

WORTH ROSS
MANAGEMENT CO., INC.

The Property
Management
Experts

YOUR MANAGERS' REPORT



Nov/Dec 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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**worth@worthross.com
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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

Reducing Your Client's Risk

As you are aware, property owners use rentals for investment or tax purposes. The goal is usually to save paying more tax dollars to the government and, at the same time, increase the value of their financial portfolio. With today's economy and the past few years of erratic stock market activity, real estate investment has returned as a sensible asset.

However, managing rental property can have hazards and implementing "risk management" is crucial. Often landlords feel that management is not complicated, but like everything else today, with the increase of tenant problems and lawsuits, it is "not that simple."

The first step, for your clients to reduce risk, is to hire a professional property management company to oversee their investment. Our company can reduce their liability in many ways, but the following two areas are key to skilled management of their property.

Education

Knowing how to interpret and implement current local, state, and federal laws is vital to avoiding risky management. Just a few of the important ones are Fair Housing, the American Disability Act, Lead-based Paint, Fair Credit Reporting Act, and the new Serviceman's Relief Act. Legislation affects many facets of property management – advertising, property showings, applications, tenant screening, leases, addendums, notices, habitability, maintenance, and much more. Each of these areas can lead to "great risk" for a property

owner who is unaware of what is required.

Our company reduces the owner's risk by implementing the necessary practices relating to each law and complies with the requirements of current legislation.

We also constantly update our company by association and attendance of organizations such as the National Association of Residential Property Managers, NARPM, and comply with the guidelines and requirements of the Texas Real Estate Commission (TREC).

Preventative Maintenance

Preventative maintenance is simply good management sense, and one practiced by our company to reduce your client's risk and liability. Putting in working smoke alarms, proper locks on windows and doors, correcting electrical hazards, immediately fixing plumbing problems to prevent mold, ensuring adequate heating and hot water, removing hazards such as exposed carpet tacks and exposed tree roots - these are just a few of the long list of items that can reduce liability for a property owner.

Another important preventative measure is counseling tenants to report a maintenance problem before it becomes a major problem.

As professional property managers, we can "reduce your client's risk." Call us today.

WORTH ROSS MANAGEMENT CO., INC., PROPERTY MANAGEMENT AT ITS BEST
We Pay You Referrals AND You Keep Your Client!

Worth Ross 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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