



TRI-CITY
APARTMENT ASSOCIATION

news

December 2011



HAPPY HOLIDAYS



House of Floors has been a family operated business since 1989. Over the past 22 years we have become a premier provider in the multi-family housing industry. House of Floors climb to market leadership is the result of our persistent focus on delivering service and honesty upon which we have built our company's reputation. We understand that in this challenging economy, you need a flooring company who you can trust to provide excellent quality, prompt service, and the most competitive and consistent pricing. We understand your needs and we can deliver!

How May We Help You? At House of Floors we believe "We are better because we care!" Unlike our competitors, House of Floors is one of the only flooring companies that can service the entire state of Florida. Our success can be directly attributed to the way we do business. We offer much more in the way of Service, Coverage Area and Turnaround Time, Quality, Peace of Mind, Competitive Consistent Pricing, and Environmental Responsibility.



Customer Service

Does the company you are currently with, offer online, fax, phone and email ordering? Does your flooring company offer you online reporting capabilities that allow you to manage all of your ordering history?

House of Floors appreciates how important your time is; therefore we strive to make every interaction with us as seamless as possible. We give every customer the ability to order in the way that is most convenient to them. 24/7 Online, over the phone, via email, or via fax, we will take your order accurately and professionally no matter the modality you choose. Do you ever come across a situation where a renter didn't care for their flooring and it did not last its entire lifespan? Have you ever had to determine what the prorated amount would be? Do you ever just need information about what was done and when? We have you covered! With a few simple clicks, you can access your Order History, Invoice History, and even Pro-Rate the cost of the carpet to charge back the resident who damaged it.

Coverage Area and Turnaround Time

Do you have multiple properties in the state of Florida? Are you serviced without additional trip charges or fees?

With 8 locations across the state of Florida, we cover from the panhandle, to sunny Miami and every area in-between with absolutely no trip charges. No matter the time constraints you are faced with, we will provide our excellent service every time!

Can the company you are currently using offer you same day and next day service?

House of Floors provides "Same day", "Next day", "Emergency" and "Saturday" services to meet all of your flooring needs for the same low price. We'll even install on Sunday if you need us too.

Does the company you use have a fully stocked warehouse to meet ALL of your flooring needs?

If you need something done now or 6 months, we are ready and waiting with a fully stocked warehouse and showroom to provide you with the best in quality and service according to your schedule and always at the same low rate. Don't worry, if something needs to be special ordered, we can handle that too!



Quality

Does your carpet company provide you with licensed, insured, uniformed installers?

Each one of our 350 installation crews are prompt, efficient and highly skilled in flooring installations. From the moment a House of Floors uniformed installer arrives on your property, you can be assured that they will conduct themselves professionally and with as little disruption as possible to your property's residents and to your staff. Best of all, you can rely on the quality of our work. Our installers are fully licensed and bonded. Do you know if the company that you currently use can promise that?

Do they have a quality assurance program, to ensure consistent quality work, every time?

House of Floors has a quality assurance program to ensure we meet or exceed quality assurance standards. Our installers are consistently evaluated on every aspect of their work, from their appearance, to timeliness and quality of installation. If you choose House of Floors, you can rely on the quality of our work to be done right the first time... every time.

Environmental Responsibility

Is your current company environmentally responsible? Are you aware of their environmental impact?

It is up to all of us to ensure we minimize our environmental impact as much as possible so that future generations have the opportunity to enjoy it as we have. We are doing our part with an industry changing initiative to provide "cradle to cradle" solutions for your flooring needs. By partnering with Shaw Industries we can not only provide materials that are environmentally friendly and will never find their way into a landfill, but we will also make sure that the carpet from your property will also be recycled back into carpet.

Our "Eco" line of carpet provides your company with a way to control environmental impact, while still garnering competitive pricing and uncompromised service. To learn more about our "cradle to cradle" philosophy look us up at www.houseoffloors.com.



We can appreciate competition in our industry, and understand that you have a choice in which company you decide to use, so whether you are looking for the best Customer Service, Coverage Area and Turnaround Time, Quality, or the most Environmentally Responsible company, you will find everything you are looking for when you do business with House of Floors! For further information, contact us today or look us up online at:

www.houseoffloors.com

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NAA Offices:

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23110 State Road 54, #243

Lutz, Florida 33549

Phone: 1-800-276-1927 or (813) 949-7533

Fax: (813) 315-6944

E-mail: tcaal@verizon.net

Website: www.tcaaonline.org

TCAA accepts advertising in the monthly newsletter. Deadline for submitting an ad is the first Friday of the month prior to the month you wish to advertise. Please contact the TCAA office for more details.

Congratulations

BIG CONGRATS to the FAA award winners:

Volunteer of the Year



MONICA BRIANT

Sawyer Perico

Associate Volunteer of the Year



JENNIFER CHRISTY

Southwest Apartment Guide/FRMS

**Visit Your Website at:
www.tcaaonline.org**



Reminder:

*TCAA yearly dues invoices
will be sent out in January.*

Tom Brokaw to Speak at 2012 Education Conference & Exposition

By Mike Gorman, CAPS, CPM, CCIM

2011 National Apartment Association Chairman of the Board, Rose Property Group



Renowned journalist and author Tom Brokaw will be one General Session speaker at the 2012 NAA Education Conference

& Exposition. The largest event in the multifamily housing industry, this conference welcomes more than 5,500 professionals, who will gather June 28-30, in Boston, to network and learn about the latest trends that will keep them on the cutting edge and at the top of the career ladder.

Brokaw, one of the most trusted and respected figures in broadcast journalism, will entertain attendees with his insights from his more than 40 years of experience talking to everyone from world leaders to average citizens. He has received numerous honors, including the Edward R. Murrow Lifetime Achievement Award and the Emmy Award for Lifetime Achievement.

Nowhere else will you get such an array of high-level speakers, education sessions, cutting-edge suppliers and colleagues meeting at one time in one place than at this event.

DISNEY INSTITUTE EXECUTIVE TO DELIVER KEYNOTE ADDRESS AT STUDENT HOUSING CONFERENCE

Register today to take part in the premier event in the student housing industry. Join industry leaders at the Wynn Las Vegas from February 29 to March 2, 2012, for the NAA Student Housing Conference & Exposition. Attendees will have a chance to exchange ideas and learn about business practices that best serve the student housing industry.

Bruce Kimbrell, Program Facilitator for Disney Institute, is the luncheon keynote speaker. He will enlighten attendees on excellence in training and development, human resources, marketing, guest services and other critical departments that affect student housing management.

Register before January 6, 2012, to take advantage of early registration rates at www.naahq.org/shc.

LEGAL ASSISTANCE PROGRAM SUPPORTS MEMBERS IN KEY INDUSTRY CASE

NAA has made substantial investments this year to continue expanding its Legal Assistance Program in order to support more members on issues with potential national implications. In doing so, NAA will file a record number of briefs this year.

The issues these briefs covered in 2011 include the use of third-party water billing to residents, required eviction notice to occupants, rent control, environmental issues and immigration.

A number of key factors are used to determine whether NAA's legal assistance committee will grant applications for friend of the court assistance. Please contact NAA's Scot Haislip at Scot@naahq.org or 703/797-0623.

NAAEI MAINTENANCE INSTRUCTOR TO TEACH CAMT NATIONWIDE IN 2012

NAAEI's National Safety and Maintenance Instructor Paul Rhodes, CAMT, has spent the past six months on the road traveling to apartment associations nationwide instructing the American National Standards Institute (ANSI) accredited Certificate for Apartment Maintenance Technicians (CAMT) program.

Rhodes previously spent six years at HDSupply, where he was the Supervisor/Lead Customer Training Instructor. He holds certifications in: NSPF® CPO Instructor, EPA Universal, and R-410A. His background in apartment maintenance and management has allowed him to speak for the NAA,

HVAC Excellence, National Hotel Engineers Association and National Affordable Housing Chapters.

In 2012, Rhodes is scheduled to instruct the CAMT program at the following apartment associations:

- Austin Apartment Association
- Apartment Association of Greater Los Angeles
- Apartment Association California, Southern Cities (Long Beach)
- Apartment Association of Greater Wichita
- Upper State (S.C.) Apartment Association
- Rental Housing Association of Greater Boston
- Apartment Association of New Mexico

- Roanoke Valley Apartment Association
- Lubbock Apartment Association
- Charlotte Apartment Association

For information or to register for these courses please visit NAAEI's website. Or, you may contact NAA's Kim McCrossen at 703/797-0610 or KimberlyMcCrossen@naahq.org.

NATIONAL LEASE PROGRAM BREAKS RECORD

The National Lease Program sold more than 2.9 million clicks in October, establishing a record high for the month. More than 170 new communities joined the National Lease Program in October.

Did You Know?

Members of TCAA are also members of NAA and entitled to the following NAA benefits:

- Government Issues, Advocacy and NAA Political Action Committee, Apartment Industry Mobilization Services, HotSheet Newsletters and more...
- UNITS Magazine and other Publications
- Education and Designation Programs
- Industry Resources
- Meetings and Expositions
- Discounted Services

Visit: www.NAAhq.org



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Drying Systems
Gateway Lakes
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Lake East Apartments

Parking Management Solutions
Perfect Vodka
Pinnacle Family of Companies
Prevail! Pest Control
Quality Roofing of Florida
Saratoga Place
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Sawyer McIntosh
Sawyer Perico
Sherwin-Williams
Springs at Palma Sola
Summer Cove Apartments
Southwest Apartment Guide/FRMS
Tampa Bay Area Apartment Guide
Tobacco Depot
Tradition at Palm Aire
University Club
US Lawns
USTCI/Verizon Enhanced Communities
Valley Crest Landscaping
Valet Waste

Thank You Auction Committee

Chair: Stacey Stuart,
Sawyer McIntosh/Heron's Run
Samantha Ostrander, *InStar*
Jennifer Christy, *SWAG/FRMS*
Tara & Brian Simmons, *House of Floors*
Elisa Gersman, *Gateway Lakes*
Sally Gatzke, *University Club*
and the rest of the committee.

BEAUTIFUL LANDSCAPES



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Tara Simmons, *House of Floors*

Linda Storey, *Tampa Bay Area Apartment Guide*

Lee Villarreal, *Citation Club*

*Election and installation will be held at the
Industry Excellence Awards & Holiday Program on December 13, 2011.*

Great Accomplishments!



*Stacey Stuart
completes her CAPS.*



*Jennifer Christy graduates from the
Leadership Lyceum and wins FAA Associate
Volunteer of the Year award.*



*Geoff Harlan, Christina Knight and Doug Mills
graduate from the Leadership Lyceum.*



7 Steps to Service Recovery

By Nancy Friedman, *The Telephone Doctor*

Almost anyone who's been in a customer service position has had the opportunity of running into either an irate call or person... or a situation that, shall we say, is not pleasant. And even though it may not even be our fault, we still need to know how to recover the situation. Here are the Telephone Doctor's 7 Steps to Service Recovery that will help make your day a better one!

1. It is your responsibility.

If you have answered the phone on behalf of the company, you have indeed accepted 100% responsibility. At least that's what the caller/customer believes. So get off the "it's not my fault" syndrome. And get on with the "what can I do for you?" position.

2. "I'm sorry" does work.

Every once in a while, I hear from a CSR that tells me they don't feel they should say "I'm sorry" when it wasn't their fault. Well, as stated above, in the customer's mind, it is your fault. Saying you're sorry won't

fix the problem, but it definitely does help to defuse it immediately. Try it. You'll see.

3. Empathize immediately.

When someone is angry or frustrated with your company, the one thing they need is someone to agree with them, or at least feel they're being understood. Be careful, though: "I know how you feel" is NOT a good thing to say unless you have been through exactly what they have experienced. Try, "That's got to be so frustrating" or "What an unfortunate situation."

4. Immediate action is necessary.

Don't make a customer wait for good service. Get whatever it is they need to them immediately. Overnight service if it's necessary. That's recovery. Remember: Telephone Doctor's motto: It should never take two people to give good customer service.

5. Ask what would make them happy.

In a few rare cases, the customer

can be a most difficult one. If you have tried what you considered "everything," simply ask the customer: "What can I do to make you happy, Mr. Jones?" In most cases, it may be something you're able to do. You just may not have thought of it. So go ahead and ask them.

6. Understand the true meaning of Service Recovery.

Service Recovery is not just fixing the problem. It's making sure it won't happen again. It's listening to the customer. It's going above and beyond.

7. Follow Up.

After you feel the problem has been fixed, follow up. After you've made the customer happy, make an extra phone call a day or so later. Be sure to ask them: "Have we fixed everything for you?" "What else can we do for you?" Be sure they're satisfied. When you hear: "Thanks, you've done a great job. I appreciate it." Then you know you've achieved service recovery!

GREAT AMERICAN SMOKEOUT

Wed, Dec 7: Smoke-Free Apartments Seminar

Free Seminar on Cost Savings for Apartment Managers and Landlords.

Join us to hear the latest from
experts on new industry trends.



Wednesday, December 7, 2011
10:00 a.m. to 12:00 noon
Hyatt Regency Sarasota
1000 Boulevard of Arts
Sarasota, FL



2.0 Continuing Education Credits
will be awarded by the Tri-City Apartment Association
to Certified Apartment Managers who attend.

Lunch refreshments will be provided.

To reserve seating please email:
smokefreesarasota@doh.state.fl.us

To learn more about the Smoke Free Initiative, visit www.sarasotahealth.org



Tri-City Apartment Association Industry Excellence Awards Sponsorship Form

The TCAA Industry Excellence Awards Program promises to be an incredibly exciting evening! The program will be held at Polo Grill Ballroom in Lakewood Ranch on Tuesday, December 13, 2011. We invite you to become a sponsor for this year's program by choosing one of the categories below. Don't miss out on this wonderful opportunity to show your support of TCAA and the "Industry Excellence Awards."

Sponsorship Categories *(Please check one)*

- GOLD (\$500.00) SPONSORSHIP INCLUDES:**
- Sponsor signage
 - Gold Sponsor recognition in Industry Excellence Awards Program
 - Front cover of the newsletter
 - Table sponsor center pieces with tent cards
 - Recognition from the podium
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- SILVER (\$250.00) SPONSORSHIP INCLUDES:**
- Sponsor signage, including the newsletter
 - Silver Sponsor recognition in Industry Excellence Awards Program
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- BRONZE (\$150.00) SPONSORSHIP INCLUDES:**
- Sponsor signage, including the newsletter
 - Bronze Sponsor recognition in the Industry Excellence

Company/Community _____

Address _____

City/State/Zip _____

Contact Name _____

Phone _____ E-mail _____

- Please invoice my company/property Check is enclosed

Sponsorship Deadline is December 2, 2011.

MAIL, FAX OR E-MAIL TO:

TCAA, 23110 State Road 54, #243, Lutz FL 33549

Fax: (813) 315-6944, E-mail: tcaal@verizon.net

For more information, call: 1-800-276-1927 or (813) 949-7533.

Tri-City Apartment Association Industry Excellence Awards Reservation Form

Tuesday, December 13, 2011

6:00 p.m. Registration & Cocktail Hour

7:00 p.m. Seated Dinner & Awards Presentation

\$35.00 per person

Polo Grill Ballroom

10670 Boardwalk Loop, Lakewood Ranch, FL 34202

Holiday Cocktail Attire...Bring out the Glitz!

This is TCAA's big night...find out who really is the best in our industry! You'll enjoy a delicious dinner followed by the Industry Excellence Awards presentation. We will also install the new TCAA Officers and Directors for 2012. But the night doesn't end there! A DJ will entertain you with great dancing music and you'll have time to network with all the winners! Don't miss this chance to spend time with your TCAA family, invite your entire staff and bring in the holiday spirit!

Company/Community _____

Address _____

City/State/Zip _____

Contact Name _____

Phone _____ E-mail _____

Attendees: _____

I have special needs, please call me.

**Reservation/Cancellation Deadline
is December 9, 2011.**

MAIL, FAX OR E-MAIL TO:

TCAA, 23110 State Road 54, #243, Lutz FL 33549

Fax: (813) 315-6944, E-mail: tcaal@verizon.net

No-shows and non-cancelled reservations will be invoiced.



Meetings

TUESDAY, DECEMBER 13 **Industry Excellence Awards** **& Holiday Event**

6:00 p.m. Registration & Cocktail Hour
7:00 p.m. Seated Dinner &
Awards Presentation
\$35.00 per person
Polo Grill Ballroom
10670 Boardwalk Loop
Lakewood Ranch



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TCAA – Sign Me Up!

To make a reservation for any of the events above,
fill out this form and fax to TCAA at (813) 315-6944.

Name and Date of Event _____

Company/Community _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Attendees _____

FOR MORE INFO CALL 1-800-276-1927

Cancellation/reservation deadline is 48 hours prior to event.

No-shows and non-cancelled reservations will be billed.

2012 TCAA Calendar

JANUARY 24

Networking Member Mixer
Sarasota Vineyards

FEBRUARY 21

Maintenance Mania at Polo Grill

MARCH 20

“St. Patty’s Day” Spring Cruise
Le Barge Tropical Cruises

APRIL 18 OR 24

Annual Trade Show
City of Sarasota
Municipal Auditorium

MAY

No Dinner Meeting Scheduled
Possibly an Education Program

JUNE 19

Monte Carlo Night at Marina Jacks

JULY 17

“Legend Awards”
Leasing Appreciation

AUGUST

No Dinner Meeting Scheduled
Possibly an Education Program

SEPTEMBER 21

Annual Golf Tournament
Heritage Oaks Golf &
Country Club

OCTOBER 16

Annual “BOO’S” Cruise
Le Barge Tropical Cruises

NOVEMBER 13

Annual Auction

DECEMBER 11

Industry Excellence Awards &
Holiday Program at Polo Grill

*All dates and locations are tentative.
Please confirm with TCAA.*

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