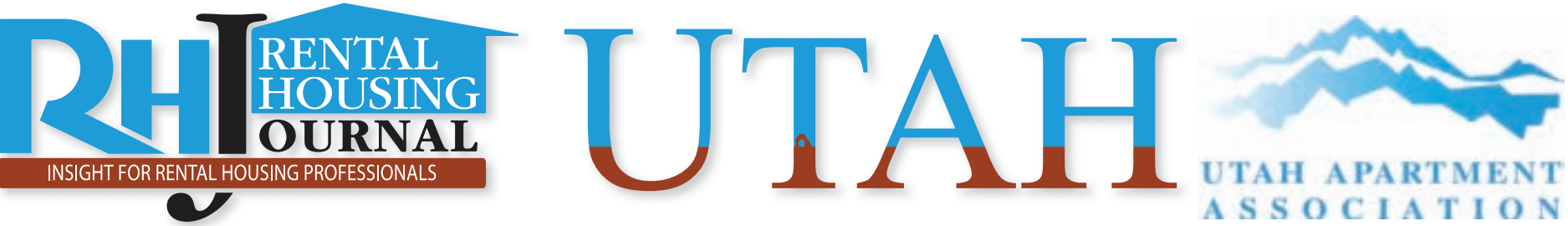


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# Holiday Safety Tips for Residents

While decorating helps add to the beauty of the holidays, it also brings an increased risk of fire hazards. Apartment communities and their residents can benefit from the following decorating tips provided by Preferred Insurance. We hope they help you celebrate the holiday season safely.

## CHRISTMAS TREE SAFETY

- Keep a fresh-cut tree outdoors and cover the trunk in snow, or immerse it in a bucket of water until you are ready to decorate it.
- When you are ready to put up a live tree, cut a 1- or 2- inch diagonal off the bottom of the trunk. The new cut will help the tree to absorb water, which preserves its freshness.
- Select a spot for the tree that is at least three feet from a heat source.
- Put the tree in a sturdy, water-holding stand with widespread legs, and keep the stand filled with water.

See 'Staying' on Page 5

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# UAA Members Approve 2021 Slate of Candidates

## 2021 Board is Sworn In

For those of you who do not know, or may have forgotten during your long tenure as members of the association,



Holly Sanford, 2021 UAA Board Chair

our bylaws call for a nominating committee, comprised of 3 past chairs of the board, to solicit, interview and select candidates for board positions. Every year the nominating committee presents the slate of candidate for the following year at our annual membership meeting, as they did this year on November 10th, 2020.

Anyone interested in serving on the UAA committees or board should contact the staff or a board member and we will get you involved! Typically, board terms are for two years\*. This year, we selected candidates that represent a broad cross-section of interests and geography. All board members, with the exception of the Executive Director, are volunteers.

In 2021, there will be 33 board members representing 12 apartment management companies, 11 industry suppliers and 10 independent owners or single-family residential property managers.\*

\* UAA bylaws term limit board

members to no more than two consecutive 2-year terms. However, members serving on the executive committee are exempt from term limits.

\*\* The Associate Member Committee Chair is elected by their committee for a one-year term.

After being presented with the 2021 Slate, motion was made, seconded and the membership approved the candidates at the annual meeting. Per tradition, the 2021 Board was sworn in during the 4th quarter board meeting the following day on November 11th, 2020.

The 2021 UAA Board Chair is Holly  
See 'UAA Members' on Page 6

# Should You Give Tenants a Holiday Gift?



## BY UTAH APARTMENT ASSOCIATION

Many property owners and managers have an established custom of giving their tenants some sort of holiday gift. For some, this is a big part of the season and they enjoy it very much. Others consider it a way of showing

an appreciation for their tenants and business associates. Still others don't feel that it is necessary. There are several ways of approaching this topic.

## WHY IT MIGHT BE A GOOD IDEA TO GIVE A SMALL GIFT

It's customary and appropriate (if old fashioned) for people to provide a

small gift as a token of appreciation and as a part of the holiday spirit to the people around them. Many people give out gifts to mail carriers, gardeners, teachers or co-workers, and many landlords consider that giving a small gift to a tenant is no different and lets

See 'Is Gift' on Page 4

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# 1031 Exchange Coming Up? Know the Options Before You Reinvest

**By DWIGHT KAY, FOUNDER AND CEO AT KAY PROPERTIES & INVESTMENTS, LLC**

If you have a 1031 exchange coming up, you have multiple choices to reinvest the proceeds from your sale. That’s a good thing, because coming out of your prior investment, maybe you’re tired of the three Ts — tenants, toilets and trash — and you’d rather leave the day-to-day property management to others.

A 1031 exchange (also known as a like-kind exchange) allows an investor to defer capital gains, depreciation recapture and other taxes at the time an investment or business property is sold if the net equity from the sale is reinvested in a property of the same or greater value. Fortunately, “property” does not mean the proceeds have to be reinvested directly into another property that you purchase outright and manage on your own. There are multiple ways the gain can be reinvested to qualify for preferential tax treatment.

Here’s a look at four alternative 1031 exchange investment options for investors to know.

### #1: Qualified Opportunity Zone Funds

Qualified Opportunity Zone Funds, which were enabled by the Tax Cuts and Jobs Act of 2017, offer benefits including tax deferral and elimination that many investors nationwide have utilized. A fund of this type can invest in real property or operating businesses within an Opportunity Zone, typically a geographic area in the U.S. that has been so designated because it may be underserved or neglected. As such, there may be a higher level of investment risk. Also, the time horizon of the fund may be as long as 10 years, which means tying up your capital for that length of time in an illiquid real estate fund.

If you seriously consider this investment option, be aware that these funds may have been set up to invest in only one property or business, in which case there is no diversification. But the opposite may also be true. With a fund of

this type, there can be potential cash flow and appreciation, as well as positive economic and social impacts on a community. This fund option also works if you are selling other appreciated assets like stocks or businesses.

### #2: Tenants-in-Common Cash-Out

In addition to using a 1031 exchange to defer taxes, some investors also want to improve liquidity so they can potentially take advantage of other buying opportunities in the future. With a Tenants-in-Common (TIC) investment, you own a fractional interest in a commercial, multifamily, self-storage or other type of investment property. The TIC cash-out is a specific strategy where the investment property is purchased using zero leverage so it is debt-free, with no mortgage, going in. Then, after a year or two, the property can be refinanced at 40% to 60% loan to value, effectively providing investors with a large portion of their initial invested principal tax-free in the form of a cash-out refinance. Under this scenario, the remaining equity in the investment stays in the TIC property, providing potential distributions to investors while they get to enjoy liquidity with a large portion of their funds.

### #3: Direct Purchase of Triple-Net (NNN) Properties

With a triple-net leased property, the tenant is responsible for the majority, if not all, of the maintenance, taxes and insurance expenses related to the real estate. Investors utilizing a 1031 exchange often are interested in purchasing NNN properties, which typically are retail, medical or industrial facilities occupied by a single tenant. On the surface, these investments may seem passive, but there are three distinct downsides, namely concentration risk if an investor places a large portion of their net worth into a single property with one tenant; potential exposure to a black swan event like COVID-19 if the tenant turns out to be hard hit; and management risk.

Remember the three Ts I alluded to above. If you’d prefer a passive investment, the direct

purchase of a triple-net property is not likely for you. Others may allude to triple-nets being management free. However, having owned dozens of net lease properties throughout my career I can tell you they are anything but management free. (Just ask my in-house legal counsel, and asset management and accounting teams.)

### #4: Delaware Statutory Trusts

In contrast to the example above where you buy the whole property yourself, Delaware Statutory Trusts (DSTs) are a form of co-ownership that allows diversification and true passive investing. Most types of real estate can be owned in a DST, including retail, self-storage, industrial and multifamily properties. A DST can own a single property or multiple properties. In a 1031 exchange scenario, you can invest proceeds from the prior property sale into one or more DSTs (holding one or more properties) to achieve diversification.

DSTs often hold institutional-quality properties. The properties could be occupied by single tenants operating under long-term net leases, such as a FedEx distribution center, an Amazon distribution center, a Walgreens Pharmacy or a Fresenius dialysis center. DSTs can be one of the easiest 1031 replacement property options to access because the real estate already has been acquired by the DST sponsor company that offers the DST to investors.

Regardless of the approach you choose to reinvest the proceeds from your prior sale, the net effect of 1031 exchange investing is generally the same. The initial invested capital and the gain can continue to grow, potentially, without immediate tax consequences. Then, if and when the new investment is sold down the road without the equity reinvested in another exchange property, the prior gain would be recognized.

*Dwight Kay is founder and CEO of Kay Properties and Investments, LLC, which operates a 1031 exchange property marketplace at [www.kpi1031.com](http://www.kpi1031.com).*



#### About Kay Properties and [www.kpi1031.com](http://www.kpi1031.com)

Kay Properties is a national Delaware Statutory Trust (DST) investment firm. The [www.kpi1031.com](http://www.kpi1031.com) platform provides access to the marketplace of DSTs from over 25 different sponsor companies, custom DSTs only available to Kay clients, independent advice on DST sponsor companies, full due diligence and vetting on each DST (typically 20-40 DSTs) and a DST secondary market. Kay Properties team members collectively have over 115 years of real estate experience, are licensed in all 50 states, and have participated in over 15 Billion of DST 1031 investments.

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risks associated with investing in real estate securities including illiquidity, vacancies, general market conditions and competition, lack of operating history, interest rate risks, general risks of owning/operating commercial and multifamily properties, financing risks, potential adverse tax consequences, general economic risks, development risks and long hold periods. There is a risk of loss of the entire investment principal. Past performance is not a guarantee of future results. Potential cash flow, potential returns and potential appreciation are not guaranteed.

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Chair's Message

2021 UAA Landlord Guide



JEAN SMITH  
Chair, Utah  
Apartment  
Association

The UAA is just finalizing the updates to our 2021 Landlord Guide. The purpose of this book is to provide you the tools to understand basic landlord/tenant law and best practices

that will help you be more successful, and provide better services and options to your tenants and the community.

Roughly one out of three people in Utah rent their housing. Managing, leasing, maintaining and servicing tenants directly employs thousands of Utahans, and thousands more are contracted with to provide additional services to the over 100,000 buildings containing residential renters. Without people like you who are willing to invest their time, money and effort into

rental housing our state's economy and society would not function. You should be proud of your tremendous impact!

Each year the UAA spends considerable time and effort working to make sure your interests are represented and that you are aware of any changes to state or federal law, industry best practices, court procedures or city regulations. As such, we are always updating our resources, such as the 2021 Landlord Guide. Some changes for 2021 include:

- Updated 3 Day Notice Guidelines
- Update HUD Guidance on Emotional Support Animals
- Many others – it never hurts to re-read the book each year as a refresher.

We are excited to provide this resource to our members each year with their renewal packets. If you have misplaced your copy of this book, please email [info@uaahq.org](mailto:info@uaahq.org) to request that one be mailed to you.

Ask the Attorney

Tenant Filed for Bankruptcy and is Late on Rent - What Should I Do?



JEREMY SHORTS  
Attorney

**Q. My tenant filed bankruptcy which was approved a few months ago but they are still living in the**

**property. Now they are late on rent. What should I do?**

**A.** When a tenant files for bankruptcy, you need to be careful when moving forward with an eviction. If they have received a discharge and you are included as a creditor, most likely the original lease you had with the tenant is terminated. However, if they remain in the property and continue to pay rent after the discharge, they likely have

entered into a new agreement with you and are obligated to pay rent. If they have failed to pay rent, you can still provide them with a 3 day Notice to Pay or Quit. In addition, because the lease is most likely considered to be terminated, you can provide them with a No Cause Notice to Vacate the property at the end of the next rental period. We commonly recommend serving all applicable notices (in this

case the Three Day Pay or Quit and the No Cause Lease Termination). That way you have covered yourself in multiple ways if we have to proceed with eviction. Keep in mind, if the tenant has filed for bankruptcy and the bankruptcy case is still pending, you should consult an attorney before you proceed with any legal action against the tenant.

Is Gift to Tenants Appropriate?

*Continued from Page 1*

them know that you appreciate them and the fact that they are good residents.

It can also be helpful in building a cordial relationship between you and the tenant, preempting future disputes, opening channels of communication, and improving your reputation. Furthermore, it can make tenants feel valued and make it easier for you to convince them to renew the lease when their time is up. At a minimum, you can spread good feelings around by giving a simple gift to someone else during the winter holidays—making you feel good, too!

Finally, it can be a great opportunity to get your foot in the door, see what is going on and find out if a tenant has a maintenance issue, an unauthorized pet, an unauthorized occupant, drug paraphernalia, or just a half dozen fresh Christmas trees decked out with lit candles.

**WHY YOU MIGHT JUST SKIP GIVING A GIFT**

Most companies don't give out gifts to their customers, and there is no professional reason why you should feel obligated to do it for yours. Maybe you are worried that you might be sending out mixed signals to your tenants that you are their buddy, and you worry that it might make it harder for you to enforce the lease later.

Many people in the rental housing industry feel uncomfortable giving a gift to a tenant, because they reason that gifts are for friends and family, not acquaintances. It's also common for landlords to choose to opt out of the

holiday gift-giving mania where you must provide something for each person whose path you cross. If you have a lot of properties, even small tenant gifts can really add up and take away from funds designated for improving the property.

There are also Fair Housing issues to consider. While you are unlikely to get in legal trouble for saying "Merry Christmas" to non-Christian tenants, some people might nevertheless take offense. Of course, if a tenant asks you not to give them a gift you should respect their wishes, but it doesn't mean you can't give one to everybody else. However, if you choose to vary your gifts without cause - say give a nice \$20 ham to one tenant you like, but something cheap (or nothing at all) to a tenant that you don't – you might be open to charges of unequal treatment.

**WHAT KINDS OF GIFTS ARE APPROPRIATE?**

Generally, you want to keep the gifts impersonal and in a price range that is affordable without being too cheap. Good ideas include gift cards for things like iTunes, Amazon.com or a local restaurant, gift baskets with cookies, coco, or even fruit, movie tickets, flowers, or something tied to your property or business (a t-shirt that says "I love living at \_\_\_\_ Apartments" is a great idea!)

A small investment of time and money in delivering thoughtful tenant gifts might translate into advantages in tenant retention and satisfaction and make the Holiday Season brighter for everybody.



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Director's Messsage

Assistance Animals Do's and Don'ts



L. PAUL SMITH, CAE  
Executive Director,  
Utah Apartment  
Association

One of the most important services that the UAA provides to our members is answering your phone calls. We get dozens of calls every day about all sorts of issues.

One of the questions we get asked about most often is about "Assistance Animals." Handling this issue wrong can earn you a \$10,000 fine and bad publicity in the news. So I wanted to

Staying Safe  
DuringHolidays

Continued from Page 1

- Once a tree is dried out, don't keep it in your home or garage, as it is highly flammable.

HOLIDAY LIGHTING SAFETY

- Mixing and matching lights can create a fire hazard, so keep outside lights outdoors and inside lights indoors.
- Always buy lights and electrical decorations bearing the name of an independent testing lab, such as UL, and follow the manufacturer's instructions for installation and maintenance.
- Carefully inspect new and previously used light strings before using them. Throw away any that appear damaged.
- When hanging lights, string the lights together, using built-in connectors. Don't join more than 200 midget lights or 50 larger lamps through one string or cord.
- Don't connect more than three sets of lights to one extension cord.
- Remember to unplug all decorations and lights, both inside and outside your apartment home, before leaving or going to bed.
- If a fuse is blown, unplug the lights from the outlet and immediately replace the blown fuse. If the replacement fuse blows again, a short circuit may be present. Throw the faulty light string or decoration away, or if it's new, return it for a refund.

CANDLE SAFETY

- Place candles in stable holders and in a spot where they cannot be easily disturbed.
- Never use lit candles to decorate your Christmas tree.
- Never leave a burning candle unattended, and always extinguish candles before leaving the room or going to bed.
- Avoid placing candles near flammable objects.
- Keep burning candles out of the reach of children.

briefly give you a run down about what you can and cannot do regarding these animal requests.

1. You cannot deny a reasonable request for a medically necessary animal.

If the animal is necessary for their disability, then they are allowed to have it. Even if it is an untrained dog. Or a cat. Or a hamster, gerbil, snake, tarantula, chicken or parakeet. Even if it is just a goldfish that helps them calm down (don't we wish they were all goldfish? No such luck)

2. You can verify that the person is handicapped and that the animal is necessary to assist their disability.

This is important. You don't have to just take their word for it. You absolutely have the right to require some competent verification that they are not just trying to get around the rules.

3. You can put in place Reasonable animal (not pet) rules.

The UAA lease has a provision that allows you to do this. Of course you can prohibit the dog from barking all night, peeing on the carpet, scratching up the door, being outside without a leash, pooping all over the yard without it being cleaned up, or biting the neighbors.

4. You can evict a tenant for not controlling their animal and charge them for any damage the animal has done.

And if the tenant doesn't follow these rules, then you can evict them. You can also charge them for any damage that they did not prevent their animal from doing.

5. You cannot charge pet rent, pet fees or a pet deposit – because the animal is not a pet.

It would be considered discrimination

to make somebody pay more just because they are disabled. So you can't charge a larger deposit of the tenant with an assistance animal – but you can charge a larger deposit of all your tenants going forward to cover the potential risk posed by just a few.

6. Use the Assistance Animal Instructions and Forms on the UAA website.

We have worked on these forms for many years, even consulting with HUD. We are confident if you use them correctly and follow the instructions you can stay out of trouble.

If you have questions about a tenant's request for an Assistance Animal, see the "Assistance Animal Instructions and Forms" on the UAA website or feel free to contact the UAA at 801-487-5619 or by email at [info@uaahq.org](mailto:info@uaahq.org).



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# UAA Members Approve 2021 Slate of Candidates

*Continued on Page 1*

Sanford with Cowboy Properties and serving with her on the executive committee are:

- Jean Smith, Past Chair
- Brad Randall, Vice Chair
- DJ Bruhn, Treasurer
- Ryan Froerer, Secretary
- Peter Harradine, Legacy Member
- Kirk Cullimore Jr., Legal Counsel

- Sue Cazier, Government Affairs Chair
- Lejla Bosnak, Associates Committee Chair

All of the staff here at the Utah Apartment Association look forward to working with our 2021 Board of Directors and serving all of our members in 2021. We have overcome a lot of obstacles and experienced a unique year this year and are ready for anything 2021 sends our way.



Jean Smith,  
Past Chair



Brad Randall,  
Vice Chair



DJ Bruhn,  
Treasurer



Ryan Froerer,  
Secretary



Peter Harradine,  
Legacy Member



Kirk Cullimore Jr.,  
Legal Counsel



Sue Cazier,  
Government Affairs Chair



Lejla Bosnak,  
Associate Members Chair

## 2021 Slate of Candidates for UAA Board

Each year the apartment association nominating committee, comprised of three past board chairs, presents a slate of candidates for the upcoming year's board and executive committee. This year the nominating committee was comprised of Matt Ledingham, Jayme Buhlman and Peter Harradine.

We are excited about the quality of individuals who volunteer to serve on the board and direct the association. These names were ratified at the annual meeting on November 10th, 2020 via Zoom. Congratulations to all!

### PROPOSED 2021-2022 TERMS

- \*Holly Sanford, Cowboy Properties
- \*Kirk Cullimore Jr., Law Offices of Kirk A. Cullimore
- Beverly Stachowiak, RentPath
- Clint Garner, Ameritrue Real Estate
- Charles Patten, Avenue 5
- Sheri Martin, Cornerstone Residential
- Rich Wilcox, PPG Architectural Coatings
- Kelly Hunsaker, Fitlogistix
- TJ Robinson, Rentler.com
- Brent Rasmussen, Western Reporting
- Spencer Tibbitts, Olive West
- Jennifer Patterson, Avenue 5
- Sheylbe Smith, Redstone Residential
- Nate Tew, KeyRenter
- Casey Miller, HomeRiver Group
- Chrisy Bond, AMC
- Jilliane Starcer, Alpine Cleaning & Restoration
- Tyler Fivas, Weidner Group
- Craig Rich

### 2021 ASSOCIATE MEMBERS CHAIR\*\*

- Lejla Bosnjak, Valet Living

### CURRENT 2020-2021 TERMS

- DJ Bruhn, Utah Property Management Associates
- Matthew Ledingham, Ledingham Properties
- Jeremy Shorts, Utah Eviction Law
- Peter Harradine, Harman Property Management
- Jean Smith, NXT Property Management
- Sue Cazier, Core Communities
- Dawn Sandberg, Apartments.com
- Brad Randall, Welch Randall Property Management
- Robert Watson, WSI
- Ryan Froerer, Century 21 Gage Froerer
- Cody Reeder, Reeder Property Management
- Candice Waddell, Greystar
- Craig Johnson, Sego Lily Properties

### 2021 EXECUTIVE COMMITTEE\*

- |                      |  |
|----------------------|--|
| Past Chair:          | Jean Smith, NXT Property Management            |
| 2021 Chair:          | Holly Sanford, Cowboy Properties               |
| Vice Chair:          | Brad Randall, Welch Randall Property Mgmt      |
| Treasurer:           | DJ Bruhn, Utah Property Mgmt Associates        |
| Secretary:           | Ryan Froerer, Century 21 Gage Froerer          |
| Legacy Member:       | Peter Harradine, Harman Property Management    |
| Legal Counsel:       | Kirk Cullimore Jr., Law Offices Kirk Cullimore |
| Govt. Affairs Chair: | Sue Cazier, Core Communities                   |
| Executive Director:  | L. Paul Smith, CAE                             |

# 7 Ways to Fail in the Landlording Business

Sometimes landlords forget they are in business. That's when they get into trouble. Every day people make good money by investing in rental property. They do it by always watching out for their financial health by realizing that good business means careful attention to their rental property. Here are seven mistakes that successful landlords never make:

## 1. FAILING TO CHECK OUT PROSPECTIVE RESIDENTS

By far, the biggest cause of financial disaster for the landlord is the bad resident. The two times landlords most often fail is when they are in a hurry and when they feel sorry for the prospective tenant.

## 2. FAILING TO CHECK THE PROPERTY

Things happen to rental properties that the residents ignore. Since they have no financial interest in the property, they do not consider continued maintenance important. Water leaks are one of the most common

problems leading to mold issues and decaying subflooring. By making a check of the property every three months with a room-by-room checklist, you nip problems and expensive fixes in the bud. You let the resident know that you care about their comfort and your investment.

## 3. FAILING TO RAISE THE RENT

A rule of thumb is that you raise the rent every year. The every year part is important. Your costs rise every year. If you raise the rent 5%, more than likely, the tenant will not move. If you wait for 5 years and have to play catch up, you then give your tenant "rent shock". You keep good tenants by raising the rent a little every year, not as a last resort.

## 4. FAILING TO MAINTAIN THE PROPERTY

If you let things go, it ends up costing more in the end. The result of poorly maintained properties is good residents moving out and only bad ones apply

to move in. It's a vicious cycle. The property gets progressively worse. You can't afford to fix issues, so the condition gets worse. This attracts even worse tenants. The cycle continues out of a failure to maintain your rental.

## 5. FAILING TO USE CHECKLISTS

You can't remember everything. The most efficient way to make sure you do remember is the use of checklists. Make checklists for:

- Resident Selection – Criteria list
- Move-in Procedures
- Maintaining the property
- Move-out Procedures

## 6. FAILING TO USE A WRITTEN RENTAL AGREEMENT

It's important that residents know exactly what  
*See '7 Ways' on Page 7*



# How 2020 Can Positively Affect Your Assets

By DAVID PICKRON

As an early adopter of new technology, I was so excited when MapQuest became mainstream in the early 2000s. After having worked as a process server for about 10 years at that time, I knew my way around my home city of Phoenix fairly well. But with this new technology I felt that I could work faster and smarter than anyone else out there. I began relying on the directions provided by this service, setting aside my hard-earned knowledge of a growing metropolis. Like anyone who has relied wholly on a mapping software, I soon found myself becoming an expert “U-turner,” as I was often off-course.

Off-course may be the perfect term to sum up 2020. But like any challenging circumstance, it does give us the time to pause and reflect on what we learned and how that will serve as a guide moving forward. As a serious investor, I spend a good part of my end-of-year review with my wife (who runs our investments) analyzing our current situation and then creating a plan for the next year. Below are two of the key areas that I analyze annually and recommend focusing on as you look to a new year and new opportunities.

### ACQUIRE, SELL, OR HOLD STEADY

If there were ever a year where we may have felt like throwing our hands in the air and selling everything, 2020 fits the bill: COVID-19, the loss of income and resulting inability for some of our renters to pay, and eventually an eviction moratorium mandate from the federal government. Hard times call for hard decisions. Your analysis in this area must involve thoroughly reviewing each of your properties and devising a game plan specific to each one. As an example, after one of our review and planning sessions five years ago, we made the decision to acquire some short-term rentals. Being in Phoenix, we focused on winter visitors looking to escape the cold for three months. We mapped out how and where we wanted to buy, considered if any of our current properties could work in this model, determined the platform we would use to advertise, and evaluated the ROI for this model versus traditional renting. We executed our plan and eventually bought six homes and condos that worked well for winter visitors, but also have been filled year-round with other short-term renters. They have been great investments so far, generating four times more income than a traditional rental. But the big question is, will they be the same in 2021?



### PIVOT USAGE TYPE

Continuing our story, due to COVID-19 our winter visitors are not booking like they have in the past. This has led us to a healthy discussion on how we can pivot the primary usage of our properties to ensure they are still income generators. That discussion created a lot of questions:

- Is it time to convert these short-term rentals into more of a traditional model?
- What would we do with 6 washers and dryers, 18 beds, 8 couches, dining room tables and more?
- What happens next year if the rentals come back?
- Will that require \$30,000 for furnishing those units again?
- Where is the market today in regard to new homes in a hot market like ours?

Answering those questions led us to decide to keep these properties as furnished short-term rentals, but to switch our focus to people who are between selling their existing home and buying a new one.

This decision then generated a whole slew of new questions, such as how would we find renters, what would we charge for rent, and how are these renters different from winter visitors? All valid questions that we are figuring out. My next step is to visit the realtors in the new home communities to let them know what I have available. Although this is a new strategy that pivots from where we were previously, I am confident it will work based on our analysis.

These are just two of the many topics we review in-depth each year. Every

rental is unique and poses different challenges and opportunities.

In addition to the two key areas we discussed, we also consider the following:

- **Location:** Is it time to sell or acquire based on what is happening in a certain market?
- **Tenants:** Are we happy with our current tenants or should we be looking for someone new?
- **Government regulations:** Are there changes that help or hurt our investments?
- **Improvements:** What does each property need to ensure it is desirable?
- **Taxes:** How do changes in state,

county and city taxes affect our bottom line?

- **Vacancy:** What vacancy rate do we aim for to ensure short- and long-term profitability?
- **Policies:** Do we add, alter, or eliminate current policies to entice renters to stay or rent?

Performing this type of analysis will easily help you identify whether you are currently in the best position with your properties or if you need to change a few things. These property-specific questions are great, but you also need to consider how you manage your property. Is it time to hire a property-management company, or can you continue doing it yourself? Are there available technology platforms that help you onboard tenants, manage, and collect rent?

No doubt there is room for adjustment or improvement in how we manage our properties. Although 2020 has taken most of us into uncharted territory, investing the time to map out your 2021 goals will make you a better investor and manager. After all, U-turns or adjustments are okay as long as they help us successfully reach our destination.

*David Pickron is President of Rent Perfect and a fellow landlord who manages several short- and long-term rentals. He is a private investigator and teaches organizations across the country the importance of proper screening. His platform, Rent Perfect, was built to help the small landlord find success.*

## 7 Ways to Fail as Landlord

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is expected and required of them. That way there can be no question of misunderstanding, as long as you don't accept activities that violate the agreement. If everything is spelled out in the rental agreement, there should be no question.

### 7. FAILING TO UPDATE

Maintenance is one thing. Keeping your property looking new and fresh is another thing. An updated rental can

mean a huge increase in rent. As a rule, people like to live where it is clean and fresh looking. They will pay premium for it. If you don't update, the property looks shabbier and shabbier, limiting your capability of keeping the rent on par with other properties.

Doing the opposite of these 7 ways to fail, is a sure road to success. As always, the choice of how we run our businesses is ours.

*Originated from Robert Cain, RentalProp.com*

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