

# YOUR MANAGERS' REPORT

July / August 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

## **STILL NOT CONVINCED?**

Perhaps you are not convinced that you should point your clients in the direction of a professional property manager. Think carefully about the impact a successful management experience could mean to your business. It could lead them to return to you to buy another investment, or perhaps use your services again, when they are ready to sell or exchange their current property. The more negative aspects could point them to another agent, or discourage real estate investment altogether.

### **Tenant Screening**

It is difficult to screen tenants without the proper tools, such as obtaining good credit reports, or the experience on how to process an application. This is probably the most common problem faced by most landlords, that can lead to poor tenancy and loss of rents.

### **Legislation**

Property owners often do not *know* new legislation or that it may be pending and how it can impact their investment. There is so much happening in the rental housing market today that even the most experienced managers have a difficult time keeping up. Consider the tricky legislation governing lead-based paint, credit reporting, mold, and more!

### **Discrimination**

Property owners often unknowingly discriminate simply because due to a lack of knowledge of legislation. A great example is the landlord who demands a security deposit for an assistance animal - definitely a bad idea and a great liability.

### **The Emotional Issues**

Lacking the experience of handling tenants daily, property owners are often subjected to emotional traumas over maintenance or the late payment of rent. The professional property manager knows the law and how to handle the "stories" a tenant can use to manipulate the owner.

### **Lack of Proper Tools**


Landlords who self-manage often cannot obtain the tools that are needed in today's rental market. The applications, leases, notices, and forms sold in bookstores are usually very vague, and do not cover the wording needed on critical issues or how to give proper notices.

### **Maintenance**

The experienced manager has the right workmen at their disposal, often saving owners exaggerated or unnecessary maintenance costs.

### **Evictions**

Even when faced with an eviction, property owners are less likely to "dump" their property if a professional property manager is there to *handle* the problem. Self-management is usually the desire to "save" the management fees; this can mean losing more in the long haul.

Without the professional knowledge of a property manager, these problems and many others can create a negative result for an investor. The Worth Ross Management Company can give your clients a "*positive experience*" so they can return to you as a satisfied investor. 

**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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