

San Angelo Apartment Association

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TAA REDBOOK



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Important Dates to Remember

- March 1 Texas Primaries Voting
- April 13 Lunch n Learn
- April 14 Deadline to register for REDBOOK Legal Seminar
- April 18/19 CPO Course
- April 21 REDBOOK Legal Seminar
- April 27-29 TAA ONE Conference & Expo
- May 19 Officer/Director Installation
- June 7 Del Rio Lunch n Learn
- June 16 Lunch in the Park

PRESIDENT'S MESSAGE

Robbi Groat, First Choice Management

Thank you to **Sandra Villarreal** with the Health Department for being our guest speaker at last month's luncheon. The information she gave us was very informative.

We will not have a luncheon this month as we are having the **TAA Rental Housing & Legal Seminar** on Thursday, April 21st. San Antonio attorney David Fritsche will be our facilitator. There is a flyer in this Newsletter with the details. Please RSVP no later than the 15th of April. If you would like to get a copy of the LAST REDBOOK to be in print, send an email to the SAAA office (cost is \$125).

Join us on Wednesday, April 13th as we will have representatives from the City of San Angelo Water Department on hand during our **Lunch N Learn**. They will be discussing backflow valve requirements. Several local properties have already been inspected and were found to have faults that needed to be repaired.

We have a **Certified Pool Operator** course being offered here in San Angelo on Monday/Tuesday, April 18/19. As a reminder every swimming pool needs to be under the supervision and direction of a properly trained and certified operator.

There were no further nominations for the **SAAA Board of Directors**. Therefore, the list of nominees included on page 2 will be installed at our May luncheon.

Annual dues invoices will be sent out this week. There is a small increase in dues for owner members. We have been able to hold off increases other than a few cents on units in more than 12 years. Included in your packet will be a profile form for our online directory. Please be sure to return it to the SAAA office by May 1st.

Del Rio Members – save the date for a Lunch N Learn session on Tuesday, June 7th. Eddie Howard, Justice of Peace PCT 4 of Tom Green County will be our facilitator. More information will be forthcoming.

Registration is still open for the [2022 TAA Education Conference & Expo](#). Take advantage of innovative educational seminar options, a phenomenal trade show and exceptional networking opportunities! Join thousands of your colleagues from around the state and nation, expand your professional network and pick up new solutions that will help you succeed.



Apartment & Rental
Housing Legal Seminar
April 21st



SAAA



2021-2022

President

Robbi Groat, 1st Choice Properties

Vice President

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Traci Martin-Greathouse, Southland

Vendor Members

Mike Avila, Westlake Hardware

Bridget Carr, Bug Express

Kevin Porche, Sherwin Williams

Heartfelt 
THANKS
TO OUR VOLUNTEERS!

LUNCH & LEARN

When: Wednesday, April 13th
12 Noon – 1p.m.

Where: San Angelo Health Foundation
(Riverview Room – facing river)
426 West Avenue B, San Angelo, TX

Cost: \$10.00

RSVP: by April 8th to ae@sanangeloapts.com

Guest Speaker: Mike Purcell
Customer Service Inspector Supervisor
City of San Angelo Water Department

Topic: Water Inspections of Apartments

The backflow crews of the City Water Department will be on hand to provide needed information for apartment managers/maintenance personnel relating to Customer Service Inspections that have been taking place locally. There have been several instances found that could cause backflow within the apartment complexes. They will also be available to answer other questions you may have.



APARTMENT & RENTAL HOUSING LEGAL SEMINAR

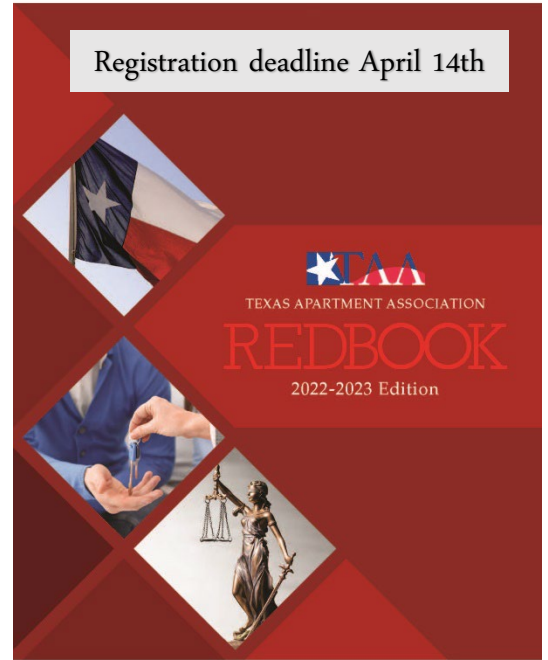
DATE: Thursday April 21ST
TIME: 9am – 5pm
(Lunch is included)

LOCATION: Tom Green County Library
(Stephens Central Branch)
33 West Beauregard, San Angelo, Texas
Sugg Community Room

COST: \$100 per person
\$75 each additional person from same company
\$125 per person (non-members of TAA)

SPEAKER: David Fritsche, *Law Offices of R. David Fritsche*

David Fritsche has been licensed to practice law in Texas since 1986. He regularly represents residential and commercial landlords in complex transactions and litigation. His litigation experience spans prosecuting evictions to defense of Fair Housing Claims in Federal Court and the successful argument of two landlord/tenant cases to the Texas Supreme Court. He has served on four Texas Supreme Court task forces, most recently drafting landlord/tenant forms for persons who represent themselves in Justice Court. He frequently speaks for TAA, local apartment associations and the State Bar of Texas on Fair Housing and Landlord Tenant Law and has presented over 65 Redbook Seminars throughout Texas.



Registration deadline April 14th

Company Name: _____

Attendees:

Sharpen your knowledge of your legal rights and responsibilities as a rental housing owner or manager. Seminars emphasize changes in management practices required by new laws and updates to key regulatory issues that affect property management.

Full of videos and other tools, the 2022 REDBOOK seminar provides the practical instruction you need to help ensure your team is not only aware of the many regulations governing the rental housing industry, but also how best to apply them to your operations.

Register today to learn from the experts and get answers to your questions.

At the 2022 Apartment & Rental Housing Legal Seminars, you will

- Learn about key changes to TAA's Lease and other critical forms
- Understand major operational issues, and
- Learn how legal and regulatory changes will impact you.

The 2022 REDBOOK Seminar breaks down the leasing cycle and includes the following topics:

1. Application Issues, such as credit and screening, criminal history screening, identity fraud and more.
2. Lease Issues, including TAA's new Lease 2.0, community policies and flood disclosure.
3. Resident Life & Management Issues, including fair housing, unauthorized occupants, repairs, parking and towing, damages and more.
4. Ending the Lease Issues, including the new early termination option under the Lease, notice of non-renewal and more.
5. Eviction Issues, including eviction alternatives and a detailed walk-through of the eviction process.
6. Physical Plant Issues and Operations, including mold and common issues from the Texas Department of Licensing and Regulation.

Find your next hires on a job board as big as Texas

Put the power of your association to work finding talented candidates for your business. The revamped Texas Apartment Association Career Center allows employers to post job openings in one market, or many, and offers additional benefits throughout the hiring process. **Multifamily employers will soon be able to post job openings in one market, or many, by visiting a single job board for the Texas rental housing industry.**

- The revamped [Texas Apartment Association Career Center](https://www.taa.org/careers/), powered through a partnership with WebScribble, will include listings for all of Texas.
- Jobs posted in the TAA Career Center support our 24 local apartment associations through a revenue-sharing model.
- Other benefits including an ability to track job candidates throughout the hiring process, screen candidates with customized questionnaires and create alerts for new résumés posted.

<https://www.taa.org/careers/>



ONE PLACE YOU'LL DEFINITELY WANT TO BE
HOUSTON
APRIL 27-29

TAA
ONE
CONFERENCE
& EXPO
★

TURNAGE & ASSOCIATES

DAVID TURNAGE, PHTASM INSTRUCTOR



**POOL &
HOT TUB
ALLIANCE**
Proud Member

CERTIFIED POOL OPERATORSM COURSE

DATES	IN PERSON	OR VIA LIVE WEBINAR
MAR 24-25, 2022	_____ MIDLAND	_____ WEB
MAR 30-31, 2022	_____ KILLEEN	_____ WEB
APR 18-19, 2022	_____ SAN ANGELO	
APR 21-22, 2022	_____ MIDLAND	_____ WEB
MAY 12-13, 2022	_____ CORPUS CHRISTI	_____ WEB

IF ATTENDING ONLINE
SEND BOOKS TO:

STUDENT _____
OR COMPANY _____

REG. FEE: \$350 Discounted to \$300

WEB STUDENTS: Be sure you provide a valid US POSTAL SERVICE address for delivery

FORM MUST BE TYPED OR WRITTEN IN ALL CAPS

STUDENT NAME _____

MAILING ADDRESS _____

CITY/ST/ZIP _____

PHONE _____

EMAIL _____

Pre-training videos and information will be sent your email daily starting about 5 days before the class.

Payment

Responsibility: **Circle One**
Student Company

Other (specify) _____

Payment method: Check One

__ Account billing or P.O. by prior agreement

__ Credit card** --Major cards accepted--
(Pay securely online after receiving your

invoice by email)

****DO NOT PUT ANY CREDIT CARD INFORMATION ON THIS FORM ****

Company Name _____ **Phone** _____

USPS Mailing Address _____

CITY/STATE/ZIP _____ EMAIL _____

Payment, Cancellation, and Refund Policies

Payment is due within 15 days of billing unless otherwise approved by TA. Credit cards are accepted, and payments may be made online via Quickbooks once the invoice is received. Returned checks will not be re-submitted and a \$35 fee will be assessed. Advance payments are accepted; however, no refunds are issued. Any collected fees can be applied to a future class sponsored by Turnage & Associates, LLC (TA). Exceptions can apply and must be arranged in advance with TA..

Webinar Students only: There is a \$100 penalty for not showing up to the class without notice plus, \$150 for the book packet 60 days past due invoices will have penalties, interest, and collection fees.

TURNAGE & ASSOCIATES, LLC.
23080 FLUKINGER RD.
WALLER, TX 77484

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EMAIL: turnageassociates@hotmail.com
WEB SITE: www.turnageassociates.com

Resident Experience vs. Amenities: What Gives You the Edge?

Four secrets for standing out from the crowd in today's demanding Rental housing marketplace.

There was a time when the nicest or trendiest amenities were what gave apartment communities a significant edge over the competition. But with the steady increase in multifamily housing demand during the past several years and rising rents, amenities that used to set properties apart have become standard and expected.



Renters already expect nearly every property they tour to have high-tech options, resort-style pools, outdoor lounge areas, upscale fitness facilities and pet amenities as part of the standard offerings. These amenities have become expected and are no longer leading differentiators between competitors. To compete in today's marketplace, apartment communities need to invest in unique amenities and concierge services not offered at every property.

Just behind needing a specific location and dealing with a change in personal circumstances, the most prominent reason renters look for a new apartment is that they want a better resident experience.

How to Create a Positive Resident Experience

Obviously, a community must have to have a nice pool, fitness facilities, pet amenities and decent storage. Residents might even pay a little extra for smart technology and a package service, but renters looking in Class A luxury apartments can find resort-style and modern technology facilities on almost every corner. Tech has become a must. What will set you apart isn't your on-demand fitness room anymore: It's your resident experience.

Armed with a smartphone, prospects can show up for a tour already knowing the pricing, amenity packages, available units and current deals. That prospect can be won or lost based on the experience they have on that tour. And once they sign the lease, it doesn't stop with the sale: From move in to maintenance requests to service calls, from community events to regular interactions with office staff and social media perceptions, every touchpoint should be a positive one.

Follow-ups should be consistent and genuine, concerns should be addressed immediately and with care, daily conversations should be accommodating, and staff should be intentional in creating a sense of community for the residents.

In an evolving business, property management is still about people. The key is to have teams who act as "onsite hosts" for their residents, assessing satisfaction throughout the resident lifecycle and hosting monthly resident events.

In fact, according to a the 2022 NMHC/Grace Hill Renter Preferences Survey Report, more than 25% of surveyed renters said they vacated an apartment to find better apartment features and about one-fifth of them wanted improved community amenities or community in general.

So, how can a rental housing professionals ensure they are working to improve resident experience and connectedness?

1. Host Monthly Resident Events

Consider a program dedicated to planning and hosting monthly events that target all your residents. Large events geared toward the masses, as well as smaller "niche" events can help residents connect with each other and improve their overall living experience. Some companies choose to organize this in house or through a concierge service, while others contract organizations to help.

2. Survey Your Residents

Utilize regular surveys that include questions about customer service and living experience, not just move-in experience and facilities. These can be created through paid organizations or online survey companies.

3. Train Staff in Customer Experience

Train all staff members in customer experience so that all interactions onsite are positive for each resident. Build it in as part of your culture and offer incentives for staff who display consistency and excellence in promoting resident experience.

4. Get Personal with Communication

Remember that anything automated might be part of good customer service, but anything personal will enhance customer experience.

Amenities are important, location is sought after, convenience is desired, good service is expected. But it's not enough anymore. Relying on these services is a thing of the past, while a positive resident experience is the now and future.

Ashley Tyndall is Chief Relationship Officer at [Criterion.B.](#)

PRODUCT SERVICE PARTNERS

Angelo Plumbing Supply, Inc.

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2500 N. Bryant Blvd., San Angelo, TX 76903
Email: bill@angeloplumbingsupply.com

Black Plumbing

Darrin Black
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715 Rust Street, San Angelo, TX 76903
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Bug Express

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2210 Austin, San Angelo, TX 76903
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Cool Arrow Construction

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CoStar / Apartments.com

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Good As New Resurfacing

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The Home Depot

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IXL Marketing Solutions

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Mammoth Roofing Services

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Morrison Supply Co.

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Sherwin Williams

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Email: sw7050@sherwin.com

The Floor Store by Steamout

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35 Buick Street, San Angelo, TX 76901
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Superior Services, Inc.

Monty Greathouse
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Email: info@superiorservicesinc.net

Surface Connection

Mike Canfield
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Email: mike@surfaceconnection.com

Tenant Tracker, Inc.

Troy Pate
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Email: troy@tenanttracker.com

Westlake Ace Hardware

Mike Avila
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1821 Knickerbocker Rd, San Angelo, TX 76904
Email: wlake504@westlakehardware.com



If you are doing business with someone who is not a member of the San Angelo Apartment Association, be sure to suggest they join your Association!

Applications are available on our website
www.sanangelopt.com

SAAA Board Members

OFFICER MEMBERS:

			Phone	Email
President	Robbi Groat, <i>1st Choice Properties</i>	Jun-22	325-650-6829	rgroat@1stchoiceinc.com
President-Elect	Patrice Riels, <i>Creek 27</i>	Jun-22	325-617-5231	hockeyfrog24@gmail.com
Secretary	Tiffany Lykins, <i>Desert Shadows</i>	Jun-22	325-942-7561	dspropertymanager@sanangelopha.com
Treasurer	Shelbie Schmalzried, <i>Stadium Oaks</i>	Jun-22	325-942-0311	stadiumoaks@yahoo.com
Education Director	Beverly Asbury, <i>Wellington Place</i>	Jun-22	325-942-0783	wplace@hornbarlow.com

OWNER MEMBERS:

Ashley Steele	<i>Ashley Oaks</i>	Jun-22	325-650-5286	asteel@centrapartners.com
Lisa Barron	<i>Sunset Apartments</i>	Jun-23	325-949-9666	sunset@1stchoiceinc.com
Traci Martin-Greathouse	<i>Southland Park Apartments</i>	Jun-22	325-949-8998	tmlandon@suddenlinkmail.com

PRODUCT/SERVICE MEMBERS:

Kevin Porche	<i>Sherwin Williams</i>	Jun-23	325-949-4521	sw7050@sherwin.com
Mike Avila	<i>Westlake Ace Hardware</i>	Jun-23	325-942-6602	wlake504@westlakehardware.com
Bridget Carr	<i>Bug Express Pest Control</i>	Jun-22	325-653-0069	bridget@bugexpress.com

NOTE: The purpose of the information contained in this newsletter is to educate and to provide food for thought. There are no industry standards in the areas of concern and there is no desire to create industry standards. The ultimate goal is to provide information so that better business decisions can be made by those who are in the multi-housing industry. No attempt is made to offer solutions to specific problems. An attorney of your choice should be consulted for advice on particular questions relating to your situation.