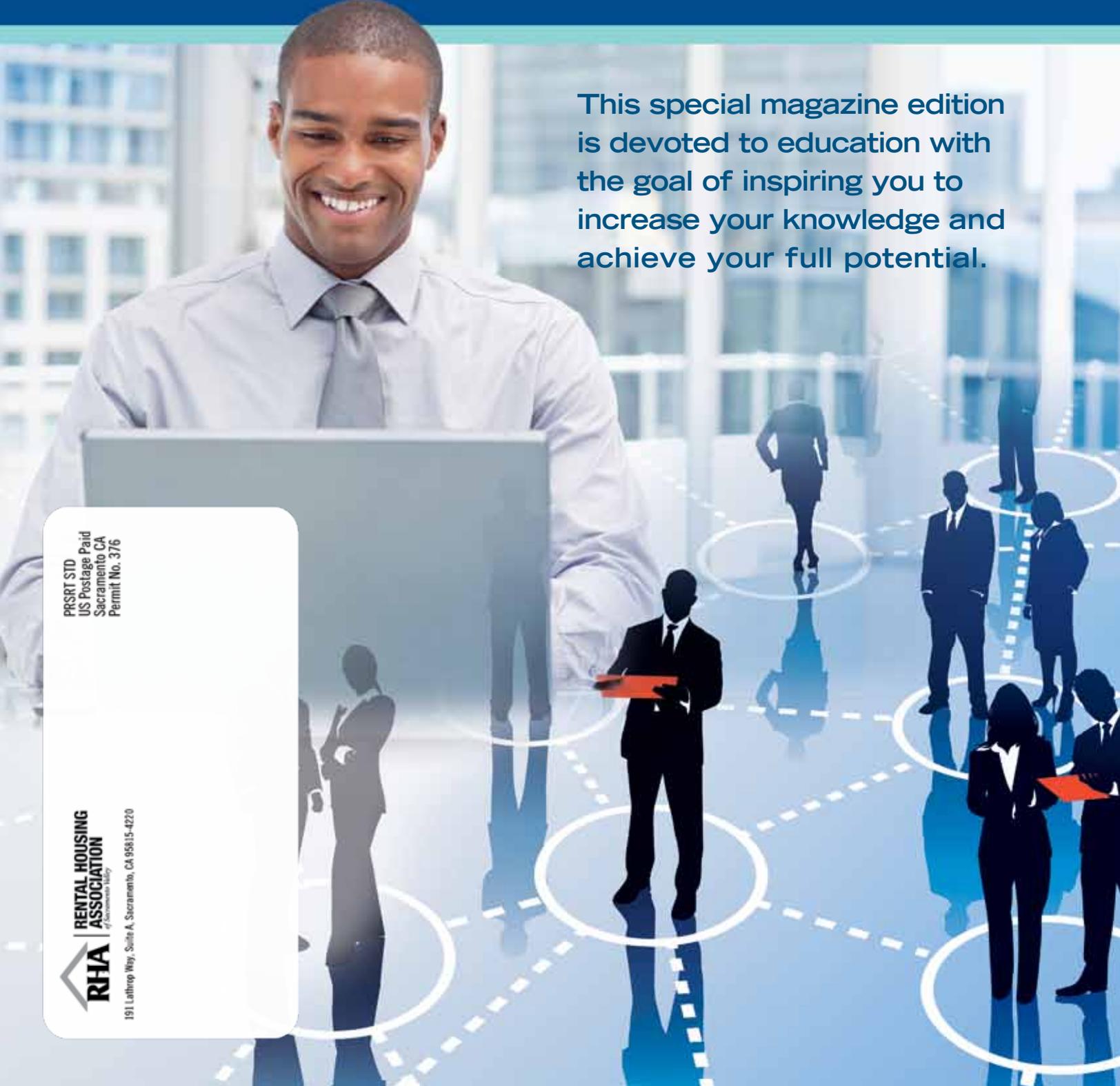


rental housing

SPECIAL EDITION

official publication of the rental housing association of sacramento valley



This special magazine edition is devoted to education with the goal of inspiring you to increase your knowledge and achieve your full potential.

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The Rental Housing Association of Sacramento Valley (RHA) is a non-profit organization representing over 1,300 owners and managers of more than 80,000 multi-family and single-family rental units in the counties of Sacramento, Yolo, Yuba, Sutter, Placer, Nevada, El Dorado, and Amador. In addition, RHA members include providers of products and services for the rental housing industry.

Established in 1950, RHA is a local Chapter of the California Apartment Association (CAA).

For more information about membership in RHA, visit or call the RHA office or go online at www.RHA.org.

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rental housing

official publication of the rental housing association of sacramento valley




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Recycled with 25% Post-Consumer Waste

Leadership message



By Greg Poirier

Achieve Your Potential through Education

Whether you manage your own real estate investments or have a full-time job in our industry, you must keep up with the never-ending changes in property management. Every year we face a new set of issues, laws, court decisions, and trends that requires us to adapt our business practices.

This year it's bed bugs, carbon monoxide detectors, ADA lawsuits and social media marketing. Last year it was EPA lead-based paint rules, mandatory rental inspections, smoking lawsuits and foreclosures. Do you sometimes feel like you can't keep up with all of this?

Don't worry. RHA can help. Educating our members is part of our mission. In fact, RHA has developed a national reputation for both the breadth and quality of our education programs. Take advantage of them.

This special magazine edition is devoted to education with the goal of inspiring you to increase your knowledge and achieve your full potential.

We included a list of courses offered through the remainder of this year as well as information on how to access webinars and the new RHA Online Learning Center.

If you are a rental owner, we encourage you to enroll in the Rental Owners Series. These five 3-hour courses cover the cycle of property management from marketing your vacant rental to ending the tenancy. The courses also explain how to use the most common CAA

forms. Rental owners who complete the series feel more confident in their ability to manage their properties.

If you are an employee at an apartment community, the California Certified Residential Manager (CCRM) program will help you advance in your career. The CCRM program, developed by the California Apartment Association, is recognized statewide as a leading training program for the industry. Pass the final exam at the end of the program, and you will earn recognition for achieving CCRM status.

This year we began offering webinars, and our new RHA Online Learning Center is about to launch. When we moved into our new office earlier this year, we constructed a recording studio that enables us to create online courses that you can access via the Internet. Stay tuned as we convert our existing classes to the online format. Soon you will have easy, around-the-clock access to our education programs from your home or office.

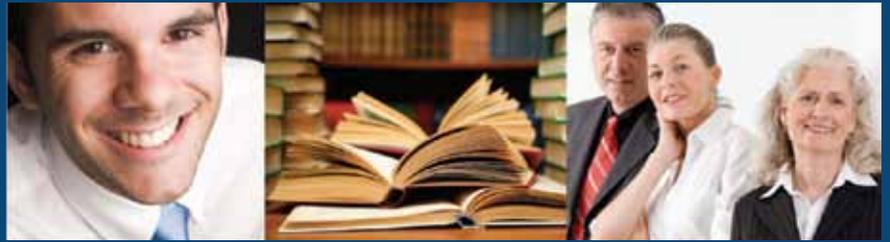
So, take the next step. Read more about our education programs and enroll in a class today. 



Greg Poirier
Regional Manager,
JCMPartners
2011 RHA President

CCRM

California Certified
Residential Manager
General Information



ADVANCE YOUR CAREER, STAND OUT AND GET NOTICED

Are you ready to take the next step in your property management career? There is a great demand for qualified rental housing professionals in California. With property values and owners liability on the rise, knowledgeable rental housing providers stand apart as an asset to owners, management companies, residents and the community.

Updated in 2011, the California Certified Residential Manager (CCRM) series of courses provides excellent overall training, specific to the laws and regulations of California. When you complete the CCRM certification program, you will have the skills necessary to efficiently and effectively manage rental property and to be an asset to any employer.

The following courses have been approved to date for Continuing Education Credit (CEC) by the California Department of Real Estate (the California Apartment Association's DRE sponsor number is 0495). Students must attend a minimum of 90% of the approved course hours to receive DRE credit.

CAA EDUCATION

Preparing the Property for Market (PMR100) (Approved for 3 hours of DRE CEC in the category of Consumer Service)

Professional Leasing Skills and the Application Process (PMR101) (Approved for 3 hours of DRE CEC in the category of Consumer Protection)

The Move-In Process, Rent Collection and Notices (PMR102) (Approved for 3 hours of DRE CEC in the category of Consumer Protection)

Resident Issues and Ending the Tenancy (PMR103) (Approved for 3 hours of DRE CEC in the category of Consumer Protection)

Professional Skills for Supervisors (PMR104) (Approved for 3 hours of DRE CEC in the category of Consumer Service)

Maintenance Management: Maintaining a Property (PMR105) (Approved for 3 hours of DRE CEC in the category of Consumer Service)

Liability and Risk Management: Protecting the Investment (PMR106) (Approved for 3 hours of DRE CEC in the category of Consumer Protection)

Fair Housing: It's the Law (PMR107) (Approved for 3 hours of DRE CEC in the category of Fair Housing)

Ethics in Property Management (PMR108) (Approved for 3 hours of DRE CEC in the category of Ethics)

See pages 16 – 19 for
the next CCRM Series



Thrive

with proper leasing skills

By Lisa Trosien

While this advertisement is completely false, it could potentially describe the conditions under which many leasing professionals work in the multifamily industry today. While the expectations of the position are extremely high, all too often the position of the leasing professional is treated as a glorified tour guide. Frequently an individual is hired to simply show the apartment community, with little attention being given to building the skill set necessary to increase sales.

Many companies still employ what I like to call the, “Sit by Sally” method of training. This is where a new hire is told to sit next to an experienced leasing professional to learn by observation. The newly hired leasing professional then shadows the established pro for a few days and then is considered “trained.” Worse yet is the situation that many, including myself, have had; after arriving for the first day on the job with high enthusiasm, the boss simply assigns phone answering duties. Such newcomers are then given a price sheet, availability list and feature sheet with little or no further instructions.

Why is this? Often it is the result of having an understaffed leasing office and an over-worked manager who cannot take the time to train a new staff person. The potential for liability in this situation is huge, if only from a fair housing standpoint.

Leasing professionals must be trained before they hit the sales floor, not after. Basics in

leasing, marketing, management, fair housing and customer service must be taught to even the seasoned leasing professional. To survive in the concessionary economy of most markets, leasing professionals must be extremely skilled. Like the advertisement says, they must be able to sell value. Price may make the phone ring, but only a skilled leasing professional can convert that call into a signed lease.

Today’s leasing professional must be tech savvy. Email and texts are quickly becoming the preferred form of communication by your prospective residents. Your leasing professionals need to know how to send an appropriate e-mail. They must be familiar with all the nuances of netiquette, as well as the ability to begin a dialogue via e-mail that will pique the prospective resident’s interest.

They must also be an expert at pricing. Leasing team members know when a price is too high for a particular apartment home; they

also know when there is room to edge up the price on a floor plan that literally “leases itself” because of its strong benefits and features. Managers need to teach their leasing team the financial effects of offering one month free rent and instill a strong sense of fiduciary responsibility to the owners of their community.

Companies that want to succeed in today’s challenging economy know that the training of their front-line employees is more critical now than ever before. The Rental Housing Association of Sacramento Valley offers a variety of educational opportunities, take advantage of these to ensure your leasing professionals receive the top-quality education required to help your company succeed. 

Lisa Trosien is a national speaker and Apartment All Star for the rental housing industry. Lisa will be the host of the RHA Stellar Awards on November 17, 2011. For more information on Lisa Trosien visit her website at www.apartmentexpert.com



Thank you to the RHA Faculty

By Kevin Rolli,
RHA Vice President - Education

Volunteer instructors contribute to the quality of our education programs

Have you ever suffered through a training class taught by a terrible, ill-prepared instructor? The quality of the instructor can be the difference between a rewarding experience and a total waste of your time.

At RHA, we take the quality of instruction seriously. All of our courses are presented by capable instructors with expertise in property management, maintenance, marketing, or legal matters. Many of these instructors have been teaching RHA courses for several years, while also serving on our Education Committee and helping to write many of our courses.

To recognize the contributions of these individuals, a few years ago we decided to establish the RHA Faculty. Being selected as a member of the RHA Faculty is intended to be an honor. However, earning that honor requires some effort.

First, you must be nominated by a current member of the RHA Faculty. Then, you need to complete an extensive application that documents your professional experience, teaching skills, and areas of expertise. Next, another faculty member must observe and evaluate you as an instructor in the classroom. Finally, the Education Committee needs to approve your appointment to the RHA Faculty.

Currently, 17 industry professionals have been selected to become a member of the RHA Faculty. We appreciate their contributions to the association, and it is our pleasure to recognize them in this special education issue of our magazine.

Kevin Rolli is a Regional Property Manager for Sequoia Equity and currently serves as the Vice President – Education on the RHA Board of Directors.

Anthony Baimas QUALITY PROPERTY MANAGEMENT



Anthony Baimas is the Director of Operations for Quality Property Management. He has more than 10 years of experience in real estate and property management as an owner, investor and operator. Anthony is licensed with the California Department of Real Estate and currently sits on the RHA Education Committee.

Richard Berman THE JOHN STEWART COMPANY



Richard Berman is a Sacramento native with over 20 years of experience in the rental housing industry. Richard is experienced in tax credit acquisition, rehabilitation and lease-up. He also has extensive knowledge of conventional market rate, Section 8, bond, HUD Section 236, SRO and USDA-RD housing programs.

Calvin Clements LAW OFFICES OF KIMBALL, TIREY & ST. JOHN



Calvin Clements is the Managing Attorney for the Sacramento office of Kimball, Tirey & St. John LLP, which is engaged in the practice of landlord-tenant law, real estate transactions and litigation, fair housing defense and collections. Calvin formerly served as Deputy Legal Affairs Secretary for Governor Gray Davis. Before entering the field of law, Mr. Clements worked as a commercial property manager.

Matthew Cox APARTMENT GUIDE



Matthew Cox is the Publisher for the Apartment Guide. Prior to joining Apartment Guide, Matthew was the Vice President of Sales and Marketing for an east coast-based management company, overseeing more than 15,000 units across four states.

Michael Force WESTCAL MANAGEMENT



Mike Force is a real estate investor and the President of Westcal Management. Mike is a past president of RHA and has been on the Board of RHA and CAA. Mike uses his experience as a real estate investor, asset manager and former corporate counsel for the benefit of his clients and students in the classes he teaches.

Marie Fournier FOR RENT MEDIA SOLUTIONS



Marie Fournier is the General Sales Manager for the Sacramento and Fresno editions of For Rent Magazine. Prior to joining For Rent, Marie was a Marketing and Education Director with over 17 years of experience. Responsibilities have included national branding, marketing strategies, development of custom advertising and development of operation procedures and training modules.

Gary Link
LAW OFFICE OF GARY LINK



Gary Link is a Sacramento attorney who has handled over 36,500 evictions and 11,000 eviction trials since 1979. Gary has served as the Legal Advisor for the Rental Housing Association Board of Directors and is a frequent presenter of legal seminars for the association. He also is a former judge pro tem and a current arbitrator for the Sacramento Superior Court.

Joni Lowe
SEQUOIA EQUITIES



Joni is the Leasing and Marketing Specialist for Sequoia Equities' student portfolio and has been in the property management industry for 8 years. Joni cultivates relationships and networks with target businesses and other establishments that cater to her submarket. Her experience includes branding, marketing strategies, troubled properties, and the training and development of team members. Joni currently sits on the RHA Education Committee and is a faculty member of Sequoia University.

Heather McCarthy
FOR RENT MEDIA SOLUTIONS



Heather McCarthy began her property management career in 1994, and worked her way through the on-site ranks from leasing to multi-site manager. After a brief departure, Heather returned to the property management industry with For Rent Media Solutions in 2001. Her passion for marketing and first-hand knowledge of on-site needs add value to the courses she teaches.

Steve McElroy
THE JOHN STEWART COMPANY



Steve McElroy has 30 years of experience in property management and is the Vice President of the Sacramento Regional Office of The John Stewart Company. Steve served on the Board of Directors of RHA for nine years, and currently participates as a long standing member of the Education Committee.

Jane McGinnis
RENTAL HOUSING ASSOCIATION



Jane McGinnis started in property management in 1985, following eleven years working on national advertising and marketing programs. Her property management experience includes single-family and multifamily residential, as well as retail and commercial management. Jane joined RHA in 2002 as the Director of Education.

Adam Musfelt
CCEB



Adam Musfelt earned his B.A. in Communication Studies from CSUS. He has worked in property management for seven years and has worked on-site at several communities in the Sacramento area. He currently oversees management of several communities in Northern California.

Kevin Rolli
SEQUOIA EQUITIES



Kevin Rolli majored in Information Systems at the University of Central Arkansas. He has worked in property management since 1992, and held positions in the on-site leasing office, maintenance, corporate accounts receivable, and property manager. He worked in the Orange County market for 7 years and the Northern California market for 10 years. Kevin is currently a regional property manager with Sequoia Equities and the Vice President of Education for the RHA Board of Directors.

Linda Rutledge
LAUGHTON PROPERTIES, INC.



Linda Rutledge graduated from CSU Chico and obtained her lifetime secondary teaching credential. In 1985 she obtained her real estate license and became a property manager. In 1986 she obtained the designation of Certified Property Manager through the Institute of Real Estate Management. In 1999 she became the president of Laughton Properties, Inc. Linda has specialized in renovations and turning around troubled properties.

Puneet Singh
LAW OFFICES OF KIMBALL, TIREY & ST. JOHN



Puneet Singh is the managing partner for the Northern California offices of Kimball, Tirey & St. John LLP and is engaged primarily in the practice of landlord-tenant law and litigation. Ms. Singh advises, counsel and represents owners, management companies and institutions in unlawful detainer actions and other landlord-tenant litigation and transactional matters. Puneet serves as the Legal Advisor to the RHA Board of Directors.

Fawn Talbott
HARBOR PROPERTIES



Fawn Talbott is the founder and president of Harbor Properties and an outspoken advocate for an ethical rental housing industry. Fawn began her career in the Silicon Valley during the 1970's and started her steady climb up the corporate ladder. With her background as an IBM Critical Situation Manager, a Better Business Bureau Arbitrator and a tenant-landlord mediator, Fawn is uniquely positioned to face tough industry issues head-on

Kimberly Tenold
USA MULTIFAMILY MANAGEMENT



Kimberly Tenold began her career with USA Multifamily Management in 1998. After 16 years of property management experience at the Rural Development Agency, Housing and Urban Development, and in market-rate properties, she earned her Housing Credit Certified Professional designation. She is currently the Vice President of Property Administration. Kimberly has also served on the RHA Board of Directors.



New Online Education Service debuts in August

Online courses supplement classroom instruction

By Jim Lofgren

A new online education service called the RHA Campus, featuring courses delivered via the Internet, is scheduled to be launched at the end of August. An undertaking of the RHA Education Committee, the project has been in the works for several years. The service is available through the RHA website at www.RHA.org.

The goal is to provide the same quantity and quality of courses via this new Internet service that currently are available through the RHA classroom. Classroom courses will not disappear, but greater access to RHA educational programs will be available to members, especially those who work during the day or live a great distance from the RHA office.

About a half dozen courses will be available at the initial stage of the service, ranging from a fair housing topic to a course on how to comply with the new Rancho Cordova mandatory multifamily recycling ordinance. New courses will appear monthly.

In addition to online courses, members will be able to access live and recorded webinars through the service. Over time, registration for all educational programs, including classroom courses, will occur through the RHA Campus. By doing so, every member (or employee of a member company) will have access to their own personal education account that will track every course completed, record exam results and print certificates of completion. In addition, members will have convenient access to their personal information 24/7.

Supervisors of employees will have the option to access their employee's account, including the ability to enroll them in courses via credit card or by using coupon codes issued by RHA. Company employees can be grouped under their company's name. Courses written by companies may be added to the the RHA Campus with access only granted to company employees. Supervisors should contact RHA for more details about this option.

The first online courses were designed by RHA staff with some assistance from members with property management or legal expertise. Eventually, RHA hopes to involve others in the process of designing courses by drawing upon both the teaching abilities and industry expertise of our members. RHA purchased special course authoring software and built a low budget, yet high-tech recording studio inside its office to produce high quality educational programs.

Some courses will be for offered at no charge, and some will have a registration fee at member and non-member rates. Paid advertising and sponsorships may offset some of the costs. Detail of the e-commerce settings that will allow for online payments are in the final stage of completion. More information on how to pay for courses will be posted on the RHA Campus.

You can view the the RHA Campus, including the current course offerings, without having to set up a user name or log in. Simply go the RHA website at www.RHA.org, select the Education heading button, and then click on the RHA Campus. You will be linked to the homepage of the the RHA Campus, where you can click on the Course Catalog heading to view the list of courses, but not enroll or view the actual courses.

If you wish to enroll in an online course, you first must register as a user. Near the login button, select the link where it says, "To create an account, register here." Then follow the directions to set up your user name and password. If you forget your password, you can retrieve it by clicking on the, "I forgot my password" link. Do not set up a duplicate account because it will be deleted.

For any questions about the new the RHA Campus, call the RHA office at (916) 920-1120 or email onlinelearning@RHA.org. 

Jim Lofgren is RHA Executive Director. He can be reached by phone at (916) 920-1120 x202 or by email at Jim@RHA.org.





Rental Owners Training Series

Class 1: Marketing Your Vacant Rental

Friday, October 21, 2011 | 1:00-4:00pm

Class 2: Selecting Your New Resident

Friday, November 4, 2011 | 1:00-4:00pm

Class 3: Moving in Your New Resident

Friday, November 18, 2011 | 1:00-4:00pm

Class 4: Customer Service, Maintenance, Rent Collection and Notices

Friday, December 2, 2011 | 1:00-4:00pm

Class 5: Terminating the Tenancy

Friday, December 16, 2011 | 1:00-4:00pm

For more information:

Call (916) 920-1120 or (800) 582-7822
 or email to info@rha.org

Smart property management doesn't need to be difficult. Learn the management skills and techniques which can maximize your income and minimize your losses, increasing the value of your property and enhancing your professional career.

- All classes are taught by experienced property management professionals.
- Covers the complete cycle of property management, from marketing your vacancies to ending a tenancy.
- Take one class or all five. Training classes run throughout the year, and can be started anytime. Just check your requested class dates.
- Includes Fair Housing laws and other legal issues which impact managers in the rental industry.
- Provides owners/managers with step-by-step instruction on rental forms, addendums and legal notices.
- Packed with insights and tips on the best practices of residential property management.
- Register for all five classes at the same time and receive a special five-class binder with over 500 pages of information and proven marketing materials

Individual Classes	All Five Classes – includes 500+ page management binder
\$39 per person for RHA members	\$195 per person RHA members
\$59 per person for non-members	\$295 per person for non-members (payable in advance of class)

How to access a



by rha

By Nirman Bisla

Question:
How long do the webinars last?

Answer:

A typical RHA webinar lasts 1 to 1 ½ hours with a 20-minute Q&A session.

Question:
How do I register for a webinar?

Answer:

To register go to the RHA website at www.RHA.org, select the webinar on the Calendar, and click the registration link to register online. You will need your RHA member ID number to register. If you need assistance with registration, call RHA at (916) 920-1120 ext. 201. adding extra bars between the existing rails. Any of these should be acceptable to your insurance company as long as the railing upgrade does not create a climbing hazard, which means something that would enable children to climb up and fall over the railing.

Question:
What happens after I register?

Answer:

At least 24 hours prior to the webinar an RHA representative will email you an invitation to join the webinar. A few minutes prior to the start of the webinar, click the link contained in the invitation to gain access.

Question:
What computer equipment do I need to participate in a live webinar?

Answer:

You will need a computer with Internet access and speakers to hear the webinar. As an alternative to speakers, you may choose to use headphones to listen to the webinar presentation. Ensure that your speakers or headphones are properly installed prior to the start of the presentation. The operating system for your computer must be Windows 7, Vista, XP or Mac OS (10.5 or newer).

Question:
Do I need any software to access a webinar?

Answer:

No, because RHA uses a popular and easy webinar service called GoToWebinar. When you click the link in the invitation, GoToWebinar automatically downloads the component needed to access this and any future webinars from RHA.

Question:
Can I ask questions during a live webinar?

Answer:

Most webinars include a Q&A session at the end. During the webinar, attendees can use the GoToMeeting interface to post questions for the webinar host, but the questions will not be answered until the Q&A session.

Question:
What should I do if I have technical problems during a webinar?

Answer:

Restarting your computer often solves technical problems. If the problem persists, call RHA at (916) 920-1120 ext. 211 to speak with Nirman Bisla, our Multimedia Marketing Coordinator.

Question:
Can I access the webinar later if I miss it?

Answer:

Webinars are recorded, and a recorded version should be available on the RHA website within five business days. Some webinar recordings may not be available due to technical problems. If you registered and attended a live webinar, you will have access to the recording afterwards at no charge.

Question:
If I did not register for the webinar, can I access the recorded version?

Answer:

Yes, if you did not register for the live webinar, you can register to view the recorded version. The typical fee for recorded webinars is \$15 for RHA members and \$50 for non-members. Recorded webinars can be accessed 24/7.



Question:
Does my access to a recorded webinar expire?

Answer:

Yes. Once you have attended a live webinar or paid for a recorded webinar, your access expires after 30 days.

Question:
If I register for a webinar on one computer, can I access the webinar from a different computer?

Answer:

You can access a webinar from any computer that has an Internet connection. However, the invitation email sent by RHA should be forwarded to the computer so you can click on the link in the email that allows you to access the webinar.

Question:
Can I save a webinar recording directly to my computer?

Answer:

Sorry, but webinars cannot be downloaded to your computer. They only can be viewed over on the Internet. 

Nirman Bisla is RHA Multimedia Marketing Coordinator. She can be reached via e-mail at Nirman@RHA.org or by calling the RHA office at (916) 920-1120 ext. 211.

If you have any further questions about RHA webinars, please call RHA at (916) 920-1120.

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legal q&a

Answers to Frequently Asked Questions

By Attorney Ted Kimball

Q We served a 60-day notice of termination of tenancy on a resident. We have not received a rent payment yet, so we served her a 3-day notice to pay rent or quit. Do you recommend that we start eviction proceedings now or wait until the 60-day notice expires?

You should proceed immediately with the eviction. If the resident does not have enough money to pay you, she may not have enough to move out.

Q A couple moved into our rental unit one month ago. Since they moved in, we have received eight complaints from the residents in an adjacent unit, who now are at the point of wanting to vacate because of these complaints. What should I do?

You should notify the couple in writing of the issue and ask that they abide by the rules in their rental agreement. If the disturbances are major and continuous, the court may grant an eviction based upon a three-day notice to quit. However, the disturbances to the neighboring property must be severe, and there must be witnesses to prove your case in court if the case is contested.

Q If language in a month-to-month rental agreement states that rent is due on the 1st of each month, but there is not a late charge until after the 10th, can the resident pay every month on the 10th?

The rent is delinquent the day after the rent is due. If the day the rent was due was a business day, a three-day notice to pay rent or quit can be served the next day, even though the late charge is not yet due.

Q If a guest causes problems or damages the property, what is my recourse?

The resident is responsible to pay for the repair of any damage caused by their guest's negligence or intentional act. If they fail to pay for repairs or damages, you can serve a three-day notice to perform conditions and covenants or quit.

Q If a resident dies and was on a lease, does the estate still owe rent up until someone new moves in? What about a month-to-month rental agreement?

When the resident dies and the rental agreement is month-to-month, it is automatically terminated. For a fixed term lease that expires on a specific date, the estate is still liable for the rent until the lease expires or the premises are rented, whichever occurs first.

Q What do I do if a resident does not follow a new policy change after receiving notice? Can I evict him?

If the notice has been properly served and the breach is material to the rental agreement, you can serve a notice to perform covenant or quit to commence the eviction process.

Q One of our residents is moving out in three weeks. She has refused to allow any prospective residents to see the apartment unit. The law says we have the right to show the unit. Is there any way we can force her to let us in to show it?

To answer this question you will need to If you are unable to negotiate an appropriate time with the resident, you can serve her with a three-day notice to perform conditions and/or covenants or quit requesting that she give you reasonable dates and times for entry. If she fails to comply, an unlawful detainer action can be filed.

Q One of my residents failed to give a 30-day notice of intent to vacate. Can I keep the full security deposit?

You can only deduct for any unpaid rent up to 30 days from the date the resident vacated if the tenancy is month-to-month or until the premises are rented, whichever occurs first.

Q I served a 60-day notice to a resident on a month-to-month tenancy who has been at the property over a year. When the 60-day notice expires, can I change the locks and have the resident's belongings removed?

No, you must go through the eviction process if they did not comply with the 60-day notice. In any case, before you act, you may want to consult an attorney. 

Ted Kimball is a partner with the Law Offices of Kimball, Tiley & St. John. The law firm, which has offices throughout California, specializes in landlord/tenant law, business and real estate litigation, and collections. Sacramento clients can call (916) 383-4394. This column is for legal information only and not intended as legal advice.

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RHA Course Catalog

August – December 2011

The following is a complete list of classroom training available from August through December 2011 from RHA. Courses are subject to change, please visit the RHA website at www.RHA.org for more information or to download the registration forms. All classes are held at the RHA office unless otherwise noted.



maintenance

Cal-OSHA Class III Asbestos Worker Annual Refresher Training

Wednesday, October 5, 9:00 a.m. - 1:00 p.m.

If you have been certified as a Class III Asbestos Worker under the Cal-OSHA Asbestos Construction Standard 8 CCR 1529, you are required to attend an annual refresher training class of at least 4 hours. This annual recertification training will be provided by Environmental Safety Training Professionals through RHA.

\$99 RHA members / \$149 non-members

Electrical Repairs & Maintenance

Wednesday, August 17, 9:00 a.m. - noon

Learn the basic components of electrical systems and what types of maintenance can be performed by unlicensed maintenance personnel. Subjects include safety, electrical codes, outlets, switches, lights, smoke alarms, doorbells, and circuit breakers.

\$35 RHA members / \$55 non-members

HVAC Repairs & Maintenance

Tuesday, October 18, 9:00 a.m. - noon

Troubleshooting techniques are taught, along with basic repairs. Review the theory behind heating and ventilation, and how to help your residents understand it. Prevent the common mistakes by residents which shorten the life of your HVAC equipment.

\$35 RHA members / \$55 non-members



property management

Avoiding the Pitfalls of Rental Property Management

Friday, September 23, 9:30 - 11:30 a.m.

This free seminar will help residential rental property owners and managers avoid or handle the most common pitfalls of rental property management. Learn how to minimize your liability, maximize your income, improve your property management skills and discover new tools and resources available to rental property owners and managers.

FREE for RHA members and non-members

CCRM Series, PMR102: Move-In, Rent Collection and Notices

Tuesday, October 18, 1:00 - 4:30 p.m.

Learn how to use effective communication skills to ease the move-in process. You will understand the ins and outs of rental agreements, the proper procedures to collect rent, handle funds, and file legal notices. Also learn the criteria and formulas for adjustment of market rents and handling renewals.

\$69 RHA members / \$99 non-members or

Full Series: \$499 RHA members / \$699 non-members

CCRM Series, PMR103: Resident Issues and Ending the Tenancy

Thursday, October 20, 1:00 - 4:30 p.m.

Effective property management is about successfully interacting with people, managing resident issues, and knowing how to handle difficult situations. In this class you will learn how to handle a variety of resident requests and problems that will occur on-site. The proper procedures for terminating tenancy, distinguishing between normal wear and tear as opposed to damages, and dealing with security deposit dispositions will be reviewed.

\$69 RHA members / \$99 non-members or

Full Series: \$499 RHA members / \$699 non-members

CCRM Series, PMR104: Professional Skills for Supervisors

Thursday, October 27, 1:00 - 4:30 p.m.

This course will enhance your ability for team building, setting goals and maximizing employee performance. Learn more about employment practices such as hiring qualified employees, the interview process and selecting vendors and contractors. Understand the importance of proper disciplinary actions and employee recognition. Become familiar with the different types of records and what documentation needs to be maintained.

\$69 RHA members / \$99 non-members or

Full Series: \$499 RHA members / \$699 non-members

CCRM Series, PMR105: Maintenance Management

Tuesday, November 8, 1:00 - 4:30 p.m.

This class will teach you the critical elements of maintenance management including "turning" a unit between tenancies, tips for inspecting your property, and scheduling and completing repairs. Overview information on OSHA policies, handling emergencies and maintenance records will also be covered. You will learn the fundamentals of ordering supplies, inventory control and the bidding process for products and services.

\$69 RHA members / \$99 non-members or

Full Series: \$499 RHA members / \$699 non-members

CCRM Series, PMR106: Liability and Risk Management

Thursday, November 10, 1:00 - 4:30 p.m.

All managers and owners need to be savvy, especially in California's often litigious business environment. In this class you will learn how to protect the property investment by reducing the potential for liability. Environmental issues will be discussed and safety measures recommended. You will learn about other liability-related issues, including the different types of insurance coverage and identifying how and when it may be best to contact an attorney.

\$69 RHA members / \$99 non-members or

Full Series: \$499 RHA members / \$699 non-members

CCRM Series, PMR108: Ethics in Property Management

Thursday, November 17, 1:00 - 4:30 p.m.

Learn about the implementation of ethics in the day-to-day management of rental property, as well as how to handle ethical challenges. Working with other students and guided by our skilled instructors, you will role play real-world scenarios as you review CAA's "Code of Ethics", "Code for Equal Housing Opportunity" and a "Resident Bill of Rights." As a property management professional you will be expected to endorse and abide by these practices.

\$69 RHA members / \$99 non-members or

Full Series: \$499 RHA members / \$699 non-members

CCRM Series: Final Examination

Tuesday, November 29, 1:00 - 4:30 p.m.

Students who have completed all nine courses in the CCRM Series must successfully pass (75%) of this final examination, before applying for and receiving this professional certification.

Conflict Resolution: Dealing with Difficult People

Tuesday, August 16, 9:30 - 11:30 a.m.

Resolving conflicts comes with the territory in residential property management. Dealing with difficult people and being able to discuss difficult or embarrassing subjects are important to your success. Do any of these scenarios sound familiar?

Your resident is angry after receiving a notice to pay rent. A resident is bothered by noise from the television in the unit upstairs. A resident is upset about drifting second-hand cigarette smoke. Two residents are fighting over the behavior of children on the property. A prior resident is threatening to sue over deductions from his security deposit. This course includes tips and techniques to resolve common problems like these.

\$35 RHA members / \$55 non-members

Customer Service, Maintenance, Rent Collection and Notices

Saturday, September 24, 9:00 a.m. - noon

Friday, December 2, 1:00 - 4:00 p.m.

Learn how to consistently apply your policies and procedures for rent collection, rent increases, and changing the terms of a tenancy. We will also discuss how to create an inspection and maintenance program, how to correctly prepare and serve legal notices, how to resolve conflicts; and how to create and keep long-term tenancies.

\$39 RHA members / \$59 non-members

Essentials of Rental Property Management

Friday, October 14, 9:30 - 11:30 a.m.

Tuesday, November 15, 9:30 - 11:30 a.m.

This free introductory course provides a general overview of residential property management. The seminar covers the practical, legal and ethical responsibilities of rental owners and managers, as well as guidance on marketing rental properties, effectively screening and selecting your new residents, and proper procedures for ending the tenancy. In addition, suggestions and ideas for resident retention and customer service are discussed, along with resources available to the rental property owner and manager.

FREE for RHA members and non-members



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How to Comply with County of Sacramento Rental Housing Inspection Ordinance

Thursday, August 11, 9:30 - 11:30 a.m.

Friday, October 28, 9:30 - 11:30 a.m.

Required certification training approved by the County of Sacramento for anyone who is inspecting a rental property on behalf of the owner. Starting January 1, 2010 a new ordinance requires inspections of all rental properties located in the unincorporated areas of the County of Sacramento. The law requires an inspection to be performed by the owner, manager or other individual at the beginning of the tenancy and at least once annually. Individuals who inspect the property on behalf of the owner are required to complete a county-approved certification course. The class covers the details of the new ordinance including registration requirements, exemptions and how to perform an effective inspection. Students will be provided with a written sample inspection booklet and a sample copy of the county-approved inspection checklist.

Free for RHA members / \$25 non-members (includes the certificate)

How to Create Written Rental Criteria

Wednesday, September 21, 1:00 - 4:00 p.m.

This workshop is for owners and managers of residential rental property and will help you create a rental criteria policy for your property. After completing this course you should be able to define your rental criteria, develop written rental criteria for your applicants, create an Application Checklist handout and explain in detail the importance of documenting your verification process along with many strategies to safeguard your qualifying process.

\$49 RHA members / \$69 non-members

How to Win in Small Claims Court

Wednesday, October 19, 1:00 - 4:30 p.m.

You have made deductions from a security deposit, and your renter has decided to disagree with you. After failing to reach any agreement, either the renter or the owner proceeds to file a lawsuit in Small Claims Court. What do you need to know? This class will cover the ins and outs of the Small Claims Court process: how to file the lawsuit and serve the defendant, how to put together effective exhibit documents, how to prepare yourself to testify, what to do and what not to do in court, and how the system works. Attorney Gary Link will discuss the "standard of reasonableness" used by our courts, and his best advice on how to win as either a plaintiff or a defendant.

\$35 RHA members / \$55 non-members

Moving In Your New Resident

Saturday, September 10, 9:00 a.m. - noon

Friday, November 18, 1:00 - 4:00 p.m.

One of the most challenging and confusing aspects of managing rental property is preparing the rental documents. This course takes the rental owner/manager through the move in process step by step, including preparation of rental agreements and various addenda; the important move-in meeting with your new resident and the move-in inspection. This course offers detailed instruction for accurately completing the rental agreement and addenda for a successful and beneficial tenancy.

\$39 RHA members / \$59 non-members

Selecting Your New Resident

Saturday, August 27, 9:00 a.m. - noon

Friday, November 4, 1:00 - 4:00 p.m.

This course describes the process of obtaining a qualified resident including: how to use the application form to your best advantage; how to comply with fair housing laws; how to verify information given to you by your applicant, how to obtain information from prior landlords and employers; the landlord's responsibilities under the Fair Credit Reporting Act and FACTA; and how to accept or deny rental applicants within the law.

\$39 RHA members / \$59 non-members

Terminating the Tenancy

Saturday, October 8, 9:00 a.m. - noon

Friday, December 16, 1:00 - 4:00 p.m.

Learn how to deal with lease expirations; resident and owner notices which end tenancy; actions required of a rental owner when a tenancy is ending; how the eviction process works; how to deal with death on the property and abandoned personal property; how to perform required inspections; and how to properly account for your resident's security deposit.

\$39 RHA members / \$59 non-members



legal & financial

Annual Legal Seminar

Wednesday, December 7, 9:00 a.m. - Noon

Friday, December 9, 9:00 a.m. - Noon

Wednesday, December 14, 9:00 a.m. - Noon

Thursday, December 15, 9:00 a.m. - Noon

Each year RHA presents information to keep industry professionals up to date on the laws which regulate our industry. These seminars provide information on new federal and state laws, new local regulations and ordinances, new court rulings, important emerging issues, and new or revised rental forms. Attendees receive a legal handbook.

\$49 RHA members / \$79 non-members

CCRM Series, PMR 107: Fair Housing: It's the Law

Tuesday, November 15, 1:00 - 4:30 p.m.

Fair housing practices are not only ethical, they are pragmatic. With discrimination complaints, undercover investigations, fines and penalties on the rise, it is imperative that all owners and their employees are trained to understand and abide by all federal, state and local laws regarding fair housing.

\$69 RHA members / \$99 non-members or

Full Series: \$499 RHA members / \$699 non-members

How to Comply with Fair Housing Laws

Thursday, October 27, 9:30 - 11:30 a.m.

This class covers a general overview of fair housing and discrimination, how to adhere to the Americans with Disabilities Act and the rental owner's obligations to provide "reasonable accommodations" to their residents. We will also discuss registered sex offenders and the Megan's Law website. This is a "don't miss" class that all rental owners and managers should attend.

\$35 RHA members / \$55 non-members

Legal Q & A Session

Friday, August 5, 9:30 - 11:30 a.m.

Friday, October 7, 9:30 - 11:30 a.m.

Friday, November 4, 9:30 - 11:30 a.m.

Experienced landlord/tenant attorneys provide legal advice on rental housing issues to RHA members and their guests. Even if you don't have any questions, come and hear the advice given to others. If you need some advice on rental housing laws, don't miss out on this membership benefit.

Free for RHA members

Normal Wear and Tear Workshop

Friday, August 19, 1:00 - 4:00 p.m.

Security deposit deductions are the greatest source of landlord/tenant disputes. If you fail to follow the specific steps required by law, a judge could award your resident up to two times the total amount of the deposit as a penalty. This course is taught by an attorney and a property manager and includes: discussion of many common "wear and tear" questions, review of the most challenging "wear and tear" problems submitted by owners and managers, legal requirements for damage deductions, suggested business policies for handling security deposit deductions for damage, how careful owners and managers can protect themselves with written policies; and an experienced attorney's advice on how the Small Claims Court system can work for you.

\$49 RHA members / \$69 non-members



leasing & marketing

CCRM Series, PMR100: Preparing the Property for Market

Tuesday, October 11, 1:00 - 4:30 p.m.

Even before the first applicant arrives, the rental community must be prepared for leasing. Learn how to prepare a property for market, including the importance of curb appeal, how to set competitive rents and how to advertise.

\$69 RHA members / \$99 non-members or

Full Series: \$499 RHA members / \$699 non-members

CCRM Series, PMR101: Professional Leasing Skills

Thursday, October 13, 1:00 - 4:30 p.m.

Once applicants arrive, your work really begins! Come learn the three basic steps to effective leasing as well as the fair housing laws you need to know for processing applications.

\$69 RHA members / \$99 non-members or

Full Series: \$499 RHA members / \$699 non-members

Creative Marketing in a Tough Economy: Increasing Your Traffic and Occupancy

Thursday, October 13, 9:30 a.m. - noon

Find out how to successfully compete in this soft rental market, regardless of the size or the age of your community. Brainstorm with us about specialty tie-ins and management policies which will give you an advantage over your competition. At the end of this class you will be able to create a micro-marketing strategy tailored just for your community, which will put you at the top of many renters' wish-list.

\$35 RHA members/\$55 non-members

Leasing Boot Camp

Wednesday, November 9, 9:00 a.m. - noon

This course will expose management and leasing staff to critical topics including: fair housing laws, the basics of landlord/tenant law, marketing and leasing skills, and the enormous financial impact of resident retention. Explore the many career opportunities available in residential rental management.

\$49 RHA members / \$69 non-members

Marketing Your Vacant Rental

Saturday, August 13, 9:00 a.m. - noon

Friday, October 21, 1:00 - 4:00 p.m.

Learn how to create effective business policies and procedures: how to set rents and deposits, how to establish minimum screening criteria, the difference between advertising and marketing, how to prepare the rental unit for showing to prospective renters, how to conduct personal tours and open house showings, and how to invite applications from qualified renters.

\$39 RHA members / \$59 non-members

Overcoming Objections and Closing

Thursday, August 25, 9:30 a.m. - noon

It's time to fill your vacancies! In residential leasing, an objection can be the key to understanding what your prospect needs and wants. The most successful leasing specialists consider a prospect's objection as an opportunity, rather than a challenge. Learn how to use objections to your advantage in this competitive leasing environment.

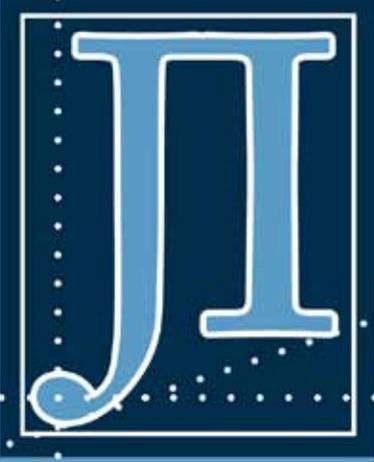
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916-425-5968
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916-983-3816

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916-487-5441

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Apartment Guide
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Apartments.com/
SacBee.com
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For Rent Media Solutions
916-746-2360
Move.com
800-736-8638
MyNewPlace.com
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Rent.com
866-441-7368

AIR CONDITIONING & HEATING—PARTS

Standard Appliance
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AIR CONDITIONING & HEATING—SERVICE

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916-521-3506

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Law Office
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Pahl & McCay
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Re-Nu Refinishing
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916-638-1247

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916-387-6774

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916-676-0844

CAA Value Insurance Plan
866-913-6293

Capital Insurance Group
800-544-2466

Warren G. Bender Co.
916-380-5300

Wraith, Scarlett & Randolph Insurance Services, Inc.
530-662-9181

INSURANCE— EMPLOYEE & GROUP

Rood & Dax
916-568-2345

INSURANCE— RENTER'S INSURANCE

Capital Insurance Group
800-544-2466

ePremium Insurance
513-365-6964

RealPage
972-820-3015

Renters Legal Liability, LLC
801-994-0237

INSURANCE—WORKERS' COMPENSATION

CAA Value Insurance Plan
866-913-6293

Warren G. Bender Co.
916-380-5300

INTERNET ADVERTISING—RENTAL PROPERTIES

Apartment Guide Printernet
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KITCHEN CABINETS/ COUNTERTOPS

Master Project Construction Inc.
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LANDSCAPE MAINTENANCE— SERVICE

Blue Ribbon Maintenance
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Lawnman
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LAUNDRY EQUIPMENT— LEASING

Azuma Leasing
800-707-1188

LAUNDRY EQUIPMENT— SALES & SERVICE

Coinmach Corporation
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WASH Multifamily Laundry
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P.W. Stephens Environmental, Inc.
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LIGHTING & ELECTRICAL

Don Pezzuto Lighting
916-689-7676

LOCKSMITH

Don's LockWorks
916-804-9209

Nelson's Locksmith
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Pop-A-Lock, Trusted Locksmith
916-276-4797

MAINTENANCE— SUPPLIES

Ferguson Enterprises Inc
559-253-2900

HD Supply
800-431-3000

InCom Distributor Supply—A Division of Meeks—Rocklin
916-624-0627

Nationwide MRO Supply
855-722-9053

MARKETING

Call Source
800-500-4433

MOLD—REMIEDIATION/ TESTING

P.W. Stephens Environmental, Inc.
800-750-7733

ServPro of Citrus Heights
916-966-2601

Zebra Restoration Services
916-635-8571

NATURAL GAS— SERVICE

Tiger Natural Gas, Inc.
888-875-6122

PAINTING— CONTRACTORS

All Star Finish
916-332-6949

Carter Painting
916-663-0290

Five Star Services
916-927-4800

A. Roussos Construction Flooring & Painting
916-927-6200

Signature Painting & Construction
925-348-4444

PAINTS & SUPPLIES

Dunn-Edwards Paints
916-759-4475

Glidden Professional
916-969-1700

Kelly-Moore Paints
916-533-6472

Sherwin Williams Paints
916-719-3497

PEST CONTROL SERVICES

Animal Damage Management, Inc.
800-292-9845

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Pest Control Center, Inc.
916-344-4400

POOL—CONSTRUCTION/ REPAIR

Adams Pool Specialties
916-388-2000

Burkett's Pool Plastering
209-599-3317

Geremia Pool Service
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PRINTING

Commerce Printing Services
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5th Avenue Real Estate
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Amphora Real Estate Services
916-922-3905

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916-568-1800

Burrows Property Management
707-568-0596

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408-727-3021

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415-273-2900

Colliers International
916-648-2000

ConAm Management Corporation
916-782-9990

Conference Claimants Endowment Board
209-472-7288

C.T.L. Management, Inc.
916-362-9555

Davin Management Group
916-773-1798

Demmon Family Partnership
650-330-8130

Dick James & Associates
916-332-7430

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209-473-4022

Eugene Burger Management Corporation
916-443-6637

Ferguson & Brewer Management
530-872-1810

FPI Management, Inc.
916-357-5300

G.W. Williams Company
916-435-8413

Hank Fisher Properties
916-485-1441

Hastings Property Management
916-817-1089

Holland Residential
213-225-1193

HomePointe Property Management
916-429-1205

Home Run Property Management
916-673-8013

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530-753-5910

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Stonesfair Management, LLC
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TCC Properties
530-666-5799

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916-960-5700

USA Multifamily
Management, Inc.
916-773-6060

Wasatch Property
Management
435-753-5000

Westcal Management
916-348-1188

Winn Residential Real Estate
Investments
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Woodmont Real Estate
Services, AMO®
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ASSISTED LIVING
SENIOR HOUSING**

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GOVERNMENT
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Corp.
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Hank Fisher Properties
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MBS Property Management
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Pinnacle Realty
Management
916-632-5888

Project Management, Inc.
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American River
Property Mgmt
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Management, Inc.
916-681-0828

BP Properties
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Coldwell Banker Sun Ridge
Real Estate
916-543-5222

Cook Realty
Property Management
916-457-4907

Delta Star Management
916-536-5600

DCR Rentals
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916-320-4869

Hank Fisher Properties
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Management
916-817-1089

HomePointe Property
Management
916-429-1205

Lyon Real Estate—
Herb Cross
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MBS Property Management
916-373-9400

Moni-Lola Mortgage
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Nielsen
Property Managers
916-446-2898

PCH Property Management
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RE/MAX Gold
Property Management
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RNB Property Management
916-435-2424

Select Property
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Sutherland Property
Management
530-885-0664

Treasure Property Mgmt
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916-628-6042

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916-448-2719

Western Real Property
Management & Investments
916-934-3146

Whisler Land Company
916-446-6663

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866-585-0992

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Volunteers of America
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Roof Tech, Inc.
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**ROOFING
CONTRACTORS**

Advanced Roof Design, Inc.
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D7 Roofing Services, Inc.
916-447-2175

Eagle Ridge
Construction & Roofing, Inc.
916-772-7545

Legacy Roofing &
Waterproofing, Inc.
916-736-3015

Roofco, Inc.
916-439-3930

Sherman Brothers
Construction & Roofing
916-652-1361

**SECURITY—EQUIPMENT/
SERVICE**

Capital Force Protective
Services Inc.
916-451-2500

SEWAGE DAMAGE

Carpet Technologies
916-638-1247

SIGNS

Sign Technology, Inc.
916-372-1200

**SMOKE FREE HOUSING
INFORMATION**

California's Clean
Air Project
916-452-8065

**SOFTWARE &
OUTSOURCED SERVICES**

IKON BSS
916-638-3333

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MAINTENANCE**

Aztec Solar
916-853-2700

TENANT SCREENING

Check Point Screening
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Contemporary
Information Corp.
888-232-3822

Credit Bureau Associates
(RHA Screening Service)
800-564-6440

LexisNexis Resident
Screening
(916) 799-3150

National Tenant Network
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On-Site.com
866-266-7483

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Veritas Waste
303-670-2236

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Waste Management
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ServPro of Citrus Heights
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