



OCTOBER MEETING

Tuesday, October 15

The R.A.A. would like to invite you to our

Networking / Vendor Information 6:30 P.M.

General Meeting 7:00 P.M.

Marketing Your Available Rentals

ANN WHITNEY, Rockford Register Star

Multi-Media Sales Exec.

Tues - Oct. 15th at 7pm

Cost: FREE for members, \$15. non-members

Rockford Apartment Association members commit significant time and energy preparing our units for rent. Our product is our property and we strive to offer a rental unit that prospective tenants will choose over the competition. As in any other business, we need to let the consumer know what we have to offer. Marketing your unit is a critical component of operating rental property.

Finding the right tenant requires enough showings to give you options on who you rent to. When people shop for apartments they utilize a variety of sources to determine what is available to rent. There are many property owners attempting to get the attention of prospective tenants. Your opportunity to communicate is brief. Good marketing grabs the interest of the consumer so they want to know more about a product or service. The work you put into preparing a unit is wasted if you don't get a sufficient number of prospective tenants to take the time to view your unit. The goal in marketing units is to get the attention of responsible renters and motivate them to visit your property.

Our meeting this month will address methods for effectively marketing your units. This is a necessary function of every property management business. I hope you are able to join us and learn about how to make your investment in rental property profitable.

—Paul Arena, RAA President

Meeting Location

RAAR

6776 East State Street
Rockford, IL 61108

JOIN THE RAA!

Members enjoy . . .

- ✓ 8 monthly meetings with guest speakers covering a variety of property management topics
- ✓ Winter Member Mixer
- ✓ Spring Banquet
- ✓ A Web link or page advertising your units on the RAA Web site
- ✓ Member networking with current tips, bargains and referrals
- ✓ Knowledge of State and local political issues affecting property managers and owners
- ✓ Monthly newsletter

A one-year membership is \$99.

To join or e-mail RAA, go to

www.rockfordapartmentassociation.org

To join the e-mail group, go to

RAAmembers@yahoo.com

SELL YOUR PROPERTY USING "RENT TO OWN" STRATEGIES

- When: Saturday, October 19, 2013 from 8:00 A.M. until noon
Where: The RAAR Building located at 6776 E. State Street, Rockford IL
Cost: \$20. if you register and pay by 10/15 (next meeting)
\$30. if you register after the 15th or at the door
Register: Call Tim at 815-988-4004 and pay at the meeting,
download a registration form from www.rockfordapartmentassociation.org

DON'T MISS!



Let's Get to Know Bruce Bridges by Jerri Cole

I have met so many really great people while doing these interviews. One thing they all seem to have in common is that they all have been caretakers. They genuinely care about other people and have dedicated themselves to making this world a better place to live. They go the extra mile and then some. Sometimes it may be one step at a time, but oohhh what a difference it makes!!!! Here's to another landlord who is making a difference.

"When Jerri asked me to do this interview my initial reaction was to say, "No thanks, this is way outside of my comfort zone." However, one of the reasons that I joined RAA was to network with other more experienced landlords and should not pass up the opportunity to open up a little and allow others a chance to know a little bit about me. Who knows, I might just be the nicest guy you will ever meet and I wouldn't want to deprive you of that."

"Born and raised in the Rockford/Belvidere area, my parents instilled within my five siblings and me conservative Christian values and the importance of serving family and community. I married my wife Kathie 32 years ago and we've been blessed with 4 wonderful children and 2 brilliant grandchildren. About five years ago we added another son, Harry, from Kenya. He has been the missing piece of our family puzzle."

"Fishing, hunting, and dog training are most enjoyable activities. I am a guide at Rock Hollow Conservation Club and volunteer at United Sportsman's Youth Foundation. I have a passion for introducing kids to the same activities that I enjoy. It's especially gratifying to see the transformation of kids that come from broken homes or are otherwise at risk, when they are exposed to new activities. You should see the look on their face when they bag their first pheasant; it makes all the effort worthwhile. I travel with my son as his coach while he fishes B.A.S.S. open tournaments. I started the Illinois Chapter of Fishers of Men National Tournament Trail and served as director three years."

"Growing up in a large family I developed problem solving and innovative thinking skills that have served me well in life and in my sales career. It was actually a problem that led me to become a landlord. We had purchased a new home in 2008 and after making some renovations moved a few months later. The plan was to renovate our old home and put it on the market. The plan quickly changed as property values plummeted and remaining equity evaporated. At about the same time my job was eliminated. Fearing all the horror stories of renting, I reluctantly became a landlord to avoid losing my property. As time passes, the fear has diminished through experience and RAA education. Working with my oldest son, Zach, we are actively ac-

quiring other properties in the Janesville-Milton area."

"What I like best about being a landlord is finding the right tenant for the right property. After making the initial mistake of accepting the first smiling face that comes along, I now do the background checks and verify income. That really makes a difference and increases the odds of finding a good tenant. When the lease is signed, the check clears the bank and the tenant is happy.....I'M HAPPY!!!!"

"What I like least about being a landlord is the move out. It's not just the vacancy, it is doing the inspection and finding tenant damage and itemizing a report which will reduce the amount of security deposit refunded. This sometimes leads to a confrontation, denial and hard feelings. I have found that by doing a better job screening at the front end, things often go better the back end."

"In June of this year I resigned from a commercial flooring company in order to open BRIDGES FLOORING. While I had some property management accounts with my previous employer, I wanted to focus on the rental market. As a landlord, I understand the need for honest, dependable, quality service people in our buildings. I have structured my business on these three fundamental principles. My belief is that by providing that level of service at a competitive price, I will be successful growing this new business."

"We have carpet and vinyl in stock. We are fully insured (including workman's comp.) Unless something has to be special ordered we don't require a down payment and guarantee your satisfaction. We will come to your property to measure and provide you with a firm quote. Please feel free to use me as a resource for any flooring needs or questions you may have."

"Well this concludes my shameless plug, so if I can't sell you some carpet.....Let's go fishing!!!!!"

"Thanks, Bruce"

WELCOME new members:

Frank Wehrstein

Alan Huston

Steve Charles

DTJ Investments

Renter's Insurance: Educating Residents about the Realities

by MICHAEL CUNNINGHAM

Natural disasters have a way of shining a light on the necessity and value of renter's insurance. Over the past three years, the east coast alone was hit with two hurricanes and a series of as powerful winter storms. And yet, it is surprising to learn that the majority of renters are probably not carrying a current renter's insurance policy or have one at all.

A 2012 Insurance Information Institute (III) poll conducted by ORC International found that only 31 percent of renters had renters insurance. That's a surprising number when compared to the findings from the National Multi Housing Council's 2012 Apartment Cost Risk Survey that states 84 percent of apartment companies say they require residents to buy renter's insurance. (Fifty-five leading apartment companies that among them operate more than a million apartment units responded to the 2012 survey.)

Unfortunately, that mandate is not widespread. Of the respondents that said they require renter's insurance, 40% do not require it at all of their properties. Why is that? What is causing renters to pass on such a valuable way to protect not only their belongings but their bank accounts?

Dispel the Myths about Renter's Insurance

A recent phone survey of 1,004 U.S. adults by Princeton Survey Research Associates International for Insurance-Quotes.com found that the problem of widespread lack of coverage is caused, in part, by myths and misconceptions about renter's insurance.

Here are some of the more common reasons renters gave for not getting insurance, according to the survey, and the reality of those misconceptions so you can better educate your renters and staff.

Myth #1: Renter's Insurance is too Expensive

Myth: Residents often cite cost as a big reason for failing to buy insurance. In the survey, 60 percent of respondents guessed that renter's insurance costs \$250 a year, while 21 percent estimated it costs \$1,000 or more.

Reality: Renters often don't realize how affordable renter's insurance actually is. The average policy costs \$185 a year, or \$15 a month, according to the National Association of Insurance Commissioners.

An additional cost concern is from property managers who worry that requiring prospective residents to pay an extra \$10 to \$15 a month in insurance may drive them to the competition. And while that could happen, requiring residents to pay what amounts to the cost of a single movie ticket on a Friday night for a renter's insurance policy is probably worth it in the long run.

When an uninsured resident causes a \$9,000 grease fire, the cost of repairs comes out of the property's operations budget because the expense didn't meet the policy deductible.

Myth #2: The Rental Property has Renter's Insurance

Myth: Residents often believe they don't need insurance because their landlord or apartment community has a policy that includes coverage on their belongings.

Reality: While it is true that an apartment community has insurance, the policy covers the structure (for example the walls, carpets, and cabinets) and does not cover a resident's possessions. Also, it does not offer liability coverage in case someone gets hurt in a resident's home.

Also, if an uninsured resident causes damage to the structure – for example causing a fire when grilling on the deck – the apartment community's insurance company can seek compensation. The liability component of a renter's insurance would cover the resident.

Myth #3: I Don't Own Enough for Property Coverage

Myth: Many people underestimate the value of what they own. The growing popularity of "asset-light" living, especially among 20-something, could be fuelling this myth.

The trend of asset-light living is the use of the cloud and mobile applications to store and stream things like music and documents, freeing up physical space that might previously have been filled by CD's, books, televisions, and paper. If the majority of a renter's possessions is digital, they may think there isn't need for property coverage.

Reality: Even the most basic household contents – dishes, bedding, clothing, computers, etc. – can cost thousands of dollars to replace. Additionally, renter's insurance protects against much more than just loss of possessions; it can reimburse for temporary lodging if the apartment is damaged by fire or natural disaster.

Renters Insurance: You Can't Afford Not to Have It

It takes just one event, whether theft, fire, accident, or natural disaster, to show the true value of owning a renter's insurance policy. And it's that value property managers must convey to potential and current residents when asking them to spend an additional \$15 a month to live at that community.

You're probably familiar with sales and marketing tactic of F.U.D. (Fear, Uncertainty, and Doubt). When it comes to renter's insurance, it's more like F.U.N.D. (Fire, Uncertainty, and Natural Disasters).

How are you educating your future and current residents to the value of owning a renter's insurance policy?

Michael Cunningham is the Managing Editor of Property Management Insider, a blog focused on the multifamily and rental housing industry, where this article first appeared.

Ken Becker

Broker - GRI, CRS, CRB
Closed Over 100 Million Dollars



Residential Investments Commercial
1720 Rural St. • Rockford, IL 61107
E-Mail: KBecker39@aol.com

Office (815) 399-8000
Eves. (815) 226-4800
Cell. (815) 670-3300
Fax (815) 399-7733



STAN VORGAS



General Contractor Since the '60s
CONCRETE RESTORATION / CRACKS REPAIRED
Foundation & Structural Repairs

10005 Fair Lane
Union, Illinois 60180
skvconst@foxvalley.net
www.skv-construction.com

UNION: (815) 923-2521
ELK GROVE: (847) 364-0161
Fax: (815) 923-4590
Cell: (815) 245-6098

We're the Best, flush the Rest!

**NORTHERN ILLINOIS
SEWER SERVICE, INC.**

*Your Drain Cleaning Specialist
Industrial • Residential • Commercial*

P.O. Box 6332 • Rockford, IL 61125

DOUG M. ROGERS
Owner

Free Estimates
24-Hour Emergency Service
229-1174 or 389-3280

Dennis Roop
Vice President



p 815.637.7008
f 815.637.7010
c 815.621.6885
droop@riversidecommunity.com

6855 East Riverside Blvd.
Rockford, IL 61114
815.637.7000

**Nicholson
Hardware**

(815)963-4821
1131 2nd Ave



**Nicholson
Lawn & Garden**

(815)963-5150
1009 3rd Ave

Rockford, IL • Since 1945

Asset Protection Insurance

Business - Personal - Life



Bryce H Davis
Business and Commercial
Bdavis@Assetpin.com

6019 Fincham Drive
Rockford, IL 61108

www.assetpin.com

P: 815.708.7445
F: 815.708.7736

GARY W. PORTER

Private and Confidential
Process Service



G. W. Porter & Associates
SUBURBAN PATROL SERVICE
Corporation Of Rockford

Phone 815-961-8100

1015 5th Avenue
Rockford, Illinois 61104

Bruce Bridges

Owner / Operations Manager



p: 815-543-6244
e: Bruce@BridgesFlooring.com

www.bridgesflooring.com

Name of Property: _____ Address: _____

Contact Name: _____ Phone Number: _____

Signature: _____

I affirm that this form is accurate to my knowledge

{Check if Completed or put N/A where appropriate}

1. Exterior

A. Address Number: (4" minimum visible from street)

B. Trash / debris / fire hazards / obstructions to Exits or fire apparatus.

2. Portable Fire Extinguishers (minimum 2A 10BC)

A. 5 and less dwelling units not required

B. 6 - 24 dwelling living units

1) written in lease agreement (or)

2) each dwelling unit (or)

3) in common areas / hallway and/or by elevator lobby

C. Greater than 24 dwelling units (Hotels/Motels/Boarding House)

1) in common areas / hallway and/or by elevator lobby

3. Fire Protection Systems (Alarms & Sprinkler)

"REQUIRES AN ANNUAL INSPECTION"

A. Manual Alarm systems (pull stations with horn strobes) (IFC 2009 Chpt 46)

1) More than three stories in height or more than 16 dwelling units

2) Required in Hotels/Motels/Boarding House regardless of number of units.

Exceptions: a) separated from other units by 3/4hr fire barrier and independent access

b) having an approved monitored fire suppression system with local warning provided

c) having an approved monitored fire suppression system with no interior corridors (direct access)

B. Smoke Detectors (single station battery operated or system detectors)

1) Within 15' of sleeping rooms and in the means of egress. (between sleeping areas and Exit)

2) On all occupied levels. (no crawl spaces)

3) Must be interconnected in buildings from 1993 on... can be battery in older existing buildings

3) Required in Hotels/Motels/Boarding Houses within 15' of sleeping area and common areas

C. Fire Alarm Systems

1) Required when building is fully suppressed (sprinkler system) to monitor flow switch

2) Required in Hotels/Motels/Boarding Houses

D. Sprinkler Systems (in required buildings)

1) Fire Dept Connection caps on and secure

2) Fire Dept Connections free and clear of debris and vegetation

E. Carbon Monoxide Detectors (in required buildings) (recommend changing batteries every 6 months)

1) Required where fossil fuel is used for heating, cooking, or other appliances

2) Shall be located within 15' of sleeping rooms (per IL Pub Act)

4. Egress & Emergency Lighting

A. Natural or artificial lighting to be provided at all times.

1) In any common means of egress...stairs, corridors, etc.

B. Battery or generator back up emergency lighting. (same areas)

1) 13 or more dwelling units or 4 or more stories in height

2) Required in all Hotels/Motels/Boarding House

C. Exit Signs

1) 2 or more exits from building require - EXITS signs by exit doors,

5. Hazardous Area Protection

A. Requiring one-hour separation or fire sprinkler system.

1) Bulk laundry or shared laundry 100 ft/sq. and larger

2) Trash rooms

3) Fuel fired heater serving more than one dwelling unit

4) Maintenance shops

6. Stairs & Doors connecting up to 3 stories shall be 1 hour or (20 minutes existing) 2 hours if over 3

A. All doors shall be self-closing and latching

This is a guide and more may be required based on occupancy. If you have any questions please contact me at: (815) 987-5661



Dean Impey

Hours:
Mon. - Sat. 7:30-6 & Sun. 9-3

TRI-B Hardware & Supply

*A Veteran Owned / Full Service Hardware Store
Big enough to serve you, small enough to care.*

2811 Charles Street Phone 815-399-2828
Rockford, IL 61108 Fax 815-399-8717

Visit us at: www.facebook/tribhardware
www.tribhardware.doitbest.com



"The Laundry Professionals"



Jim Dalebroux

12705 Robin Lane
Brookfield, WI 53005
jdalebroux@greatlakeslaundry.com

Phone (262) 790-5885
Toll Free (800)236-5599
Mobile (414) 758-7395
Fax (262) 790-5886

Great Ad Rates for Your Rental Units!

10% OFF for RAA members!

- Buy two weeks, get the third week FREE
- Fax, e-mail, or phone your ad in
- Deadline is Thursday noon before following Wednesday's publication
- All classified ads must be prepaid

Call Stephanie today at
815-964-9767



e-mail: rrtimes@rworld.com
phone: 815-964-9767
fax: 815-964-9825

Sealing Your House

Any time is a good time to seal a house. As winter approaches, it becomes even more important. With colder winds, the drafts get more noticeable. Ice comes with the rain, sleet and snow. Wind and water can do damage, but ice in gaps and cracks causes even more damage to your investment. The freezing and thawing of ice can literally tear a house apart. With this in mind, here is a list of areas to look at that may need attention.

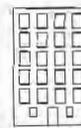
Since rain and snow come from above, it's good to start at the top and work your way down at each potential penetrable point. At the chimney, be sure the flue liner and chimney are sealed. Drop down to where the chimney meets the roof and siding. Start on the high side and move downward when caulking or tarring the flashing. Check and seal all skylights and vent stacks. Never create even a minor dam that water can sit in.

Caulk the tops of doors and windows first, then caulk down the sides in a continuous motion. After this, caulk all the door and window sills. If the home has brick ledges, make sure that these are completely sealed. Make sure to check and seal other penetrations like those created by the utility companies (electric-gas-cable-phone). Other penetrations like light fixtures, hose bibs and dryer vents should also be sealed.

Typically, if you arm yourself with a few tubes of latex/silicone or latex/acrylic, some butyl and a can of liquid expanding foam, you'll have a better protected and sealed up investment than the neighbors.

RICKY L. DAVIS

PROPERTY MANAGER
LICENSED REALTOR CENTURY 21 AFFILIATED



MANAGEMENT
PLACEMENTS
LEASING
MAINTENANCE

WWW.STATELINERENTALPROPERTIES.COM

6952 ROTE ROAD, SUITE 200, ROCKFORD, IL 61107
M-F 9AM - 5PM • SAT 9AM - 12PM
ROCKFORD & SURROUNDING AREAS

C: 815-690-5288 O: 815-398-8886 F: 815-231-8459

J & J CEMENT

Retaining Walls, Flat Work,
Plumbing, Painting, etc.

No Job Too Small

Phone: 815-519-4795
Rockford, IL 61107



Rockford Apartment Association Directory

1-800-RAA-6676 | www.RockfordApartmentAssociation.org | PO Box 2502 | Loves Park IL 61132

RAA SERVICE DIRECTORY

RAA 2012-2013 BOARD MEMBERS

G.W. Porter & Associates	815-961-8100
Asset Protection Ins.	815-708-7445
Bridges flooring	815-543-6244
Coin Laundry Appliances	800-242-5453
Great Lakes Laundry	800-236-5599
Hales Equipment	815-965-8767
J & J Cement	815-519-4795
Ken Becker Realtors	815-399-8000
Nicholson Hardware	815-963-4821
Northern IL Sewer Service	815-229-1174
Riverside Bank, Dennis Roop	815-637-7008
SKV Construction	815-245-6098
Stateline Rental Properties	815-398-8886
The Rock River Times	815-964-9767
TRI-B Hardware & Supply	815-399-2828

President	Paul Arena	815-243-2924
Vice President	Tim Hoffman	815-988-4004
Secretary	Ken Opperman	815-248-4248
Treasurer	Mike Cavataio	815-397-3320
Nominating Com.	Ken Becker	815-399-8000
Vendor Advertising	Ken Hagemeyer	815-519-5583
Vendor Table	Mary O'Sullivan-Snyder	815-988-2755
Bus. Forms	Ken Hagemeyer	815-519-5583
Membership	Vince Miosi	815-877-3272
Programs Director	Karl Fauerbach	815-877-6077
	Rick Davis	815-690-5288
Marketing/Public Relations		
	Rick Davis	815-690-5288
	Mary O'Sullivan-Snyder	815-988-2755
IRPOA Rep	Paul Arena	815-243-2924
	Greg Osen	815-601-8008
Web Site / Events	Steve Lantow	815-633-9967
Newsletter Editor	Greg Osen	815-601-8008
Board Members	Brian Kern	815-519-8263
	Jerri Cole	815-282-9662

*Legal Counsel (Board Advisor) Tom Wartowski 815 978-1572

Rockford Apartment Association Code of Ethics

We, the members of the RAA, recognizing our duty to the public and the intimate nature of the relationship between the apartment resident and the owner, or manager, and being aware of the vastly increasing role of the apartment industry in providing the home of the future, and in order to provide the apartment-residing public with the maximum in quality and service upon the highest standards of honest and integrity, do hereby bind ourselves, with each and every member, together and alone, agreeing that, so long as we remain members of the RAA and so long as nothing contained herein shall be unlawful, we shall:

1. Promote, employ and maintain a high standard of integrity in the performance of all rental obligations and services in the operation of our apartment communities.
2. Maintain and operate our apartment communities in accordance with fair and honorable standards of competition, ever mindful of the purposes of the Rockford Apartment Association and in compliance with the by-laws thereof.
3. Strive continually to promote the education and fraternity of the membership and to promote the progress and dignity of the apartment industry in creating a better image of itself in order that the public may be better served.
4. Seek to provide better values, so that an even greater share of the public may enjoy the many benefits of apartment living.
5. Establish high ethical standards of conduct within the apartment industry in the business relationship between the owner, managers and suppliers of products and services to the apartment industry.
6. Maintain property standards of the appropriate governmental authority.
7. Ensure that every qualified individual, regardless of that individual's race, color, religion, gender, disability, familial status or national origin is afforded the same opportunity to rent an apartment and enjoy the benefits of apartment living.

Financial statement available upon request to members in good standing.

The content and opinions expressed in the RAA newsletter do not necessarily reflect the views of, nor are they necessarily endorsed by, the Rockford Apartment Association or its board.



Prsrt Std
U.S. Postage
PAID
Rockford IL
Permit No. 1

PO Box 2502 Loves Park, IL 61132

ADDRESS SERVICE REQUESTED



OCTOBER MEETING

Tuesday, October 15

Marketing Your Available Rentals

Speaker: Ann Whitney, Rockford Register Start Multi Media Sales Executive

Come to a meeting!

Join and save!

Free to RAA members

\$15 non-members

***Rockford Area
Association Of Realtors***

6776 East State Street

Rockford, IL

RAA rental forms for members only

Forms are available at the following locations. Please call in advance to be sure someone will be available to help you.

RAA Meetings	6776 E. State St.	1-800-RAA-6676
Hurd Properties II LLC	124 Water Street Suite 204	1-815-519-5583
State Line Rentals	920 22nd Street	1-815-398-8886
Terra Creek Apartments	375 Bienterra Trail	1-815-397-3320