



Commission Collection Guide

Professional Guidelines for NAAL Members

OBJECTIVES

1. Tips to help locators get paid when they have EARNED the commission.
2. To promote the NAAL and it's members in the utmost professional manner.
3. To inform the Property Relations Committee of unethical business practices by communities.

PROFESSIONALISM AND PRESENTATION

1. Treat every staff member and manager in a respectful, professional, and friendly manner even if they don't reciprocate that same behavior.
2. Use a professional business email address if possible rather than a free gmail or hotmail account. This helps portray professionalism.
3. Be proactive and try to identify and prevent problems.
4. Keep as much documentation as possible... Take screenshots of commission advertised or emails/text messages as needed to prove your claims. Record conversations if needed. Texas is a one consent state so it is legal to record a conversation without informing the other party. (I do this with communities that have a policy that require "registration by phone" or will only provide "verbal lease verifications".)
5. Do not get into a bickering phone match or email war with the apartment staff over

an issue.

6. Do not send an entire email in all CAPS! Typing in all caps is Internet code for shouting.
7. Never underestimate the words: please, thank you, appreciate, and you're welcome and incorporate them in all correspondence.
8. When a dispute arises - state the facts in a professional email with a friendly tone to the apartment manager. Give the manager a chance to resolve the issue. If the manager doesn't respond, is not being professional or fair then take your complaint to the Regional Manager - preferably by email and cc the property manager. Please include all documentation to support your claim.
9. If the issue is not remediated by the regional manager. The committee will review your situation and documentation. We will contact the Regional Manager on your behalf to ask them to agree to a fair solution to the complaint. CC: property.relations@apartmentlocatorassociation.org

Part 1: PRE-INVOICE

EMAIL TEMPLATES FOR COMMON ISSUES

Modify to fit your specific situation!

Not Properly Listed as Referral Source (Online Apps)

Dear Mr. Regional Manager,

My name is Lucy Locator and I'm the owner of XYZ Apartment Locators. I am also a Member of the National Association of Apartment Locators (NAAL). The purpose of my email is to bring to your attention a recent issue I'm having with XYZ Community. The community claims I am not properly listed as the tenant's referral source.

A client I referred, Tiffany Tenant, completed her application online. Tiffany notified me that she could not find a place to list me as her locator on the online app. She sent Melissa Manager at XYZ Community an email to inform her of this. I have tried to resolve the issue with Melissa Manager to no avail.

For your review, I have attached a screenshot image of the email sent to Melissa Manager by my client. As well as a screenshot of the email dated prior to that - when I sent specific details about pricing/availability at this community to my client.

To resolve the problem, I would appreciate XYZ Community completing and sending the lease verification back so that I may bill XYZ Community for my earned locator commission for this referral. Regardless of an online application mishap that does not change the fact that I am the procuring cause of Tiffany Tenant signing a lease.

I look forward to your reply and a resolution to my problem. Thank you in advance for taking the time to look into this matter. I would like to continue to refer excellent clients to XYZ Community and other XYZ managed properties. If you have any questions or would like to discuss this issue further please contact me.

Sincerely,

Lucy Locator - Certified Apartment Locator
Member of the National Association of Apartment Locators (insert link to NAAL profile)

Not Returning a Lease Verification

Dear Mr. Regional Manager,

My name is Lucy Locator and I'm the owner of XYZ Apartment Locators. I am also a Member of the National Association of Apartment Locators (NAAL). The purpose of my email is to bring to your attention a recent issue I'm having with XYZ Community. The community will not complete and return the lease verification for a client I referred, Tiffany Tenant, who signed a 15 month lease.

I have faxed and emailed the lease verification numerous times. I spoke with Leah Leasing and she confirmed receipt, however, I have been trying to get this form back for 5 days.

To resolve the problem, I would appreciate XYZ Community completing and sending the lease verification back so that I may bill XYZ Community for my earned locator commission.

I look forward to your reply and a resolution to my problem. Thank you in advance for taking the time to look into this matter. I would like to continue to refer excellent clients to XYZ Community and other XYZ managed properties. If you have any questions or would like to discuss further please contact me.

Sincerely,

Lucy Locator - Certified Apartment Locator
Member of the National Association of Apartment Locators (insert link to NAAL profile)

CC: propertymanager@xyz.com

Not Honoring Commission Advertised

Dear Mr. Regional Manager,

My name is Lucy Locator and I'm the owner of XYZ Apartment Locators. I am also a Member of the National Association of Apartment Locators (NAAL). The purpose of my email is to bring to your attention a recent issue I'm having with XYZ Community. The community is not honoring the commission it is advertising to apartment locators.

On Smart Apartment Data and ALN this community is currently advertising to pay locators 100% commission on 12 + month leases. Marvin Manager completed the lease verification and it states that I will be paid 50%. The client I referred, Tiffany Tenant, signed a 12 month lease.

To resolve the problem, I would appreciate XYZ Community honoring the commission advertised. See attached screenshot images of commission currently being advertised to locators.

I look forward to your reply and a resolution to my problem. Thank you in advance for taking the time to look into this matter. If you have any questions or would like to discuss further please contact me.

Sincerely,

Lucy Locator - Certified Apartment Locator
Member of the National Association of Apartment Locators (insert link to NAAL profile)

CC: propertymanager@xyz.com

Didn't get a favorable outcome from the Regional Manager? Send one more email and copy the Property Relations Committee.

Dear Mr. Regional Manager,

Thank you for taking the time to look into this issue. However, I am disappointed with your proposed resolution.

State WHY you are disappointed in a brief paragraph.

I have copied the Property Relations Committee at the National Association of Apartment Locators so they can review your position regarding this matter and act accordingly.

Sincerely,

Lucy Locator - Certified Apartment Locator

Member of the National Association of Apartment Locators (insert link to NAAL profile)

CC: property.relations@apartmentlocatorassociation.org

Part 2: COLLECTIONS - Effective Billing Methods

Ok, you have your lease verification in hand, the community has recognized you as the referral source and agreed to pay you a commission. Here are tips for billing/collections.

1. State a clear due date, remittance address, invoice number, name of tenant, move in date and amount due. Also include on the invoice and any late fees that will be charged.
2. Once move-in is confirmed, send invoice out promptly. Include lease verification and W9.
3. Preferably use two methods for invoice delivery. Email, Fax, U.S. Mail
4. About 1-5 days after the due date send a "Friendly Reminder" Invoice using two delivery methods.
5. About a week after the due date call the community to inquire if the invoice has been paid.
6. About 15-30 days after the due date send a "Second Notice" Past Due Invoice using two delivery methods.
7. About 45 days after the due date send a "Third Notice or Final Invoice Before Collection" using two delivery methods.
8. At about 60 Days Past Due - Send a "Soft" Collection letter - by Email. And copy legal@apartmentlocatorassociation.org (See Sample Template below)
9. Approaching 90 days past due? Send a Payment Demand Letter by Certified Mail with return receipt. (See Sample Template below)
10. Non-payment after Payment Demand Letter? Small Claims Court may be a viable option.

Please report communities that do not pay invoices after the Final Demand Letter to the Property Relations Committee. We will contact the community and find out if they are no longer working with locators or if they overlooked the invoice.

EMAIL TEMPLATE FOR “SOFT” COLLECTION LETTER

Modify to fit your specific situation!

Re: Delinquent Invoice

To whom it may concern,

My name is Lucy Locator and I’m the owner of XYZ Apartment Locators. I am also a Member of the National Association of Apartment Locators (NAAL). The purpose of my email is to bring to your attention that XYZ Apartments has a severely delinquent invoice that remain unpaid. I am disappointed to see that despite numerous requests, payment for the overdue invoice as listed below has still not been received. Please find the full debt amount and additional costs below:

Invoice	Invoice Date	Date Due	Amount	Late Fee	Total
132031	12/12/2017	01/11/2018	\$557.50	\$83.63	\$641.13

I refer numerous prospects each month to multiple XYZ managed properties with several of those referrals turning in to paying tenants. In order for my company to operate efficiently it is necessary for us to receive payment of our invoices in a timely manner. I would like to continue to refer prospects to XYZ Apartments and other XYZ managed properties, however, I do need assurance that I will be paid for my efforts should a prospect I send signs a lease.

At present your account is being reviewed for legal action. However, before I am forced to take such a drastic action, I would like to afford you an opportunity to cure this account.

I can be reached by email or at _____ If I do not hear from you by end of business on DATE (I give 3 business days) I will regretfully assume that you are not interested in resolving this issue and will act accordingly.

I thank you, in advance, for your prompt attention to this matter.

Sincerely,

Lucy Locator - Certified Apartment Locator
Member of the National Association of Apartment Locators (insert link to NAAL profile)

CC: legal@apartmentlocatorassociation.org

TEMPLATE FOR FINAL DEMAND LETTER - CERTIFIED

DATE:

Certified Mail Return Receipt Requested # _____

XYZ Apartments - XYZ Management
13660 Montfort Drive
Dallas TX, 75240

Re: Demand for Payment - **Final Letter before Legal Action – via certified mail**

To whom it may concern,

Please be advised that XYZ Apartments / XYZ Management owes XYZ Realty the sum of **\$641.13**. I am disappointed to see that despite numerous requests, payment for the overdue invoice as listed below has still not been received. Please find the full debt amount and additional costs below:

Invoice	Invoice Date	Date Due	Amount	Late Fee	Total
132031	12/12/2017	01/11/2018	\$557.50	\$83.63	\$641.13

I regret to inform you that if XYZ Realty does not obtain the payment of **\$641.13** in full before **DATE**, (I give 10 calendar days) I reserve the right to commence legal proceedings to recover the debt without further notice to you and this letter may be tendered in court as evidence of your failure to pay. Legal action may result in you having to pay legal fees, court costs and could impact on your credit history.

Sincerely,

Lucy Locator
Title
XYZ Realty
9090 S. My Street
My Town, TX 76777

Enc: Invoice 132031, W9

DISCLAIMER: The Property Relations Committee is here to support you, however, it is important that you personally put in the effort to resolve your disputes by following the guidelines set forth. The committee will review complaints that do not have a fair resolution by the regional manager. The committee will notify all members when a community fails to pay invoices after the Final Demand Letter, is taken to Small Claims Court, is no longer working with locators as well as complaint outcomes.