



SOUTH EAST FLORIDA APARTMENT ASSOCIATION

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WWW.SEFAA.ORG



Misty Cleaning Services Inc
Adriana Montalvo
14359 Miramar Parkway Ste 222
Miramar, FL 33027

January 1, 2010

Dear Adriana,

On behalf of the South East Florida Apartment Association, I wish to thank you for being a valued member.

I am honored and excited to lead your association for another year. As our industry continues to participate in the economic recovery – the value of association membership is more important than ever.

The multi-housing industry is showing signs of stabilization. Studies indicate apartment lifestyles are favoring homeownership. There is much work to be accomplished though – especially in South Florida given our unique challenges of unemployment, vacancies, valuations, capital access, operating costs, taxes, fees and insurance.

It is extremely important the South Florida Apartment Industry continues to join forces with our local, state and national counterparts. Our combined strength and knowledge will make a positive impact. This is a core reason why your association exists.

Your association is committed to providing members the tools and resources necessary to succeed, including:

- **Education** - improve your knowledge and profitability by attending seminars and by earning your professional industry designation – NALP, CAM, CAMT, CAPS and CAS
- **Legislation** – our powerful and effective government affairs and lobbying representation on a local, state and national level will help you avoid and reduce ever increasing taxes, fees and other costs
- **Information** – new technology and communication tools to help you make better business decisions, while saving time and money
- **Networking** – provides all members an opportunity to develop business relationships and exchange winning ideas on a regular basis, including new and exciting events and volunteer committees
- **Leadership** – your volunteer board of directors and committee chairs are committed to providing you the best value and benefits to achieve a measurable return on investment

During this renewal cycle, SEFAA's membership dues will remain the same as last year. Community member dues are \$2.10 per unit. Minimum dues are \$120 and maximum dues are \$1,500. Associate member dues are \$390 per year. SEFAA continues to focus on delivering relevant services while keeping operating costs down to keep membership recruitment and retention growing and dues and activity fees level. Your dues reflect the apartment industry association standards and fairness.

Your association achieved its #1 legislative priority in 2009 as the Florida Legislature reduced the eviction filing fee by \$85.00. The 32% reduction from \$265 to \$180 took effect July 1, 2009. As a result, rental property owners will save \$12.4 million annually. Your association is requesting members invest a small portion of your savings this year already added to your dues invoice as an optional \$25.00 Apartment Political Action Committee (APAC) contribution to help support legislators who help our industry. Thank you!

SEFAA's new web site offers tools to help you understand the many benefits you expect from membership. Please use your login credentials (see below) to access and update your member profile, view member only sections and receive member discounts to classes, meetings and events. The online membership directory, events calendar, news section, social media links and SEFAA's 'MemberConnect' will help you stay connected, organized and informed.

Login Credentials: USER ID: 500108, PASSWORD: 31868VTSK

We wish you much happiness and success in 2010!

Regards,

Donna M. Ameller
SEFAA President



2010 Percentage of Dues Non-Deductibility

In compliance with the Omnibus Budget Reconciliation Act of 1993, the percentage of your 2010 membership (regular apartment community members) dues allocated to FAA and NAA lobbying and political activities is 8.37% and are non-deductible for income tax purposes. The remaining percentage of your dues may be deducted as a necessary business expense. Associate (supplier members) dues may be deducted as a necessary business expense. All members, no part of your dues may be deducted as a charitable contribution.