



Why Should I Attend The Certified Housing Provider Course?

BY DOROTHY GOURLEY SHAW

Question: Is this course going to benefit the Apartment Owner as well as the Onsite staff?

Answer: Yes. The Certified Housing Provider Course will be beneficial for Apartment Owners, Regional Property Supervisors, Resident Managers, Onsite Office Personnel, Maintenance Personnel and Apartment Vendors.

You will be part of a comprehensive training course that covers all areas of apartment ownership and management. At each class you will find money saving ideas, and learn from the experiences of qualified experts who have worked in the apartment industry for years.

Your Certified Housing Provider Training Manual will serve as your daily reference guide, to assist you as you manage your property. This 269-page manual is filled with the information you need to provide immediate Answers to any difficult circumstances that may arise. The training manual is only available through the Certified Housing Provider course at AAOC, and was written exclusively for the Apartment Association of Orange County.

Question: Will the course cover the questions I have on timely rent collection and dealing with difficult residents?

Answer: Yes. You will be instructed to read the chapter covering those issues, and then the instructor will take you through a three-hour lecture sharing their knowledge and experiences on how they have solved similar situations in the past. Students will be encouraged to share their experiences as well and ask questions to find the

Answers they need.

Question: Will the course cover how to supervise vendors and get my "moneys worth" for their services?

Answer: Yes. Many of your questions will be Answered on taking bids, supervision of the job in process, and how to deal with vendors who become a problem. Many problems can be eliminated up front when you know how to proceed in the owner/vendor relationship. You can watch your NOI increase as you get the value you want from your vendors.

Question: Will my daily risk in apartment management be reduced?

Answer: Yes. With knowledge, you will be able to avoid risky situations, and your instructor will lead you through the many areas where risk is faced daily at the apartment community.

Question: Human Resource laws affect the owner and manager. I want to learn more about hiring and supervising of employees. Will those areas be covered?

Answer: Yes. This will be examined closely because no area of ownership and management is more complicated than that of employee relations, and the California and National laws affecting them.

Question: I need a better understanding of apartment marketing issues and how I can effectively manage. How will that topic be covered?


Answer: During the course you will complete a Property Analysis Survey, in order to gain first hand experience by reviewing your competition, the demographics in your area

and how they effect your marketing opportunities, the pricing of your rentals, and any potential additional income opportunities.

The instructor will lead you through this exercise and you will complete a report that would cost approximately \$2000 if you were to hire a Marketing Consultant. I will be the instructor of that course and I have compiled hundreds of those reports over the years, throughout the United States. It is a very interesting exercise and once completed the report can be updated each year by the student to stay informed of their properties current marketing potential.

Question: Who will my instructors be?

Answer: Fortunately for AAOC, we have a number of highly qualified instructors that have volunteered to teach the Certified Housing Provider course. As you review the list provided here you will recognize many of the names of those who are well known for their achievements in the Apartment industry.

If you have any questions or would like further information please contact Veronica Leimbach at (714) 638-5550. Be assured that when you take the Certified Housing Provider course you will benefit greatly. 

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Dorothy Gourley Shaw retired from her National Apartment Marketing business in 2002. Today she still manages her own rentals, travels extensively with her husband Robert Shaw, and enjoys oil painting. She is a long time friend and member of AAOC.