

4 Market Fundamentals Affecting Your Properties

Page 4

Communicating Well With Tenants

Page 14



Maintenance Checklist to Prepare for Summer

Page 15

RH

RENTAL HOUSING JOURNAL

INSIGHT FOR RENTAL HOUSING PROFESSIONALS

rentalhousingjournal.com • Rental Housing Journal, LLC

METRO

PORTLAND • VANCOUVER

Published in association with Multifamily NW, Rental Housing Alliance Oregon, IREM & Clark County Association



The Do’s and Don’ts of Fair Housing Advertising

By The Fair Housing Institute

Advertising is an essential part of day-to-day business for the housing industry. But is your advertising fair-housing compliant? How can you avoid common mistakes that lead to violations? In this article, we will discuss the do’s and don’ts when it comes to fair housing and advertising.

Different Types of Media

There are many forms of advertising media available today. The law says you can’t “make, print, or publish. . . any notice, statement, or advertisement . . . that indicates *See ‘Understanding’ on Page 7*

Presorted Standard US POSTAGE PAID Mt. Vernon, WA Permit #34

ECRWSS POSTAL CUSTOMER

Rent Growth Continues in April

Rental Housing Journal

National rents continued upward with a national index increase of 0.9 percent over the course of April, according to the latest report from Apartment List.

While rents are growing more slowly than they did in 2021 at this point in the year, they are still growing faster than in the years immediately preceding the pandemic.

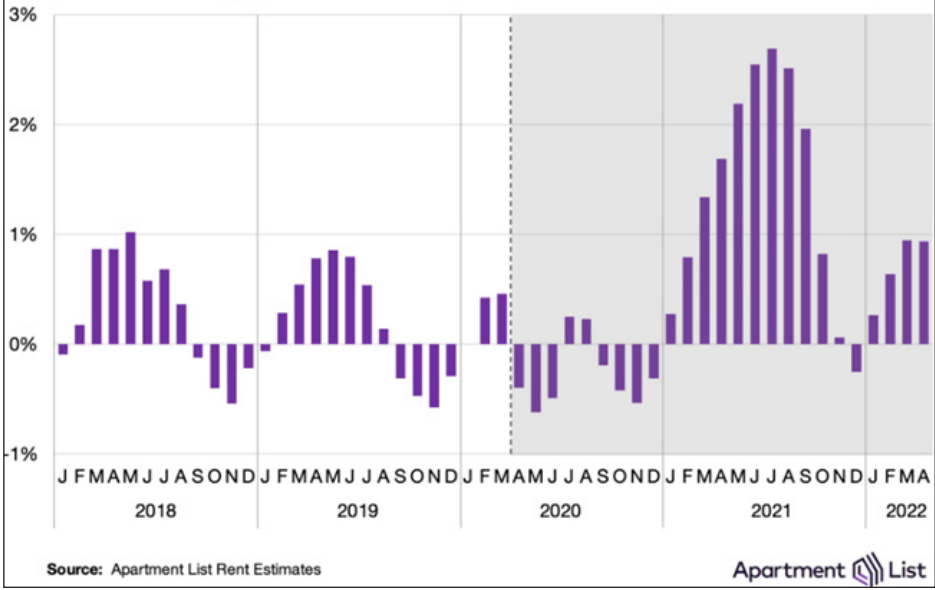
In April, rents were up in 93 of the 100 largest cities.

Year-over-year rent growth currently stands at a staggering 16.3 percent, but most of that growth took place last spring and summer.

“Over the first four months of 2022, rents have increased by a total of just 2.5 percent, though we’re only beginning to enter the busy season for the rental market, when the bulk of annual rent growth typically occurs,” according to the Apartment List Research Team.

“Even if prices don’t rise as rapidly as they did in 2021, it’s likely that this year will continue to bring rent growth in excess of

MoM Change in National Rent Index (2018 - Present)



the pre-pandemic trend,” the report says.

VACANCY REMAINS LOW ENTERING THE BUSY RENTAL SEASON

“As we’ve explored in detail, much of the

2021 rent boom was attributed to a tight market in which more households were competing for fewer vacant units.

“Our vacancy index spiked above 7 *See ‘Miami’ on Page 12*



Why Tenant Screening Must Include Nationwide Checks

By David Pickron

For the first 100 years of being a country, the United States was comprised of small, rural family or ethnic groups that thrived upon sharing resources to support their entire communities. Over the last 100 years of our history and with the massive population growth in our major cities, many of us have become strangers to even our closest neighbors. Being a landlord today requires so much more than in the past. Gone are the days of knowing most of the people in our communities and getting referrals from those same people – trusted friends or family

– to fill our properties. In the past a person’s actions might be known town-wide, but now people can live and move anonymously within our neighborhoods. How does that affect you as a property owner? And how does that affect your ability to operate as a “successful, lazy landlord,” a concept I teach and live by? I’ll tell you; it affects both dramatically.

A disclaimer before you read too far: I’m not advising you to never rent to any individual with a criminal history. I am

See ‘Why’ on Page 10

KAY

PROPERTIES & INVESTMENTS LLC

Sign up today for **FREE** 1031 property listings delivered to your inbox!

DELAWARE STATUTORY TRUST PROPERTIES

AN INTRODUCTION TO DST PROPERTIES FOR INVESTORS

DST, TIC, and NNN PROPERTY LISTINGS. You will also get a free book on 1031 Exchanges!

Sign Up for Free at **WWW.KPI1031.COM** Or Call **(855)899-4597**

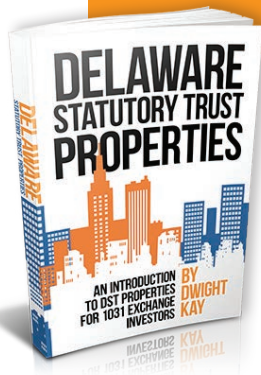
FREE LISTINGS OF 1031 EXCHANGE PROPERTIES

HUNDREDS OF NNN, DST AND TIC LISTINGS FOR YOUR NEXT EXCHANGE

If You're Considering A 1031 Exchange It's Time To Set Sail!



SIGN UP FOR **FREE** At kayrhj.com
Or Call **1 (855) 875-2781**



Get FREE Delaware Statutory Trust (DST) 1031 Exchange Listings Delivered To Your Inbox! PLUS

**CALL TODAY FOR
A FREE BOOK ON
1031 EXCHANGES AND
DELAWARE STATUTORY TRUSTS**



**YOU WILL ALSO
GET FREE 1031
EXCHANGE
LISTINGS!**



PROPERTIES &
INVESTMENTS LLC

Find Out How To Avoid Capital Gains Taxes, And More!

- ✓ Management Free - No More Tenants, Toilets And Trash!
- ✓ Cash Out Refinance - Defer Your Taxes And Receive Liquidity Potential
- ✓ Monthly Income Potential
- ✓ Close Your 1031 Exchange In 2-3 Days
- ✓ All-Cash/Debt-Free Offerings
- ✓ Multifamily, Net Lease, Self Storage, Industrial And Mobile Homes
- ✓ Tenants include Amazon, FedEx, Dollar General, Walgreens, CVS, Fresenius And More
- ✓ Non-Recourse Financing From 40-85% Loan To Value

Securities offered through FNEX Capital, LLC, member FINRA, SIPC. Potential returns and appreciation are never guaranteed and loss of principal is possible. Please speak with your CPA and attorney for tax and legal advice.

ABOUT KAY PROPERTIES AND WWW.KPI1031.COM

Kay Properties is a national Delaware Statutory Trust (DST) investment firm. The 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 150 years of real estate experience, are licensed in all 50 states, and have participated in over \$30 Billion of DST 1031 investments.

This material does not constitute an offer to sell nor a solicitation of an offer to buy any security. Such offers can be made only by the confidential Private Placement Memorandum (the "Memorandum"). Please read the entire Memorandum paying special attention to the risk section prior investing. IRC Section 1031, IRC Section 1033 and IRC Section 721 are complex tax codes

therefore you should consult your tax or legal professional for details regarding your situation. There are material 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.

Nothing contained on this website constitutes tax, legal, insurance or investment advice, nor does it constitute a solicitation or an offer to buy or sell any security or other financial instrument. Securities offered through FNEX Capital. Member FINRA, SIPC.

Sponsored Content



Kay Properties Publishes New Issue of the “1031 DST Digest,” a Magazine Written for Investors Who Want to Educate Themselves on the 1031 Exchange Process and Delaware Statutory Trust (DST) Investment Vehicle

Kay Properties & Investments, a national leader in Delaware Statutory Trust equity placements and in educating DST investors nationwide, announced it recently published its exclusive 1031 DST Digest magazine, a publication designed exclusively for 1031 Exchange and Delaware Statutory Trust investment strategies and education.

According to Dwight Kay, Founder/CEO of Kay Properties and editor of the magazine, the 1031 DST Digest was designed to help educate investors on the DST 1031 Exchange marketplace, while also answering specific questions his firm’s team of expert representatives hear from investors daily.

“Inside this accessible magazine, readers will find out what makes Delaware Statutory Trust 1031 investments so popular, how to build a defensive DST real estate portfolio, and how DSTs help investors replace debt in a 1031 Exchange. The magazine is offered free of charge as part of our commitment to providing educational resources to 1031 exchange DST investors nationwide. Request your complimentary copy today and in addition to a print version delivered to your doorstep, you’ll

also receive instant access to an electronic version of the magazine,” said Kay.

People can receive a copy of the limited-edition periodical by going to <https://www.1031dstdigest.com>.

“The intent of the 1031 DST Digest magazine is to help educate existing and potential clients about DST 1031 properties, the potential benefits and risks of DST investments and whether they might be a right fit for investors considering a 1031 exchange,” said Kay.

Specifically, the Kay Properties “1031 DST Digest” will cover topics like :

- How 1031 Exchanges into Delaware Statutory Trust Investments Can Unlock More Quality Time for Investors
- Why Now Might be a Good Time to Sell the Income Property you Love
- What Real Estate and DST Investment Opportunities Should be Considered after the Pandemic recedes?

View the newest issue of the 1031 DST Digest now.

The 96-page glossy magazine dissects present-day investment themes and explores investment strategies for today’s 1031 Exchange and DST real estate investor.

Four Market Fundamentals That Will Affect Your Properties in 2022

By Joan Rohrer

It has been a difficult few years for property owners. With the events of 2020 and 2021 creating uncertainty and upheaval on a universal level, we have dealt with so many challenges – from eviction bans and rising inflation to new tax laws that plagued investors and property managers. We have even seen the single-family home real estate market explode, flooding the rental market and contributing to rising prices for everyone.

In this environment filled with pressure and uncertainty, there are four fundamentals that property owners and managers should be watching closely as the market evolves. These factors can have an impact on market rental rates and the cost of doing business, determining how profitable your properties will be in the coming year:

INFLATION LOOMS LARGE.

As products shrink and prices rise, consumers are feeling the pinch of inflation from every corner. Renters are especially susceptible to the rising cost of living. Inflation was higher than predicted in 2021, and the Federal Reserve has already raised rates twice in 2022. The Fed also stated that they may increase the interest rate at least one more time this year, with a potential total increase up to 0.9 percent. The rate of inflation often affects renters' willingness to pay premium prices, since rent is typically tied to consumer prices and rises with inflation. It's a tricky dynamic with the demand for rentals continuing to surge. Your properties will need to be priced aggressively, but flexibility will be needed throughout the coming year.

REMOTE WORK IS HERE TO STAY, AND SO ARE CHANGED LIVING PRIORITIES.

The pandemic brought us to remote work, and it looks like as a culture, the home office is here to stay. Home offices were once a "nice-to-have" feature but are now a critical factor for potential tenants. Do your properties offer a flex space or extra room for virtual work or schooling? Is there an opportunity to add or make simple renovations to accommodate work spaces in your properties? Additionally, with all of this isolation at home, millennials and Generation Z are also seeking community and connection. Ask yourself what the community around your property offers: Are there opportunities for tenants to engage with others in shared activities? The addition of outdoor spaces for small gardens or common areas to create the "feel" of a neighborhood can add value that justifies premium rates and generates fully leased units. A final checklist item for renters is technology. Does your building have good WiFi/data access? That factor alone is a deal breaker for new renters.

MORE DEMAND THAN EVER BEFORE.

Overall, the market for rentals has never been stronger. As we emerge from the pandemic, property owners are strongly positioned to make up for lost profits. Millennials, who make up the largest population of renters, are the biggest participants in the gig economy, and value flexibility and freedom more than the generations before them. Because they are less interested in purchasing homes that will lock them down to one location long-term,

they will continue to be a strong market for rentals. With the explosion of the real estate market in the past year, more people are cashing out of homes and turning to rental units for a place to live, adding more boomers and Generation Xers to the mix. Since the housing crisis in 2008, the supply of rental properties has not caught up with demand, and construction of new complexes has essentially halted. It will be years before supply matches demand again, so rentals will continue to be a premium.

BE AWARE OF 1031 EXCHANGE LAWS AND POTENTIAL CHANGES.

These laws will only affect those who wish to sell or transfer ownership of rental properties, but for them, that impact could be huge. Many property investors began to panic when they saw that the current administration was considering changing the tax laws around 1031 exchanges. However, in the final draft of the law, this provision was not included. The new law would have placed a cap on gains above \$500,000 per year on an investment-property exchange. While this addition may be revisited in the future, the current 1031 exchange laws remain intact for now.

Overall, the outlook for the rental property market is stronger than ever, especially for investors that stay aware of what is happening in the market and adjust accordingly. We know that along with increasing rental unit prices, tenants' expectations for their rental experiences have also elevated. Many multifamily property owners are rising to the occasion to meet these additional demands, while taking advantage of the larger number of renters in the marketplace.



Even though there have been plenty of reasons for concern over the last two years, property owners have every reason to look at the future with high expectations for growth and profitability.

Joan Rohrer is the founder and president of JMR Company, Inc., a certified Woman-Owned Small Business (WOSB) entity in the state of Missouri.



With more than 20 years' experience as a private investor and helping property owners manage their investments, she is passionate about helping individuals and families find

homes as tenants with her clients. Joan is a member of the St. Louis Realtors Association, the Missouri Realtors Association, the National Realtors Association, and the Institute of Real Estate Management.

PRO PAVING LLC

Serving Portland and Surrounding Areas

- Asphalt Paving
- Seal Coating
- Patchwork
- Chip Sealing
- Water Diverter
- Burms
- Speed Bumps
- Retaining Walls
- Installation of Water Drainage Systems
- Junk Removal
- Excavating

503-550-1952

Residential and Commercial

- Free Estimates -

John Leggett, Owner

propavingoforegon@gmail.com

Licensed • Bonded • Insured • #CCB 203896

THE VALUE OF MEMBERSHIP

- Legislative Representation
- General Membership Dinner Meetings
- Mentor Program- FREE Mentor Roundtable
- 2000+ Members
- Educational Classes
- Substantial discounts on Rental Forms, Education & Tenant Screenings
- Membership starting at \$99
- Fully staffed office open Monday-Friday 9am-5pm

Since 1927, the Rental Housing Alliance Oregon has set the standard for community participation by landlords providing affordable and fair housing.

Visit www.rhaoregon.org

or call 503/254-4723 for details!

Who’s Moving and Why in the Seattle Market

By CORY BREWER

Our brokerage (Windermere Property Management / Lori Gill & Associates) has about 1,700 homes under management, primarily single-family houses, throughout King & Snohomish Counties. We have a team of five leasing agents that account for about 80 percent of the leases at these properties in any given year, just to set the table for the number of prospective renters that we are engaging with on a regular basis. Factor in the multiple calls, showings, and applications that come in on any given property and that’s a LOT of engagement with the prospective renting public.

So, why are people moving? What prompts someone to call us about a house that’s for rent in Medina, Magnolia, or Mercer Island? In reviewing the bi-weekly leasing reports that our team has sent in over the past several months, here are some recent trends.

Tech workers coming to the Seattle area is nothing new, but it seems we are on the cusp of an absolute tidal wave of new techie hires flooding our market with housing demand. By the end of 2021, Meta (formerly Facebook) had leased five new buildings in the developing Spring District in Bellevue for a total of over 1.4 million square feet. Not to be outdone, Amazon is reported to eventually host 25,000 jobs in Bellevue.

Let’s not forget about Microsoft, Google (more Kirkland campus construction under way as we speak), and any number of other tech companies that call the Seattle area home. The new development and job movement will be coupled with bringing workers back to the office in the wake of COVID-19.

I’ve heard anecdotally about the thousands upon thousands of people who have already been hired by these companies who are currently working from home in other parts of the country (or the globe, really) and have not moved here yet. When they do, they’re going to need places to live. Many of them are very intentional about their decision to rent for their first year in a new city, in order to learn the area before committing to a home purchase. Get ready.

To piggy-back on that thought, we’re also seeing people make a relatively short move from Seattle over to the Eastside in anticipation of their job moving across the lake.

Additionally, a fair number of homeowners are looking



for a temporary rental while they remodel their primary residences. New construction is difficult due to the scarcity and price of buildable lots. Housing values have increased significantly over the past few years, allowing homeowners to take advantage of their equity and put it into remodels & renovations. Many of these were planned before the

COVID-19 outbreak, which shut down construction businesses to varying degrees, and there is a backlog of projects to get on the schedule. That’s a lot of people looking for a rental before they can send in their contractor.

If you can believe it, we’ve actually got people relocating to the Greater Seattle area in search of more affordable housing! We do have a fairly high cost of housing when compared to most other parts of the county, but California transplants in particular are heading to the Pacific Northwest to take advantage of the relative value.

And finally, a significantly growing trend – particularly in Seattle – has been the number of people looking to find a new rental because the owner of their current rental is selling. I’ve written about this quite a bit over the past couple of years in various publications, and we continue to hear about it from our leasing team every week.

It is no doubt a hot seller’s market, but we also know that many rental home owners are selling their Seattle properties due to the evolving legislative environment. It’s an unfortunate situation, and to any household struggling to find another available rental home because the previous one is being sold I say this: You can thank your city council.

With the exception of dense multi-family housing in the downtown Seattle core, all other markets in the Greater Seattle area (according to my NWMLS research) have performed very well these past couple of years – particularly single-family houses, and in just about any neighborhood. As we distance ourselves from the pandemic, all the things that draw people to downtown Seattle will come back as well (jobs, dining, arts, sporting events, etc.).

The demand is ever-growing throughout our region, and housing providers continue to offer something that meets a crucial need in our communities. As an industry advocate, RHA continues to support housing providers and showcase them as the assets that they are.

Cory Brewer is vice president of residential operations for Lori Gill & Associates and Windermere Property Management in Bellevue, WA. He oversees a team of property managers in the greater Seattle area who manage approximately 1,500 rental properties. Brewer can be reached via www.wpmnorthwest.com or co-ryb@windermere.com and 425-623-1330.

Lending on multifamily real estate.

For income property purchase or refinance transactions, offering you:

- Efficient application process
- Hybrid and adjustable rate programs
- Flexible loan structure and pricing
- Zero loan fee options
- Loan amounts up to \$25,000,000

Builders and developers, talk to us about construction ***financing*** too.

Apartments | Condominiums | Small Lot Subdivisions | Spec Homes

Maximum 75% LTC and 70% LTV • Quick, In-House Draw Processing • Loan Amounts from \$1M-\$15M • 12-30 Month Terms



Luther Burbank®
Savings

INCOME PROPERTY LENDING



Rich Marcus
Income Property
Loan Officer
503.914.1340
rmarcus@lbsavings.com

CONSTRUCTION LENDING



James Kim
Construction Loan Officer
NMLS# 1073870
310.606.8822
jkim@lbsavings.com

Financing for apartment buildings, mixed-use and commercial properties. Loans subject to credit approval. ©2022 Luther Burbank Savings

Member **FDIC**



RENTAL HOUSING JOURNAL METRO · MAY 2022

5

Application of Payments – A Reminder About ORS 90.220(9)

By **BRADLEY S. KRAUS**
PARTNER, WARREN ALLEN LLP

With the March 1 deadline come and gone, the landlord/tenant world continues to return to some semblance of normalcy. Due to the same, large debts remain due, and bewildered landlords are rediscovering previously enacted laws governing how and where to apply tenants’ payments. I’m talking about ORS 90.220(9), affectionately known as the “application of payments statute” in the ORLTA.

Prior to ORS 90.220(9), any payments received from tenants could be applied in the manner described in the rental agreement. If the rental agreement was silent, the landlord could simply “fill the bottom of the barrel first.” During COVID, amounts had to be applied first toward the current month’s rent, thanks to SB 282. With ORS 90.220(9), the legislature requires landlords to apply payments received by tenants in a predetermined order. Pursuant to ORS 90.220(9), any payments received from your tenants must now be applied as follows:

- “(A) Outstanding rent from prior rental periods;
- (B) Rent for the current rental period;
- (C) Utility or service charges;
- (D) Late-rent-payment charges; and
- (E) Fees or charges owed by the tenant under ORS 90.302 or other fees or charges related to damage claims or other claims against the tenant.”

At first glance, the statute is pretty straightforward. However, when put into practice, the statute causes waiver problems galore, especially when tenants carry arrearages from one month to the next. A simple example will illustrate the waiver problem:

Terry’s monthly rent is \$1,000.00. If Terry pays only \$500.00 in January, and the landlord accepts it, a partial payment has been created. If Terry thereafter pays \$1,000.00 in February, \$500.00 of that would first go to January’s outstanding balance. The remainder could then either be applied to February’s rent (thereby creating another partial-payment issue) or returned pursuant to ORS 90.414 (thereby preserving the landlord’s non-payment termination rights under ORS 90.394).

Simple enough... right? Not so fast! Here’s where it could get complicated . . .

Terry’s monthly rent is \$1,000.00, but Terry also owes the landlord utilities every month (and hasn’t paid them for more than 10 months, causing a utility arrearage of \$600.00). Terry also hasn’t paid his rent on time for the past 10 months, incurring a \$100.00 late fee each month. Accordingly, Terry’s ledger balance, including his January and February unpaid rent, is \$3,600.00. Yikes!

Let’s say that Terry tenders a payment of \$1,500.00, which the landlord accepts. The landlord wrongly assumes that, due to Terry’s large balance, \$2,100.00 (of the \$3,600.00 balance) is still owed for rent. Accordingly,



the landlord serves a Non-Payment of Rent Notice, Terry fails to cure, and the landlord files an FED. The parties then appear at the first appearance, and a tenants’ attorney appears on Terry’s behalf, demanding a dismissal (due to the waiver problem) and \$750.00 in attorney’s fees. Unfortunately, the tenants’ attorney’s position is legally sound, and the landlord is in trouble.

Why? Remember, due to the application-of-payments statute, the first \$1,000.00 applied to January’s outstanding rent due. The remaining \$500.00 then applied to February’s outstanding rent, regardless of how much money Terry owed. Maddening, right?

So, what can be done to prevent such a disastrous outcome? While every situation must be analyzed on its own merits, some best practices can be articulated. First, landlords must know how the application-of-payments statute works in practice. This can be difficult when the landlord’s ledger software merely throws payments at the oldest (or total) balance. Second, landlords should protect themselves (and their books) by serving valid for-cause notices. Third, if the landlord desires to accept a partial payment,

the parties should execute a partial-payment agreement, in order to protect the landlord. Finally, prior to service of any non-payment-of-rent notice upon tenants who carry a substantial balance, landlords should look at their ledgers and determine whether or not, in the current month, a payment of larger than the outstanding previous month’s rent was made. If so, the application of payments statute may negate the landlord’s ability to serve a non-payment-of-rent notice, and a for-cause notice may be the only remaining option.

While it’s difficult to discuss and outline every possible way ORS 90.220(9) can complicate your life, knowing that the statute exists is half the battle. Once you acclimate yourself with the statute, and understand its practical effects, you can better protect yourself from potential waiver issues.

Bradley S. Kraus is an attorney at Warren Allen LLP. His primary practice area is landlord/tenant law, but he also assists clients with various litigation matters, probate matters, real estate disputes, and family law matters. You can reach him at kraus@warrenallen.com or at 503-255-8795.

DOES YOUR LAUNDRY SERVICE PARTNER TREAT YOU LIKE FAMILY?

WE DO.

We’ve got the laundry covered.

Call **800-526-0955** today to get started.

hainsworthlaundry.com

 **HAINSWORTH**
LAUNDRY COMPANY



Warren Allen LLP
ATTORNEYS AT LAW



Bradley Kraus
• **Landlord Rights**
• **Litigation**
• **Property Disputes**

The Portland area’s largest full-service firm east of the Willamette River

WWW.WARRENALLEN.COM
503-255-8795
E-mail: kraus@warrenallen.com

Understanding the Rules of Fair Housing Advertising

Continued from Page 1

any preference, limitation, or discrimination based on a person’s race, color, religion, sex, handicap, familial status, or national origin.”

So as you can see, the law is very broad and covers a range of media like flyers, brochures, deeds, signs, banners, posters, billboards, and even pictures in your office.

The law also covers what we say about a property, whether over the phone or in person. Expressing an illegal preference or limitation to one of your fellow agents, brokers, employees, prospective sellers, renters, or any other person in connection with the sale or rental of your property is illegal.

PHOTOS AND DECORATIONS

Our rental offices are usually the first thing a prospect sees. We all like to showcase different amenities with eye-catching photos of residents enjoying them. But do your pictures show only people of the same race or perhaps the same age group?

This can give the impression that your property only leases to people of a certain age and race, which is considered illegal advertising and is a violation of the Fair Housing Act.

Instead, you should use a variety of both resident images and images that include models so that a variety of both sexes, people who have disabilities, and, when appropriate, children of all ages are represented.

WRITTEN CONTENT

The law says you can’t use “words, phrases, symbols or forms of any kind” that would tend to give the impression that your property is available (or not available) to certain types of people.

For example, when advertising a unit for rent, it’s common to see “No Pets” in the ad, which is fine. However, adding statements like “Christian



Roommate,” “No Children,” or “No Wheelchairs” is illegal.

Using phrases such as “great view,” “walk-in closets” or “walk to bus stop” is acceptable. However, there are certain buzz words you should still avoid. These are words or phrases that have been associated with discriminatory practices in the past. They include such words as “restricted,” “exclusive,” “limited,” and so forth.

Also, while religious discrimination is illegal, using words like “kosher meals served on the premises,” or including phrases such as “Merry Christmas” or “Happy Easter” in an ad is not considered discriminatory.

A great tip to remember is that HUD will consider your use of certain kinds of advertising words and

slogans to be evidence of your compliance with the Fair Housing Act. For example, using HUD’s “Equal Housing Opportunity” or fair housing logo in your ads will be viewed with approval.

FAIR HOUSING ADVERTISING - FINAL TAKEAWAY

Every company should have a clear understanding of the laws and guidelines that HUD and The Fair Housing Act provide. Along with that, every employee should have access to targeted training to ensure that when it comes to advertising, they are fair-housing compliant.

In 2005, The Fair Housing Institute was founded as a company with one goal: to provide educational and entertaining fair-housing compliance training at an affordable price at the click of a button.

LeisureCreations

commercial-grade pool & patio furniture

For more information or to request a catalog, contact:

CRAIG SHAW

WESTERN REGION ACCOUNT MANAGER

877.548.3783

ecshaw@lcfurn.com

RENTAL HOUSING MAINTENANCE SERVICES, INC.

503-678-2136

- Plumbers
- Electricians
- Maintenance Technicians
- Interior/Exterior Painters
- Complete Turnover Services
- Ongoing Maintenance & Repairs
- Rehab Specialists

We Accept:


Licensed • Bonded • Insured

Oregon CCB #163427 Washington Lic. #RENTAHM016LM

www.rentalrepairs.com

*Appliance Addendum
M078 OR-WA*

The Multifamily NW Forms Collection is available immediately and electronically at www.RentalFormsCenter.com, via electronic subscription software through www.tenanttech.com & by mail or pick-up of printed triplicate forms at www.multifamilynw.org.



MULTIFAMILY NW
The Association Promoting Quality Rental Housing

APPLIANCE ADDENDUM

DATE _____

RESIDENT NAME(S) _____

UNIT NUMBER _____

CITY _____

PROPERTY NAME / NUMBER _____

STREET ADDRESS _____

STATE _____

ZIP _____

APPLIANCES SUPPLIED BY OWNER/AGENT

Resident hereby acknowledges that the appliances listed below have been provided by Owner/Agent to be used exclusively in the Unit. Resident agrees: (a) to use all appliances in strict compliance with all manufacturer's instructions (which can be found online); (b) not to move, remove or alter the appliances; (c) to notify Owner/Agent immediately if any appliances are damaged, leaking or not functioning properly; and (d) to return the appliances at the end of the tenancy in the same condition as when provided, or any improper use of the appliances. Resident certifies that he/she has inspected the appliances and that the appliances are properly installed and in good condition and working order. If signed at move-in, Resident agrees to notify Owner/Agent of any deficiencies within five days.

APPLIANCE (check if supplied)	MAKE	MODEL	SERIAL NUMBER
<input checked="" type="checkbox"/> Refrigerator	SAMPLE	SAMPLE	SAMPLE
<input checked="" type="checkbox"/> Dishwasher	SAMPLE	SAMPLE	SAMPLE
<input checked="" type="checkbox"/> Range	SAMPLE	SAMPLE	SAMPLE
<input checked="" type="checkbox"/> Microwave	SAMPLE	SAMPLE	SAMPLE
<input checked="" type="checkbox"/> Washer	SAMPLE	SAMPLE	SAMPLE
<input checked="" type="checkbox"/> Dryer	SAMPLE	SAMPLE	SAMPLE
<input checked="" type="checkbox"/> Air Conditioner	SAMPLE	SAMPLE	SAMPLE
<input checked="" type="checkbox"/> SAMPLE	SAMPLE	SAMPLE	SAMPLE
<input checked="" type="checkbox"/> SAMPLE	SAMPLE	SAMPLE	SAMPLE

APPLIANCES SUPPLIED BY RESIDENT

Resident may not supply any appliance for use on the Premises. Resident may supply their own appliances, subject to the following rules:

Resident agrees that for any appliances Resident brings on the Premises:

- Resident must obtain prior written consent from Owner/Agent for any appliances supplied by Resident and shall comply with all rules related to air conditioners.
- Proper installation is critical to avoid damages, costly repairs and great inconvenience. Therefore:
 - Such appliances must be installed in full compliance with all manufacturer's instructions. A professional is strongly recommended to perform any installation.
 - Be careful when moving appliances as Resident is responsible for any damage to floors, walls, cabinets or any other part of the Premises damaged while moving an appliance.
 - Written consent from Owner/Agent is required prior to installing, reinstallation, etc. or any adjustment of or to a washing machine or any other appliance connected to plumbing.
 - Written consent from Owner/Agent has the right to inspect any installation, reinstallation, etc. or any adjustment of or to a washing machine or any other appliance connected to plumbing.
 - For washing machines, an attachment must be installed to prevent the drainage hose from accidentally coming out of the drain pipe.
 - Resident will be responsible for any damages resulting from any malfunction of any other appliance attached to plumbing.
 - Resident must maintain all appliances in full compliance with the manufacturer's instructions.
 - Resident will be responsible for any damages caused by appliances that are provided by Resident(s) on or about the Premises.
 - Resident must operate all appliances in good working order and Owner/Agent does not repair any Resident provided appliances.
 - Resident must remove from the Premises any appliances Resident provided upon termination of the tenancy and is responsible for any damages caused as a result of such removal.
 - Resident is responsible for any damages caused by appliances that are provided by Resident(s) on or about the Premises.

The provisions contained in this document are incorporated as part of the parties' Rental Agreement. Failure to comply with any of the terms herein constitutes a material violation of the Rental Agreement.

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

SAMPLE _____

☒ RESIDENT _____

☐ ON SITE ☐ RESIDENT ☐ MAIN OFFICE (IF REQUIRED)

Multifamily NW Schedule		
MAY 4	WEBINAR: MAY LANDLORD STUDY HALL - PROPERTY INSPECTIONS AND TURNS	6:30 PM - 8:00 PM
MAY 12	WEBINAR: HR ANSWERS - MANAGING REMOTELY	8:00 AM - 9:00 AM
MAY 12	MAINTENANCE FAIR 2022	8:00 AM - 4:00 PM
MAY 13	WEBINAR: IT'S THE LAW: HABITABILITY DISPUTES	12:00 PM - 1:00 PM
MAY 17	WEBINAR: WA IT'S THE LAW: TWO STATES, ONE RIVER	12:00 PM - 1:00 PM
MAY 18	DECKS, WATER, AND THE HEALTH OF YOUR BUILDINGS	2:00 PM - 3:00 PM
MAY 23	WEBINAR: FAIR HOUSING BASICS	10:00 AM - 12:00 PM
MAY 31	AFFORDABLE AFTERNOONS WITH ADAM-AFFORDABLE HOUSING 102: BEYOND THE BASICS	12:00 PM - 1:00 PM



METRO

Publisher/GM

John Triplett

Editor-in-Chief

Linda Wienandt

Associate Editor

Diane Porter

Vice President/Sales

Terry Hokenson

Accounting Manager

Patricia Schluter

Rental Housing Journal is a
monthly publication of Rental Housing
Journal, LLC.

Website

www.RentalHousingJournal.com

Mailing Address

4500 S. Lakeshore Drive, Suite
300
Tempe, AZ 85282

Email

info@rentalhousingjournal.com

Phone

(480) 454-2728 - main
(480) 720-4385 - ad sales

The statements and representations
made in advertising and news articles
contained in this publication are those
of the advertisers and authors and
as such do not necessarily reflect the

views or opinions of Rental Housing
Journal, LLC. The inclusion of
advertising in this publication does not,
in any way, comport an endorsement of
or support for the products or services
offered. To request a reprint or reprint
rights, contact Rental Housing Journal,
LLC at the address above.

© 2022, Rental Housing Journal,
LLC. All rights reserved.

In Search of Housing Equilibrium

By **DEBORAH IMSE, MPA**
EXECUTIVE DIRECTOR, MULTIFAMILY NW

The Multifamily Housing Industry has faced a flurry of legislation throughout the COVID-19 pandemic, and is struggling to access a state rental assistance program that by all measures is still broken.

We recently learned that for many local housing providers, it has all been too much. In a study by ECO Northwest, it was reported that the number of single-family detached rental units in the Portland Metro declined by 6,415 units between 2017 and 2020. It is clear that misguided legislation, poor management of assistance programs, inflation, labor shortages, and financial losses have made a number of housing providers lose their desire to continue conducting business in Oregon.

It is against this backdrop that the city of Eugene is preparing to adopt even more new ordinances that incorporate aspects of Portland’s FAIR Ordinances. The City Council recently voted to prepare Phase 1 of these concepts for a public process.

Concepts include:

- Increasing the annual per unit registration fee
- Limiting screening charges to \$10, effectively eliminating professional, independent screening companies
- Limiting deposit amounts
- Mandating minimum credit scores of 500
- Lowering gross income screening standards
- Instituting additional relocation charges, beyond SB 608
- Adopting a new highly prescriptive process for documenting move-in/move-out conditions
- Requiring housing providers to distribute written educational documents with each lease (rather than having them available electronically at the city)
- Eliminating all no-cause evictions

Each aspect of the proposal increases legal liability and increases the cost of owning and managing rental housing.



The vacancy rate in Eugene is hovering around 1.5 percent, and rents are increasing at or near the maximum allowable amounts.

With a dramatic undersupply issue, the City Council should consider incentives for developers to build in Eugene rather than increasing costs and risk. They should also avoid any action that sends independent rental owners looking for the exit doors.

In 2022, the National Apartment Association will be evaluating the impacts of local housing regulation on supply

and development. But by the time the study is complete, it may be too late for Eugene.

The key to finding housing equilibrium is creating a stable and predictable operating environment, statewide. This starts with treating housing providers as partners, not opponents.

Deborah Imse is the executive director of Multifamily NW, an association of landlords, rental housing providers and advocates whose members represent more than 250,000 units of rental housing in Oregon.



SWIRL. SMELL. SIP. REPEAT!

FUNDRAISER OPEN HOUSE

May 18, 2022 - 4PM - 7PM

Tumwater Vineyard
375 SW Barrel House Way
West Linn, OR 97068

Tickets: \$75

Sponsorships: \$500

RSVP: EVENTS@MFNWFUNDATION.ORG

SUPPORTING:



Why Screening Must Include Nationwide Checks

Continued from Page 1

advising you to utilize criminal history checks as just another tool in your landlord “toolbox.”

CRIMINAL HISTORIES

When it comes to understanding criminal behavior, we have to rely on the criminal statistics to give us a true and accurate look at our current situation. Recidivism, the tendency of a convicted criminal to reoffend, and the rates of reoffending are a powerful indicator for you as a landlord as you analyze a potential tenant. The Bureau of Justice recently released the results of a 10-year study of individuals that were released from prison in 2008. This is what they found:

- 66 percent of prisoners released across 24 states in 2008 were arrested within three years.
- 82 percent were arrested within 10 years.
- Of those who were arrested within 10 years, 47 percent were arrested for offenses involving property and another 47 percent for drug-related offenses.
- The average inmate committed nine crimes before they were sentenced.

Based on just this data, what risks are you willing to take? Though this is federal data, state recidivism rates closely mirror them.

A COUNTRY ON THE MOVE

The moving industry reports that more than 15 million American households move annually, with an average of three people per household: great news for us as housing providers. That equates to 45 million people a year calling somewhere new “home.” More than three million of those moves are considered interstate, meaning they are leaving one state for another. What that means for you as a landlord is that a “current state only” search of any history, criminal or otherwise, for your applicant is likely insufficient. Specific to criminal, 16 percent of those who were arrested within 10 years of release from prison were arrested in a state other than the one they were convicted in. Would you as a landlord be happy with a one in six chance for anything, but especially when searching an applicant’s criminal history?



One reason individuals with a criminal history move is to get away from their communities, especially in small towns. For better or worse, it’s hard to escape the stigma of being the town drunk when the whole town knows your history. Also, individuals with criminal histories often move to states that have less stringent research and reporting laws, seeking asylum where their history can’t even be reported to you as a landlord, leaving you feeling handcuffed in managing your property. And finally, 33 percent of the individuals released from prison could not find active employment within the first three years of their release. These factors combined with the transient nature of our country indicate that including a nationwide check shouldn’t just be an option, it should be a necessity for successful landlords.

APPLYING CONSISTENT CRITERIA

What kind of criteria do you have when it come to an applicant’s criminal history? If you don’t have one, I’d encourage you to visit with your attorney to determine what is fair and legal in your state when it comes to criminal background research and use in housing. We have a sample criteria you can request at info@rentperfect.com. If you do have criteria, make sure you are applying it fairly and equally across the board for each applicant. A question I get often is “Is it okay to have property-specific criteria?” Not only is it

OK, but I would also encourage you to make this a key part of your practice. Your portfolio may contain properties of varying locations, values, and restrictions, and each of these will affect how you manage the property. For example, you may have a property that qualifies as low-income housing. Would the criteria you use for a tenant there differ from the criteria you might have in place for a property in an age-restricted community? Of course it would. What doesn’t differ is your enforcement of whatever criteria you use for each specific property. Consistency is king whether you are considering criminal, credit, or eviction history.

As much as we might like a return to the old days where agreements were sealed with a handshake, our future is much different. Knowing criminal histories, seeing moving patterns, and using consistent criteria make us better landlords and more profitable investors. This is why it is so important to include a nationwide criminal history check on every tenant from whom you receive an application.

David Pickron is president of Rent Perfect, a private investigator, and fellow landlord who manages several short- and long-term rentals. Subscribe to his weekly Rent Perfect Podcast to stay up to date on the latest industry news and for expert tips on how to manage your properties.



SOLD

CORVALLIS | 104 UNITS
\$15,100,000
Campus Villa Apartments



BRANTON PLASTER
BROKER
BRANTON@SMIRE.COM



STEVE MORRIS
PRINCIPAL BROKER
STEVE@SMIRE.COM



REAL ESTATE **503.390.6060**
Rent & Vacancy Survey available at smire.com



**Your On-Call Solution
for Window and Door
Screen Repair**

- Window and Patio Door Screen Repair & Replacement
- Storm Door and Security Door Installation
- Servicing the Greater Portland & Vancouver Areas



503-465-5804
www.KraftScreens.com



**Locally Owned &
Operated Since 1995**
CCB #158152



President: Jerad Goughnour • **Vice President:** John Sage
Executive Director: Ron Garcia
Secretary: Lynne Whitney • **Treasurer:** Elaine Elsea • **Director of Operations:** Cari Pierce

10520 NE Weidler, Portland, OR 97220
503-254-4723 • Fax 503-254-4821



From the Desk of the Executive Director

Exercise Your Right to Vote: It’s the Best Way to Work Toward Sensible Solutions for Us All

BY RON GARCIA

Rental Housing Alliance Oregon was established in 1926 and has a rich legacy of assisting landlords throughout the state to become successful and more professional. Through a variety of services including training, networking, and up-to-date forms, RHA Oregon has long been a steadfast advocate for property rights, high standards of practice, and promoting fair and affordable housing. Much of our base membership includes long-term members that have second- and even third-generation family members, sons and daughters who have taken over and/or absorbed their “family business” as independent rental property providers.

Small landlords are small business owners. They take on all the financial responsibilities and risks to provide a valuable product to their communities: housing. Like small business owners everywhere, their success drives an important and substantial segment of the state’s economy. Small landlords, like most small business owners, add unique personalities and take personal pride in their endeavors. This trait is lost on large “big-box” or institutional owners who cannot replicate it. Buying a handcrafted belt or purse from a local store, for example, is not the same experience as picking something off the rack from Macy’s or Fred Meyers. Likewise, renting a house or a unit in a duplex from a long-term independent landlord is not the same experience one might have as when moving into a large apartment complex.

Over the past four years, much has changed for these landlords due to increased regulations levied on them by new state laws. While promoted as means to help increase affordable housing, these laws have had just the opposite

effect. Current market trends tell it all. Vacancies are significantly down. Higher rental rates are pacing at record year-over-year rates. Since the government made it nearly impossible to evict a tenant for non-payment of rent for the last two years, many small owners have now decided to sell. Rental homes, as well as two- to four-unit properties, are either being purchased by owner-occupied buyers (thereby eliminating more rental inventory), or picked up by institutional investors who eagerly seek highly regulated markets in order to reap the mega-rewards of hidden profit margins.

Throughout the years, and including the recent past, Rental Housing Alliance Oregon has continued to work with lawmakers to find balanced solutions, no matter what the prevailing party’s strategy “du jour” happened to be. After all, a fundamental basis of promoting good business practices is the importance to follow the law, whether the opinion is that it’s a good or bad regulation.

As part of this long tradition, RHA Oregon has made a practice of avoiding recommendations for political candidates. In other words, in the end, we know that we need to work with those who hold office. So the question has arisen: “How’s that been working out for you?”

The answer is, not too well I think. But it’s complicated...

In my opinion, recent housing policies have had a short-term negative impact on small landlords. (Duh. I am probably not alone in that conclusion.) But honestly, I believe the real damage is being done to the tenants who will continue to suffer long-term consequences of these poor policies.

Yet even as I say this, many may accuse me of being self-serving and obfuscating facts to prove a point. What’s not complicated is that good rental-property providers can’t be in business without good renters. We are all on the same page in desiring safe and affordable housing. Forcing landlords, for example, to approve non-qualified tenants (whose income does not support the rent) means that the qualified candidates who missed out on the unit are forced to pay higher rents in a tighter market. And the neighbors of the disruptive tenant who can’t be terminated other than for a legal action “for-cause” are forced to choose to move away and find replacement housing that has skyrocketed in price, due to low supply. It’s just an example of the self-perpetuation of a cyclic process that has no cap. What’s the end result? Choose your scenario: If the bottom falls out (as it did in 2009) everyone suffers (remember zombie houses?) If it continues to escalate, who are the winners? Large investors who were trying to be tamed in the first place, because the smaller landlords got strangled in the imposed overregulation.

So here is my solution today, as of May 2022: Vote. Make sure the check box goes to a candidate who supports sensible economics. If you can’t determine the best candidate, look at the record of the incumbent. Are they supportive of the free market or are they proponents of social change? And (this is where I might be accused of going off-road) if nothing else is evident, choose a candidate whose party has NOT been in power for the last 4 years, just to add some necessary balance in all federal, state, and local housing solutions. Either way, remember, Rental Housing Alliance Oregon will stay open for business.



RHA OREGON
10520 NE WEIDLER ST
PORTLAND OR 97220
503/254-4723



Rental Housing Alliance Oregon
RENTAL FORMS

*** Landlord Friendly * Attorney Drawn * Convenient ***

- Application to Rent
- Rental Agreement
- Addendums
- Notice of Terminations
- Notice of Non-Payment of Rent
- and Much, Much, More!

FOR ALL YOUR RENTAL NEEDS

3 Convenient Ways to Order

1. Online at www.rhaoregon.org, both downloadable and hardcopy
2. Phone 503/254-4723 to order your forms with one of our friendly representatives
3. Visit 10520 NE Weidler Portland OR 97220 for fast friendly service

Specializing in Asphalt and Concrete Paving for Residential and Commercial Projects

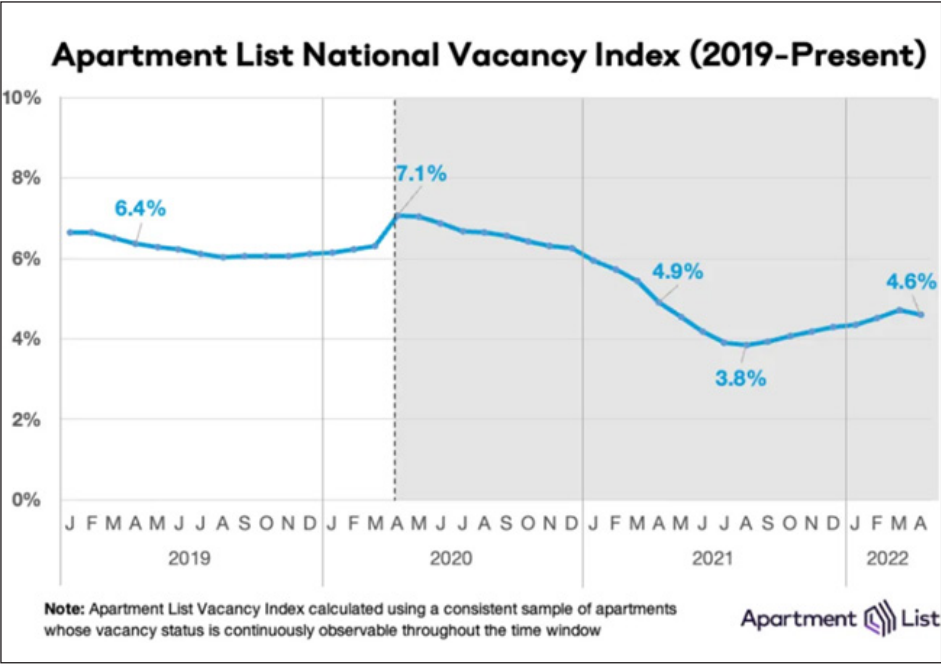
- Dependable Experts
- Detail-Oriented
- No Job Too Small
- Family-Owned Since 2003

We Take Pride in Bringing Your Project to Life.

NEWMAN
Paving & Curbing

Driveways • Parking Lots • Parking Lot Striping • Patching & Repairs • Seal Coating
Service Area: Salem, Albany, Eugene & Portland

*Free Prompt Estimates **503-391-6274** CCB# 155631



Fastest Metro-Level Rent Growth Among 53 CBSAs with Population >1 Million

Rank	Over Past 6 Months	Over Past 12 Months	Since March 2020
#1	Miami (+7%)	Miami (+30%)	Tampa (+41%)
#2	New Orleans (+6%)	Orlando (+28%)	Miami (+38%)
#3	Orlando (+6%)	Tampa (+28%)	Phoenix (+38%)
#4	Salt Lake City (+5%)	Phoenix (+23%)	Riverside (+37%)
#5	Nashville (+5%)	Las Vegas (+22%)	Las Vegas (+36%)
#6	New York (+5%)	Nashville (+22%)	Tucson (+35%)
#7	Dallas (+5%)	Austin (+22%)	Orlando (+33%)
#8	San Diego (+4%)	Tucson (+21%)	Jacksonville (+31%)
#9	San Jose (+4%)	Jacksonville (+21%)	Rochester (+29%)
#10	Louisville (+4%)	Raleigh (+21%)	Atlanta (+29%)

Source: Apartment List Rent Estimates
Data Available: apartmentlist.com/research/category/data-rent-estimates

Miami Metro Grows Fastest Over 6 Months

Continued from Page 1

at the onset of the pandemic in 2020, as many Americans moved in with family or friends amid the uncertainty and economic disruption of the pandemic’s onset. After that, however, vacancies began a steady decline, eventually falling below 4 percent,” the report says.

After bottoming out at 3.8 percent last August, “Our vacancy index slowly ticked back up for seven consecutive months, until dipping slightly this month. Our index fell from 4.7 percent in March to 4.6 percent in April.

“We should be hesitant to put too much stock into a single data point, but it’s possible that as we enter the traditional busy season for the rental market, the gradual easing of our

vacancy index may begin to level off. The vacancy situation remains historically tight, and even if it were to continue gradually easing, it will likely be some time before we get back to the pre-pandemic norm.”

MIAMI CONTINUES AS KING OF RENT GROWTH

The Miami metro has seen the nation’s fastest growth over the past six months (+7 percent), nearly tripling the growth rate of the national index over that period.

The Miami metro also ranks No. 1 for year-over-year rent growth, and No. 2 for growth since March 2020.

“As we enter the spring and summer months, rental activity is likely to pick up, and rent growth is likely to accelerate.

Despite a recent cool-down, many American renters are likely to remain burdened throughout 2022 by historically high housing costs,” the report says.

Apartment List is a technology-driven rental marketplace with over 5.5 million units on the platform, reaching millions of renters on their path to find their next home each month. Apartment List was founded with the mission to deliver every renter a home they love and the value they deserve. Apartment List offers a unique success-based business model with aligned incentives - connecting renters who want a curated concierge experience with properties that want flexible marketing solutions.

To advertise in Rental Housing Journal, call Vice President/Sales Terry Hokenson at 480-720-4385 or email him at Terry@rentalhousingjournal.com

Pacific Exteriors
NW Building Envelope Experts

APARTMENTS & MULTIFAMILY SIDING REPAIR & REPLACEMENT

- Siding
- Windows
- Decking
- Painting
- Roofing

EXPERIENCED SINCE 1994

Do You Have a Project We Can Help With?

Call Today for a Free Estimate:
503-953-0419

Info@PacificExteriorsNW.com
www.PacificExteriorsNW.com

Fully Licensed, Bonded, and Insured
WA LIC# PACIFBS831MK OR LIC# 215897

MULTIFAMILY NW
The Association Promoting Quality Rental Housing

ACCREDITED BUSINESS

Why Rent When You Can Buy Your Dream Home? VINA Can Help

- First-Time Home Buyer
- 3.5% Down Payment
- Low Interest Rate
- Pre-Approval Letter in 1 Day
- Free Consultation—Improve Your Credit Score

NAB CERTIFIED CREDIT SPECIALIST

ROCKET Pro-TPO ELITE MORTGAGE BROKER

VINA HOME LOANS
5253 SE 82nd Ave., Suite 28 Portland, OR 97266

THANH HUYNH, Licensed Mortgage Broker
NMLS#289616-ML-5303
24 Years' Experience

503-772-0100 (office) 503-309-4766 (cell)
thanhhuyn@aol.com

Sponsored Content

The Value in Creating a Great Tenant Experience

By Phil Schaller

A strong support system for your tenants can translate to a more profitable rental property. Here at RentalRiff, we believe in providing a great experience for tenants. To us, rental properties are not a commodity; they are someone's home. Our focus on the tenant experience and how we've structured our service may be our biggest differentiator.

There are many benefits to creating a fantastic tenant experience. Aside from the human elements (and we think these are the most important), there is tremendous value to be captured as a landlord and rental property owner.

As we've discussed in other blog posts, there are certain things you can control as a landlord and certain things you can't. Tenants moving to a new city is out of your control, as is a tenant purchasing a home of their own. Tenants moving out because of poor maintenance support or a general lack of communication is definitely in your control. If you can optimize the elements of your rental business

that are within your control, you will be better off for it.

Here are some of the main benefits to creating a great customer experience:

HIGHER TENANT-RETENTION RATES

This one's a bit of a no-brainer. If your tenants like renting from you and feel supported they are more likely to renew their lease, plain and simple. J Turner Research did a large study on residents recently and found that 35 percent of tenants that felt unsupported and underserved moved out. With vacancy rates in the Seattle area currently sitting around 7.5 percent, this can mean thousands of dollars lost.

BETTER TREATMENT OF YOUR PROPERTY

Not only are unsupported tenants more likely to move out, they're also more likely to treat the property poorly. Security deposits exist for a reason, but tenants will treat the property better if they don't feel neglected by their landlord. Obviously, this means less wear and tear on the property and fewer large, avoidable repairs

needed down the road.

TENANTS ARE MORE ACCEPTING OF HIGHER RENTS

Increasing rents at a steady clip is an important part of running a successful rental property business. Another important element is retaining good tenants. When you've created a strong support system for your tenants you can both increase rents and retain good tenants. Again, this goes back to controlling what you can control, but if the tenants feel taken care of they are more likely to accept the higher rent and stick with your property.

HIGHER LIKELIHOOD OF COLLECTING RENT ON TIME

There are many property management tools out there that automate the rent-collection process (we definitely recommend using these tools) but, again, happy tenants are more inclined to make their rent on time. Tenants will want to stay and be more proactive in keeping up their side of the bargain.

There are many important components that go into running

a successful rental property, and maintenance and tenant support are just two of those. They can be major pain points for landlords, and it's easy for the property-level needs of your tenants to slip through the cracks. If you can optimize your processes and create a positive environment for your tenants, in the long run, you'll have more success as a rental owner.

Happy landlording!

Phil Schaller is an experienced landlord and the founder/CEO of RentalRiff, an alternative service to traditional property management that provides ongoing oversight and upkeep of rental properties, while serving as the main point of contact for tenants. Maintenance and repair costs are included and property specialists are licensed/insured. Phil is a Pacific North-west native, father of two, and fly-fishing addict. If you are interested in learning more about RentalRiff's rental property maintenance service, give us a call at 541-600-3200.





GT LANDSCAPE
SOLUTIONS

WWW.GTLANDSCAPESOLUTIONS.COM

LCB #9764 | CCB #227859

COMMERCIAL, MULTIFAMILY, HOA, LARGE SCALE RESIDENTIAL
LANDSCAPE MAINTENANCE & INSTALLATION

503-362-7327



ASK ABOUT OUR WATER MANAGEMENT PLATFORM
INCLUDED WITH A MAINTENANCE CONTRACT START
SAVING \$ TODAY.



Kennedy
Restoration

Restoring
property damage
since 1950

washer drain on the floor?
overflowing bathtub?
leaking hot water heater?
forget to open the flue?
cooking fire?

fire.water.wind
smoke.vandalism
blood-borne pathogens

24 hour emergency service

locally owned and operated

full-service general contractor

certified in mold, lead based paint and biohazard cleanup

before

after

kennedyres.com

315 SE 7th Avenue • Portland, OR 97214
503-234-0509 OR • 360-693-5288 WA • 800-643-2790 Toll Free
CCB#3402 WA.Kenner.995CA



BY KRISTINA RAUSCHER

THE GO-TO PERIODICALS FOR PROPERTY MANAGEMENT PROFESSIONALS AND MULTIFAMILY INVESTORS DOING BUSINESS IN PORTLAND AND OREGON

Call Vice President/Sales Terry Hokenson at 480-720-4385 or email Terry@rentalhousingjournal.com

Summer Maintenance Checklist for Rental Property Owners

By Kris Servidio

Summer is on the horizon for many multifamily communities. While the change in season may appear to be a harmless shift to warmer temperatures, it opens communities to several maintenance-related areas of opportunity.

To uphold exceptional standards of service, proactivity is the most important element in summer maintenance. At Mark-Taylor, we begin our summer maintenance efforts in the spring, prior to the influx of emergency requests due to a change in season. It also helps us get a jump start on pool season, alleviating the additional pressure that mass use puts on our amenities.

Being hyper-proactive benefits all parties – residents, community management and maintenance staff. The following checklist, outlining our tried-and-true summertime maintenance methods, will help you bring our proactive approach to your community:

1. BEAT THE HEAT WITH YOUR SUPPLY ORDERS

A surplus of maintenance issues is expected on the first weekend of summer and the first weekend of winter; the drastic changes in temperatures may throw off your teams’ maintenance routines if practices do not adjust to evolving needs.

It is imperative that community service teams plan ahead by ordering supplies before the new season begins. For example, purchasing chlorine, clarifier and phosphate removers for increased pool and spa

maintenance in advance. This is especially important as we face ongoing nationwide supply-chain issues with increased costs and delivery delays.

2. COMMUNICATE WITH RESIDENTS EARLY AND OFTEN

Keeping residents proactively informed is a best practice that creates an enjoyable living experience for residents, and an efficient work environment for your teams. Before the start of a new season, start communicating with residents about what to expect, how to submit requests and what to do in cases of emergency. When issues triggered by the heat occur, residents will feel supported and prepared with the correct information, providing a more seamless maintenance experience for everyone.

3. SOLVE ISSUES BEFORE THEY BEGIN

Preventative maintenance could be the difference between a chaotic season of maintenance and a successful one.

Cycling units that are empty and vacant is a recommended practice. However, for occupied units, it remains important to tend to systems, amenities and the surrounding community grounds to avoid pitfalls during the demand of the season. Significant areas to focus on include:

- HVAC system checks – Change out air filters once a month
- Swimming pool and spa maintenance – Test the water chemistry on a daily



basis and check jets regularly

- Landscaping – Replenish plants and perfect your watering schedule

4. THE KEY TO SUCCESS IS WORKING TOGETHER

The best community maintenance teams have a strong partnership with their community management. Staying in close contact as one united team helps maintain a well-connected and efficient internal operation. Community management teams are essential partners in times of need, as well as when budgeting for the season, conducting resident communications and identifying key areas of opportunity.

5. CREATE A WELL-OILED MACHINE, YEAR-ROUND

Preventative maintenance is not the end-all, be-all; day-to-day maintenance must not be overlooked. Once a new schedule has been put into action, maintenance teams should work together to become aligned. Getting into a streamlined cadence is guaranteed to

save your teams’ time and energy.

There are evident benefits to preparing and implementing maintenance before summer is in full swing: heightened resident satisfaction, a result of receiving a 5-star experience, and positive-minded maintenance and community management teams, to name a few. Altogether, these practices support the cultivation of a multifamily community that is not only highly desirable but exceptional in every regard.

Kris Servidio is the Senior Associate Director of Facilities and Service for Mark-Taylor Residential. As a leader and a mentor in the organization, he is responsible for overseeing an exceptional group of service teams that care for luxury communities across Arizona and Nevada. His depth of knowledge in maintenance operations, as well as his extensive experience in the multifamily industry, has equipped him to ensure that Mark-Taylor’s 5-star signature standards of service are upheld.

What if Tenant Doesn’t Report Dead Smoke Detector?

By Hank Rossi

Dear Landlord Hank: Who is responsible for replacing a dead smoke detector — tenant or landlord? If the landlord is, what actions can I take, as landlord, if the tenants know about it and won’t replace it? — Travis

Dear Landlord Travis: This question comes down in part to your lease. Is the responsibility for a working smoke detector clearly defined as the tenant’s responsibility? My lease indicates the tenant is responsible for smoke detector batteries and, if the detector is not working, for notifying the landlord.

If smoke-detector responsibility is not addressed in the lease, then, in my opinion, you can’t blame the tenant for its functionality. If tenants are responsible for batteries and it is a dead detector, then I as the landlord would buy new ones and install them.

If the lease states the smoke detectors are

clearly the tenants’ responsibility, I would talk to them and then put a seven-day notice on non-compliance on their door, since they are in default on the lease and could be evicted.

This is a serious issue for the health and safety of your tenants, not to mention that

your property could be at serious risk of fire with no warning. Move quickly on this —

it seems a small issue but it could be life-threatening.

Hank Rossi started in real estate helping in the family rental maintenance business, then got into the rental business on his own. Later, he and his sister started their own real estate brokerage focusing on property management and leasing, and he continues to manage his real estate portfolio in Florida and Atlanta. Visit Landlord Hank’s website: <https://rentsrq.com>.

*To advertise in
Rental Housing Journal,
Call
Vice President/Sales
Terry Hokenson
at 480-720-4385
or email him at
Terry@
rentalhousingjournal.com*

Sidewalk Trip Hazard Removal... *The Right Way!*



www.safesidewalks.com

- ADA Compliant
- Fast, Clean and Precise
- Cost-Effective
- Environmentally Friendly

Call 503-305-6271 for your free sidewalk inspection!

CCB# 178181 WA# SAFESSL911CE

Need Staffing?

Don't take chances with staffing! Our temps are tested, trained, experienced, and fully insured!



Apartment
Advantage®



Hiring, Training, and Placing the Property Management Leaders of Tomorrow

Daily • Weekly • Monthly • Permanent

Temporary On-Site Staff

Managers • Leasing Agents • Maintenance • Grounds Keepers

Greater
Portland-Vancouver Area
(503) 644-8233

Greater
Seattle-Tacoma Area
(425) 456-3663



www.apartmentadvantage.com