advantage going into the fall 2014 elections, Republicans have to keep the focus on the ACA and not let other potentially nettlesome
distractions get in the way. Exhibit A of this strategy is the surprisingly easy passage of the budget deal brokered by Paul Ryan (R-Wis.), House Republican Budget Committee Chairman and Patty Murray (D-Wash.), Senate Democrat Budget Committee Chair. While the usual conservative third-party groups howled, no one listened and the bill passed overwhelmingly in the House and Senate with plenty of Republican support. Speaker John Boehner (R-Ohio) knows that another shut down would cede back to the President and Democrats all that has been won, thanks to the ACA rollout.

This dynamic also presents some challenges to apartment industry priorities such as immigration reform. While many inside and outside of the GOP believe there is much to be gained by passage of some kind of comprehensive reform, the issue is not without its pitfalls. Immigration reform creates awkwardness for many Republicans in the House and Senate who might want to put the issue to bed and in the process win over some in the single largest emerging voting bloc in the country. But they have real and justified fear of the wrath of well-funded third-party conservative groups opposed to immigration reform which often give rise to primary challenges.

Still, we crack on despite these environmental challenges because (1) we have to, (2) the groundwork laid today becomes the text of laws tomorrow, and (3) there is a 50/50 chance that the pieces on the chess board in the House and Senate will stay as they are today. That means legislative proposals can literally be carried over to the new Congress in 2015. The odds that the House changes hands and the Democrats take over are very weak. While the Senate Republicans have their best chance in some time to retake control of the Senate, they have proven in the past to be adept at snatching defeat from the jaws of victory -- not to mention the fact that several of their own incumbents have primary challenges to worry about. In short, as dawn breaks on 2015, we could very well be looking at the same division of power we have today.

With that in mind, let me finish with a plug for the NAA Capitol Conference coming up in March. One of the chief goals this year for 2014 NAA Chairman of the Board Brad Williams is to significantly increase NAA’s advocacy power and presence. There are
innumerable legislative and regulatory issues faced by our industry – fair housing disparate impact, the future of Fannie Mae and Freddie Mac, taxes and many, many more. We are only able to respond effectively to these challenges if we can show a vibrant and engaged body of grassroots advocates. The NAA Capitol Conference is the single most visible way of proving our grassroots strength to Congress.

To make it an even easier decision for you to make, we’ve reshaped the Conference schedule to make it most efficient for our attendees and accommodate those with different time and budget restraints. The NAA Capitol Conference will be held on March 11 in Washington, D.C., followed by Lobby Day on Capitol Hill on March 12 while the spring Board of Directors and committee meetings precede the conference on March 9 and 10. You can attend both or just the Capitol Conference. We will also have a great slate of keynote speakers, advocacy education sessions and a new luncheon event with members of Congress on Lobby Day that will be open to all participants.

You can get all of the information on the schedule, programming, special events and speakers at http://capitol-naa.naahq.org/.

This is a once-a-year opportunity and a smart investment of capital in the apartment industry and your business. I urge you to take part.
Multifamily Solar – Lessons From An Owner’s Perspective

Tanya Markoff, SENTRE Partners

With electricity rates continually on the rise, saving energy is more than just a catchy tag line. Finding ways to reduce energy consumption and take advantage of renewable natural resources is both good for the environment and a savvy business investment.

SDG&E’s rate hike in September of 2013 was publicized as being a 13.5% increase; however, for residential meters with high usage such as the house meter at SENTRE Partners’ 70-unit Santee apartment project, Carlton Heights Villas, bills increased as much as 35%. With the cost of solar panels having dropped significantly over the past few years and attractive tax benefits and rebates still available, we decided that now was the ideal time to make a move.

Return on Cost
Cost savings on a solar project come through both offsetting the monthly electric bill, as well as through a 30% tax credit and an accelerated depreciation schedule of the capital investment. Although a property may have multiple electric meters, solar panels are often most beneficial to offset the main house meter, which services common area
lights, pool equipment, leasing office, and laundry facilities. Other house meters, which only service lights, may not represent enough cost savings to warrant the expense of a solar system. The entire cost of the panels can be depreciated over a shortened five-year lifespan. Rebates are also available from time to time, such as the one we applied for post-installation through the California Center for Sustainable Energy. However, funding has become more and more scarce recently, and rebate funds are often exhausted just a few months after they become available. Because of this, we did not include rebate funds in our calculations. Through electricity and tax savings, our project offered an attractive combined return on cost of 30% over 10 years. With a payback period of just 3.5 years, harnessing the power of the sun to erase the majority of our electricity costs and hedge against future rate increases seemed like a no-brainer. The next step was selecting the right vendor and the right panels. The choices in both are endless.

Choosing the Right Vendor
Having recently installed solar panels at a neighboring retail center, we first contacted the vendor who handled that install, Home Energy Systems. Choosing a vendor that has a thorough understanding of SDG&E rates in a multifamily setting is of utmost importance. Some vendors have a background installing panels on commercial buildings or single family homes, but don’t understand the rate structure that apartment owners face. Also important is finding a vendor with solid installation techniques, both in handling the interconnection with your existing electric meter, and performing the roof penetrations, particularly if your roof is under warranty. One vendor we spoke to told us we’d have to spend thousands of dollars upgrading our electric meter to support the size of the solar system, which turned out not to be true. It’s best to get a written confirmation from your roof vendor that installation of the panels won’t void your warranty, and to ensure that the solar company will independently warrant their roof penetrations. To avoid finger pointing, in the future, we put HES directly in contact with our roof vendor. Pictures were taken of the roof before, during, and after the installation, to document the prior condition of the roof and any damage that was or was not done by the installers. Photos should be sent to the roof vendor, or if possible, the roof warranty provider should complete an onsite inspection both pre and post-installation.

Choosing the Right Panels
HES initially proposed Sun Power panels for our project, which feature a very high output relative to their size, meaning fewer panels need to be installed on the roof. However, after investigating other options, REC 255W panels were selected, as there were no space constraints posed by the size of the roof, making the total cost 15% lower, even with the extra panels that were required. When selecting panels for your project, you’ll want to consider how much unobstructed, sunny space you have on your roof or carports, what the cost per watt is (measured in AC or DC watts – be careful to compare the same type of watts when comparing outputs between different panels), and what the manufacturer warranty is on the panels. Your vendor will warrant the roof penetrations separately. With regards to space, the smaller your roof footprint is (say on a mid or high-rise building), the more efficient panels you may need. Of course, the more efficient the panel, the higher the cost per watt will be. Our project was around $3.70/DC watt. When evaluating space, keep in mind that you’ll want to leave a buffer zone around the edge of the roof so that your panels are not visible from the ground.

Most solar panel warranties promise that panels will produce a certain percentage of their original production after 25 years. The REC panels we installed, for example, are guaranteed to produce 80% after 25 years. Of course, this type of solar panel hasn’t actually existed for 25 years, so the warranty is really a best guess based on extreme stress testing. The other component to consider when evaluating a warranty is the strength of the company producing the panels. Will they be around in 20 – 25 years to honor the warranty if something goes wrong?

Pulling the Trigger
Once you select the vendor, the panels, and sign the contract, your vendor will draw up plans and submit them to the presiding city for approval. This process may take 2 – 6 weeks, depending on any changes required by the
municipality. Installation then generally takes 1 – 2 weeks, depending on the size of the project. Once the panels are installed, they will be inspected by the permitting authority, and then by SDG&E before the vendor has the final green light to connect them to the grid.

Once the panels go live, you will see an instant drop in your electric bill. Depending on the time of year and the available hours of sunlight, your panels may produce more or less than enough power to fully offset your bill. During the winter months, your bill may show that you owe for electricity consumption above and beyond what your panels produce. However, during the summer months when daylight is plentiful, overproduction by your panels will send electricity back to the grid, earning you money. Because of this, SDG&E will not require a payment for a period of 12 months. At the end of every 12 months, SDG&E will do a reconciliation and either bill you for the balance, or send you a check for the surplus. If your panels are sized properly, the net should be relatively close to zero.

- SDG&E rates are increasing
- Solar will reduce your energy cost
- Solar will hedge against future increases
- 100% can be financed through PACE Loan
- No money out of pocket
- Cash positive the first year
- Call Arnold Solar for a free site evaluation

**Leaders in the installation of solar hot water systems**

**Arnold Solar**

CA License #930125
Serving San Diego, Riverside and Orange Counties

619-507-6255
760-749-7664
arnoldsolar@yahoo.com
Events & Education calendar

All education classes are held at the SDCAA office, unless otherwise noted.

North County Luncheons are held at St. Mark Country Club.

SDCAA Membership Luncheons are located at the Courtyard By Marriott - San Diego Central.

Classes, dates are subject to change. Please visit www.sdcaa.com for the latest offerings.

SDCAA Honors New Designees

Please join SDCAA in congratulating the following individuals who received their designation in November 2013.

Certified Apartment Manager (CAM)

Holly Beth Benson, H.G. Fenton Company

Richard Matthew Wood, H.G. Fenton Company

February

5
NAAEI Webinar: IROP
11:00AM-1:00PM
Supplier Success Course
9:00AM-5:00PM

11
North County Luncheon
12:00PM-1:30PM
Member Networking and Information (MNI)
5:00PM-7:00PM

12
Leasing 101 Seminar
9:00AM-11:00AM
Webinar Wednesday
11:00AM-12:00PM
NAAEI Webinar: IROP
10:00AM-1:00PM

26
Webinar Wednesday
11:00AM-12:00PM

March

6
Maintenance Mania Boot Camp
11:30AM-2:00PM

9
2014 NAA Capitol Conference
(Washington D.C.)

12
Webinar Wednesday
11:00AM-12:00PM
CAM-Management of Residential Issues
8:30AM-5:00PM

13
Membership Luncheon
12:00PM-1:30PM

19
CAM-Fair Housing
8:30AM-5:00PM

25
Rental Housing Coalition -IPM EXPO
12:00PM
(Pasadena Convention Center)

19
CAM-Financial Management
9:00AM-4:00PM

26
Webinar Wednesday
11:00AM-12:00PM

register online at www.sdcaa.com
Committee Meetings

SDCAA’s committees help plan most of the programs and activities hosted each year, by the SDCAA.

These committees have always been a place for innovative ideas, energy and flexibility that help the industry move forward.

Your skills, interests, talents and contacts have helped make this association and industry strong.

Please help us move forward.
Join a committee today!

For more information on the different committees, visit www.sdcaa.com or contact the SDCAA at info@sdcaa.com or call 858.278.8070

February
5
Supplier Executive Council
9:00AM-10:00AM

12
Editorial Advisory Board
9:00AM-10:00AM

13
Legislative Steering Committee
9:00AM-10:00AM
State Government Affairs
3:00PM-5:00PM

18
EXPO Committee
8:30AM-10:00AM

19
Membership Committee
9:00AM-10:30AM

21
Board of Directors
12:00PM-2:00PM

25
Education Committee Meeting
8:30AM-10:00AM

27
Golf Committee
8:30AM-10:00AM

March
5
Supplier Executive Council
9:00AM-10:00AM

12
Editorial Advisory Board
9:00AM-10:00AM

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Legislative Steering Committee
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State Government Affairs
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EXPO Committee
8:30AM-10:00AM

19
Membership Committee
9:00AM-10:30AM

21
Board of Directors
12:00PM-2:00PM

25
Education Committee Meeting
8:30AM-10:00AM

Office Closed
February
17 Presidents’ Day

get involved, join a committee!
Why take risks, learn the rules...get educated!

In-Person Learning

February

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Supplier Success Course

Date: February 5, 2014
Time: 9am - 5pm
Location: SDCAA Seminar Room
Price: $85 Members / $105 Non-Members

This course was designed to offer an overview of the apartment industry and recommendations, so suppliers can maximize partnerships with apartment owners, management companies and association members. Pre-requisite for the Certified Apartment Supplier (CAS) Designation.

North County Luncheon: 2014 Annual Legal Update

Date: February 11, 2014
Time: Noon – 1:30pm
Location: St. Mark Country Club
Price: $41 until February 10th. $45 Door registrations upon availability only.

Do you need an update on 2014 laws? Don’t miss this luncheon. You’ll learn about the top landlord law changes for 2014. Todd Brisco, Todd A. Brisco & Associates, APC, will provide you with valuable information on the latest legal developments pertaining to the rental housing industry. There will also be an opportunity for a Q&A.

Leasing Two-Part Series

Date: Part 1: February 12, 2014 and Part 2: April 15, 2014
Time: 9am - 11am
Location: SDCAA Seminar Room
Series Discount Price: $50 Members / $80 Non-Member
Individual Seminars Price: $35 Members / $50 Non-Member

Become a leasing Rockstar! With today’s resident demands, critical leasing skills are necessary to make a lasting impact on sales and resident satisfaction. Part 1: Will cover leasing basics. Part 2: Will cover marketing, advertising and incentives.

March

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</table>

Certified Apartment Manager (CAM) Series

Date: Series begins March 2014
Series Price: $799 Members / $950 Non-Members
Payment Plan (Members Only)

Take your career to the next level with the CAM series. CAM is a nationally recognized designation, created to maximize the experience of the on-site professional. The CAM training helps you manage your apartment community and your team more effectively.

Management for Residential Issues (also a requirement for CAM and CAS)

Date: March 12, 2014
Time: 8:30am – 5pm
Location: SDCAA Seminar Room
Course Price: $147 Members / $167 Non-Members

This course covers: customer service, occupancy management, security, emergency management, operations technology and resident relations.

For additional classes visit the calendar section of SDCAA.com.

Register:

Online at www.sdcaa.com

Seminar Locations:

Central San Diego
SDCAA Seminar Room
5675 Ruffin Road, Suite 310
San Diego, CA 92123

North County
St. Mark Country Club
1750 San Pablo Dr.
San Marcos, CA 92078-4718

Register:
Online Learning

Webinars

More information on cost and registration is available on www.sdcaa.com

Get up-to-date information through the convenience of learning on the Internet while providing the opportunity and benefits of peer-to-peer interaction through the Webinar Wednesday series or the NAAEI webinars.

- February 5 Independent Rental Owner Professional (NAAEI Webinar)
- February 12 4 Strategies to Stand-Out, Out-Perform and Out-Sell Your Competitors In 2014 (Webinar Wednesday)
- February 12 Independent Rental Owner Professional (NAAEI Webinar)
- February 26 Reputation Management from the Office of ApartmentRatings.com (Webinar Wednesday)
- March 12 Stop the Pain of Hiring The Wrong Person (Webinar Wednesday)
- March 26 The Five Keys To Increasing Sales With Tech-Savvy Prospects (Webinar Wednesday)

Online Classes

Seminars

Take online courses or recorded webinars 24 hours a day. Over 80 courses are available in English and Spanish. View the brochure at www.sdcaa.com.

- Here is one of the courses available for only $19.99
  NAAEI: Web Presence Optimization - Building Community & Reaching New Residents Online
  Your prospective new residents now live on the web, and you need a robust, holistic “web presence” in order to better attract and retain the type of residents your communities target.
  - Gain understanding of how the web has changed and what these changes mean.
  - Learn what “web presence optimization” means and entails, and how it defers to the traditional SEO/SEM paradigm.
  - Learn to think more holistically and creatively about online marketing efforts, resource allocation, and lead attribution.

  Register at www.sdcaa.com

- Have your SDCAA login information ready.
  Forgot your login? Contact SDCAA Monday through Friday between 8am and 5pm

Professional

Certifications and Designations

Take your career to the next level with the National Apartment Association Education Institute (NAAEI) Professional Certifications and/or Designations.

These Programs are available online at www.sdcaa.com
Are you looking for new ways to increase your bottom line?

By encouraging your employees to enroll in a nationally recognized designation program you will help them advance their careers, while increasing your bottom line.

Like real estate, your employees are assets that increase in value through an investment of time and resources. The better your people are at doing their jobs, the more successful you and your communities will be.

Some of the benefits of employees with NAAEI designations include:

- Increased employee retention
- Improved resident retention
- Stronger NOI performance
- Increased job satisfaction
- Enhanced team performance

*Make your team a Certified Success.*

- CAM & CAS, register now! Series are scheduled to begin in March 2014.
- NALP, register anytime - online courses available year round.
- CAPS & CAMT, get on a wait list. The higher the interest, the sooner we can bring them to SAN DIEGO!

To learn more about how your team can earn their designations or to register, visit: [www.sdcaa.com](http://www.sdcaa.com)
### 40th Annual Educational Conference & Expo

**A special thank you to our 2014 Title Sponsor:**

**WASHTEK**

*We Make Laundry Rooms Perform*

**Sponsorship Opportunities available at [www.SDCAA.com](http://www.SDCAA.com)*

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<th>Booth Size</th>
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<tr>
<td>10’ x 10’ corner:</td>
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<td>20’ x 20’ Premium island</td>
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**Prices as of January 13, 2014**

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<td>HandTrac Systems</td>
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<td>HD Supply</td>
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<td>Infolink, Powered by Moco</td>
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<td>Interstate Restoration</td>
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<td>IREM San Diego Chapter</td>
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<td>J&amp;C Carpet Company</td>
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<td>J&amp;O Construction, Inc.</td>
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<td>Landscapes USA</td>
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<td>Lloyd Pest Control</td>
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<td>McMillin Contracting Services</td>
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<td>Mr. Appliance</td>
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<td>Multifamily Utility Company</td>
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<td>Noble Real Estate Services</td>
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<td>Property Solutions</td>
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<td>Pro-Tech Painting</td>
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<td>R&amp;B Wholesale Distributors</td>
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<td>Rancho Del Oro Towing</td>
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<td>RSI Roofing</td>
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<td>Saber</td>
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<td>Wilmar</td>
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<td>Yardi Systems, Inc.</td>
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**2014 EXHIBITING FLOOR PLAN**

### San Diego Convention Center, Hall B
111 W.Harbor Drive, San Diego, CA 92101

### Sponsorship Opportunities available at [www.SDCAA.com](http://www.SDCAA.com)

**RentalOwner February 2014 | 29**
# DAY AT A GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Sessions</th>
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<tbody>
<tr>
<td>7:30 a.m.</td>
<td>Registration opens - Exhibit Hall B</td>
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</table>
| 8:00 a.m. - 9:15 a.m. | Conference Opening Session: Economic Forecast  
|                 | Location: Room 15  
|                 | Be seated no later than 8:00 a.m. to be entered into a $200 drawing.    |
| 9:30 a.m.       | Ribbon Cutting & Exhibit Floor Opens - Exhibit Hall B                    |
| 10:15 a.m. - 11:30 a.m. | Breakout Sessions                                                                 |
| Owner Track: Round Tables | Property Manager Track: Green Practices  
| Leasing Track: Back to Basics | Maintenance Track Customer Service |
| 11:30 a.m.      | Maintenance Mania Registration Opens - Maintenance Pavilion              |
| 11:50 a.m.      | Cash Prize Drawing (new this year-conference stop in passport)           
|                 | Location: Exhibit Hall B, SDCAA Booth                                    |
| Noon - 2:00 p.m.| Maintenance Mania Competition                                             |
|                 | Location: Maintenance Pavilion                                            |
| 1:00 p.m. - 2:00 p.m. | Owner Track: Screening                                                                 |
| 2:10 p.m. - 3:15 p.m. | Conference Closing Session: Keynote Speaker  
| 3:25 p.m.       | Grand Prize Drawing - Exhibit Hall B, SDCAA Booth                        |
| 3:30 p.m.       | Exhibit Floor Closes                                                      |

Activities Key:  
- Keynote Speaker  
- Seminars  
- Drawings  
- Maintenance Mania  
- General Information
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<tr>
<th>Pre-Tenancy/Screening Forms Series 100</th>
<th>Item #</th>
<th>Item #</th>
<th>Revised</th>
<th>Issue</th>
<th>Qty</th>
<th>Mbr $</th>
<th>Retail</th>
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<tr>
<td>Creating Rental Criteria Worksheet</td>
<td>101</td>
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<td>Application to Rent</td>
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### 3 part Form Series

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### Finalizing the Termination Series 600

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### Management Forms Series 700

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### Signs, Brochures & Other Products

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All sales are FINAL. Please make your selections accordingly.

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<td>Pick-Up Order?</td>
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8% Sales Tax*

Payment Type: Cash  Check#  VISA/MC/AMEX/DISC  Bill to Account

Credit Card No.  Expiration Date:  /  Total

Security Code: Name on Credit Card:

Signature:

Members can visit www.sdcaa.com to download, fill-in and print forms at no charge!

For more information please call

v.4.5.2013
Honor Roll

Celebrating 10+ years of membership in SDCAA anniversary month

Kay Mark, Inc. 1966
Ouida Langley 1968
Wexford Enterprises, Inc. 1968
James A. Burkhardt 1969
John Tyndall 1972
Janet Griffin 1974
Donald Paradise/Laura Cohen 1974
Rose Emery 1975
Gerald Morris 1976
Marie DeSanti 1977
Quate Properties LLC 1977
Charles W. Thomas 1978
Marilyn Tindel 1978
Mary Batten 1978
Jack Hoelze 1979
Michael Hinners 1979
Shannon Cutsinger 1979
Edward Harmon 1980
David Stanley 1982
Heartland Associates 1982
Steven R. Killman 1983
Tom Ranz 1983
Dominic LaRussa 1984
Cox Communications 1986
Ralph and Holly Fox 1987
Tompkins Enterprises 1987
David and Kathleen Wageman 1988
Michael Keller 1988
Biggins Property Management 1989
Christine Weisickle 1989
John Colclough 1989
Michael and Sandy Posner 1989
Sanford Development Company 1989
Pride Laundry Systems, Inc. 1989
Amy Del Nagro Property Management Services 1990
Lauren Peterson 1990
Matt Kovic 1990
Orchard Beach Properties 1990
Clyde W. Kennedy 1992
Cort Furniture Rental 1992
Pro-Tech Painting Company 1993
Jewel Foundation, Inc. 1994
Narragansett Plaza 1994
ACI Apartments 1995
Millard Schewe III 1995
Harold West 1996
Alice Kammerman 1996
Cable, Pipe & Leak Detection, Inc. 1997
Ashcraft Investment Co., Inc. 1997
May Realty 1998
Michael Humkey 1999
William Vail 1999
Candice Schar-Johnson 1999
Mary Anne Stevens 1999
John Franke 1999
David Brechlin 2000
Dunn-Edwards Corporation 2000
H.G. Fenton Company 2000
Ramona De Aragon 2000
Terry G. Anderson 2000
Willard E. Hanson 2000
Yardi Systems 2000
Westbrook Apartments/Fairfield Residential 2000
West Star Properties 2000
Glenn Mitchel Realtors 2000
Melanie Branca 2001
Christina Boller 2001
Mark Tarpin 2001
Michael Finnerty 2001
Robert Vinck and Mary Ann Gleason-Vinck 2001
Val Barron 2001
All Valley Washer Service 2001
Greg J. Gallagher 2002
Jack van den Akker 2002
John and Victor Hachiya 2002
Vincent B. Ryan 2002
David Klose 2002
John Goodman 2002
SDSU Research Foundation 2002
B.A.G. Properties 2002
Franciska E. Wadam 2002
Robert Ruane & Joe Rood 2003
Brian Ferguson 2003
Debra A. Markey 2003
Hilary Bilodeau, Owner 2003
Pepperhill Apartments 2003
George Phillips Sr. 2004
Ray Adams 2004
Vera L Halbach 2004
Roberto Cavallaro 2004
David Crockett 2004
Robert Schneeloch 2004

SDCAA members

Owners
Amy Epsten
Asset Aquisition Group
Cynthia Warren
Dax Beno
Denise F. Wilson
Diane S Merrigan
Eagle Property Management
Elizabeth Vail
Hayden Dover
Lee Properties
MANTER Property Solutions
Mildred Street Apartments
RG Investment Services Inc.
Richard D. Feld

Suppliers
Link Staffing Services
Pacific Drain and Plumbing
Point Loma Credit Union
Smoke Alarm Update

By SDCAA Public Affairs
For more than 20 years laws regarding smoke alarms in rental properties have protected residents and property owners. Regulations largely remained untouched until 2012, when Sen. Alan Lowenthal introduced smoke alarm retrofit legislation, which also addressed carbon monoxide detectors. Initially, the San Diego County Apartment Association opposed Senate Bill 1394, but changed its stance when amendments were added to the legislation. The bill was signed by the governor that fall, with the first wave of changes to smoke alarm requirements expected to take effect Jan. 1, 2014.

But as happens with many pieces of legislation, alterations have been made and time lines have changed with SB 1394.

The state Fire Marshal has delayed implementation of some of these regulations largely due to manufacturers being unable to produce enough compliant devices in time for the 2014 deadline.

The law changes in January 2014 to make owners of both single and multifamily rental units responsible for maintaining and testing devices. For apartment units with two or more units, this means maintaining and testing devices in each and every unit whether they are vacant or not.

Owners of single and multifamily rental units will have to conform to new building codes mandating that one smoke alarm be located in each sleeping room, one smoke alarm be located in hallways outside of sleeping rooms and each story of multi-level buildings have at least one smoke alarm. These changes to mandated device locations must be made by January of 2016.

By July 1, 2014, all new battery-powered smoke alarms must utilize a non-replaceable, non-removable battery that is capable of powering the device for 10 years. Starting January 1, 2015, all new smoke alarms must display their date of manufacture, display date of installation, and incorporate a hush feature. Effective July 1, 2015 all manufacturers must meet the above requirements for battery-powered and hardwired devices in California. The final set of regulations takes effect on January 1, 2016 and states property owners must ensure that smoke alarms are placed in compliance with current building code and are located in each bedroom and in each hallway outside of bedrooms.

If your installed alarm is functioning it does not need to be immediately replaced. However, when it is time to replace current alarm inventory, all devices must meet the current guidelines. Alarm manufacturers are currently producing enough approved-devices to meet the expected demand and have stopped selling the older style in California.

SDCAA strongly recommends that owners and landlords get started now on the process of upgrading existing alarms and adding additional devices to meet new placement guidelines.

To learn more about the smoke alarm regulations, visit http://sdcaa.com/13-006_SB745_Smoke_Alarm.pdf.
2013 brought forth a couple of cases that should have employers looking at their sexual harassment policies and the way they are conducting their training.

In Westendorf v. West Coast Contractors, Westendorf failed to prove sexual harassment because the sexual comments and jokes directed to her were “occasional, infrequent, and not severe”, according to the courts. When complained to the owner that her supervisor made demeaning and sexual jokes and comments to her, the owner reprimanded the supervisor. When she later complained a second time, the owner allegedly told her that it would be better if she “packed her things and left”, since her failure to get along with her supervisor was well-documented. Westendorf sued for sexual harassment and retaliation.

After the owner prevailed on summary judgment, the Appeals Court affirmed the harassment claim, but reversed on the retaliation claim. The court found that the comments were not “severe or pervasive” (requirement to prove sexual
harassment under FEHA) because the supervisor and employee only spent one day a week in the office together and the alleged comments and conduct only happened on four occasions. However, there was enough evidence that the employee was terminated for complaining about harassment.

In another case, Moran v. Salasha Enterprises and Shures Shah, Moran alleged that her boss told her she would get a raise if she provided the employer with sexual favors. She declined, the boss was angry and abusive, and 30 days later Moran was terminated because she was “at-will.”

Both of these cases provide clear evidence that it wasn’t the act itself, i.e., the sexual comments or jokes or the request for sexual favors in exchange for a raise, but what the employer did (or didn’t do) after the employees complained. In other words, retaliation.

These cases may show something else as well—a new trend in the courts where the legal definition of harassment is being taken in a more literal sense—following more closely to the legal definition under the Fair Employment and Housing Act. Employers are encouraged to take a close look at their harassment policies and make sure that in addition to any “legal” definitions of harassment contained in them that the policy also prohibits behavior that is, “inappropriate, abusive, or unethical.” This language will give companies more latitude in reprimanding employees for violation of company policy without the confines of the legal definition. It is also critical that supervisors and managers are properly trained. The seriousness of retaliation cannot be over-emphasized. Supervisors and managers need to be reminded that they should remain unbiased during investigations and reporting of sexual harassment and that retaliation can come in forms other than termination. Employees can claim retaliation based on reduced hours.
mandatory overtime, or a change in schedule/sales territory.

Remember that the state of California requires all employers with 50 or more employees to provide sexual harassment training to their supervisors and managers every two years or within 6 months of hire or promotion. San Diego Employers Association offers Harassment Prevention Training in a convenient two-hour format in a classroom setting as well as a webinar option. The next training date is February 12, 2014. To learn more and to register, visit www.sdea.com.

About the author: Jennifer serves as Director of HR Services for SDEA and is considered an expert in the field of Human Resources. Jennifer conducts Human Resources audits, drafts and reviews employee handbooks, and provides input and assistance with employment-related issues. Jennifer is certified as a Professional in Human Resources (PHR) nationally and with the state of California, through the Human Resources Certificate Institute. She also received a Human Resources certification through the College of Extended Studies through the University of California San Diego.
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Safety Tips for Owners and Property Managers

By Olivia Galvez, SDCAA Director of Publications

Property management is considered perhaps one of the safest occupations there is, but after the recent rape of a property manager in Humble, Texas on January 5, 2014, many are questioning how safe it is. Owners and managers often go out of their way to show a rental property after hours to accommodate a prospective resident. This recent event is a good reminder of precautions you can take to ensure your safety and that of others.

Create a safety management policy for the property. This policy should include safety basics as well as measures that will help prevent potential incidents and injuries to staff as well as residents. Below is a list of safety measures to consider adding to your safety policy that can help lessen the risk of a potential crime.

1. When scheduling appointments with prospective residents avoid scheduling appointments after dark.
2. If you have to show a property after hours ask a colleague to assist you. If this is not an option let someone know where you will be, and who you are showing the property to. Let your prospective resident know that you will need to take calls during the showing, especially if it after hours or dark.
3. Carry a cell phone with you at all times. Have on speed dial contact information for the authorities, owners and/or property Management Company to call after hours in case it is needed.
4. Use e-mail as well to alert the main office, owners or even email yourself, what time you are visiting empty units who is going with you and how long you will be.
5. Don’t stay alone in an office after hours. If you do have to stay at the leasing office, lock the door.
6. If you have a person in the office keep the door open.
7. Don’t keep cash in the office. If possible, ask for all rent, security deposits to paid by check or credit card.
8. Even though it may be common industry practice to keep a driver’s license while showing an apartment, if the prospective resident has not
filled out an application before, have them complete the application prior to showing the home. If it is after hours require more than one form of identification. Credit cards work as a source of ID, verify that the name matches the name on the license.

9. If the property has a security company, let them know that you will be showing a home and have them be there.
10. Make sure all common areas, walkways and parking lot are well lit.
11. Be aware of your surroundings.
12. Have an emergency code established for assistance, one that all staff knows.

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Is there anything new with Smoke Detectors this year?

Yes. Senate Bill 745 pushed this law back to July 1, 2014, wherein the State Fire Marshal will not approve a battery-operated smoke alarm unless it contains a non-replaceable, non-removable battery capable of powering the smoke alarm for at least 10 years. An exception to this rule includes the installation of smoke alarms before January 1, 2015, if the smoke alarms are ordered by, or in the inventory of, an owner, managing agent, contractor, wholesaler, or retailer on or before July 1, 2014.

Another requirement of this bill starting January 1, 2015 (originally effective January 1, 2014) is the State Fire Marshal will not approve a smoke alarm unless it does all of the following: (1) displays the date of manufacture on the device; (2) provides a place on the device to insert the date of installation; and (3) incorporate a hush feature. Stay tuned, there may be additional changes to this law.

My question is about a shared fence with my neighbor. The fence is dilapidated. Can I make the neighbor pay half of the fence?

Your question is timely. Assembly Bill 1404 passed in 2013 effective January 1, 2014, is directly on point. The new law states adjoining landowners must share equally the responsibility for maintaining boundaries and monuments between them. The adjoining landowners are presumed to share an equal benefit from any fence dividing their properties, as well as the equal costs for construction or maintenance. Of course, the adjoining landlords can agree in writing to a different allocation. There are procedural requirements to compel your neighbor’s compliance so I would ask that you consult your attorney to determine the procedure required in your situation.

Continued on following page.
Q What are the new rules concerning master meter utilities for apartment buildings?

Staying with the theme of new laws this year, beginning January 1, 2014, a master meter customer of an apartment building must post in a conspicuous place the applicable specific current residential gas or electrical rate schedule as published by the serving utility. In the alternative, the landlord may elect to post a website address for a resident to access the schedule as long as the landlord also does the following: (1) state in the posting that an individual user may request a copy of the specific current residential gas or electrical rate schedule from the master meter customer, and (2) provide the schedule upon request at no cost. Senate Bill 196.

Q I understand that if a resident tenders a police report or a Temporary Restraining Order (TRO) for domestic violence, the resident victim may terminate their lease upon 30 days notice. Has the legislature added human trafficking?

Yes. Residents, who are subject to domestic violence, stalking, abuse of an elder or dependent and human trafficking may terminate their lease upon 30 days written notice. In the past the resident victim needed to provide a police report or a TRO. The statute now allows a qualified third person to provide a written statement as evidence to support the alleged resident victim status. The statute provides a sample of the letter to be provided to the landlord. A landlord may not disclose the information provided by the resident victim unless the resident victim consents in writing to the disclosure or by law or court order. The law also prohibits the landlord from terminating the tenancy, or failing to renew a tenancy, based upon the resident victim providing notice of the incident within the last 180 days and the wrongdoer is not living at the community.

Q May I include late fees and interest on a 3 Day Notice to Pay Rent or Quit?

The answer is no. You should only include rent on your 3 Day Pay Rent or Quit notice. Code of Civil Procedure Section 1161(2) provides the notice must state “the amount which is due.” That is, if you demand more than the amount that is due and owing, the notice is defective. Since it’s a rent notice, you should only
list the exact amount of rent owed. Do not include late fees, returned check charges, interest or utility fees. There are appellate cases suggesting the rule should be revised to eliminate multiple litigation and lower expenses and costs. And there are appellate cases examining the definition of rent. At this point in time, I would advocate base rent or the monthly rent demanded in the 3 Day Notice to Pay Rent or Quit.

The answers to the above questions are general in nature. Each case has specific facts that may result in a different answer. Please consult an attorney if you need specific legal advice. Todd Brisco is an attorney who handles landlord tenant matters on behalf of landlords throughout California. His telephone number is 714-634-2814 and address is 1900 S State College Blvd Ste 275, Anaheim Ca 92806. If you have any questions please forward them to SDCAA or Todd.
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The Emerald Isle and an American Holiday!

By Mark & Vicki Stewart

The Emerald Isle
August 6-21, 2014

This summer, we have handcrafted a beautiful journey to stunning Ireland. This two-week trip, with almost all multi-day stays in 7 regions, includes both the North and South of the island. Enjoy staying at award-winning 4- & 5-Star Inns, Hotels and even in one Ireland’s finest castles!

We will visit amazing sites, like the Rock of Cashel, the Ring of Kerry, Blarney Castle and the legendary Cliffs of Moher. Too many sites to list!

Combine this with wonderful cultural experiences like Irish Bread baking, sheep dog training, peat farming and even a visit to Bushmills, home to the famous Irish Whiskey.

We will be spending an evening in Ireland’s oldest pub as well as enjoying some of the most authentic music on the Emerald Isle.

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Consult your Accountant, a portion of these trips may be tax deductible.
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- Assurant Specialty Property: (760) 936-5757

### Security Guard Patrol
- Bald Eagle Security Services, Inc.: (619) 230-0022
- Bravo Three: (619) 328-0671
- City Wide Protection Services, Inc.: (619) 938-2333
- UNIFIED PROTECTIVE SERVICES, INC.: (310) 263-2500

### Security Services
- Bravo Three: (619) 328-0671
- City Wide Protection Services, Inc.: (619) 938-2333
- JDS Security: (619) 781-8694
- Security First: (619) 243-3992
- Security First: (619) 41-5712

### Sewer & Drain Line Video
- Bill Howe Plumbing, Inc.: (619) 286-6348
- Cable, Pipe & Leak Detection, Inc.: (619) 873-1530

### Signs & Banners
- Miramar Sign Works & Graphics: (858) 566-3010

### Slab Leaks
- Bill Howe Plumbing, Inc.: (619) 286-6348

### Smoke Alarm Compliance
- Alarm Compliance USA: (800) 220-7152

### Smoke Free Housing/Tabacco Control
- San Diego County Smoke-Free Multi Unit: (760) 631-5000
- Housing Project Software
- LeaseHawk: (714) 785-4109
- RealPage, Inc.: (877) 325-7243

### Solar
- Adroit Solar: (858) 492-7772
- Arnold Solar: (619) 507-6255
- Skyline Innovations, Inc.: (925) 270-7634
- SunUp Energy: (760) 564-6916

### Submetering / Billing Services
- AUM: (818) 87-9701
- Conserve Utility Billing & Mgmt: (602) 481-7440
- Multifamily Utility Company: (800) 266-0968
- NWP Services Corporation: (402) 421-1668
- San Diego Gas & Electric: (858) 654-1857

### Telephone Services
- AT&T Connected Communities: (619) 221-5812
- Cox Communications-San Diego Accts: (858) 569-4646
- T-Mobile USA: (858) 480-1833

### Tenant Communications
- One Call Now: (937) 573-2346

### Tenant Screening
- BetterNOI: (760) 424-2200
- Contemporary Information Corp.: (800) 288-4757
- CoreLogic SafeRent: (949) 214-1778
- Credit Bureau Associates: (800) 564-6440
- First Advantage Resident Screening: (800) 212-0341
- InfoLink Resident Screening: (888) 762-7313
- Moco Inc.: (800) 814-8213
- On-Site.com: (619) 540-7828

### Termite Control & Repair
- Adios Pest Control, Inc.: (619) 653-9999
- Truly Nolen: (619) 463-9371

### Towing Services
- C & D Towing Specialists, Inc.: (619) 463-8697
- Rancho Del Oro Towing: (619) 654-1024
- Star Towing: (858) 573-8700
- Western Towing: (619) 997-0904

### Trauma Scene Clean Up
- Service Master Absolute Water & Fire Damage Svcs: (619) 287-7070

### Tree Services
- Four Seasons Tree Care, Inc.: (760) 477-7955
- So Cal Tree Care & Landscape Mgmt: (888) 706-8733

### Utilities Locating Service
- San Diego Gas & Electric: (858) 654-1857

### Video Commercials
- APT Companies, Inc.: (858) 279-2787

### Water Conservation
- Watermisier Manufacturing Company: (800) 991-3419

### Water Damage Restoration
- Bill Howe Design & Remodeling: (619) 286-6348
- Christian Brothers Cleaning & Restoration: (858) 469-8955
- Generation Contracting & Emergency Services, Inc.: (858) 679-9928
- Hersum Construction Inc.: (858) 373-5900
- ServPro of La Jolla: (858) 270-5234
- Servpro of Sorrento Valley & UTC: (858) 527-1144
- WHA Preferred Services: (760) 412-0286

### Water Heaters
- Arnold Solar: (619) 507-6255
- Bill Howe Plumbing, Inc.: (619) 286-6348
- Debinaire Co.: (858) 750-8686
- APL Companies, Inc.: (877) 247-2550
- Property Solutions: (949) 281-7293
- Resident360: (855) 360-9327

### Web Services
- Apartments 247: (877) 247-2550
- Pro Star Mechanical Services: (714) 999-1177

### Window Coverings
- G. B. Sales: (858) 571-3600
- Specialty Apartment Supply: (877) 630-2275

### Windows
- Approved Contractor Inc.: (619) 933-8306
- Western Window Sale & Install: (619) 794-0294
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- Your account anytime and anywhere
- Electronic reports and charts to show past and present pest trends
- Sanitation Reports
- Pest Activity Reports
- Trend Reports
- Recommendations
- Material Usage

Corky’s customer data center allows customer access to:

- Your account anytime and anywhere
- Electronic reports and charts to show past and present pest trends
- Sanitation Reports
- Pest Activity Reports
- Trend Reports
- Recommendations
- Material Usage

Our friendly, professional staff will work with you and your staff on an effective treatment plan.

Real-Time Reporting
- Handheld computer tracking in the field
- Bar coding technology is used to log service findings and recommendations
- Environmental data reporting during each service
- Logging of pest activity and trends
- Pest activity reports are emailed after each service
- Sanitation reports are emailed after each service
- Product usage reporting
- Technicians check in and out of onsite logbook
- Service times and dates are recorded

Regular pest services include:
- Drain treatments
- Eco-sensitive crack and crevice applications
- Pest monitoring
- Pheromone trapping for identification
- Pest activity reporting

We do what others don’t do. We physically remove the pests and debris.

Records are tracked by technicians on location. Customers can access their account and reports 24/7.

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Our way to monitor your activity and our commitment to keep roaches, rodents or any other unwanted pests from making your business their home.

Service and technology driven

Technicians report activity and damage.

Customer accesses account information, activity and reports 24/7.

Our friendly, professional staff will work with you and your staff on an effective treatment plan.

1-800-901-1102 for a competitive estimate.