

president's message

BY DAVID WATKINS, GREYSTAR MGMT. SVCS.

Year in Review

This will be my final President's message because my term as your President will officially end on August 15, 2003 and your new President, Teri Allen, will be sworn in at the Closing Gala at the Florida Apartment Association's Education Conference and Trade Show at the Boca Raton Resort and Club. I have known and worked with Teri for many years and am confident she will be a superb president of FAA. I can't wait to pass the gavel!

Speaking of the upcoming FAA Annual Education Conference, I hope that each of you have registered and are looking forward to attending this year's event. I know that your conference committee has been hard at work and has put together a very exciting Conference. At the opening session on Thursday morning, August 14, you will hear from Tom Shelton, President of the National Apartment Association and from Jodi Chase, our lobbyist. Our featured speaker will be Dan Clark, who spoke at our 2000 conference. The trade show is sold out and there is a waiting list. Please plan to attend.

As I look back over the year, it seems like just yesterday that I was beginning my term as President. I would like to thank each of you for the opportunity which you afforded to me in electing me as your 2002-2003 President.

This year in summary began with Florida Department of Revenue (DOR) attempting to collect sales tax on both garage and storage units at our member communities. With the help of our lobbyist and meetings with representatives of the DOR, we were able to stop this movement.

Then, in November, several class action lawsuits were filed against two of our members. These suits are a result of fees being charged to those residents who break their lease prior to its expiration. Unfortunately, many people who sign leases forget that these lease agreements are binding contracts.

Your Florida Apartment Association was very active during the regular legislative session. We were able to get legislation put into Florida Statute 83, which deals with a lease termination with a specific term. Also, the Florida Association of Realtors re-wrote Statute 475, which deals with the licensing of real estate professionals. We attempted to have added to this Statute, a provision that would allow us to pay on-site leasing personnel a lease bonus of up to \$ 50.00 per lease. While the Realtors did not have a problem with this, the Department of Professional Regulation was opposed. This did not pass.

We will be active next year in continuing to introduce legislation which will be favorable to all parties.

In closing, I would again thank you for your support this year and ask that each of you continue to be active in your local association.

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IMPACT

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MARKET REPORT

Apartment Moves Jacksonville

Sagebrush Realty Investments bought the 288-unit **Island Pointe Apts.** in Jacksonville from **Harbor Group Intl. LLC** for \$15.47 million, or \$53,715 per unit. **The Apartment Group** of Orlando represented the seller.

Central Florida

According to **Kevin Judd** of **Apartment Realty Advisors**, the "Greater Orlando Multifamily market is showing visible signs of recovery in 2003. Population growth continues to outpace both the state of Florida and the nation. Expected apartment deliveries have exhibited a dramatic decrease from historic highs. Occupancies are trending upward from lows reached in March 2002. Many infill submarkets have regained occupancies in the 91% to 94% range. Vacancy rates and rental concessions should continue to improve throughout 2003 as strong job growth returns to the Orlando area. Charles Waye Consulting forecasts a rebound in the multifamily market beginning in mid-2003 and M/PF Research increased its rating of the Orlando multifamily market to B+ from C just a year ago."

At present, the Greater Orlando multifamily market consists of 149,977 units in 597 communities (not including those of less than 50 units), with 77% located in Orange County.

Grande Ville on Delaney Apts., a 90-unit property built in 1966 in the Lake Copeland Historic District of Orlando, has been sold for conversion to condominiums and will be renamed Lakeside at Delaney Park. The property was recently renovated with new appliances, kitchens, and high-speed computer network.

CET Holdings, Inc. bought the 96-unit **Spring Garden Apts.** in DeLand, built in 1987, from **Spring Garden Apartments, Inc.** for \$4 million, or \$41,667 per unit. **Darrell Johnson** of **Smith Equities Group** in Orlando brokered the transaction.

Houston-based **L.J. Melody & Co.** has arranged almost \$14.88 million in construction financing for **Lyme Stone Ranch Apts.**, a 216-unit, garden-style community being developed by **Lyme Stone Investors LLC** in New Smyrna Beach.

AEW Capital Management L.P., a Boston, MA-based real estate investment advisory firm, announced formation of a joint venture with **Sendra Investment Group** to purchase and renovate the 400-unit **Park South Apts.** in Orlando. The purchase price was \$18.8 million, or roughly \$47,000 per unit. The property, built in 1988, is 94 percent leased, said Genia Demetriades, a vice president and apartment specialist at AEW who will oversee the property.

AEW formed the venture on behalf of one of its institutional clients. Demetriades said the purchase is the latest in an ongoing program developed by AEW and its client to invest in the development or redevelopment of multifamily properties located in targeted urban areas.

Bay Area

An economic survey of rental apartment rates throughout the Tampa Bay region by **Colliers Arnold Commercial Real Estate Services** shows that recessionary pressures have set a new high-water mark. **John W. Stone, CCIM**, senior investment sales associate at Colliers Arnold, who compiled the survey with associate Jason T. Stanton, said analysis of apartment rents throughout the region shows that renters are paying less - and getting a lot more - than they were this time last year.

"Region-wide, average rents continued their slide from \$831 per month in March, 2002 to \$787 per month this year," said Stone, who specializes in rental apartment communities as investment properties. To attract new residents, apartment communities have been offering a wide range of incentives and concessions, Stone explained "On a year-to-year basis, concessions have grown by almost 50 percent,"

Stone said. In March 2003, concessions averaged \$836 per lease agreement, the survey showed. "That's an increase of 47% from \$567 in March, 2002." Stone said that for the first time, per-lease rent concessions have topped the average monthly rent.

"Rent concessions equate to an average economic vacancy of 8.85% throughout the region," Stone said. "That's not included in traditional occupancy reports, but it's a critical economic factor. Combined with the reported vacancy rate of 5.47%, that implies a region-wide economic vacancy in rental apartment properties that totals 14.59%."

The apartment survey was based on rental and vacancy information from the "Bay Area Apartment Market Survey" prepared by **Triad Research & Consulting, Inc.**

Lincoln Property Co. sold the 254-unit **Culbreath Key Apts.**, built in 1999, for \$26.38 million, or \$103,858 per unit, to **Sendra Investment Group**. **Jay Ballard** and **Cole Whitaker** of **The Apartment Group** represented Lincoln. Culbreath Key sits on approximately nine acres on Gandy Blvd.

Colonial Properties Trust sold the 176-unit **Colonial Grand at Citrus Park Apts.** to Columbus, OH-based **Goldberg Companies** for an undisclosed price. The property was developed by Colonial in 1999.

Primerica Developments, Inc. awarded **Essex Builders Group** of Winter Park the contract to construct a 252-unit apartment community at Collier Commons, located at St. Rd. 54 and Collier Pkwy. The project will cost \$12.5 million.

Space Coast

PAC Land Development Corp. bought the 280-unit **Via Tuscany Apts.** built in 2000, for \$26.5 million, or \$94,643 per unit. **Apartment Realty Advisors** of Boca Raton brokered the transaction and arranged first-mortgage financing.

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Apartment Moves

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Southeast Florida

Apartment Realty Advisors has arranged the sale of the 191-unit **Villas d'Este Apts.** in Delray Beach for \$28.56 million, or approximately \$149,529 per unit. **Marc deBaptiste** and **Byron Moger** negotiated the sale on behalf of the seller, Villas d'Este Partners. Developed in 1998, Villas d'Este consists of 18 three-story, townhouse-style units.

Marcus & Millichap's Ft. Lauderdale office brokered the sale of the 234-unit **Golden Glades Apts.** in Miami for \$7.1 million, or \$30,342 per unit. The property was built in 1972 and totals 172,350 sq. ft.

L.J. Melody & Co. arranged permanent acquisition financing of \$10.85 million for **Whispering Palms Apts.** Built in 1972, Whispering Palms consists of 315 units and 308,000 sq. ft. L.J. melody provided financing on behalf of **SRH Whispering LP**, an

affiliate of **Sawyer Realty Holdings LLC** of Needham, MA.

The Miami office of **The Apartment Group** has brokered the \$25.5 million sale of **Heather Glen Apartments**, a 234-unit luxury apartment community in Sunrise. Brett Chwick, an associate with The Apartment Group, represented the seller, **J & P Construction** of Palm Beach Gardens. The property was purchased by **Heather Glen 234 LLC**, an independent investor in Miami.

Built in 1997, Heather Glen is on 10 acres of land. The property is at 731 SW 148th Avenue in the Weston submarket. At the close of the sale, the average asking monthly rent was \$1,188.

Naples-based **JBM Realty Advisors** has brokered the sale of the 124-unit, eight-story **Prado Bay Apts.** on Treasure Island in North Bay Village, Miami. **Tarragon Realty Investors** sold the property for \$10.3 million in

cash to **GREC Conversions II, Ltd.**, which plans to convert the property to condominiums in the near future. JBM Jamie B. May, Chairman and CEO, and Trish Barton, Managing Director, represented both the seller and purchaser in transaction.

Southwest Florida

Naples-based **JBM Realty Advisors** brokered the sale of a B+ grade apartment complex for **Equity Residential**. The 300-unit **Colony Place Apts.**, located at 13501 Eagle Ridge Drive in Fort Myers, sold for \$20.6 million to a joint venture between **Forest City Enterprises** and the **Goldberg Companies**, both of Ohio. The partnership paid all cash and closed on the property in less than 30 days. JBM's Jamie B. May, Chairman and CEO, and Trish Barton, Managing Director, represented both the seller and purchaser in the sale of the property.

IN THE NEWS

People

Donna Reiter received two awards at a **Sears** awards banquet in Chicago. As Territory Manager for Sears Contract Sales, she achieved more than \$2 million in sales in 2002 and sold 132% above her projected budget. However, In April Donna left **Sears Contract Sales** and joined **Appliance Warehouse** as its Senior Account Executive for the region covering Orange, Seminole, Lake, and Brevard Counties. She also presently serves on the AAGO Trade Show Committee as Chairman of Marketing.

Companies

The **JMG Realty, Inc.** South Florida Divisional Office moved on June 6, 2003. The new contact information is:

JMG Realty, Inc.
12008 South Shore Blvd. #106
Wellington, FL 33414
Phone: 561-784-7991
FAX: 561-784-9775

Vestcor Construction Services, Inc. received the National Paragon Award from the National Apartment Association (NAA) in recognition of excellence for Builders, Owners, and Developers. The Paragon Award takes many factors into consideration such as renovation plans, resident testimonials, positive effects on the community and surrounding neighborhood, appropriateness of community design to the region, and community involvement by residents or management.

Vestcor submitted their most current renovation project - Jacksonville's historical landmark, 11 East Forsyth. Built in 1926 and named after its original owner S. A. Lynch, a wealthy Atlanta capitalist, this 17-story commercial building was originally known as The Lynch Building. This magnificent tower was once Jacksonville's tallest skyscraper. It was originally occupied as office space by several organizations before being abandoned in 1990. The building was renovated in 1962 when street-level facades were changed and marble panels were installed over stamped steel spandrel panels. Vestcor's goal was to restore and preserve the historic character of the 1926 architecture. To ensure this goal, Vestcor assigned two of its top restoration specialists, Project Manager Tom DeLuca and Superintendent Pat Power, with a combined total of more than 50 years experience. The building was restored in accordance with the Dept. of the Interior regulations of preservation of historic structures, and the construction qualified for a 20% historic tax credit.

Bob Smith, president of **Smith Equities Corp.** in Orlando, has designed a Web site for the company that provides information on more than 5000 apartment properties in Florida to those interested in buying and selling such proper-

ties. Details include numbers of units and cash flows, and prospects can call Smith on the phone and check out the properties on the site while conversing with him. Smith issues passwords to access the site on an as-needed basis.

The Apartment Group/Cushman & Wakefield, which specializes in the marketing and sales of investment-grade rental apartment communities throughout Florida with offices in Orlando, Tampa, Jacksonville and South Florida, reported it closed on sales of 20 rental apartment communities worth more than \$185 million in the first half of 2003.

Cole Whitaker, who heads The Apartment Group in Florida, said the transactions were located from Jacksonville to Sunrise, Florida. Whitaker said that Brett Chwick, who heads the south Florida office closed on the sale of Heather Glen Apartments, located in Sunrise. Chwick negotiated a \$25.5 million sale price for the 234-unit apartment property. The transaction was the first for Chwick since recently joining the company.

The Apartment Group recently relocated to new expanded headquarters in the Wachovia Bank building at 800 N. Magnolia Ave. in downtown Orlando.

One million apartment units in 26 states now have access to high-speed Internet access thanks to **Verizon Avenue**, a subsidiary of **Verizon Communications** that specializes in providing telecommunications and Internet services to multifamily properties. Verizon Avenue reached the one million mark when the company signed a contract for 7200 units owned by **United Dominion Realty Trust**. This includes units at 12 Florida communities in the Tampa Bay area.

BAAA Saves Apartment Residents \$372,000

After an 18-month effort, the Bay Area Apartment Association convinced the Tampa City Council to approve a resolution that lowers the water rate on the first 1500 gallons of water used by an apartment resident each month. The cost decreases from \$2.40 to \$2.08 for residents within city limits. Outside the city, the cost drops from \$3.00 to \$2.60. Rates did not change for single-family residents.

In October 2001, the city of Tampa began charging higher rates for apartment residents than for single-family homeowners. The new rate brings near equity in the rates charged for water usage. It is estimated that 87,000 apartment units using city of Tampa water will realize a total savings of \$372,000 annually. The new rates came into effect with the April 2, 2003 billing cycle.

Related Leads NMHC's Top 50 Apartment Owners

Jumping to the top of the National Multi Housing Council's (NMHC) annual list of the top 50 apartment owners, Related Capital Company beat out Apartment Investment and

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Management Company (AIMCO) by acquiring 29,000 units last year. AIMCO led the industry for the past four years. AIMCO does remain atop the list of Top 50 apartment managers, however, with 309,000 units managed. Another rising star on NMHC's list is Columbia Housing, which jumped up 11 places to the 19th rank with a 9,000-unit portfolio expansion.

Newcomers to the top 50 include SSR Realty Advisors at 41st place, Michaels Development Company at 42nd place, and Essex Property Trust at 44th place. Returning to the list are BRE Properties, Cornerstone Realty Income Trust, and Simpson Housing.

Portfolio growth remains sluggish, said NMHC. Last year, the number of apartments owned by the top 50 grew 0.4%, the lowest in 10 years. Portfolios in the top 25 grew less than 1%, while holdings of the second 25 declined by 1.3%. According to NMHC, in contrast with most recessions, most owners were in sound financial condition—aided in part by low interest rates—so that there were few distressed sellers. As a result, bargains were no more common than usual, and property acquisitions had to be justified on a more strategic basis.

For the complete ranking, go to www.nmhc.org/Top50.

Baltimore Apartment Financier MuniMae to Double in Size With Australian Firm

Municipal Mortgage & Equity LLC (MuniMae) has agreed to purchase Housing and Community Investment, a business unit of Lend Lease Real Estate Investments—the U.S. arm of Australia's Lend Lease Corp. Ltd. The \$102 million cash deal will more than double assets under management at the Baltimore-based apartment financier from \$3.6 billion currently to \$7.4 billion. That expansion in unit catapults MuniMae to No. 4 on the National Multi Housing Council's list of the biggest apartment owners in the country from its previous position below 25. Headquartered in Boston, Housing and Community Investment specializes in the financing of affordable housing properties and has conducted business with MuniMae for more than a decade.

Source: *Baltimore Sun*, May 15, 2003

Fitch: Perfect Storm To Linger For Multifamily REITs

Fitch Ratings is maintaining its Negative Rating Outlook for multifamily real estate investment trusts, stating in a recent report that continued weak demand, oversupply, and the availability and affordability of single family homes have reduced protection measures and have made further credit deterioration a possibility within the sector.

Despite a significant drop in new unit delivery last year (172,000 units in 2002 compared to a peak of 220,600 units in 2000), many units are being delivered to oversupplied markets, creating even more difficulties for occupancy rates and rents within the multifamily REIT sector, according to Fitch.

Lingering job losses and declines in homebuilding rates

have dampened overall housing demand, particularly in markets plagued with heavy job losses such as San Jose, San Francisco, Detroit and Seattle. Delivery of new multifamily units coupled with weakened demand has also put downward pressure on markets with low barriers to entry like Orlando, Austin, Charlotte, Atlanta and Denver. Adding to the multifamily REIT troubles are single family homebuilders, who have built a record number of new homes in each of the last five years despite the overall weakness in the U.S. economy, Fitch reported.

Fortunately, the firm stated, current low interest rate environment has afforded REIT management teams the opportunity to moderate cash flow deterioration by refinancing maturing, high coupon borrowings and preferred stock, at the current lower rates.

Source: MBA of America

Seattle Launches Recycling Program for Apartments

The City of Seattle has launched a new recycling program with the goal of increasing recycling in apartment buildings. As part of Mayor Greg Nickels' plan to reverse a decline in Seattle's recycling rate and to boost recycling to 60%, the city has distributed approximately 100,000 blue reusable polyethylene recycling bags to individual apartment and condo units in buildings that currently recycle.

"To succeed, recycling should be convenient for everyone," Tim Croll, director of the community services division of Seattle Public Utilities (SPU), says. "This system emulates the success of our curbside recycling program— it makes recycling that much easier for those who already participate." Seattle's multi-family units recycled 22 % of their waste in 2001 as compared to 50% for single-family residences. The city's goal is to boost multi-family recycling to 37% by 2008. "If every tenant in every building that is signed up for our recycling program recycled two pounds per month for the next five years, we would reach our goal," Croll says. Currently, 80% of Seattle's multi-family buildings offer recycling to their tenants.

Each bag has recycling guidelines printed on it and contains illustrated recycling guidelines for residents to read and to post. The sturdy bags have a separate pocket for glass bottles and jars. All other recyclables are commingled in the larger pocket, which can be closed with a Velcro strip while the glass is emptied.

The city has distributed the bags as part of a pilot program that will test their effectiveness in decreasing contamination, increasing the amount of recyclables and encouraging tenants to recycle. Similar apartment bag programs have been implemented in Federal Way, Kirkland and Vancouver, British Columbia. Additional bags can be purchased from local retailers.

SPU's Friends of Recycling Program engages tenants to implement and monitor recycling in their building with one-time \$100 rebates on their garbage bills.

Those interested in additional information on Seattle's multi-family recycling efforts or locations where the bags can be purchased should visit <http://www.cityofseattle.net/util/services/apartment>

Camden Property Trust Leverages SureDeposit In Southeast Region

SureDeposit, the nation's leading provider of security deposit alternatives for the multifamily industry, has announced that its innovative risk management program is now available to apartment residents at communities owned and managed by Camden Property Trust located throughout Florida and North Carolina.

Camden, the 13th largest multifamily property management firm in the nation, has implemented the SureDeposit program in more than 20% of its 50,790 apartments. Prospective residents at Camden's Tampa, Orlando, Charlotte, and Greensboro communities can now move into their apartments at a significantly reduced cost by paying a nominal premium for SureDeposit's surety bond instead of paying the traditional security deposit. Camden, too, is benefiting from the program by boosting its coverage and better managing its exposure to lost rent or damaged units.

"In Florida, for example, apartment owners and managers have tried to remain competitive and boost occupancy levels by offering \$99 move-in specials or doing away with their security deposits altogether. But the multifamily industry has learned from the negative effects of concession crazed markets, which have left it exposed to market-driven, rather than risk-driven security deposit holdings," explained Paul Kaliades, president of SureDeposit. "SureDeposit's program, which is now in use at more than 1,650 communities nationwide, allows property owners and managers to compete more effectively by attracting quality residents with a financial break, while maintaining or even improving the risk equation."

Camden Rewards Highest Quality Residents

Fully qualified residents at Camden's properties in Florida and North Carolina need only pay the premium for SureDeposit's surety bond if they choose to participate in the program. For B- and C-credit quality residents, however, Camden is offering SureDeposit's program in conjunction with reduced cash deposits.

For example, a resident with an excellent credit history leasing a three-bedroom apartment that traditionally requires a \$600 traditional security deposit now only needs to pay \$87.50 for SureDeposit's non-refundable premium. A resident who has had a spotty credit history and previously was required to pay \$600 plus an amount equivalent to one month's rent as a traditional security deposit now is required to pay only \$131.25 plus the equivalent of one month's rent as part of their move-in costs, a difference of nearly \$450 to the resident.

"Without question, our residents at those communities where we have implemented SureDeposit can move in at a fraction of what they used to pay in traditional security deposit fees without putting us at risk," said Linda Willey, director of ancillary services for Camden.

More than 1,400 residents have purchased SureDeposit bonds at the Camden communities since the program's inception earlier this year, "a remarkably high acceptance rate considering that the offering is being made upon turnover at only 10,812 apartments in the Camden portfolio," accord-

ing to SureDeposit National Marketing Director Margaret Phillips. "In fact, in the first six weeks alone, 500 residents signed up for the program," noted Phillips, who provided training to Camden's leasing agents during the first quarter of 2003, and remains the lead SureDeposit liaison with Camden's staff.

SureDeposit is integrated with Camden's online resident screening provider CreditRetriever to streamline their two processes into one convenient step. With the integrated systems, SureDeposit is offered automatically during Camden's online screening process to prospective apartment residents. Not only does the integration between CreditRetriever and SureDeposit help to minimize errors, it also helps Camden's onsite leasing staff better comply with established corporate policies governing leasing criteria and security deposits.

National, Florida Economic Indicators Increasing Slowly

By George Livingston, NAI Realvest Partners

Recent economic indicators have produced some curious anomalies. Nationwide, the economy lost 48,000 jobs in April and unemployment moved up to six percent — the upper end of the range that most economists find acceptable. Central Florida, on the other hand, boasts a healthier 4.8 percent unemployment rate, significantly better than the nation as a whole.

From Feb. 1 through April 30, the U.S. lost more than 500,000 jobs. The last time the U.S. employment rate contracted three months in a row was 50 years ago — between the post war recovery and the beginning of the post war boom. The job loss rate is slowing and April's job loss rate was lower than expected.

Here's what we're looking at: the average work week has dipped to 34 hours, matching the nation's record low. Service industries, especially health care and state and local governments, are adding jobs. Consumer confidence and sentiment moved higher in response to the positive outcome in Iraq. This should fuel consumption.

The Institute for Trend Research (ITR) leading indicator continues to rise. This trend has been positive for 18 months. This is the best since the 1991-94 recession. The outlook for the economy is mildly positive from now into the third quarter of 2004. The stock market is also in a solid upturn and has created significant new wealth. The advance is very broad. Interest rates remain low, and the housing industry remains strong, especially in Florida. New home sales have produced record numbers for three years running, despite the economic slowdown, and show few signs of slowing. Development of office and multifamily projects is very weak. The retail sector is strong, and the industrial market seems to have bottomed.

George Livingston is president of NAI Realvest Partners, Inc., one of Central Florida's most active developers of industrial facilities. Livingston is past president of the Central Florida chapter of NAIOP – The National Association of Industrial and Office Properties).

Does Your Body Language Stop A Sales Presentation Before It Starts?

By Marjorie Brody, MA, CSP, CMC

Most everyone knows that the way you dress can influence others. But you can wear the most expensive business suit and still not convey confidence, approachability and, perhaps most importantly – sincerity. Salespeople are always looking for new ways to make the sale. What they need to do is remember that you can't sell anything before you can sell yourself.

People put out visual signals based on their body language. Often we are not even aware of doing so. These signals include posture, eye contact, gestures, facial expression and other factors. An effective salesperson needs to know how to master the subtle cues of body language before he or she can be successful. Visual signals can make you appear not to be in control and will detract from your overall presentation ...and the sale.

Posture

Salespeople are always giving presentations – whether they know it or not. Even if it's a one-on-one meeting with a client or prospect, you are always presenting your ideas, products, or services.

Your posture is an important part of the presentation. Your objective is to be comfortable and controlled. You want your audience—the client or prospect—to see you relaxed and comfortable. This puts them at ease as well.

If you tend to sway or rock while speaking, spread your feet about 6 to 8 inches apart, parallel to each other with toes pointed straight ahead. Flex your knees and put your weight on the balls of your feet. Standing in this position will stop any swaying or rocking motion and reduce distracting heel movements. You can move around and return to this position, just don't pace.

Make sure you are standing up straight and are facing your audience head-on. Keep your posture open with arms relaxed and hanging down at your sides. If your hands are clasped firmly in front of you, your feet are crossed and your body is tight—you are not exactly exuding confidence. Other "don'ts" include:

- *hands on hips – you look too condescending or parental
- *crossed arms – you are not conveying a look that says, "Let's talk."
- *hands crossed in front of you – otherwise known as the "figleaf" stance, this makes you look weak and timid.
- *hands joined behind your back – this stance (the "parade rest") makes you seem like you have no energy

*leaning back in a chair, if seated - you look like you're ready to pass judgement

*putting your hands in your pockets – this makes you seem nervous and can result in jingling any change or keys that might be there

The effective salesperson keeps his or hands open. Hold your chin raised, giving you the aura of being in control.

Gestures

Gestures are in important part of your visual picture. They are reinforcements of the words and ideas you are trying to convey. Gestures include hand, arm and head movements. We all know people who "talk with their hands" – in some cultures gesticulating a great deal is the norm.

Two gestures to avoid are:

*using a pointed finger – this makes you look accusatory, even if that wasn't your intent

*fist raising – this is hostile or threatening

The most effective gestures are spontaneous. They come from what you are thinking and feeling, and help your listeners relate to you and what you are telling them.

When giving a presentation, make sure you vary your gestures. Don't use the same motion over and over again. Audience members will focus on the repeated gesture and not your content. Use your palms and open them out to your audience when gesturing. Move your arm and hand as a single unit, gesturing up and down. When gesturing, always keep your hands and gestures above your waist.

Eye contact

Any career-related manual or book will agree that one of the most important things that someone interviewing for a new job can do is to make contact with his or her interviewer. The same is true of a salesperson giving a presentation.

Even if it's one-on-one, don't be afraid to make eye contact. When you make eye contact, you are relating to your audience, which will help get your message across and possibly close the sale.

If you make eye contact with someone who quickly looks away, try not to directly look into that person's eyes again. In some cultures direct eye contact is inappropriate, and some people just feel uncomfortable. If you are giving a presenta-

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Body Language

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tion to a group of people, the eye contact should be done in an irregular and unpredictable “Z” formation – looking at one person for three to five seconds and then moving on to next face.

The possible problem area with eye contact is if you overdo it, and start to stare. In conjunction with making eye contact, you can nod your head occasionally. This also helps connect with your listener.

Facial expressions

There are different variations on it, but the age-old maxim is true: “Your face speaks a thousand words” or “The look on your face speaks volumes.” Be aware of your facial expressions. If possible, look at a mirror each time you are on the phone – do this for one week. Watch your face when you are talking on the phone.

Be aware of any artificial, unfriendly, or deadpan expressions you may be making. Do you squint, frown, make strange faces? Once you are aware of any expressions you may make, it will be easier to eliminate them. Practice smiling and looking pleasant. That’s how you want to look when meeting clients or prospects.

Some facial expression “don’ts” include:

*arching eyebrows – this makes you seem surprised or questioning

*frowning – your moodiness will be the only thing the other person remembers

*grimacing – your prospect will wonder where it hurts

Salespeople can learn to practice their gestures, posture, eye contact and facial expressions. Doing so can only help improve your sales performance. The bottom line is that it doesn’t matter how exciting or innovating your sales pitch is, because your body language speaks louder than words.

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Sponsorship Opportunities Are Still Available for APAC's Fifth Annual Pat Crow-Segal Golf Classic • Wednesday, August 13, 2003

Thanks to Braishfield Associates, Inc., for sponsoring the Tournament Trophies.

*Thanks to the Hole Sponsors to date: Woodland Entertainment,
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Still Available are:

Hole Sponsors \$100 Each

Sponsor will receive a sign at the hole.

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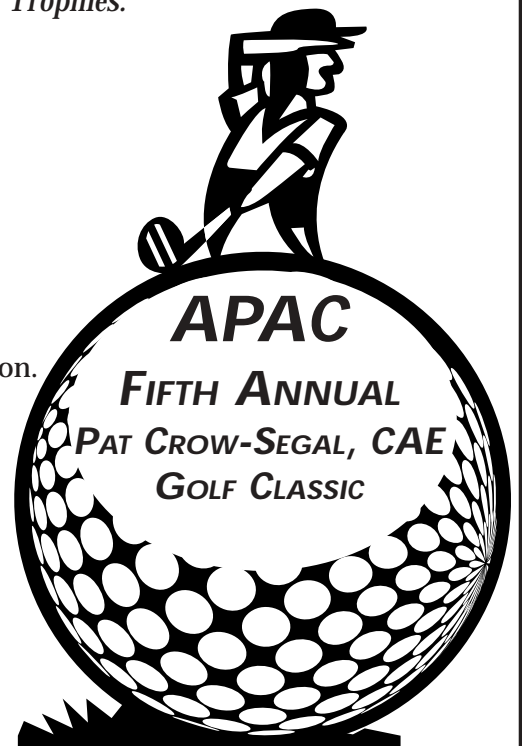
Tournament Prizes \$650

Sponsor will conduct the drawings at the luncheon.

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The Housing Industry, Government agencies and advocacy groups across the country are striving to create affordable housing opportunities, prevent discrimination and promote diversity. This seminar brings together key leaders from HUD and Human Rights Agencies across the state to discuss how working together with housing providers can help us achieve these goals through strong leadership and coalition building.

Program at Glance Wednesday, August 13

7:30 am	APAC 5th Annual Pat Crow-Segal, CAE Golf Classic <i>Transportation leaves the Boca for Deer Creek Golf Course</i>
8:30 am	Tee-Off Deer Creek Golf Course
2-8 pm	Exhibitor Set-up & Registration
2-6 pm	Attendee Registration
3-4 pm	Association Executive Meeting
3-4 pm	APAC Board of Directions
Meeting	
4-5 pm	Product Service Council Business Meeting
4-5:30 pm	Governmental Affairs Roundtable
5-6 pm	Executive Committee Meeting
6-7 pm	Board of Directors Meeting
7:15-8:15 pm	President's Reception by Invitation

Thursday, August 14

8-11 am	Exhibitor Set-up & Registration
8 am-5 pm	Attendee Registration
10-11:50 am	Opening Session Featuring Keynote Dan Clark
12-3 pm	Exhibit Grand Opening & Luncheon
3:15-4:45 pm	Creating a Culture of Service Excellence
	Representatives from The Ritz-Carlton Leadership Center & Southwest Airlines
3:15-4:45 pm	And You Thought You Knew... Landlord Tenant Harry Heist, Law Offices of Heist & Weisse, PA
3:15-4:45 pm	Maintenance is from Mars... Management is from Venus Vann Flippen, & Vickie Anderson, Concord Management, Ltd.
5-7 pm	Cocktail Reception with Exhibitors

Friday, August 15

8 am-4 pm	Attendee Registration
9:30 am	Morning Networking Coffee
10-11 am	I'm Okay - You're Difficult Linda Larsen, Linda Larsen Communications, Inc.
11:15 am-2:15 pm	Lunch with Exhibitors
2:15-8 pm	Exhibitor Tear Down
2:30-4:15 pm	Rekindling the Passion for Performance! Leasing and Marketing for a New Generation! Jackie Ramstedt, Ramstedt Enterprises, Inc.
2:30-4:30 pm	Adversary to Advocate... Creating Coalitions that Work
4:45-5:30 pm	Event Planning - Join Us Poolside at the Boca for a Relaxing but Educational Look at How You Can Make Your Next Community Event a Splashing Success
7-10 pm	Closing Gala, featuring the Comedy A Cappella of Ron Feingold

For more information, please visit our Web site at:
www.fl-apartments.org

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The companies listed below are current members of FAA's Product/Service Council. The Council gives associate members a voice in FAA affairs. Members of the Product/Service Council will be listed in each issue of *IMPACT* and in the *Resource Guide*. For annual dues of \$100, council members receive all mailings (including *IMPACT*), and representation on the Board of Directors through the Associates Vice President.

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UTILITIES

LORI SPANGLER

Florida Power Corp., a Progress Energy Co.
3300 Exchange Place
Lake Mary, FL 32746-
407-942-9332
FAX: 407-942-9394
lori.spangler@pgnmail.com
www.fpc.com/business/housing

VALET TRASH PICK-UP

MICHAEL FERRIS

Valet Waste, Inc.
PO Box 5738
Tampa, FL 33605
813-248-1327 X-1975
FAX: 813-248-8857
mferris@valetwaste.com

WATER METERING

VICTORIA GASQUE

CBSI - Conservation Billing Svcs., Inc.
5454 W Crenshaw St
Tampa, FL 33634-3007
813-889-7676
800-884-4885
FAX: 813-889-7881
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305-825-9252
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