

YOUR MANAGERS' REPORT

January/February
2004



**Need Professional
Property Management
For Your Clients?**

**The Worth Ross
Management Co., Inc.
Three ★ Star
Commitment To You**

- ★ Free, no obligation, rental estimates for you and/or your client when needed
- ★ We will provide professional Property Management Services for your clients, (see our services on page 2) & pay a referral fee
- ★ When it's time for your client to sell, we will not compete for your client in the sales market

Call Us Today!

**Worth Ross
Management Co. Inc.**

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Dallas, TX 75204

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(214) 528-6889 Fax

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★★★





Our Services

Area management specialists
Rental marketing
Tenant screening
Prompt rent collection
Communication with clients
Monthly statements
Equal Opportunity Housing
Professional documentation
Reliable maintenance vendors
Members/industry organizations


Is Your Investor Knowledgeable?


Perhaps you are not convinced that you should point your clients in the direction of a professional property manager. Think carefully about the impact a successful management experience could mean to your business. It could lead them to return to you to buy another investment, or perhaps use your services again, when they are ready to sell or exchange their current property. However, the more negative aspects could point them to another agent, or discourage real estate investment altogether.

Here are five problems landlords encounter without the benefit of using a professional property manager:

-  It is difficult to screen tenants without the proper tools or experience. This is the most common problem, encountered by landlords, that leads to poor tenancy and loss of rents.
-  Property owners often do not *know* or follow new legislation. There is so much happening in the rental housing market today that it takes a professional to keep up. Consider the tricky legislation governing lead-based paint, credit reporting, mold, and more.
-  Property owners often discriminate simply because of a lack of knowledge of crucial legislation. A great example is the landlord who demands a security deposit for an assistance animal, definitely illegal with Fair Housing laws.
-  Lacking the professional

property manager as a neutral party, landlords are often subjected to emotional issues over maintenance or late payment of rent. The professional property manager knows the law and how to handle the “stories” a tenant can use to manipulate the owner.

 Landlords who self-manage often cannot obtain the correct documentation needed in today's rental market. The applications, leases, and forms sold in bookstores, are usually very vague, and do not cover all the wording needed on critical issues such as proper notices, right-to-enter, etc. In addition, they do not know how to process and deliver important papers, such as a notice to quit or pay rent.

 Even when faced with an eviction, property owners are less likely to “dump” their property if a professional property manager is there to *handle* the problem. Self-management is usually the desire to “save” the management fees; this can mean large legal fees and trauma in the long haul.

Without the professional knowledge of a property manager, these five problems and many others can create a negative result for an investor. The Worth Ross Management Company can give your clients a “positive experience” so they can return to you as a satisfied investor.

Happy New Year!

WORTH ROSS MANAGEMENT CO., INC., PROPERTY MANAGEMENT AT ITS BEST
WE PAY YOU REFERRALS AND YOU KEEP YOUR CLIENT!

Worth Ross Management Co., Inc. specializes in residential property management in the greater Dallas area. We have years of experience in single family homes, duplexes, triplexes, fourplexes and apartments. A full-service Property Management company, we pride ourselves on “*professional Property Management*” and attention to our clientele. In our commitment to landlords that we constantly update within our company regarding legislation, rental market trends, maintenance issues, and have a commitment to keep our clients “*informed.*” The Worth Ross staff are proud members of NARPM®, the National Association of Residential Property Managers and NAR®, and the Greater Dallas Association of Realtors. Memberships in these organizations keep us in tune with all markets, which means greater assistance to landlords and real estate agents.

To you, the professional Real Estate Agent, we make a commitment to serve your client and guarantee that when they are ready to sell, we will NOT compete for your sales business. You Lease, we Manage, and send you a referral fee - or - we Lease, we Manage, and send you a referral fee for both. You decide, but when the owner wants sales comps or tells us their thinking about selling, we will send your client back to you.

This newsletter is intended to assist you with your client’s needs and to pass on to you important information in the rental industry, and therefore, benefits you and your clients. *Give us a call today and let us know how we can assist YOU!*



4145 Travis St., #204
 Dallas, TX 75204

\$\$ We Pay Referrals \$\$

WORTH ROSS & ASSOCIATES SUPPORT TEAM!



**“THE”
 PROPERTY
 MANAGEMENT
 EXPERTS**

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