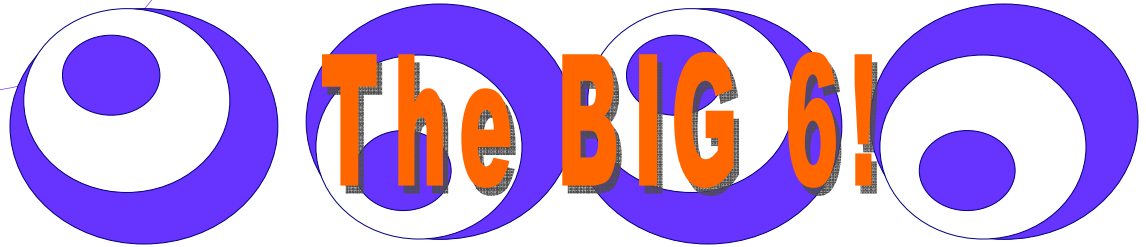


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If we can execute the operational basics of our industry better than our competition, then we will become "The best, most respected property management company in the industry." It truly is that simple. So many companies look for the next Holy Grail that will transform their business, but they miss the most obvious way to achieve excellence and that is by mastering the basics. KMG Prestige has defined the basics as the "Big 6".

- Occupancy
- Collections
- Compliance
- Curb Appeal
- Unit Turns
- Service Requests

If we excel in those areas, then how can we not be successful? High occupancy and great collections ensure the financial viability of our assets and maximizes return on investment for our clients. Maintaining excellence with all of our compliance programs helps build wonderful relationships with agencies, protects our clients and helps develop an outstanding reputation for our organization.

Creating pristine curb appeal through attention to detail makes us all very proud to be associated with our communities and creates happy residents. Immaculate unit turns will please our newest residents and are the foundation of reducing turnover. A prompt and courteous response to our resident's service requests show them how much we care.

Some of our team have asked why we didn't include expense control, customer service and client relations into the basics. Good questions, but we feel that customer service transcends all of the Big 6 items and should be a focus of everything that we do. Most of our financial issues result from revenue shortfalls, not over spending, so we chose to focus on occupancy and collections. If we execute the Big 6 correctly, then our clients will be huge fans of KMG Prestige and will be extremely happy with the performance of their assets. One other consideration was to limit the focus to a few items that would pay off with the biggest results. It has been hard enough to get people to focus and remember just the current Big 6. Imagine the trouble we would have had if it were the Big 9, or the Big 14?

Two of the most revered and successful coaches in sports history, John Wooden and Vince Lombardi, focused on practicing and executing the basics. They created the greatest dynasties in sport and we can create a dynasty in the property management industry if we focus on the basics. Let's all get back to the basics and we will significantly improve our communities and our company.

# Senior Community Service Fair

Congratulation to Callie Allen and Ellen Carnesecchi, Service Coordinators at Cranbrook Tower Apts., for their successful **First Annual Senior Community Service Fair** on Monday March 12, 2007. The fair was an opportunity for residents to meet with and talk to various agencies from the surrounding community representing finance, health and others services designed to meet the needs of seniors. We had a great turnout and this also gave our Service Coordinators the opportunity to re-entreated the importance of the "File of Life" program to our residents. The "File of Life" is a refrigerator magnet that holds individual medical information in the event he/she is not able to respond to EMS

A total of five agencies were represented; Community Bank, Visiting Physicians, Serenity Home Health Care, Neighborhood Senior Services, and Easy Clean Laundry Services. Each group provided valuable information, treats and gifts.

Callie and Ellen are in process of planning their next event.



Neighborhood Senior Services



Serenity Home Health Service



Community Bank



Easy Clean Laundry Service

# LIFE BEYOND FLYERS

*The vacancy issue at one time or another affects all properties. At some of the RD properties it is flyers that are the answer. In some cases it works. It is my opinion that there is life beyond flyers and if we can get that message out there then all of a sudden marketing can become a fun part of the job.*

*One of the first things a property needs is a realistic marketing plan. This plan needs to go beyond where to hang a flyer. The mind needs to open and think beyond a piece of paper and a push pin. Flyers, business cards and brochures alone will not fill a vacant.*

*First impressions of the property, professionalism, and a knowledgeable staff will get you a long way. Cleaning up the property reputation, curb appeal and clean hallways cannot hurt. There are so many low cost items that a property can use to get its name out there. Make a DVD of your property for potential residents to take home if they leave unsure this is the place they want to live, send it as a direct mailer. Be creative!! Specials can be run at the properties to make it fun for a potential resident, one I used was the temperature outside at noon on the day you sign your lease is the amount of your deposit. It always brings a smile, they cannot believe it.*

*Little perks like welcome packages for each new resident, change of address cards with the property photo on it double as a marketing tool, treats for the children and pets from the manager always get a smile and may set you apart from the competition. A free movie rental coupon donated by the local movie rental place for their first night in the new home.. The list goes on and any of the above can be put into a model or mini model to let the potential resident know that we go above and beyond..*

*All employees need to be encouraged to think of new ideas, utilize resources, and be free to exchange ideas with other managers company wide. Sometimes it is just the little things that will turn the looker into a signer.*

Written By: Lynn Quinn Site Support, Site Manager

# KNOW YOUR RIGHTS

Losing a loved one is devastating and any type of guidance can be helpful at this time. If a family member would pass on, would you know what bills to pay? According to Gene Turnwald, Attorney at Law, survivors are usually not responsible for debts. Credit cards, medical, telephone & cable bills are not the responsibility of family members. If a family member co-signed on a loan or was acting as a guarantor, then there is responsibility. Credit card companies may try to collect a debt but there is no legal obligation, unless he or she is also a co-signer on the credit card loan. Secured debt, such as a house or car loan must be paid or the lender may repossess it. Finally, some collection agencies may imply that family members have a moral obligation to pay. This is a collection tactic that is best handled by asking how much the company will receive if it collects on a bill with no legal obligation to pay.

(source: Dec. Lansing State Journal)



Submitted BY: Kelly Green

# Stair Enclosure Experience

Pheasant Brook Apartments located in the Beautiful Village of Clinton hosted the Stair Enclosure Skill Day on Tuesday, March 20th, 2007.

For those Communities not in compliance (one of our Big Six by the way) you missed an opportunity to have your Maintenance Technicians learn how to build the Stair Enclosure(s) Rural Development approved for under \$22.00 per Martin Loose's Design.

We began the day with donuts and coffee (as all days should) and the crew began to work on the Stair Enclosures. The crew enjoyed the various comments from local Residents who were very curious as to "what are you doing?". With lumber on hand, power tools charged, the crew made fast progress. "Many hands make light work". Not to be "outdone" our very own Property Manager-Sharon Cardinal-had her hand at operating the Powdered Actuated Nail Gun. Driven by a .22 Caliber Shot Shell-

With a "fire in the hole" cry she pounded away and ....BANG had a nail fastened to the concrete. So secure-my 6yr old couldn't make it move! (and he is in wrestling...)

HUGE KUDO'S TO MR. MARTIN LOOSE-AREA MAINTENANCE TECH SUPERVISOR FOR:

#1 COMING UP WITH THE DESIGN

#2 ORGAINIZING THE CREW

#3 NOT PUTTING IN A PATTEN (pending) for getting into COMPLIANCE and only costing each Community minimum cost per stairwell.

I, as Manager of Pheasant Brook, am ENORMOUSLY INDEBTED TO: MR. JERRY KAPNICK, MR. DOUGLAS SEXTON, AND MR. BOB NEMETH-not to mention MR. MARTIN LOOSE. (Throw Sharon in there-she pounded nails too)!

Now for lunch, Beverages: Lipton Brisk Tea, Eden Foods Green Tea, slow-heated Hot Chocolate, Strawberry Milk, 2% Milk, Coffee, Coke and Sprite.

Garden Salad consisting of fresh Romaine & Iceberg Lettuce-with Cherry Tomatoes, Michigan Cucumbers, fresh grated Colby Cheese, black Olives, Sun-dried Raisins, and homemade "Crunchies" choice of homemade: Ranch, French or Italian Dressing.

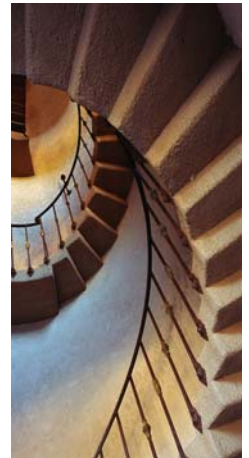
Entrees: Tri-Colored Tortellini (with extra Alfredo Sauce) or Baked Mosticcolli with Homemade Sauce. Extra Parmesan Cheese provided.

Fruit Salad, Homemade Pickles, "World Famous" Breadsticks, Italian Rolls with real butter, Cream of Mushroom Soup, ...and for dessert?

Girl Scout Thin Mints and Fresh Strawberries with Sugar!

Truth is, I had SO MUCH FUN doing this!!!! This Crew did soooooooo much for us (Pheasant Brook) Hey, they are going around to each site to get us in COMPLIANCE (one of the Big Six).

So, in closing, We had a Great Day-Alot Accomplished, and dang good food. Pheasant Brook is in Compliance-this only cost \$22.00 per stairwell. You Just gotta see a Property Manager pounding a hammer and the "Big Bang" sound it makes...!!! lol (P.S. She saved the bullets!)



# SAME job HIGHER pay!

Want a bigger paycheck? It may not be as hard as you think.

A lot of people assume that more pay can come only from winning a promotion or finding a new job. But there are ways – large and small – to put more money in your pocket each week. Separately, these strategies may not be enough to change your life. But put several together and they start adding up.

Here are tips from compensation experts, human-resources managers and employees on how to beef up your pay ~

- Listen to your boss: You may work harder than the people around you, but your annual raise and bonus award may still be lower than theirs. That's because your co-workers are getting more of the right things done than you and making sure their boss is aware of it.
- Bet on yourself: Having a bonus tied to performance goals and hitting them can get you more money annually.
- Learn about special commissions or awards: Many employers pay onetime bonuses to employees who bring in new business or refer candidates for hard-to-fill company jobs.
- Change your tax withholding: Taking home a bigger paycheck may be as simple as having less tax withheld. One sign that your current deduction is too high is getting a big refund from Uncle Sam on April 15<sup>th</sup>. Your goal is to have your company deduct only what you will owe the government. Otherwise you are loaning money to Uncle Sam.
- Take the free money: Many employers will match the amount you contribute to 401(k) retirement savings account, up to a certain level. At minimum, employees should contribute enough money to get the maximum free matching money. While having money deducted for a retirement account reduces the size of your paycheck, the free money and the tax-free account will pay off.
- Pay for as much as you can with tax-free income: Many companies offer employees flexible-spending accounts that can be used to pay for commuting, health care and child-care costs with pre-tax income.
- Ask for pay re-evaluation: You may be able to boost your salary just by taking on more responsibility or being assigned to a department where employees doing the same thing are paid more. Or, if you're a valued worker and the market heats up for people with your skills, the company may want to raise your pay to retain you.

Don't forget the small stuff: Some employees don't take advantage of a plethora of benefits and freebies available from their employers. Read the manual where it tells you all these things. Knowledge is power!

~ Excerpts from the *Wall Street Journal* September, 2006

# Pedestrian Safety

We live in a motorized society where being a pedestrian can be risky. Just ask the staff of Lakeview Meadows, who just lost a resident due to a hit and run. Last week, Carlton Allwardt was heading out to have breakfast at a little café just up the block from Lakeview Meadows, which he had done every day for the last year. It was about 7:20 in the morning, and as Mr. Alwardt was crossing the street he was hit and killed by an oncoming car. The driver fled the scene. This incident made us all realize the importance of Pedestrian Safety.

## FOR ADULTS:

Make sure that motorists can see you. Wear fluorescent colored clothing during daylight hours and, if walking when it's dark, make sure you have a flashlight and wear reflective material.

Know what traffic control signals mean. Do not enter a crosswalk while the "Don't Walk" sign is flashing. Be alert to turning vehicles even if the "Walk" signal is on.

Walk against the flow of traffic. This enables you to see any oncoming traffic. Walking in the same direction as traffic forces you to rely only on your hearing to warn you of approaching vehicles. This also makes you slightly less visible to drivers.

Joggers are pedestrians too. Joggers should run on sidewalks or pathways; it is considered illegal to run on roadway pavement if alternatives are available. When no alternative is available, joggers should run facing traffic.

## ABOUT CHILDREN:

It is important to teach children about traffic safety and the proper way to cross the street. Adults often overestimate a child's ability to walk and cross streets safely. Children under age 10 do not always have the necessary skills to judge the speed or distance of oncoming traffic; in addition, their peripheral vision is 1/3 less than adults'. Because of their shorter attention spans and cognitive skills, children are often impulsive and behave unpredictably in traffic situations. Here are some tips to keep children safe.

Find alternatives to playing near streets or in driveways. Children's small sizes make it difficult for a driver to see them. Adults should always supervise when small children are outdoors. Children ages 1-3 are often hit by vehicles that are backing up. Older children should be taught to never dash into the street and to always stop at the curb before proceeding.

Teach children the proper way to cross the street.

Stop at the edge of the road or at the curb. If there are parked cars present, check to make sure they are not about to move (engine running, drivers inside). Proceed past the parked vehicle and stop again.

Look left, right, and left again to make sure there are no cars approaching. Teach children to fully turn their heads and eyes in those directions. Their limited side vision makes this necessary.

If crossing at a corner, teach children to be aware of cars turning the corner. Children should enter the street only if there is no approaching traffic. Continue looking both left and right.

If there is a car approaching, teach children to wait and repeat the checking process again before attempting to cross.

When preparing to cross in front of a vehicle, children should make eye contact with the driver before proceeding.

Explain the meaning of traffic control signals such as the "Walk" and "Don't Walk" signs. Never enter a crosswalk when the "Don't Walk" sign is flashing.

Use reflective material on children's outerwear. Do not allow hoods or umbrellas to block a child's vision.

Set an example for children. Practice safe pedestrian and street-crossing habits.

## AS A DRIVER:

Follow all posted speed limits. When children are present near schools, the speed limit is usually lower than that of surrounding roadways. In residential areas, be alert for children who may be playing near the street. Children often dart out from between parked cars or shrubbery.

Be extra careful around school buses. When red lights are flashing you must stop. Wait a few extra minutes after the bus is gone to make sure there are no children present.

Elderly pedestrians may not be able to cross quickly or hear you approaching. Give older adults plenty of time to cross the street.

Be alert when turning corners. If the car in front of you stops at a corner, be prepared for the possibility of pedestrians crossing.

Pedestrian injuries can be prevented. Take care to be a defensive pedestrian and a pedestrian-alert driver.



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# St. Patrick's Day



The person who was to become St. Patrick, the patron saint of Ireland, was born in Wales about AD 385. His given name was Maewyn, and he almost didn't get the job of bishop of Ireland because he lacked the required scholarship. Far from being a saint, until he was 16, he considered himself a pagan. At that age, he was sold into slavery by a group of Irish marauders that raided his village. During his captivity, he became closer to God. He escaped from slavery after six years and went to Gaul where he studied in the monastery under St. Germain, bishop of Auxerre for a period of twelve years. During his training he became aware that his calling was to convert the pagans to Christianity. His wishes were to return to Ireland, to convert the native pagans to Christianity. But his superiors instead appointed St. Palladius. But two years later, Palladius transferred to Scotland. Patrick, having adopted that Christian name earlier, was then appointed as second bishop to Ireland. Patrick was quite successful at winning converts. And this fact upset the Celtic Druids. Patrick was arrested several times, but escaped each time. He traveled throughout Ireland, establishing monasteries across the country. He also set up schools and churches which would aid him in his conversion of the Irish country to Christianity. His mission in Ireland lasted for thirty years. After that time, Patrick retired to County Down. He died on March 17 in AD 461. That day has been commemorated as St. Patrick's Day ever since.

Much Irish folklore surrounds St. Patrick's Day. Not much of it is actually substantiated. Some of this lore includes the belief that Patrick raised people from the dead. He also is said to have given a sermon from a hilltop that drove all the snakes from Ireland. Of course, no snakes were ever native to Ireland, and some people think this is a metaphor for the conversion of the pagans. Though originally a Catholic holy day, St. Patrick's Day has evolved into more of a secular holiday.

The St. Patrick's Day custom came to America in 1737. That was the first year St. Patrick's Day was publicly celebrated in this country, in Boston.

## PECULIAR CUSTOMS OF EASTER TIME

### 1. Easter Eggs

Because the use of eggs was forbidden during Lent, they were brought to the table on Easter Day, coloured red to symbolize the Easter joy. This custom is found not only in the Latin but also in the Oriental Churches. The symbolic meaning of a new creation of mankind by Jesus risen from the dead was probably an invention of later times. The custom may have its origin in paganism, for a great many pagan customs, celebrating the return of spring, gravitated to Easter. The egg is the emblem of the germinating life of early spring. Easter eggs, the children are told, come from Rome with the bells which on Thursday go to Rome and return Saturday morning. The sponsors in some countries give Easter eggs to their god-children. Coloured eggs are used by children at Easter in a sort of game which consists in testing the strength of the shells (Kraus, Real-Encyklop die, s. v. Ei). Both coloured and uncoloured eggs are used in some parts of the United States for this game, known as "egg-picking". Another practice is the "egg-rolling" by children on Easter Monday on the lawn of the White House in Washington.

### 2. The Easter Rabbit

The Easter Rabbit lays the eggs, for which reason they are hidden in a nest or in the garden. The rabbit is a pagan symbol and has always been an emblem of fertility (Simrock, Mythologie, 551).