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UPCOMING EVENTS

2018 CAA EXPO - CARNIVAL
APR 18 • 1:00 - 4:00 PM

Cardinal Hall, Ohio Expo Center
717 E. 17th Ave.
Columbus, Ohio 43211

FEATURING:

**INDUSTRY FORECAST WITH
ROB VOGT**

12:30 - 1:15 PM

2ND FLOOR MEETING ROOM

**"STOP YELLING AT ME!"
NATIONAL SPEAKER, ROMMEL
ANCAN**

APR 18 • 10:00 AM - 12:00 PM
2ND FLOOR MEETING ROOM

Discover the "Psychology of
Customer Service" applying it to
handling complaining residents
and customers. Get insight to
provide "win-win" solutions that
everyone can feel good about.

UPCOMING EDUCATION

**YOU GOT THE JOB! NOW
WHAT? LEASING 101**

APR 25 • 9:00 AM - 4:30 PM

Instructed by Lisa Schmidjell-Justice, DEI Communities
Apartments 101 is a crash
course for the apartment
industry, teaching you all you
need to know as on-site
leasing team member to stand
out and make things happen.

FAIR HOUSING

APR 26 • 9:00 AM - 1:00 PM

*Instructed by Bill Willis, Willis
Law Firm*

This interactive course answers
all of your legal questions about
evictions, as well as handling
other challenges.

**HD SUPPLY: MAKE-READY
MAINTENANCE**

MAY 8 • 1:00 - 4:00 PM

Instructed by HD Supply

This 3 hour class addresses
one of the most important roles
of a maintenance technician -
preparing for a new resident.

Join Us for Games, Prizes, Education and Fun at the 2018 CAA Expo

The Central Ohio Multifamily Exposition is a wonderful way for everyone in the multifamily industry to learn about all of the current industry trends in one all-inclusive NEW location. This year the CAA is excited to move to a new, larger venue in Cardinal Hall on the grounds of the Ohio Expo Center. Join us from 1:00 – 4:00 on April 18 for all of the fun and excitement there is to offer. If you're a property owner, manager, leasing associate or maintenance tech you'll find value and something to take away from this year's tradeshow. In addition, you can learn all about dealing with difficult people from National Speaker Rommel Anacan. If that's not enough, attend the annual Industry Forecast with Rob Vogt and hear what the future holds for the Central Ohio multifamily market.

All through the day there will be many ways to win prizes, meet vendors who are sharing their quality products and services and enjoy the day with your industry colleagues. The CAA Expo allows you to find practical, cost effective solutions to new and everyday issues and learn about new products and services in an interactive format. You don't have to have an immediate need, the Expo is a great way to build resources to draw on in the future.

You will gain many important things from attending the Expo. You will walk away with knowledge that will impact the way you do your job now and that will benefit your long-term career goals.

When you attend the Expo you are able to leave check your daily routine at the door. You will be able to meet people who can help you advance your property and your career. Bring any of your upcoming projects and learn what the experts in each field can offer. You save valuable time by meeting with all of your vendors in one place since all vendors will be there ready to talk with you and learn about your property and projects. Several vendors use this as an opportunity to display new or exclusive products and services. Learn on site about new tools and tips to run your properties more efficiently or build curb appeal. The Expo also provides a great resource in utilizing industry colleagues. Talk with them to see what is working or what experiences you've had that can work in their communities.



You will also have the chance to learn before the Expo even gets started. The CAA is hosting National Speaker Rommel Anacan. Mr. Anacan will present "Stop Yelling at Me! The "Psychology of Customer Service." He'll tell you how to apply it to handling complaining residents and customers with a proven "field-tested" seven-step road map that will guide you and your upset residents and customers through the complaint process! You'll learn how to identify when something you're saying or doing isn't working and how to change course to a strategy that will work and how to provide "win-win" solutions that everyone can feel good about. Finally, he'll discuss the essential strategies of handling online complaints.

In addition to Mr. Anacan attendees can also hear from Rob Vogt of Vogt Strategic Insights. Mr. Vogt provides the latest multifamily forecast for Central Ohio and will outline what owners can expect for the next year and into the future for the industry. His presentations are not to be missed as you plan for the future. And, if you register for both sessions you receive a discount.

If all of that is not enough, you don't want to miss the prizes. You will have chances throughout the day to win prizes, and, just for attending you could walk away with a \$5 gift card if you complete the Carnival Crawl card during the tradeshow. This year's Carnival theme is sure to bring out creativity in our sponsors. From money booths, to plinko, to much more you'll be sure to be entertained throughout the day.

The Expo is offering many new and exciting opportunities this year. You won't want to miss out!



Scenes from the 2017 Expo.

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EXPO EDUCATION

Sponsored by



“Stop Yelling At Me!”

National Speaker, Rommel Anacan

10:00 am - 12:00 pm

In “Stop Yelling at Me!” you’ll discover the “Psychology of Customer Service” and how to apply it to handling complaining residents and customers. A proven “field-tested” seven-step road map that will guide you and your upset residents and customers through the complaint process! Learn how to identify when something you’re saying or doing isn’t working and how to change course to a strategy that will work! Get the insight to provide “win-win” solutions that everyone can feel good about. You’ll get an understanding of the essential strategies of handling online complaints.



CAA Industry Forecast

12:30 pm - 1:15 pm

The CAA’s annual Industry Forecast will be held at the CAA Expo. Join us as Rob Vogt outlines what’s to come for the Central Ohio multifamily housing market.

REGISTER NOW!

Register for Both Sessions
Anacan and Vogt, \$89
Rommel Anacan Only
\$79
Robert Vogt Only
\$20

GET THIS DEAL!

10% OFF

EXPO EDUCATION

USE PROMO CODE

EXPOAGE18

COLUMBUS APARTMENT ASSOCIATION STAFF

The Apartment Age is a quarterly publication of the Columbus Apartment Association. 1225 Dublin Road, Columbus OH, 43215, 614.488.2115 (p) 614.488.8526 (f)



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NEW LOCATION!

APRIL 18, 2018

1:00 - 4:00 PM

OHIO EXPO CENTER • CARDINAL HALL

The Central Ohio Multifamily Exposition is the CAAs annual tradeshow and conference and is the largest multifamily industry show in Central Ohio.

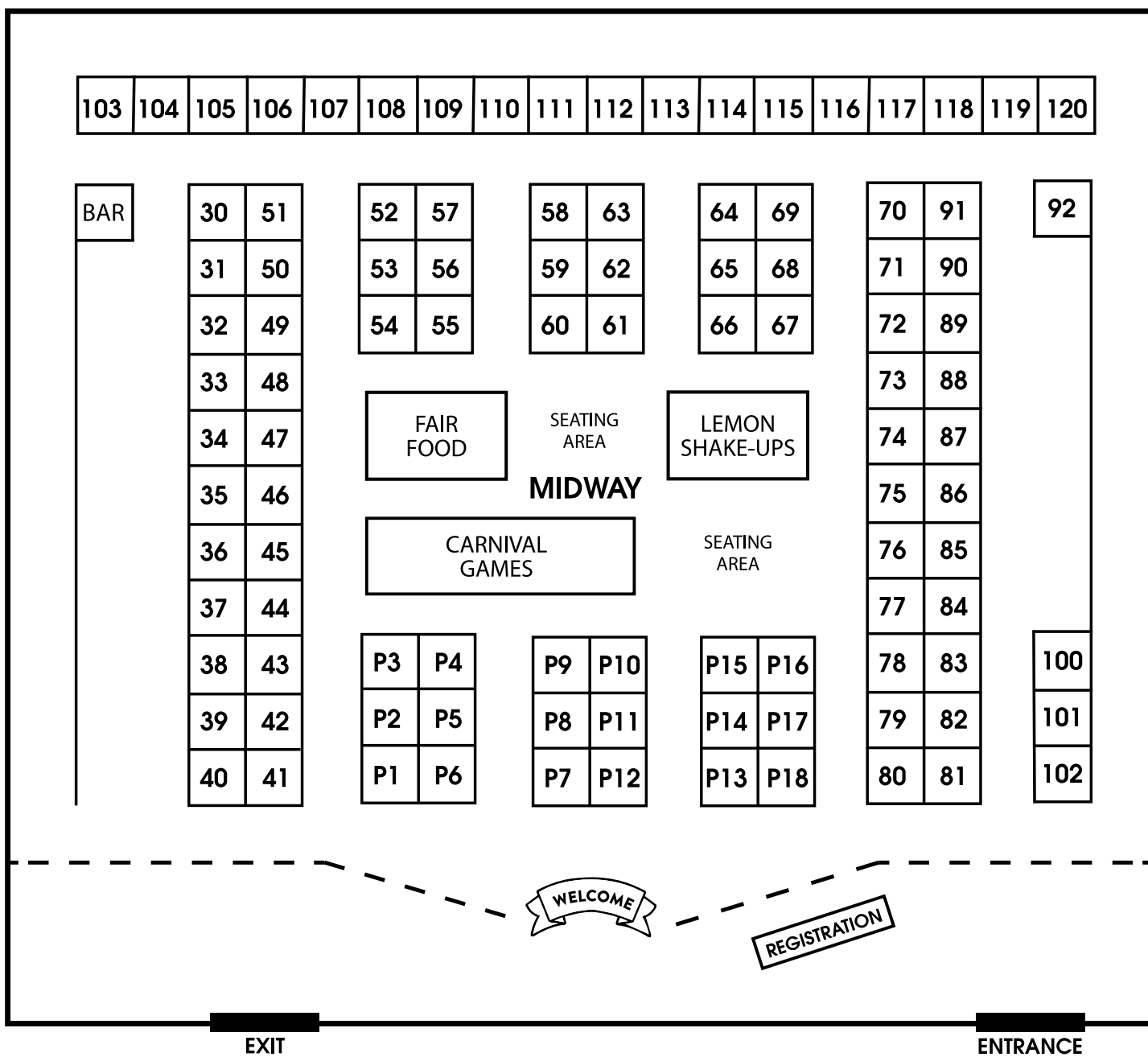
BOOTHS AND SPONSORSHIPS ARE STILL AVAILABLE!

Regular 10 x 10 Booths \$700

Full payment is required to reserve your booth!

Call 614.488.2115 or email ayue@caahq.com to reserve yours today!

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Register online using the form at this link.
<http://www.caahq.com/register-to-upload-the-2018-caa-expo-app/#top>

- Download the "Expo Pass" app
- Create a new account
- Check your email for a 4 digit code and enter 4 digit code into the app
- Click "Enter" at the bottom of the Upcoming Conferences page/2018 CAA Expo
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Maintenance Supply Headquarters

Sponsorships are available! Call 614-488-2115 or email ayue@caahq.com to reserve yours.



PARKING INFORMATION

For Exhibitors:

Parking is \$5 per car and is only good for single use.

Please note: If you leave the lot and return, you will have to pay an additional \$5.

Directions

Coming from 17th Avenue exit on 71, exit the highway and turn left on to 17th Avenue

Turn Right and large directional sign that says 2018 CAA Expo

Follow road and make a left (look for CAA Exhibitor unloading signs) to access the road which leads to Gate 2

Gate 2 is where exhibitors can unload in the back of Cardinal Hall; loading docks are also located here

After unloading, cars must be moved to the overflow parking located in the North Parking Lot; DO NOT return to 17th Avenue as the road will be closed

It is a 5 minute walk from the North Parking Lot to Cardinal Hall

For Attendees:

Print your parking pass to receive FREE parking! If you do not have a parking pass provided by the CAA, parking is \$5 per car. Parking passes will be emailed to attendees in advance.

Please note: If you leave the lot and return, you will have to pay an additional \$5.

Directions

Coming from 17th Avenue exit on 71, exit the highway and turn left on to 17th Avenue

Turn Right and large directional sign that says 2018 CAA Expo

Follow this road to stop at the parking attendant booth

Gate 1 is the Main Parking Lot for Cardinal Hall

If the Main Parking Lot is full, overflow parking is available at the North Parking Lot; DO NOT return to 17th Avenue as the road will be closed

It is a 5 minute walk from the North Parking Lot to Cardinal Hall

EXPO



**Attending the 2018 CAA Expo?
Don't forget your parking pass!
SAVE \$5!**

Print and bring your complimentary parking pass, sponsored by CORT.

Parking passes are available at www.caahq.com. If you do not have a parking pass, parking cost is \$5 per car.

Please note each parking pass is good for only one entry and one car.

WEBINAR WEDNESDAY TRAINING SERIES

Join industry thought leaders as they discuss a variety of topics in the largest premium webinar series in the industry.

NAAEI's Webinars provide the convenience of learning on the Internet while providing the opportunity and benefits of peer-to-peer interaction. Webinars are facilitated by industry experts and/or NAA members and contain topical information for apartment industry professionals.



Visit the CAA on Facebook! "Like" us for exclusive discounts!

EXHIBITOR ROI



"Average 15 QUALIFIED new leads."

- Marketing Manager, The Comfortworks



"A typical 1,000 unit lead will generate up to \$18,000 in annual revenue."

- Vice President, AmRent, Inc.



"It helps us to remain in the minds of our customers."

- Marketing Manager, The Comfortworks



"Approximately 125 current customers (all position levels) visited our booth."

- Vice President, AmRent, Inc.

"With the CAA Expo, we have not only purchased a booth, but have extended our brand via additional sponsorship opportunities. The alignment that The Comfortworks receives with other key partner exhibitors and attendees, in addition to the resources and cross-promotion, is of tremendous benefit. It keeps our name top-of-mind as well as exposes our work to core audiences."

Jean Nemeti
Director of Strategic Marketing and Brand Development,
The Comfortworks

"Sherwin-Williams has been a long time exhibitor for the CAA Expo because we see tremendous value in growing our relationships with the organization as well as with other vendors and primary members. The expo offers a great amount of networking opportunities with existing as well as new or potential customers. We have had nothing but positive experiences at the Expo. They are an association that truly cares about their members and wants to ensure that everyone is getting the most out of the association."

Megan Batty
Sales Representative
The Sherwin-Williams Paint Company



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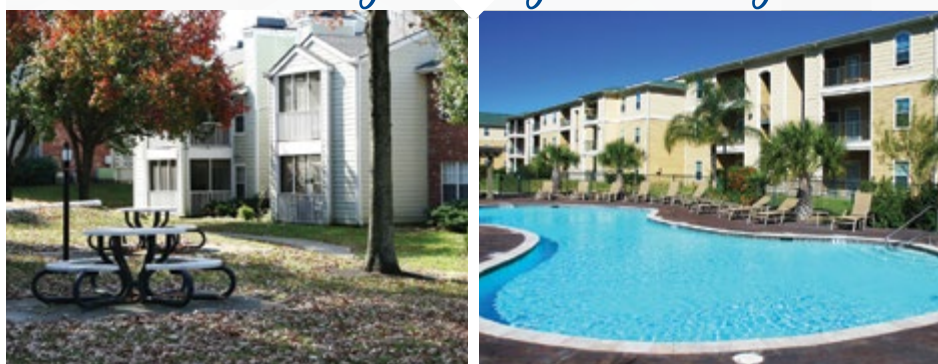
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BUSINESS EXCHANGE

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2018 General Meeting Calendar

September 13, 2018
 The Nationwide & Ohio
 Farm Bureau 4-H Center
 2201 Fred Taylor Dr
 Columbus, OH 43221

November 8, 2018
 Business Exchange
 J. Liu Worthington
 6880 High St,
 Worthington, OH 43085

Laura's Expo Video Blog

Click to watch!



Join us for a family friendly day outside!
 Enjoy kayaking, bocce, disc golf and a cookout to benefit the
 Community Assistance Foundation

Sunday, August 26, 2018

10:00 am-2:00 pm

TAASC Adventure Center, 6000 Harriot Rd., Powell, OH 43065
 \$20/adult & \$10/child 12 and under

To register visit www.cahq.com

SAVE THE DATE!

August 7



Challenge Cup Golf Outing



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 who can help solve
 MY TOUGHEST
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HD Supply 513-478-8896

CareWorks Consultants 614-526-7264

The Sherwin-Williams Company 614-230-4512

CAA EDUCATION

You Got the Job! Now What? Leasing 101

Apr 25 • 9:00 am - 4:30 pm • \$99 • 7 CEUs Available
Instructed by Lisa Schmidjell-Justice, DEI Communities
 Apartments 101 is a crash course for the apartment industry, teaching you all you need to know as on-site leasing team member to stand out and make things happen.

Fair Housing

Apr 26 • 9:00 am - 12:00 pm • \$99 • 3 CEUs Available
Instructed by Bill Willis, Willis Law Firm
 Fair Housing is a great overview of fair housing laws and compliance regulations for the on-site and management level staff.

HD Supply: Swimming Pool Maintenance

May 8 • 8:00 am - 12:00 pm • Free
Instructed by HD Supply
 This 3 hour class is an over view of the most wanted amenity - the pool. Students will become familiar with what it takes to maintain a pool. Chemicals as well as mechanical aspects will be discussed. (Please note: This class is not a replacement for CPO training and does not carry any national recognition; however, it is a good way to prepare for the Certified Pool Operator test as many of the terms and concepts on that test will be discussed.) In this class the student will discuss: Chemical testing and water balance, filtration and mechanical maintenance, liability and safety aspects of pool management

HD Supply: Make-Ready Maintenance

May 8 • 1:00 pm - 4:00 pm • Free
Instructed by HD Supply
 This 3 hour class addresses one of the most important roles of a maintenance technician - preparing for a new resident. Topics include: scheduling, prioritizing, observations skills, strategies and solutions to common repairs. Students will discuss: viewing the apartment as a product, maintenance's role in new residents and retention, solutions to common problems, and different scheduling scenarios.

You're Doing the Job Now Go Further! Leasing 201

May 15 • 9:00 am - 4:30 pm • \$99; \$79 before May 1 • 7 CEUs Available • *Instructed by Lisa Schmidjell-Justice, DEI Communities*
 Understanding your budget, Market surveys and what they really mean, Delinquency regarding evictions, debits and credits and escrow accounts and evictions, shopping competition and how it helps you, renewals, closing reports, leasing conversion ratios, lease audits, some advanced marketing for renewals and resident retention, inspections, staff meetings, noise complaints, reviewing the lease.

Marketing on a Dime

May 17 • 9:00 am - 12:00 pm • \$79; \$99 after May 3 •
Instructed by Lisa Schmidjell-Justice, DEI Communities
 This course is a marketing class to help with prospects and renewals. Fun ideas on the cheap to help capture those leases and retain those residents while maintaining a higher occupancy! This class is great for new Leasing associates. This course will also delve into Inside and Outside Marketing on a budget. Including: Social Mediums, Internet Responses, Craigslist Ad/V Flyer/Postlets,

**Contact the CAA at 614-488-2115
 or caa@caahq.com to register!**

Registration policy: Seating is limited. Cancellations are required five days in advance. Substitutions are accepted. No shows will be billed.

New Online Learning Platform Available!

NAA recently launched a new online learning platform, VISTO. Through Visto you can earn industry designations such as CAM, NALP and much more.

You can brush up on topics such as *Business Etiquette and Dealing with Difficult People*. In addition, if you miss the annual NAA Education Conference you can access materials online. Visit the site today to learn more.



www.gowithvisto.org

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Fair Housing

Jun 8 • 9:00 am - 12:00 pm • \$99; \$79 before May 25 • 3 CEUs Available
Instructed by Bill Willis, Willis Law Firm
 Fair Housing is a great overview of fair housing laws and compliance regulations for the on-site and management level staff.

SPECIAL OFFER

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LEGISLATIVE UPDATE

by Steven Gladman, Senior Policy Analyst

Finally, good news from the government. Tax Cut and Jobs Creation Act (TCJA) of 2017, unlike the last major revision to the federal tax code – Tax Reform Act of 1986 – which had a very negative impact on real estate investments, the TCJA was almost all good news for real estate investors.

Major Provisions & Impact:

Pass-through Business Income Deduction

The tax act provides a new 20 percent deduction for pass-through entities, such as partnerships and limited liability companies taxed as partnerships.

It reduces the income tax imposed on qualified business income (QBI) derived by a non-corporate taxpayer (i.e., an individual, estate or trust) from a partnership, limited liability company taxed as a partnership, S corporation or sole proprietorship by creating a new deduction of up to 20 percent of the QBI of each such taxpayer, regardless of such taxpayer's tax bracket. Thus, the top marginal tax rate on QBI that qualifies for the 20 percent deduction under the Tax Act is 29.6 percent. Under prior law, no such deduction existed, and taxpayers were generally subject to tax on flow-through business income at the individual tax rate (up to 39.6%, the highest marginal tax rate under prior law).

Electing real property trades and businesses are not subject to the limitation on deduction of business interest.

For most companies, the Tax Act limits the deduction for net business interest expense to 30 percent of the "adjusted taxable income" for the taxpayer's taxable year. For this purpose, adjusted taxable income is roughly similar to EBITDA for taxable years before January 1, 2022 and roughly similar to EBIT for years thereafter.

However, this limitation does not apply to an electing real property trade or business (including the businesses of real property development, redevelopment, construction, reconstruction, acquisition, conversion, rental operation, management, leasing or brokerage). Such election must be made at a time and in a manner prescribed by the IRS, which, at this time is not known because the

IRS has not yet provided guidance in this regard. If the real property trade or business exemption does not apply, there is also an exemption provided for taxpayers that (together with certain related parties) have average annual gross receipts of \$25million or less over the three-year period ending with the most recent taxable year. A real estate trade or business that elects to be excluded from the limitation on deductibility of business interest will be required to use the "Alternative Depreciation System," which requires that longer recovery periods be used for its commercial real property, residential rental property and qualified improvement property. Generally, qualified improvement property means any improvement to an interior portion of a building which is nonresidential real property if such improvement is placed in service after the date such building was first placed in service, subject to certain exceptions, such as the enlargement of a building, and elevator or escalator, or the internal structural framework of the building. This means that depreciation deductions for such items of property would be spread out over a recovery period of 40 years for commercial real property, 30 years for residential rental property and 20 years for qualified improvement property. However, an electing real property trade or business will be able to immediately expense its cost of acquiring certain qualified property that is purchased for use in the active conduct of a trade or business. Qualifying property includes qualified real property (i.e., qualified leasehold improvement property, qualified restaurant property, and qualified

retail improvement property). The Tax Act further expanded qualified real property to include qualified energy efficient heating and air-conditioning property acquired and placed in service after November 2, 2017.

Modest shortening of cost recovery period for real estate depreciated under the alternative depreciation system (ADS).

The Tax Act shortens the cost recovery period for real estate depreciated under ADS, by providing recovery periods of 40, 30 and 20 years for depreciable commercial real property, depreciable rental residential real property and qualified improvement property (as described above), respectively. As noted above, real property businesses that elect out of the interest deduction limitation will be required to use ADS to depreciate such properties. Real estate businesses should consider the impact of switching from their current depreciation method to ADS before electing to be an "electing real property trade or business" that is exempt from the business interest limitation. However, an electing real property trade or business will be able to immediately expense its cost of acquiring certain qualified property under the Tax Act (as described above).

Tax-free exchange treatment retained for real property, eliminated for personal property.

Under prior law, Section 1031 provided taxpayers with nonrecognition treatment on the exchange of real estate, tangible personal property, and certain

types of intangible property (other than goodwill) held for productive use in a trade or business or for investment for property of like kind that is also held for treatment for like-kind exchanges of assets other than real property. Because tax-free like-kind exchange treatment for real property has retained, real property will remain a tax efficient asset class.

Three-year holding period applies for determining character of carried interest income.

The Tax Act provides that capital gain allocated by a partnership to an individual partner as carried interest is characterized as short-term capital gain to the extent the gain is from the disposition of property in which the partnership's holding period was not more than three years in such property. The three-year holding period requirement also applies to gain from the disposition of carried interest partnership interests. The longer holding period applies to "applicable partnership interests," which are those that are acquired or held by an individual, trust or an estate in connection with a trade or business that consists of the raising or returning of capital and either investment in or development of "specified assets." Specified assets include commodities, real estate held for rental investment, cash and options, among others. This provision is effective for gain recognized in taxable years beginning after December 31, 2017, regardless of when the underlying asset-level gain accrued or was realized for financial or other purposes and regardless of when the applicable partnership interest was issued or acquired.

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ASSOCIATE ANGLE

Trade Show Tips for the Expo

by Mike Lange, ABLE 444-Roof, CAA Expo Workgroup Chair

As you prepare for the CAA Expo at Cardinal Hall on April 18, 2018, you'll want to keep in mind some suggestions the Expo workgroup committee has for you to be able to maximize your time and have a successful day.

- There is a convenient vendor unloading area located in the back of the building so there is no need to lug your heavy booth equipment. We are asking that all vendors take only a maximum of 30 minutes to unload their materials as vehicles will need to be moved to the overflow North Parking Lot once unloading is done.
- The Expo is from 1-4 p.m. There will be carnival themed snacks in the Midway area, as well as food counters in the lobby of Cardinal Hall, with a wide variety of food options available for purchase.
- Expand your network with exposure to new accounts. The Expo attracts over 400 attendees from all over the Central Ohio area. Treat attendees like a "V.I.P." to ensure a great time at your booth.
- Nothing beats face time with a potential client. Define your goals for the event and make sure to follow up with potential clients once the tradeshow is over. Trade show exhibiting is a "snap shot" opportunity to advertise your company name, market your company ideas and products and close sales, so the importance of these events becomes very obvious.
- Networking with other CAA Associate members is something that you may not immediately realize the advantage of, but learning the tips and tools of the trade from seasoned exhibitors can be incredibly useful.
- The educational break-out sessions can benefit Associate members too. National speaker Rommel Anacan is leading the session "Stop Yelling at Me!". The course will cover the "Psychology of Customer Service" and how to apply it to handling complaining residents and customers.

- Do you have something that's unique in the market? A new product? The CAA Expo is the perfect, convenient opportunity to showcase what you have to offer to many potential clients in the course of a few hours. These attendees are looking for new products and services- impress them with what you have to offer!
- Your competitors will be there, shouldn't you? Don't miss the opportunity to participate in this important annual event.
- Don't forget to encourage attendees to print their free parking pass before the Expo. Parking is \$5 per car for exhibitors.
- The user friendly floor plan makes it easier for attendees to stop by every booth. The 10x10 booths and ample space in the floorplan will make it easy for exhibitors and attendees to navigate the tradeshow. Remember to tell clients what your booth number is beforehand so they can stop by.
- Shorter tradeshow hours means a more focused time on the floor with potential clients. Make the most of it! Make sure you staff your booth for the entire length of the tradeshow and do not tear down early.
- We are offering the chance to receive a \$5 Amazon giftcard to those attendees that complete their Carnival Crawl card. Don't forget to let your clients know what fun things will be happening at the tradeshow.

Enjoy yourself at this year's CAA Expo at Cardinal Hall! Thanks for being an exhibitor and let's have a great tradeshow!

2018 Associate Council

- | | |
|---|---|
| Co-Chair - <i>Megan Batty</i>
The Sherwin-Williams Company | <i>Scott Lloyd</i>
The Waterworks |
| Co-Chair - <i>Mike Lange</i>
ABLE 444-Roof | <i>Dan Overmyer</i>
Overmyer Hall Associates |
| <i>Phil Arthur</i>
Ferguson Enterprises | <i>Linda Richer</i>
AmRent, Inc. |
| <i>Jackie Davis</i>
CSC ServiceWorks | <i>Travis Smith</i>
Valet Living |
| <i>James Glass</i>
Terminix | <i>Tracey Thrush</i>
RentPath |
| <i>Tammy Hunter</i>
Choice Property Resources, Inc. | <i>Sara Volker</i>
Golf Car Company |
| <i>Nick Jasper</i>
FABCO | <i>Leah White</i>
CORT |



RENTING FURNITURE MAKES SENSE IN SEVERAL DIFFERENT INSTANCES, SUCH AS:

- You need a furnished residence.
- You have permanent furniture at another location that has not yet arrived.
- You are on a temporary assignment and need a furnished apartment for a short or long term period of time.
- You have suffered a loss due to flood or fire, and are in a temporary rental until repairs are made.

WHO RENTS FURNITURE?

- | | | |
|-------------------------------|---------------------------|-------------------------------|
| ■ Temporary Job Assignments | ■ Military | ■ Traveling Nurses |
| ■ Change of Marital Status | ■ Company Expansions | ■ Professional Athletes |
| ■ Relocating Executives | ■ Home Stagers | ■ Owners of Rental Properties |
| ■ Students – International/US | ■ Short-Term Medical Care | ■ Fire/Flood Victims |

WHY CHOOSE CORT?

CORT enables flexibility, efficiency and productivity by providing customers with the furniture they need precisely when they need it - turning empty space into beautifully furnished space within 48 hours.

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Look for Exciting Events and Celebrations Coming Your Way for 2019

YOUR ASSOCIATION, YOUR EVENTS, YOUR PHOTOS



CAA members get started on the tradeshow floor



Amanda Williams with Ferguson Facilities Supply, sets up her booth



Smart Apartment Solutions makes the most of the Monopoly theme.



Travis Smith and Jesse Lear of VIP Waste pose before the show

2017 CAA Expo



ABLE 444-Roof employed the Monopoly Man to help at their booth



Members mingle with vendors on the show floor



Homestead America was at the Expo in full force



The Millionaire's Club after party allows members to reflect on the show