

March/ April 2006



**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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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

MANAGING AN OWNER'S RISK

Most property owners purchase rentals for investment or tax purposes. The usual goal is 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, investing in real estate has returned as a sensible asset.

However, owning rental property can have hazards and "risk management" is necessary to avoid the pitfalls and horror stories that you often hear. Many property owners feel that management is not complicated, but like everything else today, with the increase of lawsuits, it is "not that simple."

Preventative Measures

Preventative maintenance is good sense, but also requires knowing who to hire and what price to pay. 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, are just a few of the long list of items that can reduce risk for a property owner.

Other preventative measures are screening applicants, counseling tenants, using proper rental/lease agreements, serving notices when necessary, performing good move in and move out practices, complying with current state law on security deposits, and settling disputes.


Legislative Knowledge

No one can manage property with their head buried in the sand and good property management starts with knowing *current* local, state and federal laws. There are many complicated laws that can lead to major lawsuits. Just a few of these are Fair Housing, the American Disability Act, Credit Reporting laws, the Servicemembers Civil Relief Act, the new Junk Protection Act, and lead-based paint laws. The courts do not excuse an owner for ignorance of the law.

Legislation affects every facet of property management - showings, applications, tenant screening, leases, notices, maintenance, habitability, and more. *Each* of these areas can lead to "great risk" for a property owner when they do not know the law.

Professional Management

Because many property owners often do not have the knowledge and experience with rentals, they "increase their risk." It does not take long to reduce their investment because of an unnecessary maintenance or legal bill.

Professional Property Management can reduce an owner's "risk" Assist your clients by referring your clients to Worth Ross Management Co. so that we can provide professional property management to "Reduce Risk" and enhance their investment. If they have a positive property management experience, they are more likely to contact you to invest again or sell their property. Don't wait, 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



This newsletter is intended to be a service to you; if you wish to be removed from our mailing list, please call (214) 522-9100

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