

# YOUR MANAGERS' REPORT



Jan/Feb 2005



**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.**

4145 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  
Rental marketing  
Tenant screening  
Prompt rent collection  
Communication with clients  
Monthly statements  
Equal Opportunity Housing  
Professional documentation  
Reliable maintenance vendors  
Members/industry organizations

### **What Are The Benefits?**

Many times owners are hesitant to use property management services because of management fee costs. After quoting our fees to a prospective client, we often hear - "you want that much money for just collecting the rent?" Of course, there is much more to managing rental property than "just collecting the rent," and we are sure that you realize this as well.

Although our management fees show up prominently on our statements, if you look at the complete picture, the fees are absorbed many ways.

#### **Tax Benefits**

The most obvious benefit is that all management fees are tax deductible, immediately reducing the full cost of the fees on the bottom line.

#### **Reduced Maintenance Costs**

Reduced maintenance costs offset management fees several ways. Because our company handles maintenance on a volume basis, we are generally able to procure reliable vendors at a better rate than many property owners can, particularly if they do not live locally. A savings on a major repair, such as exterior painting or carpet installation, can add up to several monthly management fees.

It is a necessity for us to be current on what labor and maintenance costs should be. For example, if an owner has not shopped for a roof replace-

ment in years, they may be unaware of current prices and newer materials. They could pay more than they should for the job and still not obtain the best workmanship.

Additionally, because we take the "preventative approach" to maintenance, this can mean great savings over time, further reducing both maintenance and management costs.

#### **Professional Expertise**

A major benefit to our management services is our professional expertise. It may seem that a vacancy is too long, but we know that the wrong tenant can be a much more expensive experience. Moreover, knowing and implementing current legislation can reduce costly mistakes when handling tenants. There are owners that have paid, literally, millions of dollars because of mold, lead-based paint, and other similar lawsuits. Again, we use a preventative approach to save you unnecessary legal costs.

#### **Peace of Mind**

Many owners simply find that just having someone else worry about the many details of handling a tenancy is simply worth the management fee. Reduced stress can only be a major benefit for everyone.

Pass these benefits on to your clients and have a happy and successful New Year.

**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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