

## **VAMACON – So What?**

by Vicki Sharp, NALP, CAPS, CDPM

So what?? Are you kidding me?? This is the most exciting, entertaining, and educational conference in Virginia! This is a “can’t miss” event!

I am so very blessed to be part of an amazing line up of speakers for this conference! I hope you will choose to attend my sessions on Wednesday, April 24<sup>th</sup>.

My first session starts at 2:30, when I will be sharing “Life, Liberty, and Fair Housing for All!”

I have just read a report that said there were over 6000 Fair Housing complaints filed with HUD in 2017. 6000! That’s over 16 complaints filed EVERY DAY! YIKES!

Clearly, we need to be training continuously on this very important law for our industry. However, my session is NOT your usual Fair Housing Session! Did you know that for the first time ever, there were more complaints filed for discrimination against Persons with Handicaps or Disabilities than were filed for the protected class of Race? That’s the first time ever, that Race has not been at the top of the list. That’s why we will be discussing some of today’s hot topics, including dealing with emotional support animals.

We will also talk about Disparate Impact, and how this method of discrimination relates to the new HUD guidelines regarding felony convictions. Hopefully, you know by now that we can no longer simply refuse to accept prospective residents with felony convictions. Rather, we are now being required to look at each situation individually before we make our leasing decisions.

At 4:00 PM, it’s time to show the love for our Maintenance professionals as we talk about “Maintenance...Where the Rubber Meets the Road”!

Our maintenance team members are more than just people who fix things. They truly are the face of our community and our company to our residents. In today’s world of everything technology, it is rare to see our residents come into our offices, so there isn’t as much management contact with them as before.

This means our maintenance team members see and visit with our residents far more than management. They represent our company every day as they are out on the property, interacting with our residents.

I will be sharing some terrific tips on dealing with all sorts of issues our maintenance teams face every day. We will talk about how to improve our customer service, and how that will affect resident retention and lease renewals.

We will chat about the importance of appearance and attitude, as the maintenance team becomes our ambassadors to the residents. We will also talk about how the work they do every day affects the financial performance of the community.

Lastly, we will talk about getting along with the leasing teams. Sometimes it seems that Maintenance is from Mars and Leasing is from Venus. There will be great ideas about bringing these two very important teams together for mutual respect and support.

Most importantly... we will talk about upset people! Upset residents, upset team members, and even upset bosses! Find out why everyone seems so angry these days, and learn great techniques for dealing with these situations.

So, join me on April 24<sup>th</sup>, and let's combine learning with a little fun! See you then!