

Apartment

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# FOCUS

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Single Family Rentals

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# 2022 CTAA Board of Directors

## President

Kelly DeMatteo  
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## Committee Chairs:

---

## Membership

Anissa Smith  
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## Events

Cindy Harrison  
CORT

## Trade Show

Andrew Harrison  
Apartments.com

## Education

Lori Ricci  
WinnResidential

Adam Schweickert  
Landlord Law Firm

## Government Relations Committee

Steve Weir





## President's Message

### Kelly DeMatteo

It is an exciting time to be a member of the Connecticut Apartment Association, and I am honored to serve in a leadership role. Ideas imagined years ago have gained momentum. There has been growth in every area of the organization, including advocacy, networking opportunities, website enhancements, social media presence, staffing, and most importantly, our membership base. In 2015, the Connecticut Apartment Association Board set our strategic direction for the near future by defining organizational objectives. Over the years, we have continued to meet, prioritize, and re-prioritize, setting building blocks for succession planning, innovative ideas, and short-term and long-term goals. We will continue to focus on the value and support we deliver to our members, sharing knowledge, and fostering committee volunteer involvement.

Most recently, we met in Glastonbury at the Tannery and presented the American Red Cross with our bi-annual donation for our Ready 365 Partnership. The American Red Cross is an amazing organization that continues to benefit our communities and residents when in time of need. Our generous volunteers at this event put together first aid kits to be used by volunteers supporting individuals in the field.

The CTAA also had a presence at the Legislative Office Building, weighing in about our concerns for our residents regarding the recent increase in crime in our parking lots. All CT residents were impacted by the changes to the criminal justice system a few years ago, with a spike in personal property crimes. The CTAA served to advocate

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CTAA Volunteer Leaders Cindy Harrison and Kelly DeMatteo were featured at our Annual Meeting.

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“

All CT residents were impacted by the changes to the criminal justice system a few years ago, with a spike in personal property crimes. The CTAA served to advocate for our residents and all community members in the State of Connecticut; this problem affects multifamily housing residents and all homeowners alike.

”

for our residents and all community members in the State of Connecticut; this problem affects multifamily housing residents and all homeowners alike.

We are excited to enter a new fiscal year. We have planned many great offerings for you from July 1, 2022 to June 30, 2023. Visit our website often to see upcoming events and training opportunities, recent news, and legislative updates, and connect to advocacy efforts. In addition, we have restructured our annual dues by creating annual sponsorship packages to provide you with more benefits and opportunities. Please keep an eye out for communication on this and your renewal, and of course, update your team members and contact information in your membership portal if anything has changed.

CTAA is here to help build and grow expectational Apartment professionals. Thank you for being part of our community and supporting the growth of our industry. I look forward to seeing you at our next event! 🏠

# SAVE THE DATE

## CTAA Annual Trade Show & Educational Conference

**BACK** ←  
**TO THE FUTURE**

*Calling all Property Managers, Assistant Property Managers, Leasing Agents, Maintenance Personnel, and industry affiliates! Join us at our Annual Trade Show & Educational Conference for on-site training, rich networking, and engaging speakers to keep you learning, growing, and thriving in our industry!*

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<https://www.ctaahq.org/events/ctaa-event-annual-trade-show/register>





# Top Amenities for Single Family Rentals

By MHN – Multi-Housing News





## What are residents really looking for in these properties?

Over the past decade, the single-family rental sector has bloomed from a niche market driven by mom-and-pop entities to a full-blown sector. The pandemic turned it into one of the top desired housing options for renters and one of the top opportunities for investors. The SFR resident base continues to expand, fueled primarily by the millennial generation, needing more space for their families and home offices.

An attractive feature of SFRs is the amenity package because, unlike traditional single-family homes, SFRs form communities managed by the same owner. Depending on the location of SFR communities, the amenities can be varied and quite similar to the ones offered in multifamily communities.

### Outside-the-home amenities

For one SFR community, “walking trails, dog parks, green space and playgrounds are the most frequented by residents, and therefore the most important,” Ting Qiao, Wan Bridge’s CEO told Multi-Housing News.

“While a community pool is attractive to potential residents, the utilization is often low, especially compared to the amenities mentioned above, which are used on a daily basis.”

The private outdoor area is one of the more alluring features of SFRs. People like to spend time outdoors, in a backyard or a little garden, and spending time outside improves mental health. Having an outdoor area helps with that and also provides a safe way to connect with family and friends.

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Outdoor recreation areas were already in demand prior to the pandemic, as people looked for ways to be more active and improve their health while having fun. And during the pandemic, the demand was even higher.

Additionally, according to the 2021-2022 National Pet Owners Survey conducted by the American Pet Products Associations, 70% of U.S. households, or about 90.5 million families, own a pet. This is up from 56% of U.S. households in 1988, the first year the survey was conducted, and 67% in 2019. Dogs remained the preferred pet, accounting for 69 million; cats were next in line at 45.3 million. So, it's safe to say that dogs and cats are family.

Unsurprisingly, dog-friendly properties are a standard in apartment communities, which means renters choosing to live in an SFR will ask for the same "standard" package in their SFR community. Dog parks at SFRs are a popular amenity because they help build community among renters, and they're a strong draw for prospective residents who own dogs. Here, dogs and their owners have their own enclosed space to get together – the dogs have protection, security and freedom to play, and the owner has peace of mind. In addition, a dog park is beneficial to renters who don't own dogs because it helps keep other common spaces pet- and waste-free.

People also understand that staying active means staying healthy, but staying active is easier when the gym is just a few minutes away. An on-site fitness center saves people valuable time traveling to and from the facility. Membership fees here are lower than at a standalone gym. In addition, there is a lower risk of overcrowding, and most communities offer an amenity booking platform in accordance with the current COVID-19 requirements.

Another popular SFR communal amenity is a pool. The modern outdoor pools are amazing outdoor areas featuring water sports, cabanas, sandy beaches and the like, making the time spent there feel like a vacation.

### Inside-the-home amenities


"In terms of amenities inside the home, the most popular feature for our residents is space," Qiao said. "Our residents prioritize the opportunity to live in a home that offers space: the more bedrooms, the better. High ceilings and open-concept floor plans also provide more room to live and grow. Additional amenities featured in our homes include a fenced-in yard, attached garage and in-home storage and laundry, which are also top of mind when it comes to attracting potential residents and retaining existing ones."

“

An on-site fitness center saves people valuable time traveling to and from the facility. Membership fees here are lower than at a standalone gym.

”

In-unit laundry is also becoming a standard amenity. Having an in-unit laundry allows the residents to wash their clothes whenever convenient, not to mention it increases privacy.

SFRs can also be eco-conscious. They can offer sustainable and cost-effective features such as double-pane energy efficient windows, energy-efficient appliances and water-conscious plumbing. These green building features cut down on utility costs, which greatly appeal to residents. 

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# Summer Vibes Happy Hour

We had a blast celebrating warm weather and connecting with members at our Summer Vibes Happy Hour! Thank you to our sponsor, American Integrity Restoration for helping make this event possible, and thank you to all who attended. We can't wait to see you at our next Happy Hour in October! 📍





# Glow in the Dark Golf

We had so much fun gathering together for Glow in the Dark Golf! It was a fantastic evening filled with networking, food, and golfing to benefit the American Red Cross Connecticut. Thank you to all who joined us. We hope to see you at our next event. 🏠







# WATER COOLER

## New Hires

**Pablo Ortiz** — New Maintenance Supervisor at Spencer Street for Paredim Communities

**Lori Crabb** — New Leasing Consultant at Clocktower, Velvet Mill & Dye House for Konover Residential

**Jose Rios** — New Service Technician I at Clocktower, Velvet Mill & Dye House for Konover Residential

**Mark Duisenberg** — New Service Technician II at Clocktower, Velvet Mill & Dye House for Konover Residential

**Jerry Crabb** — New Service Technician II at Clocktower, Velvet Mill & Dye House for Konover Residential

**Ann DeNeutte** — New Community Manager at Hamden Centre/Dogwood Hill for South Oxford Management

**Denise Steele** — New Community Manager at Forest Park for South Oxford Management

**Jennifer Ball** — New Assistant Community Manager at Lofts at the Mills for South Oxford Management

**Stephen Madore** — New Maintenance Supervisor at Sagamore Hills for South Oxford Management

**Kristen Perkins** — New Property Manager at Cambridge Oxford Apartments for Paredim Communities

**Turquoise Blue** — New Assistant Property Manager at the Arbors at Brighton Park/Windsor Crossing for Paredim Communities

**Shekanah Williams** — New Leasing Consultant at Brook Hollow and Fairways for Paredim Communities

**Jenna Mowry** — New Leasing and Marketing Manager at Spinnaker Milford for Paredim Communities

**Marvin Dixon** — New Maintenance Supervisor at the Arbors at Brighton Park for Paredim Communities

**Johan Aristizabal** — New Maintenance Technician at the Arbors at Brighton Park for Paredim Communities

**Shay Diaz** — New Assistant Property Manager at The Taft for Paredim Communities

**Jennifer Roy** — New Leasing Consultant at The Taft for Paredim Communities

**Kevin Meehan** — New Maintenance Supervisor at The Taft for Paredim Communities

**Mike Presley** — New Maintenance Technician at The Taft for Paredim Communities

**Jason Shearer** — New Maintenance Technician at The Taft for Paredim Communities

**Jennifer Ravis** — New Senior Property Manager at The Mill Greenwich & The Modern Port Chester for Trio Properties

**Carolyn Gonzalez** — New Assistant Property Manager at Rivers Bend for Trio Properties

**John Requena** — New Maintenance Supervisor at The Mill Greenwich & The Modern Port Chester for Trio Properties

**Yanice Negron** — New Property Manager at Capitol View Apartments for Trio Properties

**Lauren DeRose** — New Marketing & Special Project Coordinator for Trio Properties

**William Hartman** — New Maintenance Supervisor at Harbor Heights for Trio Properties

**Kevin Yanosy** — New Maintenance Technician at Rivers Bend for Trio Properties

**Steven Santiago** — New Maintenance Technician at The Novella for Trio Properties

**Savannah Colletti** — New Administrative Coordinator for Trio Properties

**Claudino Vargas** — New Maintenance Technician at Knoll Crest for Trio Properties

**Skylar Tobey** — New Leasing Consultant at Harbor Heights for Trio Properties

**Abigail Wieter** — New Leasing Consultant at Harbor Heights for Trio Properties

### Promotions

**Valerie Smith** — Promoted to Community Manager at Muse Milford for Continental Properties

**Randy Casiano** — Promoted to Property Manager at Dobbs Crossing for Konover Residential

**Norberto Rivera** — Promoted to Service Technician II at Dobbs Crossing for Konover Residential

**Karen Petronelli** — Promoted to Community Manager at new acquisition, The Pointe at Dorset Crossing

**Rachel Shaw** — Promoted to Assistant Community Manager at The Pointe at Dorset Crossing

**Rachel Bocco** — Promoted to Property Manager at The Taft for Paredim Communities

**Stephanie Garfalo** — Promoted to Assistant Property Manager at Spinnaker Milford for Paredim Communities


**Dino Vargas** — Promoted to Maintenance Supervisor at The Novella for Trio Properties

### Special Designations

**Christine Chadsey** — Blended Occupancy Specialist designation

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