

Florida Apartment Association

IMPACT

Vol. 15, Number 2

**Quick and Easy
Satellite Dish
Rules for
Residents**

**Making Telecom
Access Easier on
Apartment
Managers**



The Official Publication of the
Florida Apartment Association

IMPACT

Volume 15, Number 2

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PRESIDENT'S MESSAGE

by Steve Buck, ZOM Residential Services



The seventh annual FAA Legislative Conference in Tallahassee has passed, and I have mixed results to report. The good news is that there isn't any bad news. The bad news is that our efforts to bring about favorable changes to the Landlord-Tenant laws were unsuccessful. Among other things, we sought to improve the abandoned property rules, lengthen from 15 to 30 days the time allowed for notifying residents of claims on their security deposits, and change some provisions in the statute governing interest on security deposits. Without going into the gory details, we lost some key support at the last minute and had to postpone our efforts until next year. Later this year we will hold meetings to identify additional changes that will benefit the membership. If you have particular issues you'd like for FAA to address, please let your voice be heard.

Preparations for the Annual Education Conference and Trade Show are proceeding on schedule. This year's show will be held on August 23-25 at the Wyndham Resort and Spa in Fort Lauderdale. You should be making your plans now, as attendance is expected to set another record. The resort is taking reservations now - don't be left out. For many of our members, this is the primary opportunity to see what's new in the industry. This is a time of incredible change for all businesses, not just

property management. If you're operating your business the way you did last year, you are falling behind. The Internet and its vast possibilities are provoking sweeping changes to the way we operate. The conference will address many of these opportunities, and I urge you to attend so you can be at the forefront of change.

The APAC 2nd Annual Pat Crow-Segal Golf Classic will be held on Wednesday, August 23 at 9:00 am. We're starting earlier this year to avoid the summer rains. Sears Contract Sales will once again be the exclusive sponsor of the tournament and we'll play the signature East Course, which should be a challenge for any golfer. Watch for more information about the tournament in upcoming issues of IMPACT.

As most of you are aware, the level of new construction in most of our markets continues at an aggressive pace. Orlando, for example, will experience the highest amount of new construction - as a percentage of the existing rental stock - in the entire country this year. Now is the time to hone your skills to prepare for the competition that is coming your way. I encourage everyone to take advantage of the myriad training opportunities provided by your local associations. Embrace change - your competitors are.

HOW TO WIN FRIENDS AND INFLUENCE OFFICE BUILDING MANAGERS: A GUIDE FOR TELECOMMUNICATIONS COMPANIES

By John L. Brewerton III

In the waning years of the 20th century, the Federal Telecommunications Act of 1996 and its companion state telecommunications acts spawned the birth of what has become, just months into the new millennium, a tremendously powerful industry.

Today, more than 350 CLECs—Certified Local Exchange Carriers—are fighting like sharks in Florida alone to provide businesses, professions, and retail stores with telecommunications services. They are playing a frantic zero-sum game. An individual market will never support 350 different telecommunications carriers, and all of them know it. Five years from now, perhaps a dozen carriers, at most, will remain active in a given region, particularly given the current rate at which they are merging and consolidating.

Some of them desperately struggle to wrest customers from every office building, commercial park, and retail complex to the point that the absurdity of it defies credibility: bold demands, threats of legal action, even unauthorized backhoes digging in the dead of early morning. And as hard as we have

tried to convince them otherwise, some players still don't get it—they persist in the blithe hope that someday, somehow, office building managers will throw open their doors and welcome them to run amok in their buildings—for free and without regulation.

In the interest of fostering a more realistic posture on the part of some of the errant knights of the telecommunications industry, we offer the following: a simple, step-by-step guide to the care and feeding of office building owners and managers. Follow these and you'll make life simpler, more civil and certainly more profitable.

1) Don't try to be threatening or aggressive. Office building managers work 50-60 hour weeks and they are on call 24-7-365. Many are grossly underpaid for the hours and energies they exert, and for almost all of them pushy vendors are breakfast cereal.

2) Although they certainly have significant influence in the decision process, very few property managers have final

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Market Report

Overbuilding in Bay Area?

According to Carolinas Real Data, a Charlotte-based research group, today's 5.5% vacancy rate for the nearly 102,000 apartments in Hillsborough and Pinellas counties could rise beyond 7% before the

end of 2000. With 7274 apartment units under construction and another 3000 planned, supply may outpace demand even though employment growth in the area remains strong. Nearly 50,000 jobs have been created in the past three years.

According to Carolinas data analyst Brett Hicks, "A market that size should be absorbing about 4500 units a year. Ideally, the Bay Area should be building one apartment for every 5.4 jobs created." He cautioned apartment developers that the market could soften if the torrid building pace doesn't slow down, although a market isn't considered "softening" until the vacancy rate reaches 8%.

The company's breakdown of vacancy rates by submarket reveals that South Tampa remains the strongest, with only a 3% vacancy rate, followed closely by Central Tampa at 3.4%. But Northeast (6.6%) and North Tampa (6.7%) and Southeast Tampa (7.3%) have the area's highest vacancy rates. Overall, Tampa's vacancy rate is 6.1% for 64,977 units and Pinellas County has a 4.5% rate for 36,795 units.

Source: *Tampa Bay Business Journal*, February 11-17, 2000

Market Booming in Jacksonville

In Jacksonville, on the other hand, apartment construction is struggling to meet the growing demand, according to Bart Walchle of Walchle Investment Group. The market had 1308 units under construction in 1998 and 1463 under construction in 1999, but the absorption rate for the Jacksonville area is 2000, he said. Walchle said that approximately 2800 units will be built this year. About 80% of the apartments built in the last decade were in the Southside/Butler Blvd. corridor, but Walchle sees building throughout the submarkets so that "No one submarket will get overbuilt if this trend continues."

In 1999, the average rental price for apartments built before 1980 was \$549; for those built between 1980 and 1989, the average rent was \$629; and for those built in the 1990s, it was \$850, according to Walchle.

In addition, the overall market in the Jacksonville area is expected to hit a 90% occupancy rate during the first quarter, up from 85% in FQ 1999. Sales prices are expected to increase 5.5% and rents are expected to rise 4% this year, Walchle said.

Source: *The Business Journal*, January 28, 2000; February 12, 2000.

Jacksonville

Tarragon Development Corp. announced plans to build two apartment communities totaling 648 units for a total of \$43 million. The projects are unnamed, but the \$16 million develop-

ment on the city's Westside will have 240 units, while the \$27 million project on the Southside will have 408 units. The company will break ground this summer. **Tarragon Development Corp.** is a newly formed subsidiary of **Tarragon Realty Investors** in New York City. The company moved its regional office from Dallas to Jacksonville and plans to expand it as they build and acquire more properties.

Group IV Properties is building **Avenue Royale Apts.** on the Southside, a \$10 million, 200-unit luxury community. Vercon Construction of Ponte Vedra Beach broke ground on February 1 and expects to complete the project in January 2001.

Jacksonville general contractor **Vestcor Construction Services** was awarded contracts to build the \$16 million, 360-unit **Logan Heights Apts.** in Sanford (near Orlando) and the \$14.5 million, 312-unit **Riley Chase Apts.** in North Port. Both are scheduled for completion in the Fall of this year.

Central Florida

The 215-unit **Courtyard Towers Apts.** in Orlando have been sold by local developer **Tom McIntee** to **Camden Club, Ltd.**, a partnership arranged by Wendover Housing Partners, Lee Chira & Associates, and Housing & Neighborhood Development Services of Central Florida, Inc. The property was built in 1974, and the owners have undertaken a major renovation in order to make it suitable for an affordable housing community.

The 208-unit **Woodside Apts.** in Kissimmee was sold by **Woodside Housing Resource Foundation** to **NHTE Woodside Housing Co. LLC** for \$7.8 million, or \$37,500 per unit. Karen Rogers and John Bryan of **Realty Capital Advisors** represented the seller. The property was financed in part by Osceola County revenue bonds for the preservation of affordable housing.

R.J. Twitty & Co. has arranged a \$15.5 million loan for **Ballantyne Apts.**, a 278-unit, Class A project in Charlotte, NC being developed by **Epoch Properties** of Winter Park.

Tower Ridge Enterprises has bought the 112-unit **Quails Bluff Apts.** in Orlando for \$2.35 million, or \$20,982 per unit. **Quails Bluff Associates Ltd.** was the seller. Marnie Connor of **IRG Commercial** and Larry Cavallaro of **The Cavallaro Group, Inc.** represented both parties.

Wekiva Woods Equity Enterprises LC purchased has bought the 168-unit **Wekiva Woods Apts.** in Altamonte Springs from **Sun Valley Apts. Ltd.** for \$7.97 million, or \$47,440 per unit. Marnie Connor of **IRG Commercial** and Larry Cavallaro of **The Cavallaro Group, Inc.** represented both parties.

Southeast Fire Sprinklers has secured contracts to provide fire protection systems in **Valencia Village Apts.** and **College Suites Apts.** in Orlando.

Bay Area

Houston-based **L.J. Melody & Co.**, an affiliate of **CB Richard Ellis**, has arranged \$35.48 million in construction financing for **Campus Lodge Apts.** in Tampa, near the University of South Florida campus. **Campus Development Group** is developing the project. Designed specifically for USF students, the 312-unit Campus Lodge is scheduled for completion in August of this year, with the first phase of units available in August 2001.

HUD Uses Fair Housing Act Against White Supremacist

by Gwendolyn Glenn, *Real Estate Finance Today*

HUD officials are confident that the department will win the case against the leader of a white supremacist group in Philadelphia who made death threats against a fair housing advocate in an Internet message and a television interview. HUD charged Philadelphia resident Ryan Wilson, leader of the hate group ALPHA-HQ, with violating the Fair Housing Act when he threatened Bonnie Jouhari. Also white, Jouhari was chairperson of the Berks County Hate Crimes Trial Task Force and held a position with the Reading-Berks Human Relations Council that required her to help residents file discrimination complaints under the Fair Housing Act.

On his Internet site, Wilson labeled Jouhari as a "race traitor" and said such traitors should be "hung from the neck from the nearest tree or lamppost." He also included an animated picture of Jouhari's office being blown up and referred to her daughter, whose father is an African-American, as a mongrel. Jouhari left Philadelphia and is living in an undisclosed location.

HUD officials contend that the threats were an attempt by Wilson to prevent Jouhari from doing her job in enforcing the Fair Housing Act. The Act protects those enforcing a fair housing right or those assisting others to exercise the Act's rights without being interfered with, coerced, intimidated, or threatened. Although some are questioning whether HUD will be successful in its suit because Wilson's threats were made on the Internet, which skeptics see as less imminent than threats made in writing, by telephone, or in person, HUD officials believe their case is strong.

"Oh yes, we are absolutely very confident on this," said Eve Plaza, assistant secretary for fair housing and equal opportunity at HUD. "His threats couldn't have been more graphic. He had a picture of her and building blowing up. I don't think this case will be difficult to prove.

"It is unprecedented for us to go after someone based on Internet activity. We will have to be careful not to violate someone's First Amendment rights."

[Editor's note: In fact, threats against Jouhari and her daughter went beyond the Internet, as she faced harassment at home and at work, such as the head of the local Ku Klux Klan taking pictures of her in her office, threatening phone calls, and dead flowers and animals being left on her doorstep. The Jouharis left their home for the town of Silverdale, where the white supremacists found her again and began harassing her again. At present, they remain in hiding.]

Larry Frankel, executive director of the ACLU of Pennsylvania in Philadelphia, said First Amendment purists know that violence is not permitted and that a person can express his point of view in a nonviolent means.

"It would have been illegal to do this by telephone, mail, or in person," Frankel said. "If he [Wilson] walked into her [Jouhari's] office and said stop doing this or I'll hurt you, that's an obvious threat. The fact that it was done over the Internet shouldn't make any difference. It isn't the means of communication, but the intent of the communication and the likelihood that the threat will be carried out."

Frankel compared the HUD suit to the recent case in Oregon

in which several people were successfully sued for providing information on a Web site that was interpreted as being a hit list for abortion doctors.

"The Internet doesn't get special treatment, nor should there be a different set of standards for Internet threats," Frankel said. "In Pennsylvania, regarding our terrorist threat law, it was amended last year so that it is clear that certain communication over the Net or fax could be criminal."

If this case is taken to federal court and if HUD wins, Jouhari could receive compensatory damages of \$22,000 and punitive damages. If an administrative judge hears the case, HUD would provide Jouhari with an attorney and the monetary award would be much less.

"With a federal court, she'll get more monetary and punitive damages but the disadvantage is that the federal courts are clogged with criminal cases and civil cases aren't heard quickly,"

continued on next page



Cole Whitaker and **Hal Warren** of **The Apartment Group** received 1999 Achievement Awards from **Archon Group** for their sales performance on Savannah Grande and Maitland Oaks Apts.

The First Coast Apartment Alliance in Jacksonville gave out the following honors to members of the Jacksonville Apartment Association: Property Manager of the Year to **Beth Carozza** for affordable communities and **Mike Moses** for luxury communities, both of **Vestcor Property Mgmt.**; Community Managers of the Year to **Tammy Burgett**, affordable, and **Britney Ruff**, luxury. **Desert Winds Apts.** was named Community of the Year and **Vestcor** was named Property Management Company of the Year, while **Equity Residential** was honored for Outstanding Marketing Concept.

So That's Why There Were No Maintenance Requests...

Workmen in Moscow, Russia discovered the skeleton of a man who had lain dead for five years in a room in one of the city's communal apartments without the other residents knowing he was there. He was a former prisoner who died shortly after being released from jail. Amazingly, despite the presence of up to five families in the communal flat, no one recalled ever seeing the man or had ever tried to get into one room in their apartment. Workmen broke the door down while making repairs and found the remains.

Office Managers

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decision-making authority regarding telecom carrier access, and often times a decision such as licensing a telecom carrier may involve four different people in four different parts of the country. You aren't going to get an answer today, so do not unreasonably expect one.

3) Start your negotiations by agreeing, in writing, to the most salient (i.e., economic) terms of the building owner's licensing document. Nothing wastes time more than trying to deconstruct the owner's documents or critique minor parts before the real terms have been agreed upon. We've heard it all before, rest assured.

4) Your standard telecom agreement is almost worthless to the typical office building owner with any sense. Most building managers have their own protocols for telecom licensing agreements and those who don't usually have attorneys that know where to find them. In other words, ask the building manager for the building's form license agreement.

5) Don't try to insist that you be granted a lease. It won't happen. Say instead, slowly: licensing agreement. To put it simply and bluntly, landlords cannot afford to initiate eviction action against you if and when you violate the terms of your relationship. A licensing agreement is easier to enforce for both parties.

6) Don't ever try to threaten legislative or forced access on a property manager or owner. In Florida, we have defeated mandatory access three years in a row. Congress, the FCC and some 28 other states have taken the same constitutional position, thereby following the landmark decision of the U.S. Supreme Court in *Loretto v. Teleprompter CA TV*.

7) Do your homework, and offer fair compensation. Any telecom carrier can gain reasonably required access to most any building with a fair offer. If the going rate is \$1,500 per month, you aren't getting in for \$150, warm handshake or no, so don't even try it.

8) Try to make the job (and the process) easier, not harder. As previously stated, building managers really are overworked and underpaid. If you make the process more difficult for them, all you do is slow everything down.

9) Understand that the real estate industry is unanimously committed to the defeat of all proposed mandatory access legislation throughout this country, at whatever financial cost. Such legislation simply isn't going to happen in the U.S. In the early 1980s, the U.S. Supreme Court in *Loretto v. Teleprompter CA TV* made that perfectly clear, and the issues then were identical to those now.

Follow these easy guidelines and you'll have fewer problems gaining access to tenant occupied buildings. Ignore them and you'll make life difficult, or be looking for a new job soon.

Remember that every building owner already wants what is best for its tenants. Every building manager wants what is best for its owners. Position your product and service within that context, be prepared to make a fair offer, and you will not have any problems getting access to the tenants you need to be successful.

(Ed. Note: John L. Brewerton III is an Orlando attorney whose practice focuses on commercial real estate and telecommunications law. He is a long-standing member of the board of directors of the Orlando Chapter of BOMA Intl. and serves as attorney for and lobbies or' behalf of BOMA of Florida)

HUD

from page 7

Plaza said. "An administrative law judge will hear the case quicker but they can't award punitive damages and the monetary damages awarded will be less."

Frankel said that the suit is significant because "it is important to educate people on what threats aren't permitted and what kind of things are permitted on the Internet. This case will allow a greater discussion of what can be communicated on the Internet. The line needs to be drawn."

Some industry observers question why HUD became involved in this case, since Jouhari's complaint was originally filed with the Department of Justice. According to Plaza, the two agencies have an understanding that when criminal activities are involved, HUD defers to the DOJ and the FBI. If they decide not to prosecute, HUD has the option of looking into civil violations surrounding a case.

"They were still investigating the case and we asked if we could file our suit. They said they wouldn't move anytime soon. They sometimes take a long time investigating and we lose witnesses and our ability to proceed on the civil side, so we try to balance the interests of society in moving cases," Plaza said.

HUD's decision to use the Fair Housing Act in filing charges in the case is part of the department's plans to enforce the Act more aggressively in the future. HUD's fair housing enforcement efforts have increased under Secretary Andrew Cuomo's leadership, with HUD's anti-discrimination budget going from \$30 million in 1998 to \$40 million in 1999 and \$4 million in this year's budget. The president is requesting \$50 million for HUD's anti-discrimination activities in 2001.

Reprinted from Real Estate Finance Today, February 7, 2000.

The Evolution of the Student Lease Term

by Dennis Fuller, Coastal Property Services, Inc.

Not too many years ago, we offered “school term” leases that expired at the end of December or the end of May. Most of the students went home in the summer and we were almost vacant during June and July. We offered “storage units” that students could rent for a nominal amount to leave their furniture in their apartment if they turned in their keys, turned off their utilities, and agreed not to use the apartment. From an administrative point of view, the system worked great. We had some move-outs and move-ins between December and January, then a lot more move-outs in May and a few move-ins for the summer. This gave us June and July to casually get the apartments ready for the new move-ins in August. Everything was wonderful and life was good.

That is, until a few communities such as The Gathering, High Park, University Commons, and Players Club were built. These sparkling new communities had large mortgages and some savvy “bean counters” who said, “Wait a minute; our new stuff is so nice that we can get residents to sign a lease for almost a full year and we’ll only have two weeks of vacancy.” These new communities started their leases on the move-in date and had all leases expire on the last day of July. After a year or so, we slower people started to notice that residents really were signing up and paying for the summer months, so we eventually followed suit and adopted the new schedule. (Although we did notice that the managers of these places had a sort of twitch that never went away.) It was also about that time that a lot of intelligent maintenance men left Tallahassee for the good life in Jacksonville and Orlando, far from student apartments. We keep the identity of those who are still here secret so no one will steal them away.

This situation was certainly better than the one-day turnover that we tried a few years ago. Under this scenario, all of our leases expired on July 31 and we rented all new fall leases on August 1. The first year we tried it at High Park, it worked great—demand was strong and few residents complained about paying rent on August 1 even though they didn’t plan to move in until later in the month. Only about five of them had to move in on the first and there were enough early move-outs to accommodate them. We were proud to reach 100% occupancy for the year and ready to try it again the following year. The next year at The Orchards, however, it did not go as well. Demand was strong and all of the apartments were rented even though the residents had to pay from August 1. All the residents decided that if they had to pay on the first, they were going to move in on the first. It was an amazing disaster, and our great manager, Susan Andrews, still has not forgiven us.

A few more new communities, such as Melrose and Jefferson on Commons, have since been built. They have even bigger

mortgages and savvier “bean counters” who now say, “Wait a minute, our new stuff is so nice that we can get residents to pay rent for the whole year and not have any vacancy.” These new communities start their leases around August 16 and end them around August 10, requiring 12 equal installments of rent and building in 5-9 “free” days for turnover. The bean counters are also sure that some residents will move out early, giving us even more time for the turnover. The first of the 12 installments is paid on August 1 and effectively covers the rent due for the last half of August this year and the first half of August at the end of the lease. Supposedly, we collect a full half-month’s rent for that final last half of August even though the resident has to move out on or about August 10. Since no rent is due on August 1 at the end of the lease, some residents move out early.

This new lease-term plan makes a lot of sense and is probably here to stay. We have tried it out in several markets, including Tallahassee, and it has worked well in most cases. We have had more problem getting our own leasing agents to like it than the residents do.

This evolution of the lease term has forced us to become better managers of the turnover. With only five days or so to get all of the move-outs out, get the apartments back in market-ready condition, and move in the new residents, it can be a lot of fun. We had a seminar this year about turnover for our managers entitled “Tame the Bull,” because our experience so far has been that we can get through

it, but it’s usually not pretty.

Why do we want all lease expirations to end on the same day? The idea, obviously, is to maximize income. Many of our leases today are individual leases, which makes it harder to offer different expirations. Our renewal rate averages about 35%, so our turnover rate is about 65% (not including subleases during the year). If you have 65% of your units vacant for 15 days or so, you can lose thousands of dollars in income. With the new lease plan, you lose nothing. If we can increase annual income by \$50,000 to \$100,000, we can go through a few hassles to “ride the bull.”

The problem is, how can we get everything done smoothly and correctly in just five days? I’m not sure we have all the answers yet. We are tinkering with it and trying to get better at it every year rather than just doing it the same old way. We’ve tried a number of interesting new ideas that seem to be working. We’d also like to hear your turnover ideas and experiences. If your turnover went well (or if it didn’t), please fax your story to me at 850-402-9001 or email them to dennis@cpservices.net. As someone once said, “A diamond is just a piece of coal that performed well under pressure.”

Reprinted from “Cornerstone” newsletter of the Capital City Apartment Assoc.

We did notice that the managers of these places had a sort of twitch that never went away.

Satellite Dish Rules

The Federal Communications Commission (FCC) has given apartment residents the right to install a satellite dish of one meter or less in diameter or a traditional stick type antenna providing that the dish (hereinafter includes both dish and stick-type) is mounted within the confines of the leased premises.

The resident does not have a right to receive a signal. The resident has a right to install a dish to receive a signal. Practically speaking, the FCC Order will usually only pertain to residents who have a balcony or patio that faces South (the satellites are in the sky above the southern hemisphere).

Common Areas

The FCC has specifically ruled that its Order does not pertain to common areas. Thus a resident may not mount a dish on an outside wall, a common stairwell, the roof or eaves, or outside the windowsill. A resident does not have a right to mount a dish on common area ground.

Reasonable Restrictions

A property owner may reasonably restrict a resident from mounting a dish in an unsafe manner such as on an elongated vertical pole (probably higher than 4 feet) or an extension device that hangs out over a balcony.

A property owner may prohibit the drilling of any holes through an outside wall, window, or fire wall that enable the resident to then hook-up to the inside television. The resident will have to use a cable that goes under a sliding door, etc.

While a resident may install as many dishes as he/she wishes within the leased premise space, the property owner may require that the dishes not be obtrusive (so long as a signal can be received). Similarly, the property owner may require that the dish be painted a color that meshes with the exterior building color or masked so long as the signal is not impaired.

A dish can be clamped to a balcony railing, but the drilling of holes can be prohibited.

Other Considerations

It is not unreasonable to require a separate security/damage deposit of \$100 (perhaps more depending upon the circumstances).

Liability Insurance: Property owners might want to request that a resident obtain some kind of liability insurance to cover the result of a falling dish if the property owner is not otherwise covered through its blanket property policy. Such a request must be "reasonable." Do not request insurance for this if you are covered or already allow other potentially dangerous objects to be placed on balconies.

A property owner does not have the right to require installation by a professional. However, the installation should be inspected after-the-fact and remedial steps taken if unsafe.

Please call Jim Arbury of the National Multi Housing Council if you have any questions. His number is 202-974-2321.

FAA PRODUCT/SERVICE COUNCIL

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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FAX: 407-292-6171

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FAX: 305-621-2901

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8030 PHILLIPS HWY. #16 B
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FAX: 904-367-0770

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COCOA BEACH, FL 32931
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FAX: 407-783-9698

ARD DISTRIBUTORS INC.
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9876 CURRIE DAVIS DR.
TAMPA, FL 33619
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FAX: 813-620-1401

SCOTTY'S INC.
DAVID BOST, V.P./CONTRACTOR SALES
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WINTER HAVEN, FL 33880
863-297-6015
FAX: 863-299-2584

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WINTER PARK, FL 32792
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FAX: 407-804-9716

SEARS CONTRACT & BUILDER SALES
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ACCOUNT MANAGER
14721 S W 160TH STREET
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FAX: 305-233-8065

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WINTER PARK, FL 32792
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FAX: 407-804-9716

SEARS CONTRACT & BUILDER SALES
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WINTER PARK, FL 32792
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FAX: 407-804-9716

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MGR.
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BLUE ASH, OH 45242
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FAX: 513-733-0910
JNEEDH4@SEARS.COM
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BOCA RATON, FL 33431
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FAX: 561-988-8810

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ORLANDO, FL 32803
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COINMACH CORP.
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ORLANDO, FL 32803
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COMMERCIAL LAUNDRIES OF W. FL, INC.
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TAMPA, FL 33618
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FAX: 813-935-5480

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305-381-6415
FAX: 305-381-6462

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WWW.MALLARDSYSTEMS.COM

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FAX: 727-577-9498
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UTILITIES

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FAX: 407-646-8304

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12770 COIT RD. #919
DALLAS, TX 75251
888-766-1253
FAX: 972-386-7711

FAA PRODUCT/SERVICE COUNCIL

PROFILE: *Donna Reiter, Coinmach Corp.*

Donna Reiter, Regional Vice President of Coinmach (formerly Solon) Corp. in Orlando, has been a fixture in the Central Florida apartment community for 20 years. She may well hold the record for most trade shows attended and committee assignments accepted, and has held numerous offices for the Apartment Association of Greater Orlando, the Space Coast Apartment Association, and Florida Apartment Association (including serving as co-chair of the state Education Conference Committee). She even likes, she admits, dressing up in crazy costumes and decorating the trade show booth according to the annual theme.

Donna began her career at Solon Laundry Services 20 years ago after being a salesperson and sales trainer in the hospitality and time share industries. She took the Solon job on a temporary basis, but found she loved the apartment industry and she never left.

"I love the challenge of the job. Every laundry room is different, and while it is an amenity, it is also a profit center for the property, so I help the managers control costs, organize the laundry room, and price the machines. I also love spend-

ing time with other people, and the people in this business are wonderful," she said.

In her work with the local and state apartment associations, Donna has always been

ing to the association taught me about the industry and what my customers needed from me and my company. Over the years, being involved taught me leadership, plan-

working in teams with different people, and other leadership skills that directly helped me in my professional life. I had never known how to read a budget before that!," she said.

Donna's involvement at the local level prepared her to serve at the state level—"like moving from high school to college," she said. She co-chaired the Education Conference Committee and helped start the Product/Service Council (then known as the Suppliers Council). This was the first time associate members had a high degree of input into the state conference.

"Working with FAA helped me understand the bigger picture," Donna said. "You see things more from a state and national perspective, and from the management company perspective rather than from just one property. Legislative issues, for example, were much more important that I had realized."

In her private life, this always-cheerful person likes to read and listen to books while driving the long miles to her job sites. She loves to fish in the lake behind her house and stay outside as much as possible. She also dotes on her daughter, who manages all the Baldwin Fairchild funeral homes in Central Florida.

Working with FAA helped me understand the bigger picture," Donna said. "You see things more from a state and national perspective, and from the management company perspective rather than from just one property. Legislative issues, for example, were much more important that I had realized."

one of those volunteers you can always count on to accomplish a task with efficiency and creativity. Yet she is quick to credit her volunteer experiences for providing important personal and professional benefits.

"In the beginning, belong-

ing, organizing, and goal-setting skills that taught me how to work with other professionals. Finally, I believe that chairing committees for apartment associations enabled me to become, while at Solon, a Regional Vice President. I learned better how to delegate tasks,