



California Apartment Association

2016 EDUCATION

Educating the Rental Housing Industry



CALIFORNIA APARTMENT ASSOCIATION

UNIVERSITY

For more than 70 years, we have served apartment owners and managers in California.

We are proud to be the definitive voice of the multifamily housing industry.

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How do you learn best?

In-Class

Webinar

On-Demand

In today's fast-paced, high-tech world, we lose sight of the importance of face-to-face interaction.

Our in-class format is meant to provide students the comfort of learning in a more traditional fashion.

We attempt to keep our class sizes small, usually fewer than 30 students, for a more personal atmosphere for learning.

Our webinar series covers compliance with the law, as well as topics of high importance in today's rental housing industry. Our webinars are hosted by experts who discuss specific topics and what needs to be done for owners and property managers to adhere to the myriad rental housing regulations in California.

Powered by the latest in learning management software, our on-demand classes allow students to take courses at their own pace and at their convenience. Students can now learn while at work, at home or even on the road. Our class conforms to most platforms, including PCs, tablets and most mobile devices.



ABOUT CAA

Since 1941, the California Apartment Association has been serving the needs of the residential rental housing industry. The California Apartment Association is the leading voice of the rental housing industry in California, with over 13,000 members who provide more than 800,000 homes to California families.

Why is education important?

- Improve skills and knowledge to save time and money
- Gain competitive edge over other businesses
- Comply with local, state and federal laws
- Avoid costly regulatory fines or litigation
- Motivate and retain employees

Who should attend CAA Education courses?

- Owners of rental property
- Community managers and assistant managers
- Leasing agents
- Professional property managers and management executives
- Maintenance supervisors and employees
- Individuals seeking a career in property management
- Business professionals offering products and services for the industry

What types of courses does CAA offer?

- Legal including Fair Housing
- Management and operations
- Maintenance
- Leasing and marketing

Why choose CAA Education?

- Our instructors are top industry professionals with years of experience
- Our courses address emerging issues affecting the industry
- Every course is continuously updated to ensure compliance with current laws and the best practices



CCRM

California Certified Residential Manager

There is a great demand for qualified rental housing professionals in California.

Are you ready to take the next step in your property management career?

Knowledgeable rental housing providers stand apart as an asset to owners, management companies, residents and the community. A career in the dynamic property management industry continues to be viable and rewarding in the changing California economy.

Owning and managing rental housing in California is complicated.
Why not get help managing your investment?

The CCRM series teaches students in **fair housing, maintenance, legal compliance, risk management and life cycle of tenancy**. This series is especially good for property owners, resident managers, real estate brokers, agents, property managers, and those new to the industry.



What is the CCRM?

The California Certified Residential Manager (CCRM) series of courses has been improved by experts throughout the industry.

The series provides comprehensive 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 be an asset to any employer.

Member Price: \$89/ per course; \$699/ full series

Non-Member Price: \$119/ per course; \$999/ full series

(includes 9th Edition Managing Rental Housing textbook, CCRM binder and Welcome Packet; does not include the \$75 CCRM application fee)



How do I successfully complete the CCRM certification courses?

A full description of the nine (9) required CCRM certification courses can be found on pages 6 and 7. The final exam consists of: multiple choice, matching and true/false questions. To pass, one must successfully score 75% or higher in the comprehensive CCRM final exam.

How do I obtain the CCRM certification?

You need to successfully pass the CCRM exam, and have minimum one year of property management OR industry related experience. The process also includes an application with fee as well as signing the CAA CCRM Code of Ethics. For more information on obtaining your CCRM certification go to: www.caanet.org/gettingmyccrm



CCRM

COURSES

California Certified Residential Manager

Preparing the Property and Professional Leasing Skills (PMR100)

Rental property must be prepared for leasing before the first applicant arrives. Learn how to prepare a property for market, including understanding the responsibilities of the property manager, setting competitive rents and advertising, perfecting curb appeal, fair housing as it relates to marketing, setting market rate rents, calculating revenue formulas and more.

The Move-in Process, Rent Collections and Notices (PMR101)

Understand the ins and outs of rental agreements, how to prepare the move in packet, write policies and procedures, create a resident handbook and the proper way to collect rent, handle bad checks and file legal notices. Included: delinquency notices, criteria for managing resident turnover and successfully adjusting rents and renewing leases.

Resident Issues and Ending the Tenancy (PMR102)

Successfully interact with people and learn how to handle residents' requests and special issues for the disabled on-site. Terminating tenancy, identifying normal wear and tear as opposed to damages, and dealing with security deposits will be reviewed in addition to recognizing how an agreement can be terminated and understanding the eviction process.

Professional Skills for Supervisors (PMR103)

Building a team, setting goals and maximizing employee performance are all professional skills that supervisors must possess. Learn about employment practices such as screening and hiring, the interview process and selecting vendors and contractors. This course will allow you to understand the importance of documentation and organizing operational, fiscal and historical records, as well as being able to recognize the potential for theft and fraud.

Maintenance Management: Maintaining a Property (PMR104)

Maintain property value and retain residents by efficiently turning a unit, inspecting property, completing repairs and identifying and avoiding potential liability. OSHA policies, identifying and avoiding potential liabilities, handling emergencies and record keeping will be covered. Tips on ordering supplies, inventory control, bidding for products and services and quality customer service are included.

Liability and Risk Management: Protecting the Investment (PMR105)

Protect the investment in property and be savvy regarding issues of liability and risk management in California's often litigious business environment. The course covers preventative maintenance, keeping records, inspections, habitability, environmental issues, safety, avoiding negligence, insurance coverage and when and how to choose an attorney.

Budget Development and Implementation (PMR106)

Learn about the benefits of a budget and development including resources needed, types of budgets, software and templates. You will also learn the difference between operating and capital expenses, how to evaluate a general ledger, how to calculate vacancy and rent losses, read a profit and loss statement, create ancillary income and more.

Fair Housing: It's the Law (PMR107)

With discrimination complaints, undercover investigations, and penalties on the rise, it is imperative to abide by federal, state and local laws regarding fair housing. Learn about the Property Manager's role in fair housing, the law as it applies to children and families, accommodating the disabled, policies and proper leasing procedures.

Ethics in Property Management (PMR108)

CAA promotes ethics and develops standards of good practice for rental property owners and managers in California. Included: defining ethics, how ethics affect our industry, ethics in day-to-day management and how to handle ethical challenges. You'll review CAA's "Code of Ethics," "Code for Equal Housing Opportunity" and the "Residents Bill of Rights."

How can I take these Classes?

On-Demand & LIVE Webinar

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In-Class

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Corporate College: LIVE & On-Demand

A Solution to Your Company's Group Training Needs – CAA recognizes that your training needs are unique to your company's operations. Through this program, your training department can access top-quality education at a significant savings.

- **LIVE:** Classes are scheduled when and where they are most convenient for you and your associates.
 - This ensures flexibility for attendees who are then exposed to identical information and, through participation in group exercises, encourages team effort within the organization; and by using third-party instructors creates an unbiased perspective on important issues that can effectively reinforce your policies and procedures.
- **On-Demand:** Have recorded classes of your own, but don't know how to deliver them to your employees? CAA can help! We can import your training classes into our learning management system and give you the ability to manage your employee's training. Give us a call at **800.967.4222** to learn more.

Fair Housing & Legal Compliance

Fair Housing: It's the Law

Fair housing law is constantly changing. With discrimination complaints, undercover investigations, fines and penalties on the rise, it is imperative that you and your staff are up to date and trained on the latest federal, state, and local fair housing laws. *Qualifies for 3 units of CCRM Continuing Education Credits*

Learn to Prevent Sexual Harassment

In today's work environment, simply telling your employees to avoid harassment just won't do the job. Sexual harassment training takes a more proactive approach in helping your workforce identify, report and avoid sexual harassment. For large companies, providing such a training is state law. Firms with 50 or more employees must provide two hours of sexual harassment prevention training for all supervisors within six months of hire or promotion, and every two years after. The California Apartment Association will provide this training for members of the rental housing industry, as well as supervisors in other professions.

WARNING: All new managers of covered employers must take a Sexual Harassment course within 6 months of assuming a management position.

Qualifies for 2 units of CCRM Continuing Education Credits

Evictions & Notices

Are you serving notice according to the law? One simple mistake could cost you! Every day, landlords are serving 3-day notices to their residents and every day, landlords are getting into trouble for serving them incorrectly. Protect yourself and your investment; make sure that you are doing it correctly. Get the expert legal counseling you need from a specialist in landlord/tenant law.

Qualifies for 2 units of CCRM Continuing Education Credits

Navigating Small Claims

Your tenant moves out, leaving behind damage to the unit and unpaid utility bills. You deduct the amounts from the tenant's security deposit, only to get served with a summons by the tenant to appear in small claims. How do you defend yourself? Should you file a small claims action against the tenant? This class will attempt to answer these questions by helping you to understand the basics of small claims court.

Crime & Responsibility in Rental Housing

Rental owners and managers are responsible to protect their residents from criminal acts that may occur on the property. Criminal activity can have a major impact on the health of a community and have negative effects on residents safety, property value and revenue growth. One of the best ways to deter crime in rental housing is through coordinated efforts with local law enforcement, neighbors, other owners and educating current residents.

This course will outline:

- Crime and its effect on property values
- How to enforce policies and eviction procedures
- How to prepare the property to prevent crime
- How to handle domestic violence situations
- Anti-drug policy programs
- Megan's Law

Qualifies for 3 units of CCRM Continuing Education Credits



CAA 2016 Webinar & On-Demand Series

Hot Topic & Ask the Attorney

Hot Topic:

Assistive Animals - **On-Demand**

Ask the Attorney:

Changes of Tenancy, August 3

Ask the Attorney:

Medical Marijuana - **On-Demand**

Hot Topic:

Bedbugs in Rental Housing, Sept.28

Hot Topic:

Evictions & Collections - **On-Demand**

Ask the Attorney:

Security Deposits, October 5

Ask the Attorney:

Move Out/Walk-through, June 1

*Qualifies for 1 unit of CCRM
Continuing Education Credits*

All webinars are available on-demand after LIVE date

Management & Operations

Budget Development & Implementation

Interpreting and developing budgets can be intimidating, but taking control of the budget process can improve your business' bottom line and make you a more valuable employee. This hands-on budget workshop class will help you develop and implement an effective budget to run your property efficiently.

You will learn about:

- The budget process
- Types of budgets
- Budget calculations
- Rental income
- NOI/cash flow projections
- Expense escalation forecast
- Variance reports
- Controllable vs. uncontrollable expenses
- Economics vs. physical occupancy
- Leasing and renewal projects

Qualifies for 3 units of CCRM Continuing Education Credits

Increasing Collections, Reducing Bad Debts

Have residents who didn't pay the bill? Want to collect what you're owed?

In this class, we'll learn what it takes to be successful in collecting money owed, how to improve collections by having the right policies and procedures in place, and what makes an account collectible.

Qualifies for 2 units of CCRM Continuing Education Credits

Conflict Resolution: Dealing with Difficult Tenants

In today's world, many of us deal with stress and conflict on a daily basis. Managing rental property has become increasingly difficult due to new laws and responsibilities placed on landlords and owners. We can reduce the stress we experience and avoid legal problems by understanding how to:

- Prevent and minimize conflict
- Develop positive relationships with residents
- Practice preventative law

Qualifies for 3 units of CCRM Continuing Education Credits



Credit Screening Policies and Procedures

Have you ever looked at a prospect's application and credit report in confusion? With today's complicated applicant and credit screening regulations, you can't afford to be confused. Learn how to read credit reports, establish screening criteria, and how to deal with situations when information is not consistent. Avoid unnecessary expense and loss of rental income.

Qualifies for 2 units of CCRM Continuing Education Credits

Bed Bugs in Rental Housing: How to Prevent, Detect and Treat Infestations

Bed bugs have fast become the number one pest challenge for multi-unit rental housing properties. This webinar will provide an informative discussion on the recent bed bug resurgence, how infestations originate, early detection, bites and symptoms, inspection techniques, prevention, and legal issues. You will leave with a greater understanding of how to protect your property from these very tenacious pests and who to notify when an infestation is detected.

Qualifies for 2 units of CCRM Continuing Education Credits

Managing Rental Housing

Based on CAA's Best Seller - Managing Rental Housing book, this course along with the Managing Rental Housing book will give you a basic understanding of rental property management. You will learn to understand your rights and responsibilities, establish written policies and procedures, select and screen new residents, understand your legal obligations, deal with challenging situations, understand eviction proceedings and much more. This course is a MUST for the independent rental housing owner or part-time management professional and is ideal as a refresher for experienced managers or as an introduction for new staff. Course includes Managing Rental Housing book to use as a reference guide.

Qualifies for 7 units of CCRM Continuing Education Credits

Modern Marketing in Rental Housing

Learn best practices and strategies in the new field of marketing.

You will learn:

- The responsibilities of an owner/agent in marketing a property
- The do's and don'ts of marketing evaluation
- Fair housing policy, as it relates to marketing and advertising
- How to develop a property marketing plan and much more

Qualifies for 3 units of CCRM Continuing Education Credits

CPR for On-site Staff: Preparation Makes the Difference

Don't let a drowning, heart attack, choking or other emergency catch you and your staff unprepared. It's important that your on-site team know how to recognize and handle emergencies until the paramedics arrive. This knowledge can mean the difference between life and death. Upon completion of the course, you will have developed a strong ability to respond in an emergency situation.

Qualifies for 2 units of CCRM Continuing Education Credits

The Customer Service Side of Property Management

What does customer service mean today versus 20 years ago? How are we to stay on top of our reputation in the industry? Come learn strategies to stay connected with your residents and owners in a positive way that builds customer loyalty and satisfaction.

Qualifies for 2 units of CCRM Continuing Education Credits

Leasing Boot Camp

Join us for a three-hour action-packed seminar that will provide you with the tools needed to take your community, and yourself, to the next level. Walk away with new skills or fine-tune your existing techniques, and tailor your presentation to fit you. Convert more, close more and gain the confidence you need to be a sales superstar! Leasing Boot camp will cover:

- Fair housing issues during the tour
- Avoiding awkward techniques that lead to lost clients
- Closing and creative follow-up ideas
- The impact of vacant apartments on the overall success of the community
- Resolving objections
- Safety precautions during the tour
- The impact on social media/review sites
- Building profitable relationships for increased retention

Qualifies for 2 units of CCRM Continuing Education Credits



Maintenance

Asbestos 16-Hour Course (2 days)

This two-day comprehensive asbestos training course is for employees who have the possibility of coming into contact with asbestos-containing materials (ACM) that may be accidentally disturbed. It provides attendees with practices for maintaining ACM in good condition, ensuring clean-up of previously released asbestos fibers and minimizing exposure to building occupants. This course includes federal and state regulations; proper asbestos-related work practices; respirator user, care, and fit testing; protective clothing; hands-on exercises; and proper decontamination procedures. **Protect you're staff and your property with this essential course.**

Lead Safe Renovator Training (Initial & Refresher Training)

The class is designed to train contractors who perform building renovations or repairs, painting and window contractors how to work safely on housing with lead-based paint and comply with EPA's Renovation, Repair and Painting Rule (RRP). Companies and individuals who perform renovations or repairs including painting or window replacement on rental housing built before 1978 must be certified and follow the lead-safe work practices required by EPA's Renovation, Repair and Remodeling rule.

8-Hour Renovator Lead Training

This 8 hour course was developed by the Environmental Protection Agency (EPA). Certification is valid for 5 years.

Mandatory 4-Hour Lead Safe Renovator Refresher Training

The EPA requires Certified Renovators take this refresher training course every five years to maintain compliance.

Asbestos 2 & 4 Hour Refresher

OSHA AND EPA REGULATIONS REQUIRE:

Mandatory Annual Asbestos Awareness Training Courses for maintenance operators and supervisors who have an Asbestos Certification. Do not let your Asbestos Certification expire!

2-Hour Course

Class IV Operation & Maintenance (8 hour certificate holder)

Qualifies for 2 units of CCRM Continuing Education Credits

4-hour course

Class III Maintenance Supervisor (16 hour certificate)

Qualifies for 4 units of CCRM Continuing Education Credits

Mold and Fungi Awareness

This can be a costly issue for rental property owners and managers. Mold and fungi are causing alarm regarding indoor air quality across the state. This course gives an overview of the issue and explains how to investigate and remediate mold and fungus problems. The focus of this course is training on proper remediation techniques. Rental property case studies will also be shown. Your best protection is having well-trained employees and a well-thought-out plan to prevent and contain the growth of molds and fungi in your rental units. This course will help you comply with OSHA standards on mold, mold prevention and mold remediation.

Qualifies for 3 units of CCRM Continuing Education Credits



Find CAA



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