



THE MONARCH MONITOR // FALL 2017 // VOL. 4 NO. 3

THE MONARCH MONITOR



A quarterly look into exciting news and events going on at Monarch!



Creekside at Taylor Square in Reynoldsburg, Ohio

A Note from Andy Newell, the CEO of Monarch Investment

At Monarch our mission is to become the best multi-family company in the industry. A critical component of becoming the best at anything is effective communication. Whether we are communicating with our peers within the organization, our staff, our supervisors, our vendors, our investors or our tenants we need to communicate clearly, effectively and with purpose.

The other day I was talking to someone about communication and they asked if I have ever heard of the concept of WAIT. I had not and he proceeded to explain that WAIT is something to always keep in mind when having a conversation. So what does WAIT mean? Typically wait means to “delay action”, but in this particular case it has a dual purpose as it stands for “Why Am I Talking”.

What a beautifully simple concept. A simple reminder to review what you are saying or what you are about to say to make sure that it is relevant,

productive and helpful. So when we ask ourselves “Why Am I Talking?” if the answer is because:

1. *Everyone else is talking*
2. *I have an urge to talk*
3. *I want attention*
4. *I want to win an argument*
5. *I don't know*

Then you should probably wait for a better reason to talk. So what is a good reason to talk – generally “in order to communicate with purpose” should cover most everything.

I certainly don't mean to suggest that we shouldn't engage in small talk at the office, at social functions or with friends. This is more about making sure that when you are trying to work with someone to resolve an issue or communicate information it is done with purpose. Likewise, we all know that if we are talking we are not listening, and if we are not listening how can we work with someone else to have a productive outcome.

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Another component of this, while it doesn't lend itself to a great acronym like WAIT, is to also remember to ask yourself before talking "is what I am about to say":

1. *True*
2. *Kind*
3. *Necessary*

If the answer to those three questions is not "yes" then you may need to rethink what you are going to say. We may think what we are about to

say is "True" but it may be a guess, so ask for time to look information up and make sure that what you say is true. Everything that you say doesn't have to be "Kind" but it should not be "Unkind"; nothing productive will come of that. Even if the other person in the conversation is not being "Kind" it should not lead you to do the same. And, again, when trying to resolve an issue or convey information the information should be "Necessary", otherwise it will be harder to stay focused on the issue and get to a resolution.

If you step back and think about these concepts they fall into the category of "treat others as you would like to be treated". This applies not only to what you are about to say verbally, but also when writing an email or text message, or even in your non-verbal communication (should I really scowl or cross my arms or roll my eyes). So whenever you're trying to resolve an issue or communicate effectively with residents, friends, family, coworkers keep in mind the goal of the conversation and WAIT.



Employee Achievement

Our very own Lori Watkins-Gurule was invited to speak at an event hosted for the New Mexico Mortgage Finance Authority. She spoke as an expert for their segment entitled "The Lifecycle of Affordable Housing".

Other speakers included the New Mexico Governor, Attorney General, and State Treasurer. What an honor for Lori to be chosen for her expertise in this area. Congratulations, Lori!

And We Just Keep Growing... Monarch's Summer Acquisitions

With our most recent acquisitions, the Monarch Portfolio is now at 163 properties totaling just under 40,000 units. This last summer was a busy one, with eight different communities being added to the

Monarch Portfolio, and we appreciate all the hard work put in by all our team members involved. We would like to welcome all our new team members and residents into the Monarch Family.



COMMUNITY NAME	CITY	STATE	UNITS	DATE
Country Club	Toledo	OH	316	7/14
Fairways At Lowry	Denver	CO	450	7/14
Forest Park	Kansas City	MO	198	7/18
Regency North	Kansas City	MO	180	7/18
Alexandra	Cedar Rapids	IA	112	8/17
Creekside at Taylor Square	Reynoldsburg	OH	532	8/17
Country Club Villas	Abilene	TX	260	8/17
Timber Ridge	Abilene	TX	224	8/17



Employees of Central Pointe Apartments in Boise, ID.

Thank You From Employee Relations

Thank you to those who took the time to take the Employee Relations Groundskeeper and Housekeeper Survey.

We are happy to get your feedback and always strive to make changes that will give our team members the resources they need to do their job effectively and keep them happy. According to your feedback, the five areas where Monarch could make changes that would most benefit your group are:

1. Hands on Training
2. Verbal approval and appreciation from supervisors
3. Asking for your suggestions on curb appeal, facility improvements and cleaning products
4. Make sure that Housekeepers and Groundskeepers are included in company lunches and events
5. More materials offered in Spanish

Please know that we have made changes based on your feedback and will continue to look into more possibilities. Monarch appreciates your input and is always looking for feedback which will help us live out our mission and vision.

For those of you who submitted your names to Employee Relations saying you completed the survey, congratulations to our prize winners: Daniel Quintero, Coralynn Grammatico, Andre Nutall, and Lucas Fawbush each won a \$50 Home Depot Gift Card.

THIS IS OUR MISSION

Monarch's mission is to be the best multi-family company in the industry. Our processes and people set us apart, in an effort to deliver superior results to all stakeholders. (Residents, staff and investors)

THIS IS OUR VISION

Monarch Investment and Management Group strives to be the best multi-family company in the industry. We achieve our goal by hiring dedicated team members, well-suited for their individual positions, who take pride in their work and in their co-workers.

MIMG self-manages by providing in-house maintenance, accounting, marketing, and legal services. We work daily to maintain and

improve the rental experience in a cost effective manner. Our integrity in achieving the best value for our residents' money also adds value to our investment and superior returns to our investors. We wish to acknowledge our entire staff. The way team members perform their duties reflects on themselves and the company as a whole.

LIVE IT! DISPERSE IT! BELIEVE IT!

It took three years to get through all of the positions at Monarch with our surveying. If you were here for your survey, thank you for participating and we hope you have witnessed all the employee perks that have come about as the result of your feedback. If you were not able to participate, we hope you will be with us for round two!

Now that our initial surveys have been completed, we are in the process of doing informal surveys via site visits. We are anxious to see each property with their unique characteristics and team members. We wish to steal and disperse all your great ideas! Kathy and Michele have completed tours to Colorado, New Mexico, Idaho and Michigan. Coming soon to a state near you!



Congratulations to our Milestone Anniversaries from the 3rd quarter of 2017!

13 YEARS

Melissa Nelson

11 YEARS

Diana Wallace

5 YEAR

Anthony Baldiga
Lindsay Rumpel
Sada Davis
Christopher Burbank
Sander Becker
Kathleen Gulliver
Cherie Mingione
Gerry Hannah
Charles Stephens
Raphael Stevenson
Jonathan Bundy

1 YEAR

Rayman Baxter
Danny Brooks
Janice Reeves
Charles Harvey
Derrick Phillips
Leigh Quiles
Javier Granados Perez
Marlen Molina Marrufo
Katrina Caperon
Steven Tillich
Ruben Hernandez
Laura Radetski
Daniel Villa
Stanley Tadlock
Mark Kaczmar
Aaron Brownell

Natassaja Jester
Alexandria Clark
Cody Froman
Mark Wicker
Jeffrey Holbrook
Tobey LaForm
Jason Merrifield
Bart Snyder
Juanita Creech
Whitney Collins
Ionel Grigore
Donald Harsma
Jimmy Shepherd
Elizabeth Ritzler
Courtney Walker
John Sanchez
Bobbie Pulsifer
Kaden Fallin
Ryan Metz
Kathy Loveall
Jermaine Gray
Becky Hale
Elizabeth Hill
Megan Baugh
James Williams
Larry Vaughns
Lindsey Gillon
Curtis Thomas
Gregory Hagans
Jeremy Collins
Kristin Smith
Christa Grobstich
Christopher Vega
Raouf Siddiqui
Crystal Steen
John Pearson

Garrett Garber
Kevin Murray
Gary Williams
Roger Belue
Lori Hart
Kirk Fordyce Jr
Angelica Sevrey
Waleed Alshamiry
Jason Blackwell
Bryan Jensen
Susannah Munnely
Christopher Madorin
Zachary Adams
Jerard Bailey
Samuel Hammer III
Kirby Hamill
Cody Hood
Fernando Mendoza-Meza
Elsa Tiedeck
James Sims
Salvador Mendoza
Joseph Gibson
Taylehr Lazuck
James Rafferty
Ashley Baldwin
Antonia Campise
Percy Woods
Sandra Hirsch
Katrice Smith
Holly Hopkins
Justin Bullock
Bryan Lemoine
Cynthia Sykes
Samantha Spurgeon
Craig Walters
Hollie Williams
Saulo Herrera
Alexis Najera
Omar Zabalza

Betty Verdugo
Latisha Thibodeaux
Bobby Herrington
Patti Rands
Amy DeFries
Bruce Kick
Larry Darner Jr
Dale Schlueter
Jake Adams
Walter Beamon
Connie Dahlen
Blaine Heckart
Brandy Belloli
Elvia Leyva
Emily Heyen
Rebecca Kruse
Elizabeth Hueter
Stephanie Couch
Chloe Husted
Pamela Stegall
Kelly Abt
Glenn Chambers
Dennis Merritt Jr
Josiah Walls-Sattler
Joshua Hutcherson
Kathryn Smalley
Burgundy Abram
Jason Heilner
David Smith
Alyssa Quinones
Lawuana Young
Edgar Gutierrez Ramos
Alfred Swoke
Elvis Morales
Hailey Bazan
Amanda Pickering
Charmaine Parker-Lewis
Moses Salazar
Hector Rivera



Help Us Hire Your Co-Workers and You'll Earn \$250!

We are proud to announce the new Monarch social media referral program.

We'd like your help to spread the word about Monarch job opportunities via your social media. Your friends will be able to see, apply and forward Monarch jobs. The best part is that if your friend, or a friend of a friend, applies for a job and is hired, you will receive a \$250 referral bonus for any full time employees.

You choose how often it will auto post, what type of positions, and where the open positions are located. This will make sure your social feeds only show relevant openings for you and your network.

HOW TO OPT IN

Send an e-mail to careers@monarchinvestment.com with **"Opt-In: Social Media job postings at Monarch"** in the subject line, wait for return e-mail. If you have access to a monarchinvestment.com e-mail you are more than welcome to use that e-mail but if you don't, you will need to supply a personal e-mail as a point of contact.

Monarch Employees Go Over the Edge

Some members of our Monarch Frantown team participated in an event titled "Over the Edge" where participants rappel down the side of a skyscraper in Denver, all for a good cause!

The event is hosted to raise money for the Cancer League of Colorado, and Team Monarch raised just under \$7,000. This money goes straight to cancer research and patient services with no overhead. Nice work team!



Analyst Stephen Stanis enjoys the descent down a skyscraper.

Have something for the next newsletter?

LET US KNOW!

employeerelations@monarchinvestment.com



Team-Building Exercises

Teamwork makes the dream work at Monarch.

There were a whole lot of baseball themed outings this summer as many of our teams across the country came together for camaraderie at the ballpark. Our Toledo Region went to a Mud Hens game. The Milwaukee area represented Monarch at the Brewers game. The Franktown team supported the Rockies, and though Greg Gerken was unable to attend, we took “Flat Greg” in his place!

Does your team have what it takes to survive an Escape Room? Another popular team building activity this quarter was Escape Rooms. Here is our team from Central Illinois at their Brainstorm Escapes experience. And the Kansas City region got in on the Escape Action as well! Do you have a great idea for a team building activity? Let us know at employeerelations@monarchinvestment.com.



Top Left: Kansas City team members at Escape Room.
Top Right: Milwaukee team members at the Brewers game.
Bottom Left: Greg Gerken's cutout at the Rockies game.
Bottom Right: Toledo team members at the Mud Hens game.

The Training Help Desk is Here!

We are happy to announce another way to help train and support our employees. Now all employees can send in their questions with regard to the Policy and Procedure Guide, On-site Operations, Leasing, Yardi and more through our online request form. You can access the request form on the employee website.

We are here to help answer questions and provide guidance!

“Develop a passion for learning. If you do, you will never cease to grow.”

—Anthony J. D’Angelo

Rent Cafe and CRM Tip

Did you know that you can now allow your prospects to set up their own appointment online via your property website? For those of you using CRM, you can set up appointment blocks to display up on your property website, where a prospect can schedule their own appointment.

What a great way to reach your prospects who are shopping for an apartment after-hours! For questions or help on setting this up on your website, please reach out to your Leasing and Marketing Specialist.

