



President's Message

By Terry Flahive, President

SMITH ANALYTICS LIVE!

As I write this, I am on a US Air flight returning home from a terrific New York City CHPA Regional luncheon. Thanks to Kelly Regan and Sharon Telesca, everything went smoothly. There were more than 60 people in attendance, the restaurant was excellent and, most importantly, everyone enjoyed the opportunity to be together, share ideas and to receive the first Smith Analytics data for our industry.

One of CHPA's key initiatives for 2004 is providing data for the industry via Smith Analytics. For our individual and collective businesses to prosper, we must be able to qualify supply and demand on a monthly basis and use it within our business. The data from Smith Analytics is pertinent and current and will allow us to know our market share. *Can we raise rates? Should we expand the number of units?*

During the last four months, Peter Tyson and Dan Webster, Smith Analytics, have been collecting industry data and presented the first "live" information on the New York market during the May New York luncheon. To date, the entire board and a large number of CHPA member companies have submitted their data. Within the next few weeks, we will all begin to benefit from this program.

However, to really benefit from these statistics, we need for our entire membership to participate. If you have not joined yet, simply contact Peter Tyson at (610) 254-9000 or ptyson@smithanalytics.com

The announcement was just made to put our tray tables up and prepare for the landing. There will be more news next month on the progress of the web site redesign and certification program. Until then, I hope you all begin to reap the rewards of your Smith Analytics report.

Executive Director's Message

By Mary Ann B. Passi, CAE

In his message, Terry mentioned the collection of industry data as one of CHPA's goals in 2004. I want to update you on another critical Association initiative - growing our ranks. I'm happy to report that new members join the Association each month and our new membership initiatives will help continue this growth trend. These new member companies strengthen the global network of corporate housing, increase the knowledge and influence of the industry, and add to the potential partners for your business. There is a lot that is NEW in CHPA membership these days.

New Campaign: You got the postcard with the dripping faucet and waterfall. What was it about again? It was our invitation to CHPA's Member-Get-a-Member Campaign. Win \$300 for referring and recruiting the most new members and a full pictorial feature in an upcoming issue of the newsletter. All you have to do is refer three potential members – providers or associates – to the CHPA Office to be eligible. Just download the form from the CHPA website (under Forms) and fax it into the CHPA office. It's that easy. The deadline is **June 30** and that is rapidly approaching!

New Introductory Membership: For the first time, CHPA is offering a trial membership for property management companies with 50 or less units. They are eligible to try what CHPA has to offer for a six-month period for only \$295. Available July 1, this is an opportunity to recruit new partners to the Association. Our goal is to begin recruiting new partners at the NAA Annual Conference and Exposition, June 24-26, in Las Vegas. If you're there, stop by booth 949 and say 'hi'!

New Director of Membership and Marketing: Brittany Nims is the Association's newest staff member. Brittany comes to CHPA from the Custom Electronic Design & Installation Association (CEDIA), a 3,100 member international organization. She joined CEDIA as Director of Public Relations and Marketing, served as their Director of Global Programs and was most recently the Director of Communications. In that role, she was responsible for all public relations, marketing and membership aspects of the Association, including their Annual Conference that drew more than 22,000 attendees last year. She coordinates all CHPA membership activities and is your main contact for the campaign, prospective member follow-up or any membership idea. Please join us in welcoming Brittany!

Just as in your companies, this is a busy time of year for the Association, filled with opportunities and new ventures. We will continue to update you through the CHPA *eNEWS*, but I welcome your input any time. You can reach me directly at map@corporatehousingproviders.org.

2005 CHPA Annual Conference

The date for the 2005 CHPA Annual Conference has been changed. Please mark your calendars to join us in New Orleans at the Wyndham New Orleans at Canal Place, February 13-15, 2005 for:



Networking, Education and all that Jazz!

CHPA is heading to New Orleans. Mark your calendars!

CHPA Web Site Update

CHPA is offering its members the option to be part of the new and improved CHPA Web site, which will be unveiled July 1! All members can submit one actual photo --an internal or external shot -- and will be credited on the photo credit page. Please submit either a .jpg or .tif file to brittany@corporatehousingproviders.org. Photos will be accepted on a first-come, first-serve basis.

CHPA Membership Recruitment Campaign: Increase CHPA's Power by Increasing our Numbers

Any current CHPA provider or associate partner member is eligible to participate. It's easy! All you have to do is share the benefits of CHPA membership with your partner companies, *refer them to us and we will take it from there!* Refer just three companies and you're eligible to win!

- Get \$300 for referring and recruiting the most new members
- Have your company showcased in a full pictorial feature in the CHPA newsletter

Just download the referral form from www.corporatehousingproviders.org and start recruiting today!

Deadline: June 30, 2004

Welcome New Members

Extra Mile Temporary Housing, Inc.

John Haggerty

Jacksonville, FL

Roseland Management Company

Sharon Kurtz

Short Hills, NJ

Smith Analytics: Frequently Asked Questions (Part 1)

Strengthen your message to your clients with information from the monthly corporate housing industry research report, compiled by CHPA and Smith Analytics (www.smithanalytics.com). Participation in this program is **FREE** for the first three months! After the free period, pricing is available by annual subscription, based on the number of markets covered by your subscription. **However, CHPA members receive a 25% discount.** Read below for answers to some frequently asked questions. More questions will be answered in subsequent newsletters.

How does the competitive performance analysis program work?

Among the benefits of our program is its simplicity, both in terms of participation and interpretation. As a participant, you will submit just eight pieces of data for each of two unit types (one-bedroom/studio and two bedroom/other) by market each month. A market is defined as a Metropolitan Statistical Area (MSA). We collect the same data points from your competitors, process the information, and distribute it back to you. It's

that simple. Our reports are easy to interpret and provide a wealth of information that you can use to analyze and improve your operations.

Why do I need this data?

Competitive analysis is a vital tool for effective management. The fact that a company is profitable does not necessarily mean that it is achieving its full potential. Knowing how your revenue performance compares with that of your competitors in each specific

geographic location—and how that position might be changing over time—will allow you and your managers to focus on those actions necessary to maintain or improve relative performance, not just absolute performance. Similarly, the fact that your revenue may have declined isn't as troublesome if it has declined less than your competitors' revenues. And the Smith Report allows you to track this information *monthly*.

Competitive analysis is a catalyst for helping managers focus *continuously* on improving their operations. This focus will generate ideas and “best practices” that can be shared with the rest of your organization, leading to higher sales, better customer retention and greater profitability.

What markets and segments are covered by the program?

The program is national in scope. We are tracking all the major markets in the U.S.

When I sign up, how do I submit data?

Upon becoming a participant, you will be asked to submit a basic company profile and up to three years of historical monthly operating performance for each market. As a multi-market participant, you will be asked to specify the types of corporate-level reports you require.

Why do you need historical performance results?

The historical data are necessary so that we may immediately start providing useful trend reports. If you cannot provide historical results, please speak with our Client Services team.

How long will it take me to complete the “Getting Started” documentation?

The basic company information included in the “Getting Started” document shouldn't take more than a few minutes to complete. How long it takes to assemble the historical monthly performance information depends on the state of your information. We are available to assist in this effort in whatever way we can.

How long does it take to submit the data on a monthly basis?

The effort required to submit your monthly data is minimal and should take no more than a few minutes for an individual market and just a little longer for multi-market data submissions. Most operators already collect this required data electronically. We prefer to have data submitted electronically (web, email, spreadsheet), but smaller operators may submit their information by fax or phone. Some property management systems (such as Oscar) also will allow you to effortlessly and automatically send us the required information each month.

Communications Committee Update

By Ryan A. Cieslak, Chair

The CHPA Communications Committee continues to work on the website redesign. Currently they are working closely with CHPA's newest staff member, Brittany Nims, Director of Membership and Marketing, to pull all the pieces together and get the site

ready for the July 1 launch. Additionally, the committee is working on content for the summer CHPA *News* and *eNEWS* as well as external promotion surrounding the launch of the new website. Of course, the committee always welcomes new members and ideas, especially ideas and volunteers for newsletter articles. To get involved, please contact Ryan A. Cieslak, Communications Committee Chair, at rcieslak@corpacom.com or 800.899.5456.

Update from the Membership Services Committee

By Kelly Regan, Chair

A lot is happening with the Membership Services Committee! First of all, our regional luncheon meetings are a great success with the second one just occurring in New York, Wednesday, May 19. CHPA was well represented with 64 attendees and seven non-members. Dan Webster and Peter Tyson from Smith Analytics presented their New York research and statistics. The next luncheon will be held in Washington, DC on Wednesday, September 23. Look for the location to be announced shortly!

Our “Member Get Member” campaign is off to a great start. We already received a number of prospects to contact regarding membership in CHPA. So far, Heather Dinsmore from DMA Housing is in the lead! Get your referrals into the CHPA office to Brittany Nims at brittany@corporatehousingproviders.org. Just submit the name of the company, contact name and phone number to Brittany. She will do the rest!

Our Tower of Excellence Awards ceremony was a great success again this year. Our congratulations, once again, go out to all the winners. For 2005, we will be adding other criteria in addition, and in place of, current criteria to make these awards more powerful than ever. You will see those changes in the nomination forms available later this year. Thank you to all who nominated someone for their service in 2003.

The Membership Services Committee is dedicated to finding and introducing more services to our members. This year, our goal is to better leverage our Association’s power in a group-purchasing program so all members can buy individually from various resources based on volume we have negotiated for the organization as a whole. Currently, we are researching casualty and liability insurance, credit resources, utility consolidation and apartment amenity add-ons. We will keep you posted on our progress.

Should you be interested in serving on this exciting and fast-paced committee, please contact Kelly Regan at kelly.regan@bridgestreet.com.

Breaking Industry News...

AMLI Corporate Homes upgrades to Software Answers’ Oscar 4.0 Enterprise

AMLI division will install new program in all offices

AMLI Corporate Homes, a division of AMLI Residential Properties Trust recently purchased the newest software package from Software Answers Inc., the leading provider of technology solutions for corporate housing rentals. Orlando, Fla.-based Software Answers will install its Oscar 4.6 Enterprise Property Management and Accounting

System in all of AMLI Corporate Homes' regional offices. AMLI has used Software Answers' products for more than seven years.

“After researching the other products available to our industry, it seemed natural for us to continue our relationship with Software Answers,” says Julie Stanley, senior regional director for AMLI Corporate Homes. “The new program is extremely user-friendly and offers a wide variety of new features and options to enhance our business. We’re excited about the change and look forward to continuing our relationship with Software Answers.”

With the new software, AMLI can customize its national booking capability for individual accounts, as determined by their corporate needs. AMLI management can now limit users to specific markets allowing for a true central reservations system. “By using Oscar 4.6E, AmlI will have the ability to manage all of their markets through one central database allowing for individual or consolidated reporting per market or client,” says Michael Kirban, executive vice president of Software Answers.



The following CHPA members are ready to serve your corporate housing needs today!

***Aaron Rents, Inc.** - Furniture The Easy Way. Your Way. - www.aaronrents.com

***Biz-Stay, Inc.** - Online Corporate Housing Directory - www.biz-stay.com

***Brook Furniture Rental, Inc.** is the leading provider of high quality residential furniture and housewares to the industry- www.bfr.com

***Buehner-Fry, Inc.** - Proven Telephone Long Distance Solutions for Corporate Housing Units - www.buehner-fry.com

***Corporate Choices** is Your International Short-Term Housing Resource - www.corporatechoices.com

***CORT Furniture Rental** - Quality. Service. Guaranteed. Furniture rental solutions from the Industry's Leader. www.cort1.com

***Instant Furniture Rental** - Furniture Rental & Sales in an instant - www.instantfurniture.com

***Lodging Kit Company** - www.lodgingkit.com

***Roseland Management Company**

***Software Answers, Inc.** - Leading provider of Property Management, Call Accounting and Credit Card Processing Software to the corporate housing industry. www.softwareanswers.com

***Swingles Furniture Rental, Inc.** www.Swingles.com - The Corporate Housing Industry's Premier Choice for Furniture Rental