



May/June 2005



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- ★ 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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★★★

### Our Services

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## What Makes Tenants Choose a Property?

When investors are looking at buying a property, they should consider what tenants look for in a home before buying a property. They also need to factor in additional vacancy costs that could entice an applicant to pick their property because it can affect their bottom line.

Often property owners do not understand why they choose another property in the neighborhood. What becomes their focus when selecting a residence? What was the incentive to choose another property instead? The smart investor will consider all factors.

When shopping for a new home, the most obvious features for a residence are competitive rent, location, and property size. Generally, this is what they look for in the majority of advertising mediums and while viewing the property. If there are several properties available, they may look at the various amenities provided.


Assuming the criteria listed above has been met and the potential tenant has three or more residences from which to choose, consider other items that could make a difference.

- **Exterior appearance:** This can often be the first deciding factor, particularly if the property looks unkempt, with garbage and debris. First impressions do count in rentals, as well as sales.
- **Cleanliness:** Most prospective tenants do not want to have to clean the residence before moving in, and a dirty property can imply the property owner will not take care of the maintenance.
- **Interior condition:** It may be that just replacing the worn linoleum,

carpeting, or fresh paint on the walls, will entice a tenant to choose your property first.

- **Safety:** This is an important issue in today's world. Does the property have adequate locks and outside lighting? Will the tenant feel safer if the bushes are trimmed?
- **Additional or old appliances:** Does it have a refrigerator, microwave, garbage disposal, or dishwasher? Is the appliance simply worn out. Installing a new appliance may be the key to beating out the rival properties.
- **Miscellaneous items:** Ceiling fans, cable/satellite connections, gift certificates, local memberships, or some other service can be attractive to someone who is having difficulty making up their mind when two properties offer the same amenities in the same location. Consider the cost vs. another month of lost rent. These small items in a distressed economy become even more important.

These are just a few examples to consider. Discuss these items with your investor when they are choosing a property. It may help them select the best property for their investment. The better the choice, the better their investment, and the more valued they consider your service to them.

Worth Ross Management Co. can assist you with questions on the rental market and tenant preferences. Call us today, at no obligation, and we can help answer your investor's questions or supply you with information on the rental market. 

**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!**



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