



Asset Management 2020 Response and Resilience

A CHAM Webinar Series

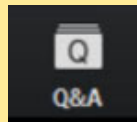
The Asset Manager's Role in Handling Natural Disasters

October 21, 2020
12:00 – 1:15 EDT
www.chamonline.org

Logistics

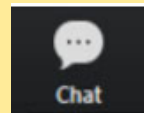
Questions

- Write into the Q&A section



Chat

- For logistics and announcements only



Feedback

- Survey will pop up on your screen when you leave the webinar

Slides and Recording

- Slides are there now
- Recording by Friday

www.chamonline.org/webinars

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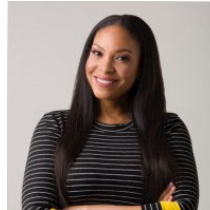
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Moderator:

- **Alicia Bramble**, Asset Manager at Brilliant Corners, CEO at Opportunity Real Estate Services, aliciabramble@opportunityreservices.com

Presenters:

- **Jason Acosta** - Vice President of Asset Management, Foundation for Affordable Housing, jason@ffah.org
- **Angela Cisneros**, Divisional Vice President, Winn Residential, acisneros@winnco.com
- **Laura Pishion**, Vice President, Asset Management, National Equity Fund, lpishion@nefinc.org



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Agenda

1. Welcome and Introduction
2. Property Management Roles - Angela Cisneros
3. Boots-on-the-Ground Asset Management – Alicia Bramble
4. General Partner Perspective – Jason Acosta
5. Investor Viewpoint – Laura Pishion
6. Q&A
7. Wrap Up and Resources
8. What's New at CHAM

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The Asset Manager's Role in Handling Natural Disasters

A Holistic Approach
Being Proactive, Consistent
Communication, Detailed Mitigation
Efforts, Follow up



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Asset Manager Response in a Natural Disaster



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WINNRESIDENTIAL

Property Manager

Angela Cisneros
Divisional Vice President
Winn Residential
acisneros@winnc.com

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Communication

- Asset manager
 - Updates on property & residents
- Supervisors and onsite team
 - Does the onsite team know the emergency plan?
- Residents
 - Frequent communication is best
- Local authorities
 - Police
 - Fire



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Emergency plan

- Utility shut offs - tools
- Meeting location for staff
- 2-way radios
- Disabled residents



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Resident Resources

- Evacuation locations/shelters within the city
 - Is relocation permanent or temporary?
- Nonprofit assistance - Red Cross
 - Food, clothing, supplies, etc.
- Evacuation bag-quick supplies
 - Management can help provide a list of items by utilizing online resources from the City.



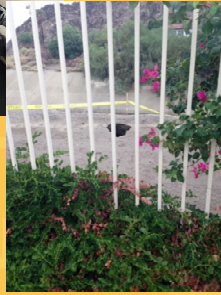
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Asset Manager's Role in Handling Natural Disasters

Alicia Bramble
Asset Manager

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Being Proactive is More Cost Effective

- Prepare a Schedule of when to prepare for Natural Disasters. Ex. Wildfire season begins in September.
- Ensure that staff is aware of Incident Report policy, Disaster Preparedness policies and Response Procedures.
- Have Resources handy.
- Know your market and nuances to your geographical area.
- Ask your local Fire Department and Police Department to assist with resources and training for staff.
- Practice makes perfect. Drills or trainings with staff will mitigate questions in the event of a natural disaster.

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Response

- Ensure protocol is being followed.
- Evacuate immediately. Follow proper authorities' instructions.
- Put Insurance Company on Notice.
- May be helpful to go onsite and perform an investigation when it is safe.
- Take pictures and complete an Incident report or Insurance claim form.

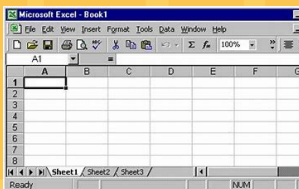
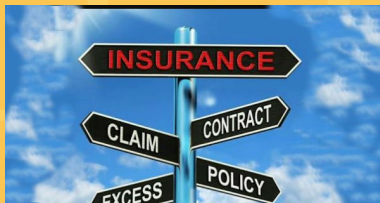


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Communication

- Consistent Communication for clarity
- Asset Managers become the Information House
- Managing Tasks – Must be able to delegate, gather all information and report out to Execs
- Weekly Reports may be helpful.
- Send complete updates with descriptions, status and next steps.
- Know who to communicate with:
 - Executive Management
 - Local Partners
 - Investors
 - Mortgage Holders in the event of a loss



Working with the Insurance Company

- If there is a loss, immediately put in a claim with your insurance company.
 - Your Insurance Broker can assist
 - Review your insurance policy for deductible, limits and coverage exclusions.
- Take pictures and complete an Investigation report with details on the loss or incident. Be sure to include dates, times, location.
- Begin repairs that are pertinent to getting the residents back into their home. Insurance will most likely reimburse you after the deductible.
- Keep detailed bids and invoices documentation.
- Track expenses in an excel spreadsheet.
- Work with a 3rd party/Public adjuster if a total loss.



FOUNDATION FOR AFFORDABLE HOUSING

GENERAL PARTNER'S PERSPECTIVE

Jason Acosta, CPM, ARM
Vice President,
Director of Asset Management

OVERVIEW

A Stellar Track Record

- 200 AUM (Senior, Family, SRO, PSH, etc.)
- 20k Units Nationwide
- National Platform, Active in 16 States
- Housing over 60,000 Families & Seniors
- 96 Active Partners & 3rd Party Fee Managed
- An Asset Portfolio Valued at \$2B+

PROJECTS

Across the Country

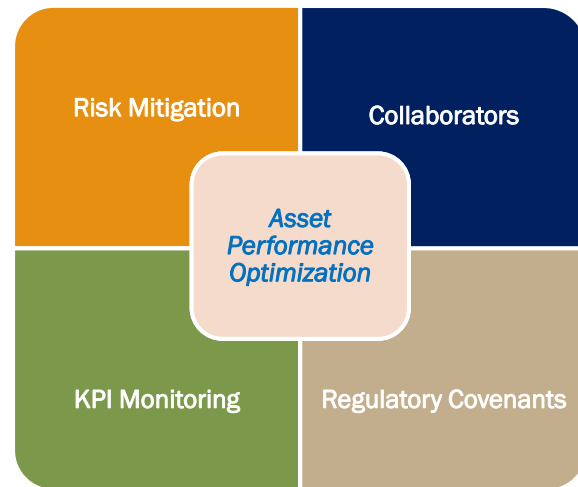


Portfolio Footprint

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Monitor the **Financial, Physical and Regulatory Health of our Assets** During Their Entire Asset Life Cycle to:

- Monitor Key Performance Metrics within the Partnership's Substantial Duties Parameters
- Minimize Risk Exposures
- Identify Ancillary Revenue Opportunities
- Asset Preservation



**Key Pillars: Alignment,
Transparency & Governance**

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- Sept 13th Hurricane Florence hits (2018)
- Sept. 20th Over 200 Families Displaced
- Sept. 21st Disaster Response & Relief
- Sept 25th “Blitz the Property” & SOW
- Sept 28th Tenant Relocation Program
- Oct. 19th Recovery & Rehabilitate (2019)

Built Back Better & Safer



Hurricane Florence Strikes – BBC.com



Hurricane Florence Timeline

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ASSET KEY PERFORMANCE INDICATORS (KPI'S)

Pre-Storm

- Vacancy f
- Moderate Maintenance
- Minimal (Functional Obsolescence)
- NCF (Positive)



Post-Storm

Rate: 90%

ized Watch

amages
r Intrusion

(Active)



Pre-Hurricane: Stabilized Asset

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200-Units Family Community



Post Storm: Hurricane Florence Devastation

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- Implement Checks and Balances to Manage Short- and Long-Term Strategies & Benchmarks
- Document Disaster Response Plans Capturing All Steps & Phases (Milestone Roadmap)
- Navigate Through the Partnerships (Upper & Lower Tier Partners) “Eyes & Ears”
- Hands-on Approach on Minimizing Additional Risk Exposures & Monitoring the Stabilization Process/Benchmarks



Risk Mitigation / Crisis Management Tips

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- Collaborations, Communications and Visibility
- Emergency Management Operations facilitates quicker and smarter decisions
- Modified “Triple Bottomline” Approach
- *The best preparation for tomorrow is doing your best today.* -- H. Jackson Brown, Jr.



General Takeaways

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The Investor's Perspective

Laura Pishion,
Vice President, Asset Management
National Equity Fund
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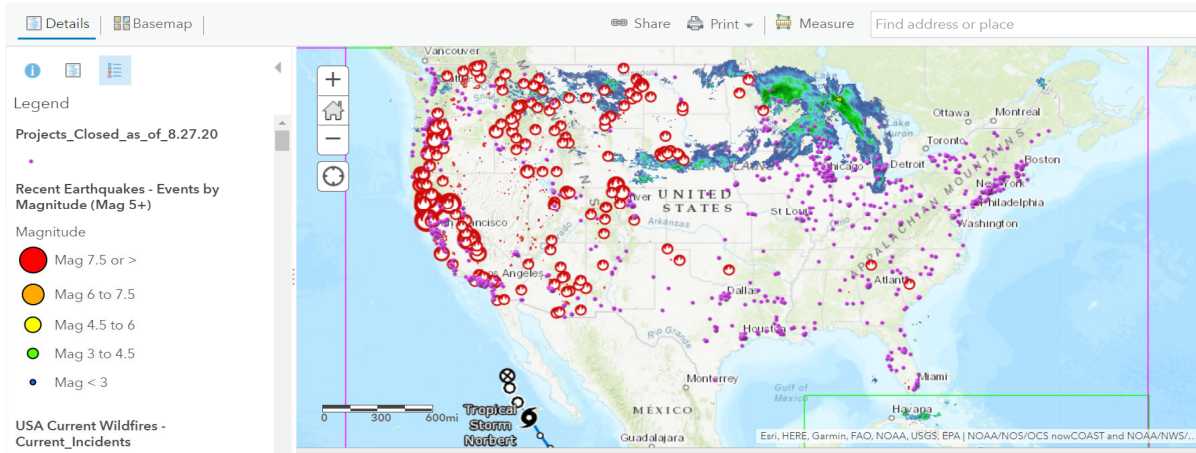
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Risk Management

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ArcGIS ▾ NEFProjects with current weather and forecasts

Modify Map



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Communication During the Crisis

- Communication challenges
 - Initial outreach
 - On-going updates throughout the season
- Is everyone safe?
- Project status:
 - Current risk/damage
 - Evacuation level
 - Evacuation plan:
 - ✓ Tenant transportation
 - ✓ Local services/tenant support
 - ✓ Emergency Relocation



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Asset Recovery

- Damage assessment / Financial Impact
- Off-line units / longer term relocation strategy for households
- Status of insurance claims and repairs
- Approvals & Investor Consents
 - Reserve usage
 - Financing strategies / deal structure changes

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Disaster Preparedness Resources

LISC

- [When Disaster Strikes](#)

Enterprise Community Partners

- [Business Continuity Toolkit for Affordable Housing Organizations](#), an interactive toolkit for multifamily affordable building owners & managers to build a plan to address crisis

OSHA

- [Evacuation & Shelter-in-Place Guide](#)

READY.gov

- [Emergency Response Planning](#)
- [Evacuation Planning](#)



Los Angeles Fire Department

- [Evacuation Protocols](#)
- [Emergency Preparedness Guide](#) that covers many types natural and man-made emergencies, applicable to many communities

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Wrap Up



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What's New at CHAM?

CHAM Survey Results

What do Asset Managers get paid?
 Who do they report to?
 How do they spend their time?
www.chamonline.org/reports

CHAM Career Center

Job Board
 Asset Management Career FAQs
www.chamonline.org/career-center

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