



Hope you were one of the many who joined us March 23rd at the Streets of Greenbrier for the Morning Coffee. The topic was “Better Together – Communication between Maintenance and Office Staff” and was generously sponsored by Cort Furniture. We had a lot of very talented panelists presiding: Bonaventure’s Lindsay Lawrence and Ed Glomb, S.L. Nusbaum’s Aariah Rogers and Robert Guillmette and Drucker & Falk’s Katy Flynn and Cory Jobst.

In order to best summarize the key note take-aways from the discussion we have compiled some thoughts here. Kathy & Cory had this to say – “We feel the key to having a successful community and team is communication. Empowerment of your team to be a part of the decision making by bringing ideas to the table is vital. Weekly meetings and daily checklist will keep everyone on task as this industry changes minute by minute.”

Aariah wanted attendees to take away that – “hidden on each of your apartment properties is a secret weapon that can help in your never ending battle to improve resident retention: your maintenance staff.” It was important that everyone realize that “studies show that an apartment property averages six service requests per unit each year. If we assume that the average apartment property has 200 units, a maintenance staff could potentially interact with residents at least 100 percent more than the office staff. Think about that. With that amount of direct contact with residents, it’s evident that apartment maintenance staffs play a very significant role in our success, so PLEASE make sure that you are taking the time to acknowledge your maintenance team and the hard work that they do for you (and especially your residents) each and every day!”

Ed brought in the maintenance perspective with - "The most important part of the communication subject is to actually and actively communicate with each other. Managers and Service Managers need to foster an atmosphere where open and honest communication takes place. Remember, we must communicate positively in order to bring value to our internal/external customers, stakeholders, owners/clients, and most importantly...our residents. Take care of yourselves, and each other."

A big thank you again to all our great panelists and attendees who were great active participants in the discussion. Be sure to join us for this month’s topic of “Spring Prep” where a panel of supplier/vendors - American Mechanical, Elizabeth River Landscaping and Signature Pool Services - will review ways in which you can best prepare for the change in season. The location will be Marcella at Town Center in Hampton on April 24th from 8:30-10am. Be sure to register online at www.vamaonline.org/events See you there!