



WAA News

Volume 35 Issue 8 • October 2014 • Connecting the Rental Community Right Next Door and Across the State



2014 WAA Conference and Tradeshow
THREE BEARS RESORT • WARRENS WI
OCTOBER 10-12

Enjoy the Outdoors



Check out the Great Educational Sessions at Conference!

Keynote-Gain & Maintain the Market Advantage by Toni Blake

see details on the back cover

Total Team Customer Service by Toni Blake

Estate Planning for Apartment Owners: Challenges & Options

Focus on Energy Multi-Family Energy Savings Programs

...And much more!



2014 Roster of Events

(for a full calendar of events, visit our website at www.waaonline.org)

BOARD MEETINGS

Saturday, November 15 • 10:00 a.m.—4:00 p.m.

Ho-Chunk Convention Center, S3214 Hwy 12, Baraboo • Lower Dells C/D

Lunch (optional) will be at Standing Rock Buffet at noon. Cost is \$12.

Please RSVP to Kristy at kristy@waaonline.org or 920-230-9221
no later than **Monday, November 10.**

**Mark Your Calendar
for the**

2014 WAA Conference & Tradeshow

Catch the Rental Wave

October 10-12 at the

Three Bears Resort,

1500 Jellystone Park Dr, Warrens



The WAA room block has been extended to October 1st!

Call Three Bears Resort at 888-482-5634 and mention WAA to get the special rate of \$89.95/night plus tax.

Registration form can be found on page 11.



The conference committee is working hard to make this a great conference filled with lots of education, networking, and fun. Please consider donating to our silent auction. Any new or like new item, themed basket, or gift cards are welcomed. Contact Kristy at the WAA office if you would like to make a donate or need to make arrangements to get your donation to conference. All proceeds this year will go to the WAA Legal Defense Fund.

***We are pleased to have the following businesses
joining us for this year's tradeshow:***

Bader Company, Clear Gains, Cost Segregation Services Inc.,
Dean's Satellite Service, Diamond Vogel Paints, Focus on Energy, Great Lakes
Commercial Sales, Inc., Hallman Lindsay Paints, Inc., Landlord Services,
WASH Multifamily Laundry Systems, Waterstone Bank, Wisconsin Legal Blank,
Wisconsin Realtors Association, WI Rental Housing Legislative Council
(WRHLC), **and more to be added!**



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TEAMWORK

We need YOU! Our association is only as strong as our members and member participation is critical for our growth and success. We have established a number of standing committees (teams) to ensure that our association continues to meet goals that are set, retains and adds members, and provides education, leadership, and representation to ensure that YOU are able to operate your rental business successfully, ethically, and responsibly in our state. These members have agreed to volunteer their opinions, skills, and time to make this association the best it can be. Please consider getting involved as well and help make a difference in YOUR association, the Wisconsin Apartment Association!

Education Committee – Julie Fay-Krivitz-Chair (Associate), Sherrie Dorn (SWLA, Racine), Dale Hicks (JARPA, Janesville), and Pamela Strittmater (AALA, La Crosse)

Legislative Committee – Chris Mokler-Co-Chair (Winnebago, Oshkosh), Dale Hicks-Co-Chair (JARPA, Janesville), and Jessica Olson (AALA, La Crosse)

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President's Letter



Happy Fall Landlords! Summer is leaving us and hopefully we can enjoy some more warm days before winter comes. Thinking of winter coming, my thoughts turn to our annual conference coming up October 10-12 at the Three Bears Resort in Warrens. Be sure to *Catch the Rental Wave!*

At our last board meeting, September 6th in Baraboo, Kristy reported that we have surpassed our 2014 membership goal of 600 members that was set at the beginning of this year. The Wausau Area Apartment Association affiliating with the WAA was a large part of breaking the 2014 goal. We welcome them with open arms and it was good to see Wausau being represented at our last board meeting. We have set a new goal for 2015 and we will share those numbers with you at the annual meeting on Saturday, October 11th. I also want to thank the rest of you who have recruited new members to the WAA. We need each other as we continue to build the WAA!

Pam Strittmater also gave us an update of the La Crosse Landlord licensing issues and the court case at the last board meeting. They won one battle regarding the constitutionality of the City violating the rights of the tenants, but lost on other major issues. They now need to decide if they will file an appeal, which could take thousands of dollars to fight this case to the Supreme Court. If that happens, precedent will be set and it will truly affect the rest of us throughout the State of Wisconsin on how cities can impose their landlord registrations on us. If there has been a greater fight to fight regarding imposing laws on landlords on a local level, the time is NOW!

It was suggested at our last local meeting in Wisconsin Rapids, that I should write about this in the next newsletter asking landlords throughout Wisconsin to send extra money to the WAA for our legal defense fund that could be sent to La Crosse to help them in this battle. The suggested amount was \$100 from each landlord. Thousands of dollars could be raised to help them in this fight. It will be cheaper for us to help fight this battle in La Crosse then when it comes to our own doorstep! The precedent that is set in La Crosse will be set throughout Wisconsin! This may be why the Judge in Wausau is waiting to see what happens in La Crosse before making his decision. You can send a check to Kristy, made payable to WAA, for any amount you feel you can help with and in the memo, please write: WAA Legal Defense Fund.

If you are thinking about coming to the annual conference, be sure to get your registration and fees in to the WAA before the end of September and save some money! It also helps out as Kristy is then able to plan accordingly and in a timely manner. Also, walk-in rates begin after October 1st. We are hoping for a good attendance! There are many helpful educational seminars planned, vendors to talk with, and great networking opportunities. If you cannot make it for the full conference, please try to make an extra effort to attend at least Saturday and/or our annual banquet. New this year, we will have "*Catch the Local President's Wave*" in which all local Presidents are encouraged to attend to not only receive a quick briefing and recognition for their hard work and dedication, but also a monetary gift by a very generous, anonymous donor.

I look forward to seeing you soon at the conference! Please also feel free to call or email me with any questions, concerns, or ideas for the WAA. I would love to hear from you!

Dean Ramsden

WAA President



Rent Increases & Concessions: Part 1

By Tami Siewruk, MultifamilyPro, 727-784-9469

One of the primary reasons that companies and communities fall short of leasing at optimal rental rates is that the importance of *value* isn't given the attention it deserves. Training isn't so much what's called for in this instance as *indoctrination*.

In order to successfully convince residents and prospective residents to lease at a higher rental rate and without concessions, we must be capable of conveying and demonstrating value in all that we do and say.

We've spent a lot of time on value in the previous chapters, but I want to say this explicitly so that it's really in the forefront of your mind—*value* is the very foundation upon which optimal rental rates are built; so it really needs to permeate *all that we do*.

LEASING FROM A VALUE PERSPECTIVE

Without a clear definition of value, it's impossible to negotiate effectively when leasing or renewing a lease. After all, how can a leasing professional build their rental rate confidence around a concept that they cannot define? While value is defined, in part by the unique wants and needs of the specific resident or prospective resident with whom you're dealing, which gives them some measure of control in the process, the larger part—by far—is in the hands of the Leasing Professional and the lifestyle you're proposing.

Here, let me step aside and point out that I just said *lifestyle* and not just the community, or apartment, or services, or amenities. Because you're not selling just one thing—that's a mistaken way of thinking to which too many Leasing Professionals fall prey. It's all too easy to equate the rental rate with only (or mostly) the apartment on offer; but in *value leasing*, we must never fail to realize that the rental rate represents the full spectrum of what our community offers—from what the resident and prospective resident can see, touch, and hear to what it makes them *feel*—tangibles and intangibles alike; and that's a lot of territory for one figure to cover.

It's important to realize how difficult it is for a prospective resident to grasp the full extent of that territory—

not having yet experienced life in our community—until and unless we can paint that picture for them. And painting that picture effectively for *them* requires that we know it exceptionally well, ourselves.

By showing that *we, as Leasing Professionals*, have a complete grasp of the rental value and a full command of what it includes and represents, we immediately change the discussion from one of rental rate alone to one of rental rate as it relates to value. The truth is, our goal is not to make the resident or prospective resident feel entirely comfortable with our rental rates; because if they do, then our rates are—more than likely—too low. The better scenario is when the resident or prospective resident acknowledges that the rental rate is fair or reasonable given what they'll receive in return.

And of course, to convey that level of confidence, Leasing Professionals have to have that level of confidence, themselves. Any knowledge of the value we deliver gives us greater control over, and confidence in, our rental rates; so it's crucial to understand some fundamentals about residents and prospective residents and what they value.

To convey this confidence, we need to recognize, understand and focus on the full range of value that we provide with the steadfast understanding that we have a right to charge appropriately for that value. We must implement that demonstration at this level of value in the leasing and retention process, continually; and that's what constitutes value-based leasing.

Indoctrinating Leasing Professionals into the school of value-based leasing begins by instilling an understanding that the time available to us on the front end of the leasing process—the time in which we must build the momentum that will carry us through to renewal—is a scarce resource and has to be used as effectively and efficiently as possible to set the stage for our value to truly shine through. The biggest impediment to this is nervousness or uncertainty, on the part of the Leasing Professional, that the rental rate they're striving for is too high. When that nervousness or uncertainty exists, it's nearly always detectable by the resident or prospective resident, and gives them a huge opportunity to gain the upper hand.

(cont'd on page 6)



Rental Tip (cont'd)

(cont'd from page 5)

SENDING THE RIGHT SIGNALS

Sometimes sending the right signals is as simple as stopping ourselves from sending the wrong ones. How can they tell when we're not completely sold on the value we're offering, ourselves? The most glaring signal is that an uncertain Leasing Professional will avoid discussion of the rental rate itself. Changing the subject, avoiding the subject, coughing, choking, stuttering, stammering, not making eye contact, in any other way clumsily or unprofessionally avoiding the issue are all signals to the resident or prospective resident that the Leasing Professional is not entirely comfortable with the community's rental rates—and if the Leasing Professional isn't, why should the resident or prospective resident be?

Only when a Leasing Professional can comfortably, confidently, and credibly (those three crucial Cs) tell the resident or prospective resident, "The rental rate for this apartment is \$000.00, and given all that life in our community has to offer, we have very limited availability at this rate" will their confidence in that value truly shine through in such a way that the resident or prospective resident will feel assured enough to lease or renew. Successful Leasing Professionals respond to the question of the rental rate with the same confidence they give to conveying the time of day. "Our two-bedrooms range from \$000 to \$000," should be delivered with the same factual confidence as you'd answer "It's 2:15" when someone asked you for the time.

Avoiding the response, when asked, isn't the only common signal that a Leasing Professional isn't comfortable or confident with the rental rate. Another common problem is to slip in sneaky adverbs or adjectives that weaken our stance and stand in the way of delivering an answer with full confidence, as in, "Our *usual* rental rates are \$000" or "This apartment *typically* leases for \$000," instead of the more confident, "Our rental rates are \$000 to \$000." Can you see how those words open the door for negotiation? Everyone wants to think of themselves as exceptional, so what you're saying when you allow those words to sabotage your value stance is, "Most people have to pay this much, but of course, you're special and will no doubt be able to talk me into letting you have it for less," when nothing should be farther from the truth.

It's going to be your job to make that resident or prospective resident feel special in a million ways throughout the life cycle of their residency; but the rental rate that you offer them is not a favor. It's a fact. And I'm not saying that you have to deliver it coldly and without a smile, but you do have to deliver it *confidently* in every way.

Eye contact and eye movement are other ways that Leasing Professionals betray a lack of confidence in the value that the rental rate represents, opening the door for residents or prospective residents to pursue concessions. When a Leasing Professional quotes a rental rate and doesn't really believe the rate is a solid value, they will almost always break off eye contact and cast their eyes downward. There has been a lot of research on the topic of non-verbal communication and it's certainly not a new phenomenon. People have known about it and used it since the beginning of time. Before people developed language as a communications tool, they used body language to make their needs and desires known to other people. Also known as kinesics, the interpretation of body language involves the study of human interaction outside of the use of written and spoken words. This broad definition encompasses everything from the subtle raising of an eyebrow to the sophisticated gestures of sign language. I'm not going to delve too deeply into body language here, but I do recommend that you read further on the topic, and I especially recommend that you read *Body Language Essentials* by Joe Navarro.

Other factors that signal to residents or prospective residents that we lack confidence or that the rental rate is negotiable include:

- Appearing to be overly eager to get the lease signed
- Volunteering a concession
- Stressing issues that aren't concerned with the rental rate in order to avoid discussion of the rental rate, itself
- Acting surprised by the rental rate (saying things like "wow" or "hmmm...") or otherwise indicating that the rate is exceptionally high
- Offering options that would lower the overall rental rate

(cont'd on page 7)



(cont'd from page 6)

The way that we convey the rental rate has a huge influence over whether or not we close the lease or renewal; and until we can convey them credibly, confidently, and comfortably, we'll always be at a disadvantage, whether we're merely disadvantaging ourselves by leasing at a rate that's lower than we should be getting, or giving our business away to a more confident competitor. A great self-training tip is to practice saying it out loud to other teammates, or in front of a mirror—and above all to your residents and prospective residents—until you can smile and say “Our rental rates are \$000 to \$000,” without an apology evident anywhere in your words, tone, body language, demeanor, or voice. But of course, all the training in the world won't be enough until you can not only say it, but *believe it*.

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2. Please submit news articles in the following formats: MS Word, Html copy, PDF, MS Works, eps, jpeg, tiff or text format.
3. Your articles, either by email, fax, or US mail must be received by the 3rd of the preceding month.

Please send your articles to:

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Landlords & Rental Owners: Tips for Halloween

By Tracey March, *RentalPropertyReporter.com*
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Halloween is here. Dashing out to buy candy for trick-or-treaters might be on your to-do list, but if you're a landlord or rental owner, there may be some other errands you should add. While it's fun to think of Halloween as a great family holiday, replete with pumpkins, sweets, fun and creepy costumes, and cute little kids knocking on your door, as a landlord you should also be thinking about – brace yourself—liability. Bwah, hah, hah, haaahhh.

So, with liability in mind, here are a few reminders and safety tips to help ensure that Halloween stays a fun holiday and not a nightmare for you, your tenants, and those delightful trick-or-treaters who will egg your rental if they don't get candy.

- Make sure ghosts, witches, and other assorted trick-or-treaters don't have to negotiate an obstacle course to get to your rental property and the candy your tenants have bought to give, bribe, or placate them. Maximizing the candy bounty is serious business, and if you make the process more efficient, trick-or-treaters will appreciate it and be less inclined to engage in mayhem.

- Although real blood on Halloween seems more authentic, the fake stuff is good enough and much less stressful for everyone, especially since landlords can be liable for injuries to visitors to their rental property. To avoid real blood, clear common areas, paths, walkways, and driveways of any items that could trip up an excited trick-or-treater running to a front door. Mark holes/cracks in sidewalk clearly. And remember that younger trick-or-treaters, whether fueled or lured by candy, may run across your rental's lawn, so clear that too and fill in any holes.

- Assume that most people venturing out on Halloween aren't wearing night vision goggles.

Make sure the walkways at your rental property are well-lit. This will upset and possibly blind the trick-or-treaters with night vision goggles, but you can't please everyone.

- Ask tenants to use glow-sticks instead of candles in their porch jack o' lanterns. Bonfires are cool and fun and all that, but not when they're consuming your rental property.

- Halloween costumes can really freak dogs out, and scared dogs are scary and they can bite. If you allow your tenants to have dogs, remind them that on Halloween, it's a good idea to restrain them. No one wants to be on any side of a dog bite situation. This is also a good time to remind landlords that if you know your tenant's dog is vicious, in some states you could be liable if that dog bites someone on your property. You might want to do something about that.

- Make sure railings are secure. Much like real blood, face plant injuries and twisted limbs from a railing fall are more authentic. But they're also horrible.

- If you have a vacant property, check it during the day to make sure it's locked up. Besides being awesome places to set up meth labs, vacant rentals are also easy targets for toilet papering and egging. Leave the porch light off to let trick-or-treaters know that no one is home. Ask neighbors to let you know if they see anything suspicious.

- If you have a rule that tenants can't use candles in their rental homes, remind them. Because not all tenants follow candle rules, check that your smoke alarms were recently tested (this is a good rule to have in place all the time). If there is a fire you might be tempted to say "I told you so" and maybe some other stuff, but you'd also prefer it if your (albeit) irresponsible tenants get out of the house alive, and a working smoke alarm will help achieve that goal. Plus it's the law.

- Halloween is a good time to check in with your insurance agent to make sure you have good liability insurance. Ask about your coverage limits and if you haven't done so already, set up auto-pay.



Registration Form
2014 WAA Conference & Tradeshow
"Catch the Rental Wave"
October 10th – 12th
at the Three Bears Resort, Warrens
These rates apply after October 1st!

- MEMBERS:** \$240-1 person /\$305-2 people from same company (includes all sessions & meals)
- Saturday Only-\$90/person (includes all Saturday sessions, tradeshow, & annual dinner)
- Saturday Annual Dinner Only-\$40/person

- NON-MEMBERS:** \$280-1 person/\$345-2 people from same company (incl. all sessions & meals)
- Saturday Only-\$120/person (includes all Saturday sessions, tradeshow, & annual dinner)
- Saturday Annual Dinner Only-\$45/person

Name of Registrant(s): _____

Company Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: () - _____ Fax () - _____

Local Affiliate: _____ Email: _____

- First-Time Attendee
- Local Officer
- Past State Association President

TOTAL Conference fees \$_____ Please draft check to "WAA Conference"

Sorry no refunds or transfers. Registrants may resell registration if necessary.

Name on card (Visa or MasterCard): _____

Credit Card #: _____ Exp. Date: _____ CVV: _____

Please make your annual dinner choice and list name(s) for each choice:

() **Sirloin Steak** _____
(10 oz. center cut certified angus beef sirloin-only 8% of beef qualifies as certified angus beef.)

() **Baked Haddock** _____
(Delicate white fish topped with butter and bread crumbs and then baked to perfection.)

() **Cranberry Chicken** _____
(Two grilled chicken breasts smothered in a savory cranberry sauce.)

DOES NOT include hotel reservations . . .

Three Bears Resort, 1500 Jellystone Park Dr, Warrens

Call 888-482-5634 to make a reservation.

(After 9/10, rooms will be based on availability at current room rates.)



Wisconsin Apartment Association - PO Box 2922, Oshkosh, WI 54903

(920) 230-9221 * admin@waaonline.org



Catch the Rental Wave

2014 WAA Seminar & Events Schedule

(All seminars/events & locations subject to change without notice)

Friday, October 10, 2014					
Friday, October 10 th	9:00 – 5:00	Registration Lunch on your own			
	1:00 – 2:15	<i>127 Rules to Help Protect Your ASSETS – Mike Zurfluh, Zurfluh Realty</i>	<i>Estate Planning for Apartment Owners: Challenges & Options – Paul J. Munson, Attorney at Law</i>	<i>Clear Gains: Wisconsin’s Smoke Free Housing Initiative – Deborah Grayson, Clear Gains</i>	<i>Focus on Energy Multi-Family Energy Savings Program – Thomas Younger, Focus on Energy</i>
	2:30 – 3:45	<i>Reduce Your Tax Liability With Accelerated Depreciation – Devlin Holt, United First Financial</i>	<i>2014 Legal Update (Landlord-Tenant Laws) – John H. Fischer</i>	<i>Innovative Solutions to Background Screening – Bill Wons, Wons Background Investigations</i>	<i>The Legislative Process – Gary Goyke, Wisconsin Rental Housing Legislative Council (WRHLC)</i>
	4:00 – 5:15	<i>The Computer, the Internet, & Your Business – Chris Mokler, Mokler Properties</i>	<i>2014 Legal Update (Landlord-Tenant Laws) – John H. Fischer</i>	<i>New Rental Law Clarification & It’s Affect on Forms – Rick Russell, Wisconsin Legal Blank</i>	<i>Proper Brushes, Roller Covers, & Tools for a Great Paint Job! – Gary Paul, Diamond Vogel Paints</i>
	5:30 – 6:00	First Time Attendees’ Reception <i>President Dean Ramsden</i>			
	5:30 – 8:30	Tradeshow & Dinner <i>Silent Auction/50-50 Drawing</i>			
	9:00 – 11:00	Hospitality – Water Park & Tiki Bar			

Saturday, October 11, 2014

Saturday, October 11th	7:30 – 9:45	Registration Breakfast, Vendor Recognition, & Keynote: <i>Gain & Maintain the Market Advantage</i> By Toni Blake			
	10:00 – 11:15	General Session: <i>Total Team Customer Service</i> By Toni Blake			
	11:00 – 1:30	Tradeshow & Lunch <i>Silent Auction</i>			
	1:30 – 2:45	<i>2014 WAA Leadership Development & Political Seminar, Part 2 – Gary Goyke, Chris Mokler, & Dale Hicks, WRHLC</i>	<i>Step-by-Step Guide to Evictions – John H. Fischer</i>	<i>Small Claims Court Changes...and Some Problems – Bernardo Cueto, WisLawyer LLC</i>	<i>Reduce Your Tax Liability With Accelerated Depreciation – Devlin Holt, United First Financial</i>
	3:00 – 4:15			<i>Challenging Act 76 at the Local Level – Pamela Strittmater, Apartment Association of the La Crosse Area</i>	<i>127 Rules to Help Protect Your ASSETS – Mike Zurfluh, Zurfluh Realty</i>
	4:30-5:00	Catch the Local President's Wave <i>President Dean Ramsden & Treasurer Chris Mokler</i> <i>(By invitation only)</i>			
	5:30 – 6:30	President's Reception <i>Music by Prairie Smoke</i> <i>Silent Auction</i>			
	6:30 – 9:00	Dinner & Annual Meeting <i>Silent Auction</i>			
	9:00	Hospitality Room – Hooded Merganser #712 <i>Refreshments provided by the Chippewa Valley Apartment Association</i>			

Sunday, October 12, 2014

9:00 – 9:30	Continental Breakfast			
9:30 – 12:00	Legislative & Political Updates 2014 by Gary Goyke, Chris Mokler, & Dale Hicks-WRHLC & Roundtable Discussion			
12:00	Lunch on your own			



Local Affiliate Updates

APARTMENT ASSOCIATION OF NORTHEAST WISCONSIN (AANW), GREEN BAY

Info submitted by Kathy Haines

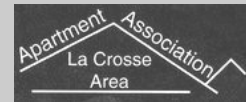


Our annual Rental Property/Landlord Vendor Show will be Wed., Oct. 8th at the Hilton Garden Inn from 6:00-8:00 p.m. It is FREE and open to the public. FREE pizza, appetizers, & soda. Sponsored by Start Renting & AANW.

Meetings are held the 2nd Wednesday of each month at the Hilton Garden Inn, 1015 Lombardi Ave., Green Bay

APARTMENT ASSOCIATION OF THE LA CROSSE AREA (AALA)

Info submitted by President Pamela Strittmater



We originally filed a complaint against the City of La Crosse because we believed they violated state law and the federal constitution. Judge Horne ruled in our favor on the federal issues because he agreed with us that the City had violated the federal constitution. The City also seemed to respond to our lawsuit by cutting the fees for landlords substantially. In many ways we were successful against the City. However, we did not win on the state law issue.

After reviewing the court transcript and comparing it to our brief, the judge forgot to rule on a part of the lawsuit. We have asked him to rule on it, but the city has asked him not to. As of sending this update to print, we are awaiting his reply.

Again, financial donations to help fight the landlord licensing lawsuit in La Crosse are needed. Please make your check out to AALA Legal Fund and send your financial contribution to the treasurer...Duane Roesler, 1909 Sunset Drive, La Crosse, WI 54601.

Meetings are held the 3rd Thursday of each month at the Moose Lodge

CHIPPEWA VALLEY APARTMENT ASSOCIATION (CVAA), EAU CLAIRE

Info submitted by President Diana West

Meetings are held the 2nd Monday of each month at 7:00 p.m. at the Elks Club

JANESVILLE AREA RENTAL PROPERTY ASSOCIATION (JARPA)

Info submitted by Dale Hicks



Meetings are held the 3rd Thursday of each month at 6:30 p.m. at Commercial Bank, 1400 Blackbridge Rd., Janesville



KENOSHA LANDLORD ASSOCIATION (KLA)

Info submitted by President Mark Nausieda

Meetings are held the 3rd Wednesday of each month at the Kenosha VFW, 6618 39th Ave., Kenosha
Networking with refreshments at 6:30 p.m. & meeting at 7:00 p.m.

MARSHFIELD AREA APARTMENT ASSOCIATION

Info submitted by President Kris Mueller

Educational seminars are on the 3rd Tuesday of each month at Belvedere Supper Club, Marshfield
Networking & dinner (at your own expense) at 6:00 p.m. & seminar at 7:00 p.m.
Board meetings are held on the 1st Thursday of every month at the Sunrise Restaurant. Everyone is welcome!

WAUKESHA AREA APARTMENT ASSOCIATION

Info submitted by President Adele Vogel

We have resumed our monthly meetings after our wonderful summer hiatus. Join us! Christmas dinner will be at the Machine Shed!

Meetings are held the 3rd Wednesday of each month at the Waukesha Eagles Club, Grandview Ave, Waukesha
Networking/dinner at 6:30 p.m. & speaker begins at 7:00 p.m.; Business discussion to follow.

WISCONSIN RAPIDS AREA RENTAL PROPERTY OWNERS

Info submitted by Helen Streekstra

Meetings are held 4 times per year: Next meeting is Monday, December 8th at the Hotel Mead
Social/dinner at 5:00 p.m. & meeting at 6:00 p.m.

WINNEBAGO APARTMENT ASSOCIATION, OSHKOSH

Info submitted by President Donn Lord

Meetings are held the 2nd Monday of each month at Benvenuto's Grill, 300 S. Koeller St., Oshkosh
Board meeting at 5:30 p.m., social (in the bar) at 6:30 p.m., & business meeting at 7:00 p.m. in the back room.

We're waiting to hear from you . . .

Beloit Property Managers Association, Fond du Lac Area Apartment Association,
Southern WI Landlord Association (Racine) and Wausau Area Apartment Association.



Where Landlords Can Advertise Their Rental Property

Use several advertising methods when you list your property for rent.

By Janet Portman, Attorney, Nolo.com

You can advertise your rental property in many different ways. The kind of advertising that will work best depends on a number of factors, including the characteristics of the particular property, its location, your budget, and whether you are in a hurry to rent. Many landlords and property managers choose a combination of the following advertising methods to get the best results.

"For Rent" Signs

The most common method of advertising involves putting a "For Rent" sign in front of the building or in one of the windows. This method works best when there's a lot of foot and car traffic past the building, and the building itself is at least as attractive as the rental unit. Why is this second factor important? If you've got a diamond in the rough, which neither the neighborhood or the exterior of the building does justice, you're better off using another method that won't mislead (or discourage) interested renters.

Newspaper Ads

Newspaper ads are as traditional as for rent signs, and now they're usually available online if the newspaper has an online version.

Many tenants will begin their search with the classified ads, and those who are from out of town will log on to the local paper from afar. Ads work best in papers that have many residential listings.

Try to target your ads to produce the pool of prospective tenants you want. For example, if you rent primarily to college students, your best bet is the campus newspaper or housing office. To be on the safe side, list also in a newspaper of general circulation -- you don't want to inadvertently invite a fair housing claim by, for example, advertising in a foreign-language newspaper but no other.

Neighborhood Flyers

If your neighborhood has public bulletin boards at grocery stores, laundromats or coffeehouses, consider posting an ad on one of these. Include tear-off strips with your phone number. Consider whether your rental will appeal to the people visiting these establishments -- if you've got a pricey property, you may not find many tenants doing their washing at the local laundromat -- though you might find takers at the high-end gym down the street.

Online Listings

Online rental services have sprouted like weeds in recent years. Some are national in scope; others are regional. To find one in your area, use your search engine to look for residential renting. Don't overlook Craigslist, an extremely popular and free service that has all but usurped the other services in many parts of the country.

Homefinders' or Apartment-Finding Services

In some areas, apartment-finding services are very popular (though in large cities, they're getting a lot of competition from craigslist). Landlords pay to list their properties, though sometimes it's the tenants who pay the fee when the unit is rented. If this system is popular in your area, you may want to consider it, especially if other approaches have not yielded results.

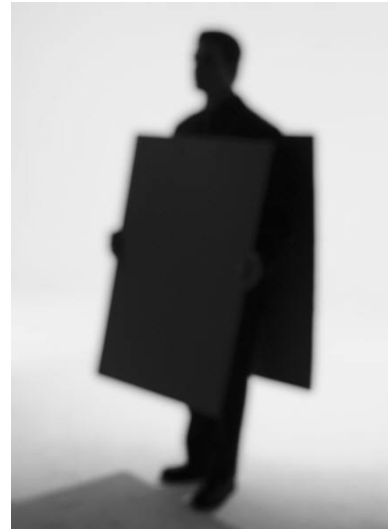
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Word of Mouth

Many smaller landlords find that instead of advertising widely and having to screen many potential tenants in an effort to sort the good from the bad, it makes better sense to market their rentals through word-of-mouth -- telling friends, colleagues, neighbors, and current tenants. After all, people who already live in your property will want decent neighbors. For example, if you know a vacancy is coming up, you might visit or send a note to all tenants whom you or your manager think well of. Ask them to tell friends or relatives about the available apartment.



University or Corporate Housing Offices

If your rental is near a large college or university, consider posting the rental through their housing offices. Same goes for big employers nearby with employee assistance programs. Most college and corporate housing offices will list your rental for little or no fee. Corporate housing is often a very good bet for landlords -- you know the tenant has a job, and you also know that the tenant has passed many of the same screening tests (in order to land the job) that you'll use, too. For example, chances are the employer spoke with former employers. You can take advantage of these "pre-screened" applicants.

Next we'll look at some advertising methods that work for higher end properties or multiple units:

Real Estate Offices

Many real estate offices handle rentals -- for a fee, of course. The rental business supplements the agents' income, and it gives them a bead on potential homebuyers (the agents hope that your tenant will become their client). You'll pay about 10% of the rent, or one month's rent, for the agent to advertise, show, and sometimes choose your tenant.

Property Management Companies

Property management companies will handle advertising, showing, and choosing the tenant and will want to remain in the picture as the entity that collects the rent and interacts with residents during the tenancy (handling repairs, for example). Again, you'll pay for this service as you would if you use a real estate agent. If you want to off-load continuing responsibilities for tenant management, you may want to choose this alternative.

Print Rental Magazines

Many national and print magazines cater directly to the residential landlord. You've undoubtedly seen them in racks next to newspapers on the street. Listing in a national magazine usually makes most sense for large landlords with multiple properties. If you find a local magazine that has lots of listings for rentals like yours, you may want to use it.

Next Steps

After you advertise your space, you'll need to create a rental application and carefully select a tenant.



The Secrets of Pro Painters

Learn how to paint the interior of your home from six journeymen who reveal some of the things that make them so good at their craft.

By Joe Hurst-Wajszczuk, Thisoldhouse.com

Most of us can do an okay job of painting a room. But a seasoned professional does a great job. Obviously, pros have more experience than the average homeowner, but they also know techniques and tricks that make them better painters. We asked six pro painters to share those secrets. They probably kept a few tips to themselves, but they provided us with more than enough to help you work more efficiently and get better results. Some of what you'll read may surprise you. For instance, their secrets won't cut painting time. Painters spend two to four days on an average-size room. That's how long it takes to prep, prime and paint correctly. It's more work, but when you stand back to admire the results, you'll agree it's time well spent.

Clear the Decks

To begin, move everything out of the room. Every painter we spoke with had a horror story about the time he didn't follow Rule No. 1. Bigger pieces of furniture can sometimes be left covered in the center of larger rooms, but if you are repairing drywall, says Chris Span, of Span's Quality Painting in Mobile, Alabama, "Take everything out. Drywall dust goes everywhere." Remove doors, light fixtures and hardware, and label everything with masking tape. Also, invest in drop cloths. "It's surprising how well a few drops of paint can cover a floor," says Rich Maceyunas, of Maceyunas Painting and Wallpaper in Waterbury, Connecticut. Buy high-quality drop cloths, such as canvas or paper-backed plastic. (Paint soaks right through lightweight fabrics and bedsheets.) Plastic sheeting works, but it's very slippery and doesn't absorb drips.

PREPARING THE SURFACES

Find, then fix, cracks and dents

Even an old lamp with a bare bulb held close to a wall will make minor cracks, bumps or nail pops jump out. Carmen Toto, owner of C. Toto & Sons in Madison, New Jersey, uses painter's putty or a lightweight spackle for minor cracks and dents; he uses plaster of Paris for dents deeper than 1/8 inch.

Instead of the standard tape-and-spackle method for bridging over recurring stress cracks, Maceyunas uses a rubberized spray-on primer called Good-Bye Crack. Damaged wood requires a slightly different approach. "Don't use spackle on wood," says Toto, "because it just won't stick." For damaged trim, he uses painter's putty or a two-part wood filler, such as Minwax's High Performance Filler. Smooth any repairs, bumps, and nibs with a drywall pole sander. For smoother walls and better adhesion, some of our pros sand all previously painted walls regardless of the shape they're in.

Do the sanding two-step

Sanding not only feathers out chipped paint but also provides "tooth" for the next coat of paint. For glossy trim, use a sanding sponge rather than sandpaper. Sponges mold to the shape of the trim and last longer than paper. When applying latex over alkyd paint or when he is not sure of the original finish, Brian Doherty, a painter in Richmond, Virginia, follows the hand-sanding with liquid sandpaper to make sure the surface is completely deglossed to prevent incompatibility problems. "I've seen homes where latex was used on oil-painted trim, and the paint started to peel in less than a year," says Doherty.

Sponge-bath walls

Unless you like textured walls, don't paint over dust. Wash the walls with trisodium phosphate (TSP) or a mild cleaner, like Jasco's TSP No-Rinse Substitute. For smoke-stained walls, Toto uses a 50/50 solution of bleach and water. To clean a wall, use two buckets. Load up your rag or sponge from your cleaning-solution bucket, and scrub. Before redipping, rinse the sponge in a second bucket filled with clean water.

Caulk all cracks

Filling gaps with a paintable acrylic-latex caulk cuts down on drafts and makes your trim look better than new. The secret to using caulk is to cut the tip smaller than you think it should be; too much caulk makes a mess. Also, instead of using a nail to break the inner seal, use a small wire so you don't stretch out the nozzle. Also consider buying a dripless caulk gun, which will automatically back off the pressure after each pull on the trigger to prevent unwanted oozing.

(cont'd on page 19)



(cont'd from page 18)

Use tape — maybe

The pros were split on this tip. "Masking tape is problematic," says Mark Dixon, a painter in Missoula, Montana, and author of "House Painting Inside and Out" (Taunton Press, 1997). "Paint can bleed behind the tape, or remove the paint it's stuck to." Another problem is bridging. "Latex paints form a skin," says Dixon. "Removing painted tape can tear the skin, resulting in a ragged rather than a sharp line." Lastly, taping takes time. "Learning how to cut in with a brush takes practice, but if you can do it, you'll leave most tapers in the dust," Dixon says. (Cutting in is painting just the surface you want, not the surface adjacent to it — for example, where a wall meets the ceiling.) On the other hand, "If you can't cut in, you can't beat tape," says Span. The pros we spoke with all recommend painter's (blue) tape because it's easier to remove than masking tape. To prevent bleeding, Span uses a putty knife to bed the tape. After letting the paint dry, he scores the edge of the tape line with a utility knife to avoid tearing the paint.

SELECTING THE PAINT

Pick a powerful primer

Primers aren't just diluted paint. They're formulated to establish a solid, even base, seal stains and ensure that the topcoats of paint go on smoothly and bond securely to the surface. "Most homeowners use latex primers, but the pros stick to alcohol and alkyd primers because they'll cover almost anything," says John Weeks, of John the Painter in Mobile, Alabama. Primer can affect the appearance of the topcoat. "It's okay to spot-prime the ceilings but not the walls, because primed spots will show," adds Span.

Buy quality paint

In general, glossier paints are more stain-resistant and scrubbable. But a higher sheen also highlights any imperfections in the wall or in the paint job. "Flat paints are fine for ceilings and formal rooms, but for most of my customers, I recommend an eggshell gloss. It's good for hallways, kids' rooms, even kitchens and baths," says Toto. It seems that latex paints have won over even the most finicky painters.

"Though we still use oil-based paints for restoration work, latex paints are fine for interior walls and new trim," says Toto, "as long as you don't go cheap on the paint." All of our pros have their personal favorites, but they agree that good paint does not come cheap. "You'll spend \$20 to \$35 per gallon for a top-shelf paint," says Weeks. The pros also agreed that using two coats of paint will result in the best-looking job. Don't skimp on the coverage; if you're covering more than 400 square feet per gallon, you're spreading it too thin. Also, keep 1/4 to 1/2 gallon on hand for touch-ups.

Supercharge paint

"Modern paints dry too quickly, and are difficult to brush out," says Dixon, who uses paint additives, such as Floetrol for latex paints and Penetrol for alkyds. "Adding a few ounces per gallon slows drying time and makes the paint more workable," he says. Although there are mildewcide additives, our pros prefer using bathroom and kitchen paints that have built-in mildew fighters. "These paints will prevent mildew from forming, but they won't kill mildew that's already there," Dixon points out. Because leftover mold spores can live beneath the paint and eventually work their way through to the surface, you should also prep bath and kitchen surfaces. First, wash down the walls with a bleach solution (3/4 cup of bleach per gallon of water) then seal with a stain-blocking primer, such as Zinsser's Bulls Eye 1-2-3 or Kilz's Total One.

CHOOSING THE RIGHT EQUIPMENT

Roller rules

The perfect roller would hold a roomful of paint, leave the right amount of texture, wouldn't spray or fuzz, and would be easy to clean. Until somebody invents the ideal one, follow these tips to choose the right roller. "The longer the nap, the more paint the roller will hold, but it will also create more texture," says Dixon. "A 1/2-inch nap lamb's-wool roller holds plenty of paint without too much texture," says Dixon. "Less expensive rollers can work," says Span. "Just wash them first in dish-washing liquid to remove any stray fibers."

(cont'd on page 20)



Maintenance Tip (cont'd)

(cont'd from page 19)

Most of the pros we spoke with prefer 9-inch rollers over 18-inch models -- they are lighter, cheaper, and easier to use. Despite these shortcomings, Maceyunas swears by the wider roller. "The roller can do a whole wall in a few up and down strokes instead of in several dozen W and M strokes," he says.

Use a bucket

Pros prefer 5-gallon buckets with a roller grid to roller pans. They hold more paint than pans and, says Doherty, "It's tougher to tip over a bucket." A bucket also lets you box, or mix, two or three cans of paint to avoid color discrepancies. To use a bucket and grid, dip the roller a quarter of the way into the paint and run it over the ramp to work the paint into the nap.

Work with a painter's rod

A painter's rod, or pole, can help you paint ceilings more quickly — no climbing up and down ladders required. And there's no need to stand directly underneath the area you are painting, so you won't catch every wayward splatter. A pole is also great for walls and floors. The pros were split over whether the 4- or 8-foot pole is best for everyday use, but they all agreed that a telescoping rod is the best bet.

Buy a better brush

A good paintbrush is key to a professional-looking finish. "A quality brush costs \$15 to \$25, but you'll discover that pros aren't as talented as you thought," says Doherty. "The equipment has a lot to do with their success." Most of our pros prefer natural-bristle brushes for oil-based paints, but they recommend synthetics for all-around use. When choosing a brush, pay attention to the bristles. Synthetic brushes are made of nylon or polyester, or a combination of the two. Poly bristles are stiffer, which makes them good for exterior or textured work, but for fine interior work, Doherty uses softer nylon brushes. Look also for tapered bristles, which can help you work to an edge, and flagged tips, which help spread the finish smoothly and evenly. Brushes are available in 1- to 4-inch widths. Most painters keep an arsenal on hand to match the job. "Use common sense," says Maceyunas. "A smaller brush gives you more control, but no one wants to paint a door with a 1-inch-wide brush." Doherty recommends starting with a 2- or 2-1/2-inch sash brush.

The angled brush makes it easier to cut to a line and puts more bristles on the work than a square-tipped brush.

PAINTING TIPS

Load it right

Ideally, you want as much paint on the brush as you can control without making drips or blobs. To do this, Doherty dips his brush about 1 1/2 inches into the paint, then taps (not wipes) each side of the brush against the side of the can. Tapping knocks off the drips and forces the paint into the bristles. "The brush releases the paint just like a fountain pen," he says. Weeks agrees, saying, "Just be sure to keep your brush moving, or it'll start to drip." For more delicate work, such as when you're painting trim or window sash, you'll want less paint on the brush. Doherty again dips and taps his brush, but this time he also scrapes the sides against his can. "The outside bristles are drier and easier to manage," he says, "but there's still plenty of paint on the brush."

Cut in close

"Cutting in is an acquired skill, but it's something you can't do at all with a ratty brush," says Doherty. When cutting in on a wall, he loads his brush and spreads out the excess paint, then works the brush up to the line between wall and ceiling. A brush stroke that's too wide creates a hatband, or smooth brushed band, on the very top of the wall where it meets the ceiling. To avoid this, Dixon recommends rolling first and then cutting in with a brush. "A good roller can get within 1/2 inch of the ceiling," he says. "You'll save time by not brushing more than you have to." When painting baseboards, "a wide taping knife makes a good paint guard," says Span. "Just keep the blade clean to prevent drips from working around the edge of the knife."

Work top down

After painting the ceiling, work from the top down: Start with the crown molding, then do the walls and then paint the casement molding around the windows and doors. Do baseboard molding last. "Painting the baseboards last keeps dust and grit from traveling off the floor, onto the brush and then up onto the freshly painted casements," explains Weeks.

(cont'd on page 21)



(cont'd from page 20)

Double-check work

Between coats you'll want to back-prepare, or sand off any bumps, before applying the next coat. Use a light to check the surface for drips, roller flecks, or other imperfections.

Focus on windows

The best time to tackle windows is in the beginning of the day, when you're fresh," says Doherty. "But it still takes me an hour to do a standard window." For double-hungs, begin by raising the inner sash and lowering the outer sash until their positions are almost reversed. Paint the lower half of the outer sash first, then the entire inner sash. Once the lower sash is dry, return both to their normal position, but leave them slightly open. Finish painting the outer sash. "Windows take too long to tape," says Doherty. When painting, overlap the glass by 1/16 inch to seal the wood.

Do doors right

Most painters have no problem painting doors in place, but they recommend you lay the door on sawhorses and work horizontally. If you have a paneled door, start with the panels and work from the outside edges in toward the center. "Watch the corners — paint loves to puddle," warns Dixon. While the paint is still wet, lightly "tip off" the panel with an almost dry brush.

(Tipping off is pulling the brush over the surface to level out the finish.) When painting the stiles (vertical) and rails (horizontal) just follow the grain of the wood. When the grain changes abruptly, for instance, where the rail meets the stile, don't stop your brush stroke — you'll only leave a lump of paint. Apply paint across the joint with a full stroke, and then tip off the overlapping section by pulling the brush in the direction of the grain. "Make sure the door is dry before painting the opposite side or rehanging it," says Maceyunas.

Skip daily cleaning

Most pros don't bother cleaning brushes and rollers if they are going to use them the next day on the same job. "Latex paint dries slowly in cold temperatures," says Maceyunas. For two-day jobs, he wraps the rollers and brushes in plastic grocery bags and sticks them in the refrigerator. "Just allow the roller to return to room temperature before reusing it," he says. Roller covers are almost impossible to clean thoroughly. Most pros buy new covers for each job.

Expect touch-ups

Accidents happen. Keep a cheap sponge brush on hand to blend a patch with the rest of the wall or woodwork. To mimic the look of a roller, simply dab on the paint.

Everybody Needs a Place to Live: Successful Management of Rental Property

By Nancy Janorschke

Overview

This little book gives you the A to Z of rental property. Learn how to buy it, prepare it, find good renters, maintain it, and make money almost effortlessly while doing it. Author Nancy Janorschke has been managing rental property for 30 years and is still having fun doing it. "I've met so many wonderful people over the years and feel so good when I can help someone find a nice place to live. Everybody truly does need a place to live." Her book on Successful Management of Rental Property is just the ticket if you want to enter the lucrative housing and real estate management market. Originally from Northern Idaho, Nancy Janorschke met her husband in Cheyenne, Wyoming, and then settled into life as a real estate broker in Crookston, Minnesota.





WAA Contact Information



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Rental Housing Certification 100 Series

The Basics, is devoted to keeping rental property owners informed and education on new laws. Comprised of seminars on basic property management aimed at the new rental property owner, property manager, leasing agent; it is also suggested as a refresher series for those who have been in the business a number of years. Classes in this module are:

- * 101 The Law and the Landlord I: Wisconsin Statute Chapter 704
- * 102 The Law and the Landlord II: Consumer Protection (ATCP) Chapter 134
- * 103 Fair Housing Laws
- * 104 Lead Paint Awareness
- * 105 Credit Reports
- * 106 Basic Recordkeeping
- * 107 Screening Your Applicants
- * 108 Screening Workshop
- * 109 Nuts and Bolts of Eviction
- * 110 Bonding and Garnishment

NEW for 2014: "Landlord & Tenant Law in Wisconsin" by John H. Fischer – This is a 8-hour educational session that takes an in-depth look at Wisconsin-specific landlord-tenant regulations and also covers some of the most important federal regulations that deal with rental housing."

Why Join WAA?

The WAA is your portal to the rental housing business in Wisconsin. Membership gives you access to what you need to know and what you need to do to run your rental properties successfully, ethically, and responsibly.

10 things every successful landlord needs to know. Do you?

- Fair housing information
- Applicant screening and processing
- Eviction procedures
- Rental forms specific to Wisconsin
- Lead based paint requirements
- Rental disclosures required by law
- Bills and rental housing policies under discussion at the Capitol.
- Best rental housing management practices
- Document storage, security, and disposal
- Property marketing techniques

*Information in these articles should be used as a guide only and should not be relied upon as the sole source of information relating to its content. Additional sources of information may be listed herein. No warranty, either expressed or implied, is made with respect to the information contained herein. Neither WAA nor RHR is responsible for any loss, inconvenience, damage (whether special or consequential) or claims arising out of the use of the information contained. You should always seek advice from your attorney regarding any legal matters.



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Catch the Rental Wave & this great Keynote Speaker. . .

Toni Blake is a popular international speaker, consultant, author and comedienne inspiring thousands of multifamily apartment industry professionals every year. With over 30 years of training experience, her “laugh while you learn” approach has made Toni one of the most sought-after experts in her field.

As a published author, Toni’s ideas have been published in dozens of trade magazines and blogs across the country. In November 2008, Toni was awarded the Multifamily PRO “**Industry Legend**” Award. She was selected by the National Apartment Association as one of the industry’s “Marketing Gurus” and is recognized for her research and innovative concepts in customer service, sales, marketing and social media. Toni was honored at the very first Multifamily PRO “People’s Choice Awards” winning awards for “**Educational Excellence**” and “**Imagination and Innovation.**” Utilizing her multi-lingual talents, Toni was a featured speaker at the 2006 ISTA Conference in Kassel Germany, presenting IN GERMAN to an audience of 260 German multifamily professionals.



She currently serves as President of TotallyToni.com. Toni lives in Northern Colorado with her husband.

Be sure to *Catch the Rental Wave* with **Toni** at this year’s conference & tradeshow!

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