

APARTMENT WIRE

ELSA MARKS THE START OF HURRICANE SEASON: ARE YOUR ONSITE TEAMS READY?

As Tropical Storm Elsa barrels through Florida and the southeast, now is the best time for multifamily property owners to take serious stock of their strategies for preparing and dealing with hurricanes.

The 2020 hurricane season saw record breaking activity, and 2021 isn't likely to offer much reprieve. Elsa was initially predicted to hit U.S. land as a Category 1 hurricane, but by the time it made it to shore it was downgraded to a tropical storm. However, as it travels through Florida, Georgia and the Carolinas it's still predicted to leave behind considerable destruction and flooding.

And although this marks one of the first major storms of the season, it certainly won't be the last. NOAA predicts this season could see 13 to 20 named storms, of which six to 10 could become hurricanes, including three to five major hurricanes. Luckily, it's not too late to begin implementing preparedness measures.

Visit [NMHC's Hurricane Preparedness Hub](#) for a compilation of pertinent resources to help apartment firms weather the storm. We've also drafted a step-by-step article to help you make all the necessary preparations as the season gears up—click through to read more.

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Multifamily Markup

NMHC SELECTED TO REPRESENT INDUSTRY ON IECC CODE DEVELOPMENT COMMITTEE

NMHC has been appointed to represent the industry in the development of the newly restructured International Energy Conservation Code (IECC). In addition, **Paula Cino**, NMHC's Vice President for Construction, Development and Land Use Policy, has been reappointed to the development committee for ASHRAE Standard 90.1 - Energy Standard for Buildings Except Low-Rise Residential Buildings. Together with our role in the new IECC, NMHC will have a voice in the development of new and wide-ranging national energy performance requirements for buildings.

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NEXT WEEK: JULY WOMEN IN MULTIFAMILY DIGITAL SERIES EVENT: PROPERTY MANAGEMENT & OPERATIONS

NMHC has opened registration for our third Women in Multifamily Digital Series event. This installment of the virtual meet-up series will center around property management and operations and will feature **Elaine De Lude**, vice president of LIVEbe Communities, a division of Berman Enterprises. The program will delve into everything from new operations technologies entering the sector to changing customer expectations for leasing and community standards.

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OFF-CAMPUS STUDENT HOUSING REBOUNDS QUICKLY POST-PANDEMIC

Unlike during previous economic disruptions, the student housing market was not immune to the economic hardships brought on by the COVID-19 pandemic. But the sector rebounded quickly, creating optimism for the upcoming academic year. NMHC's **Chris Bruen** digs into the data.

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2021 NMHC FALL MEETING TO BE HELD IN WASHINGTON, D.C.

Make plans to join us in person at 2021 NMHC Fall Meeting in Washington, DC September 22-24 when we will bring the apartment industry's leadership together with the people who shape the policies and politics that affect our sector. With an attendance of approximately 300, NMHC's Fall Meeting is a unique opportunity to network with fellow senior executives in a small-scale setting. This year's event will feature prominent speakers from the Biden Administration and Capitol Hill.

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FAQ AVAILABLE: NAVIGATING THE FCC'S UPDATED OTARD RULE

This year, the FCC issued an order and Final Rule to update the Commission's Over-the-Air Reception Devices (OTARD) rule, with notable impact on multifamily and commercial properties. To help NMHC members navigate the new rule and better understand the real-world implications of the changes, NMHC's outside FCC Counsel, **Matt Ames** of Hubacher, Ames and Taylor crafted a comprehensive guidance document.

Note: This resource is available for NMHC members only. If you are not an NMHC member, learn more about joining the council.

[ACCESS FAQ](#)

2021 NMHC STUDENT HOUSING CONFERENCE, OCTOBER 4-6 IN CALIFORNIA

Register today to join us for the 19th annual [NMHC Student Housing Conference](#) October 4-6, 2021 in Huntington Beach, CA. We will be delivering the knowledge, tools and NMHC's exclusive networking that have made this conference the premier event for student housing executives. Most importantly, we will convene IN PERSON as the new school year begins to look back at the lease-up season and look ahead to coming challenges and opportunities.

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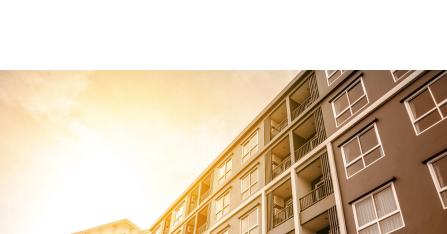
NMHC PAC MONTHLY UPDATE

This month's NMHC PAC Monthly newsletter was released last week and highlights PAC happenings at the June Annual meeting, current disbursement and contribution numbers and a preview of the upcoming NMHC Fall Meeting. Click through to read the full rundown of this month's NMHC PAC activities.

Note: The NMHC PAC Monthly newsletter is only open to NMHC members and is sent to all prior approved members on a monthly basis. Contact NMHC's [Lisa Costello](#) or [Kevin Cameron](#) to learn more about how to subscribe.

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NEWS



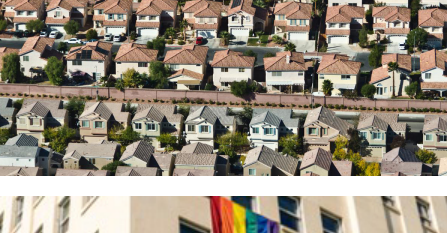
APARTMENT DEMAND HITS RECORD HIGH IN Q2

According to recent data from RealPage, apartment demand has hit unprecedented levels. The number of occupied apartments in the 150 biggest U.S. metros increased by 219,909 units in the second quarter. This marks the largest quarterly increase since the 1990s.



SOARING U.S. RENTS ARE THE STICKY INFLATION WITH STAYING POWER

Higher rents are the kind of price increase that's hard to reverse—unlike many of the ones that have accompanied the economy's reopening, from lumber to used cars.



MULTIFAMILY'S NEW GENDER-NEUTRAL LANGUAGE

Multi-Housing News recently reported on the multifamily industry's changing vocabulary when it comes to gender neutral language. NMHC's **Betsy Feigin Befus** weighed in: "Actions speak louder than words, but language is powerful when it comes to both reflecting and effecting cultural change," she said in the article.



HIGH-IMPACT PROGRAMS TARGETING REGIONAL MULTIFAMILY ENERGY SAVINGS OPPORTUNITIES

The American Council for an Energy-Efficient Economy recently released a report detailing missed savings potential for multifamily buildings. "Building on ACEEE's 2020 multifamily energy savings potential analysis, this brief profiles four multifamily utility efficiency programs and the successful approaches they've used to achieve high savings in the South, West, Midwest, and Northeast regions of the United States."



HOW TO COMBAT THE RISE OF APARTMENT APPLICATION FRAUD

Google "fake pay stubs" and the pages and pages of search results serve as signposts of a larger issue for multifamily executives today: the prevalence, and ease, of leasing application fraud in recent years, an occurrence that has only been exacerbated by the pandemic. Here's how tech and old-fashioned sleuthing are catching bad actors before they move in.



FHFA ACTING DIRECTOR ANNOUNCES LEADERSHIP TEAM

Last week, **Sandra Thompson**, Acting Director of the Federal Housing Finance Agency, named her leadership team. **Naa Awaa Tagoe** will serve as Acting Deputy Director for the Division of Housing Mission and Goals (DHMG), **Daniel E. Coates** will serve as a Senior Advisor to the Director and **Danielle Walton** as Acting Chief of Staff in the Office of the Director.



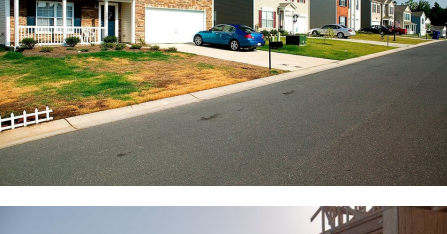
THE MOST IMPORTANT HOUSING REFORM IN AMERICA HAS COME TO THE SOUTH

Charlotte just became the latest big city to make this bold housing move: abolishing single-family zoning. Charlotte's Comprehensive Plan prescribes legalizing duplexes and triplexes citywide, giving more people more access to more types of housing in more neighborhoods, and undoing a policy originally intended to circumvent the Supreme Court's ban on racial zoning by keeping renters out.



HOW A SOFTBANK-BACKED CONSTRUCTION STARTUP BURNED THROUGH \$3 BILLION

Venture-backed startup Katerra Inc. aimed to revolutionize the construction business. Instead, its June bankruptcy filing made clear just how difficult it is for Silicon Valley to disrupt this complex industry.



DO CHANCE MEETINGS AT THE OFFICE BOOST INNOVATION? THERE'S NO EVIDENCE OF IT.

For some, the office even stifles creativity. As the pandemic eases in the U.S., a few companies seek to reimagine what work might look like.

RESULTS: NMHC COMPENSATION PULSE SURVEY

NMHC has just released its second Compensation Pulse Survey. Conducted from June 15 to June 28, the survey gathered responses from HR professionals in NMHC's member database in order to provide insight on the continued impact the pandemic has had on our industry's 2021-2022 total compensation budgets and total rewards plans.

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UPCOMING MEETINGS

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