

GREATER CINCINNATI NORTHERN KENTUCKY APARTMENT ASSOCIATION

The voice of the Multifamily Housing Industry in
the Greater Cincinnati area since 1983



The Greater Cincinnati Northern Kentucky Apartment Association is a non-profit trade association that exists to support owners and managers of rental property.

Incorporated in 1983


Over 103,000 units are currently represented

The primary benefit of the association is the opportunity to network and leverage each other's support, knowledge and experiences.

- Networking
 - Legislative Support
 - Education
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INDEPENDENT RENTAL OWNERS

Main Characteristics of Independent Rental Owners (IRO)

- ▶ They have their own money invested in the property (with or without partners) and oversee Multifamily OR Single-Family housing.
 - ▶ They are actively involved in the management of their properties.
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3 IN 1 MEMBERSHIP

When you join GCNKAA you also become a member of the Kentucky and Ohio Apartment Associations and the National Apartment Association.


As an NAA local affiliate we can provide you with many membership benefits, including education courses, informational newsletters and magazines, state and local political advocacy, a wealth of nearby supplier partners, and opportunities for peer-to-peer networking.



We provide resources vital to you such as ongoing events where you learn

- ▶ The best practices in the industry
 - ▶ The legislative trends that will affect your business
 - ▶ How to stay ahead of the curve in the ever-changing economy
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BENEFITS OF CONNECTING AS AN IRO

- ▶ Connect with your industry peers both locally and nationally by becoming a member.
 - ▶ Share best practices about the rental housing industry
 - ▶ Access valuable business tools and information
 - ▶ Collaborate through networking
 - ▶ Representation and advocacy on federal, state and local policy issues.
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Collaborate, learn and network each year during our industry conferences.

- ▶ Annual education conference and most important industry event of the year, attracting more than 11,000 rental housing professionals.
- ▶ Annual advocacy event for industry professionals on Capitol Hill to meet directly with their representatives.
- ▶ Held a few times a year, this online half-day educational series will introduce topics that matter the most to you and your business.
- ▶ Held once a year, this online conference allows you to connect from anywhere, with sessions live-streamed and on-demand, supplier engagement and networking opportunities



NAA INDUSTRY CONFERENCES

GCNKAA ANNUAL EVENTS

- ▶ January 18 Installation Dinner
 - ▶ February 15 State of the Industry Dinner Meeting
 - ▶ March 15 Annual Trade Show and Education Seminars
 - ▶ April 9 5K for Outreach
 - ▶ April 19 Apartment Housing Day and Fair Housing Education
 - ▶ May 13 Day at the Races
 - ▶ June 9 Summer Golf Outing
 - ▶ July 15 BB Riverboat Cruise
 - ▶ August 9 Business Exchange and Management Forum
 - ▶ September 24 Night Out for Outreach
 - ▶ September 26 Fall Golf - proceeds benefit the Industry Defense Fund
 - ▶ October 18 Elections/Dinner Meeting
 - ▶ November 17 Maintenance Mania
 - ▶ December 8 Holiday Cheers Party
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FAIR HOUSING MEDIATION SERVICES

- ▶ Partnership with HOME, City of Cincinnati, Cincinnati REIA
- ▶ **HMS helps prevent, manage, and peacefully resolve conflicts.**
- ▶ The Housing Mediation Service offers help for owners, managers and residents who have disagreements with each other over housing issues.
- ▶ FREE
- ▶ Through Housing Mediation Service, those disputes, disagreements, and/or perceptions of bias can be clarified and resolved in a confidential, informal, but structured process. Improved communication leads to safer, more stable and desirable communities.

Over 90% of the cases mediated by Housing Mediation Service have been resolved successfully!

APARTMENT ASSOCIATION OUTREACH

The Apartment Association Outreach has touched thousands of lives this year through: Rental Assistance, Food Donations, School Supplies, Scholarships and Senior Events. The AAO has been fortunate enough to provide:

- ▶ More than \$148,000 in rent assistance through our 4 Social Service Partners
- ▶ \$70,000 in non-perishable food items to our 20 Pantry Partners
- ▶ \$15,000 in school supplies to 1500+ children in the Backpack Drive
- ▶ Meals and social support to senior citizens in Affordable Housing Communities
- ▶ More than \$11,000 in Educational Scholarships


IRO MEETINGS

- ▶ Both forums for discussion and interactive presentations
- ▶ Timely, informative, connect to the resources you need
- ▶ Six meetings for IRO members only each year
- ▶ Eligible for member discounts on all other education and networking sessions – every month

UPCOMING IRO MEETING

- ▶ How to access rental assistance dollars for you and your residents
- ▶ Information from CAA and JFS
- ▶ November 17th , at 5:30, at the GCNKAA Cort Training Center
 - ▶ Light bites and drinks provided

PAST IRO TOPICS INCLUDE:

- ▶ Ask the Attorney
 - ▶ Evictions
 - ▶ Fair Housing
 - ▶ Marketing on a minimal budget
 - ▶ Social media for rental owners
 - ▶ Resident screening – avoiding pitfalls while choosing a resident
 - ▶ Identity theft and how it affects you as an owner
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Independent Rental Owner Professional (IROP) credential program

The Independent Rental Owner Professional (IROP) credential program is for rental owners who personally hold and manage an apartment property or properties. Independent owners can benefit from training in **budget management, tax planning, preventative maintenance, energy efficiency and rental unit preparation as well as qualifying and retaining residents.**

This certification and recognition program enables members to expand education and knowledge via courses as valuable tools to attain successful goals and present a professional image to the public and government.

Legislative Support

- Legislative updates and alerts
 - apartmentheadlines.com and weekly emails
 - Meetings with legislators
 - OH and KY PAC
 - Lobbyists for both KY and OH
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Legislative Support

Voter's Voice Action-Center



Congress Missed a Chance to Protect Rentals. We Can't Let it Happen Again.

Urge Your Senators To Include Housing Provisions In Their Infrastructure Bill!

Housing affordability due to a lack of supply is an ongoing problem throughout the country. The shortage of housing near walkable, transit-served locations is one especially critical area where federal policymakers can make a significant positive impact.



The House of Representatives passed the *INVEST in America Act* on July 1, which included two NAA-supported provisions: the *Build More Housing Near Transportation Act* and the *Promote Affordable Housing Near Transportation Act*. As this piece of legislation moves to the Senate, the Senate Banking Committee is one of three Senate Committees with jurisdiction over surface transportation legislation.

We need the Senate Banking Committee to include these NAA-supported housing near transit provisions in their version of the surface transportation bill! As an NAA member who has a Senator on the Senate Banking Committee, you can directly impact this legislation and help get meaningful housing policies included in this package.

Please take action today and urge your Senators to include the *Build More Housing Near Transportation Act* and the *Promote Affordable Housing Near Transportation Act* in the Senate Banking Committee's bill!



Send an email to your officials with one click!

Title *  

Full Name *

Address *

Zip * city and state not required

Phone *

Email *

 **Take Action!**

As your constituent, and as a member of the National Apartment Association (NAA), I urge you to include the Build More Housing Near Transit Act (H.R. 2483) and the Promote Affordable Housing Near Transit Act (H.R. 3680) in the Senate Banking Committee's surface transportation bill.

The House of Representatives passed the

- Send me emails about this campaign
- Send me text messages about this campaign



LEGISLATIVE UPDATES



OCTOBER 18, 2021

Local organizations meet to train property owners on their online rental assistance portal

NEWS



Top Bed Bug Cities of 2021



NEWS



OCTOBER 13, 2021

Rent in Most Cities Back to Pre-Pandemic Levels

> Landlord and Airforce Vet Facing Homelessness as Moratorium Barred Evictions

> Catholic Charities Needs Our Help Connecting Afghan Evacuees with Apartments

LEGISLATIVE UPDATES



OCTOBER 18, 2021

Local organizations meet to train property owners on their online rental assistance portal

> HUD Issues 30-day Notice to Vacate Rule for PBRA Participants

> Urgent Announcement – GCNCAA Owners Meeting

RENTALS AND MULTIFAMILY



SEPTEMBER 21, 2021

NAA Experts Discuss Emerging Issues As the Eviction Moratorium Ends

> Rents From Florida to California are Rising at Record Speed

> Biden's Eviction Moratorium Put Small Landlords on the Brink

Search ...

SEARCH

SURVEY

Do you require your leasing agents to wear mask when interacting with potential residents?

Yes	0%
NO	100%

Change Vote

Votes 1

GCNCAA Launches A Curated News Site (Apartmentheadlines.com)

The new site will be an outlet to share the news that truly affects our industry and will promote our narrative

The Apartment Headlines content hub is updated almost daily with news, multifamily business matters, market trends, and practical insights on legislative updates (including COVID-related updates). Getting our members engaged in our lobbying efforts is a top priority and we believe that this new tool will provide them with an easier, more efficient way to learn about issues that are of vital importance to our industry.



Landlord Requires Tenants to Be Vaccinated – Is it Legal?

A landlord who controls 1,200 units in two counties, is the first large-scale landlord known to national housing experts to impose a vaccine requirement not only for employees, but also for tenants. [Click Here to Learn More](#)



Another "Affordable Housing" Effort Launched

A plan to raise taxes in the City of Cincinnati to generate millions of dollars annually for affordable housing has been proposed at City Hall. But the plan already appears to be in trouble. [Click Here To Learn More](#)


The Office of Environment and Sustainability now has two, live funding opportunities focused on seeking partner landlords. We'd appreciate your help in getting the word out! [Our website](#) has all relevant details and will be updated regularly, but see below for briefs

Online Education



- With Visto from NAA and other platforms, we have made learning from some of the best fast, easy and inexpensive.
- These services deliver great low-cost, high-quality investor training on exactly the subject you want.

EXAMPLES OF RESOURCES FROM NAA

- Employment Handbook
 - Policies and Procedures Manual- Maintenance
 - Policies and Procedures Manual- Personnel & Payroll
 - Independent Contractor Agreement
 - Acquisition Due Diligence Checklist
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LEASE SOLUTIONS



NAA Click & Lease:

Simply and efficiently generate
legally compliant leasing documents
that will better serve your residents.



- ▶ Rent Manager is powerful property management software with features that are designed to meet the needs of the multifamily industry.
- ▶ We want you to experience the unparalleled benefits of our industry-leading software. For a limited time, NAA members can utilize Rent Manager at a discounted price. Until December 2021, NAA members will receive an **exclusive 6-month, 20% off discount** for switching to Rent Manager online.
- ▶ With **complete accounting and reporting resources, intuitive marketing and mobile tools, comprehensive maintenance and property management capabilities**, and an open API that lets you tailor the program to meet your specific needs, Rent Manager is the one software you need to support and grow your exceptional business.

ADVANCED MULTIFAMILY
MANAGEMENT SOFTWARE

Home Depot Paint Program

- Up to 20% off interior and exterior paints and primers one gallon or more at point of sale
- Must be registered in ProXtra with the NREIA Program Code to receive the discount

*Simply enter your ProXtra registered phone number on the pin pad at the register



Home Depot Rebate Program

- 2% Rebate of all purchases made online or in store
- IN ADDITION to any discount you have already negotiated
 - Member rebate received semi-annually
 - (Min Spend of \$5,000.00 per reporting period)



Cabinets

- Exclusive Cabinet Program – 10% Coupon
- Not available in stores
- Can be combined with bulk pricing of 10 or more cabinets.



New Perks Program!

1. Each time you spend money at The Home Depot and scan your Virtual ID or enter your phone number at checkout, your purchases are tracked.
2. Once your spend reaches a specified amount, you will **UNLOCK** a Pro Xtra Perk – either Pro Xtra Dollars (a digital reward card) or a Tool Rental Perk (rental center credit).
3. You can **CHOOSE** a Perk and redeem at checkout.



- Volume Pricing Program– Open for purchases of \$1500 or more.
- Currently, the *average savings through Volume Pricing exceeds 7% nationwide.*
- Must be processed through the Prodesk
- Will-Call available - You do not have to take the entire order with you at time of purchase. Pick up as needed.





- ▶ **Arcana** offers members multiple insurance products specifically designed for IRO members and their residents.
- ▶ Features include no underwriting or inspections.
- ▶ 24/7 desktop & smartphone certificate delivery system, outstanding claims management service.
- ▶ A very knowledgeable & courteous staff to handle your insurance needs.



**Job loss protection that pays the rent when your tenants can't.
Get Protected Now.**

Give tenants peace-of-mind with rent guarantees designed to keep them current on rent if they lose their job or become disabled unexpectedly. We have your back, so you can have theirs. It's that simple.

For as little as \$35 per month, we'll cover up to three months of your tenants rent.

Find out more at reiasure.getcoveredinsurance.com



- ▶ Level-funded group medical plans underwritten by "A" rated carriers
- ▶ Premium savings averaging 5-15%
- ▶ Innovative prescription, outpatient lab, and diabetic supply coverage included
- ▶ Must have 2 paid employees

Questions?

Bob Beatrice

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- ▶ Offers members a free Self-Directed IRA for one year!
- ▶ Open a new account and pay NO annual account maintenance fee for one full year along with free Gold Level access.
- ▶ Equity Trust provides you the opportunity to take control of your financial future with tax-advantaged accounts.

Office DEPOT. OfficeMax®

- Discounts on thousands of items in addition to 5-35% off retail prices on over 1,500 most frequently purchased items
- Special pricing on Copy & Print services:
 - 2.5¢ Black & White copies
 - 22¢ Color copies
 - 40% off finishing services