

He Will Be Missed ... A Tribute To Mark Levitt, CPM®

I start this with tears in my eyes...I was holding it together before, but now I am forced to deal with the truth on paper and I can't hold back my tears. Mark is not with us anymore. He has left a void in the lives of all of us who knew him. I spoke to Mark about business and life approximately every other week. I spoke to him two weeks before he tragically left us. It wasn't a long conversation because I was busy. I got him off the phone quickly so I could get back to work. I didn't think it was a big deal, as we would speak again in a week or so. 'Later, man' was the end of our conversation.

Good man; great dad and husband; good friend. I won't be able to talk to him anymore and it hurts. I don't want to make this sad; I want to make this a happy memory. The love of life. The love of standing outside an IREM meeting with a large stogie in our mouths and loving the taste and the smell. The mutual smile through the puffs of smoke. Knowing that it doesn't get any better than that very moment. Camaraderie was what it was all about. We talked about life. We talked about IREM and the chapter and what the next step was. We even gossiped a little (okay, a lot!).

Mark loved us, our chapter. He believed in us. He especially loved the ARM® portion of our chapter. He always felt they were never heard the way they should be and paid great attention to their needs.

He attended most of the ARM® meetings and wanted to make them the best they could be. The major challenge that year was the change in education from the old way of week-long classes to introducing the new education format. For Mark's efforts, we won the 1998 FOCUS Implementation Award at the National Conference (see picture left).

A man of conviction who was not afraid to say what he felt. He didn't care if he upset you, only that the chapter was served as best as was possible. He helped me willingly through my time as president. Great advice.

His death reminded me that every moment of life should be loved. Every favor, every nice deed should be considered a true gift and nobody should ever be taken for granted. I forget that every now and then.

W. Mark Levitt, CPM®
1952—2003



CPM Key # 10070
Candidate 9/1/83
CPM 6/1/85
Chapter 8 President 1998



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He Will Be Missed...A Tribute To Mark Levitt, CPM® (cont'd)



I have started smoking my cigars again with friends and even alone now. I look up to the stars and moon through the smoke and think life is good. "Even during those times in your life when you get lemons, you make lemonade." Mark will be truly missed. Born in 1952; loved through 2003.



*Stuart Pechner, CPM®
1999 Chapter President*

The following is a re-print of a portion of a President's Message article that Mark wrote in the Spring of 1998 ...



"...The other day I got in touch with what property management professionals do best. As some of you know, I love cars. Big Detroit V-8's with rear-wheel drive and the top down does it for me. Unfortunately, I own a 1987 Nissan station wagon with 131,000 miles on it, 4 cylinders, front-wheel drive—a kiddy-mobile. It's a great car for the kids, it never



breaks down and I would buy another one tomorrow.

A few weeks ago, the car needed some work. It was-

n't running right and Ellen, my wife, took it to our regular mechanic. He gave us good advice by recommending we take it to the dealer to have the problem diagnosed and to see if it was an adjustment versus a part replacement. When we dropped the car off at the dealer, things began to fall apart. We were treated as if we did not know what we were talking about and told to wait for their call when the problem was found. This was on a Saturday and we expected to hear from them by Monday afternoon.

Six days and \$418.00 later, and having the Service Manager hang up on my wife, we got our car back for one day. The problem occurred again and the car had to be returned to the shop for another three days. Then, we were at fault because we did "something" to the car to make the part fail. Finally, the car was repaired correctly and we picked it up without so much as a "we are sorry for the inconvenience".

Had I treated my customers with the same level of service as the Nissan dealer, my buildings would be empty. Had I treated my vendors with the same level of courtesy, no one

would work with me. Had I treated my owners with the same attitude, I would not be working.

Property management requires us to listen with empathy, respond professionally, and follow up with dignity. Maintaining this ability is tough when faced with the multitude of individuals we come in contact with and the time management constraints we presently operate under.

Quality customer service is the foundation of our careers. We all use the same resources, the same financial models, the same techniques to reduce expenses and increase cash flow. What sets us apart is our customer service style. All that those guys at Nissan had to say was "we are sorry we didn't get the car repaired properly the first time."

I know how I would have handled it. I know how you would have handled it. That's why owners are looking for CPMs to run their buildings, their property management divisions, and their real estate portfolios. We provide the very best customer service."

That was Mark—always a professional and class-act. He will be missed.