

YOUR MANAGERS' REPORT

July/August
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.**

1415 Travis St., #204
Dallas, TX 75204

1-800-522-9119
(214) 522-9100
(214) 528-6889 Fax

worth@worthross.com
www.worthross.com

★★★

Our Services

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

Good Tenancy - the Complete Picture

Many people feel that once a tenant is residing in the property all that is required is to "collect the check." As property managers, we often hear this comment, but know this statement is far from reality. Tenancy starts *before* the tenant moves in, *progresses* while the tenant resides in the property, and *continues* after the tenant moves out. Therefore, it is important to "look at the complete picture" to determine whether the result is a good tenancy.

What affects Tenancy before the tenant moves in? The first thing that determines the success of a resident is the property condition. Simply put – good properties attract desired tenancy. Try to visualize yourself as the prospective tenant, moving into a property in poor condition and disrepair. Your reaction is most likely going to be – no way! A clean property paves the way toward a successful tenant relationship.

Next, it is important while showing or discussing properties that the rules of Fair Housing are applied. The application and screening process are primary keys to success. Proper screening works like preventative maintenance - only in this case, to prevent poor tenancy rather than costly maintenance. Worth Ross Management Company knows that it is important to check each person carefully and work to place good tenants in the property.

Prior to moving in, a signed detailed rental agreement is an absolute necessity in our company. It is important that residents clearly understand what is required of them, and that all adults sign the lease.

This defines the terms and conditions of the landlord/tenant relationship, and must be completed prior to the tenant moving into the property.

Good landlord/tenant relations must continue once the tenant moves in.

As the saying goes – do not make promises that you cannot deliver. If the property needs necessary repairs, we advise owners what is needed. Ignoring maintenance is probably the foremost reason for a difficulties between landlord and tenant. It also creates great liability for the property owner. Two serious examples of concern in the housing market today – mold and lead based paint. Ignoring them is simply a formula for disaster.

Many issues can crop up besides maintenance, such as unwanted roommates, unwanted pets, death of a tenant, payment problems, job losses, transfers, etc. As a professional property management company, we are very aware that ignoring them only promotes more difficulties. We face the challenges with experience, expertise, and compassion..

How does good tenancy continue when a tenant has moved out?

If you have ever been involved in a security deposit dispute, you know that tenancy is not over just because the tenant vacates the property. Ideally, the tenant moves, leaving the property clean and undamaged. Then our property management company completes the final step – correct handling and disposition of the security deposit. A common sense approach is necessary in order to avoid an unpleasant ending to owner/tenant relationship, and achieving good tenancy. 🏠

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**

<i>Contact</i>	<i>Position</i>	<i>Bus. Phone</i>	<i>Ext.</i>	<i>E-mail</i>
Worth Ross	Broker/Owner	214-522-9100	202	worth@worthross.com
Kevin Curran	Agent	214-522-9100	212	kevin@worthross.com
Oliver Roberts	Agent	214-522-9100	207	oliver@worthross.com
Melissa Zacha	Agent	214-522-9100	214	melissa@worthross.com
Steven Nall	Agent	214-522-9100	115	steve@worthross.com
Katrina Mitchell	Work Order Supervisor	214-522-9100	204	karina@worthross.com
Helen Wright	Accounting	214-522-9100	205	helen@worthross.com
Ping Liu, CPA	Accounting	214-522-9100	211	ping@worthross.com
Terri Chamness	Association Mgr.	214-522-9100	201	terri@worthross.com