

YOUR MANAGERS' REPORT

Sept / Oct 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

THE CHANGING MARKET...

As they say - *all things change*. The news media has been airing many stories about the changing real estate market and the slowing of home sales.

Houses that once sold as soon as they were listed are sometimes taking months to sell. Home prices are dropping in some areas. Sellers have returned to offering all types of incentives to offset the slower sales market. Interest rates are fluctuating and while they may not reflect the double digits of the '80's, the media often projects a grim picture. In many areas, the foreclosure market is increasing because Adjustable Rate Mortgages (many with zero dollars down) are starting to kick in with higher payments and the property value may now be less than the original purchase price.

All of this creates changes in the rental market. Many homeowners are now going to have to rent when they are unable to sell. Investors will be looking to buy foreclosure or distressed properties if they make financial sense. Others are going to try to re-finance, if possible, to reduce their costs so they can rent when they cannot sell. This can lead to more properties on the market for rent.

With more vacancies available, owners are going to need every advantage available to them to keep their rentals occupied. The most important one is a property management professional who has all the tools to guide them through the sometimes "murky waters" of renting their property.

Property owners who suddenly become landlords are most often the ones who need professional guidance when it comes to renting their property. Many do not know much about landlord/tenant law and they can find themselves in very difficult situations when they try to managing their own property. Experienced investors are more inclined to recognize that using a professional property manager saves them time and money in the long haul.

As a real estate professional, you are well aware of the market conditions today. You also know that it will change again - real estate sales could become worse or improve, pushing the rental market in yet another direction. Whatever direction the real estate market takes, you want to give your clients the best options you can because you know this can influence your business in the future.

Have your clients contact us to see if a long or short-term rental for their property is the right solution for them. We can advise them of rental values and the amount of time it will take to market their property. We are specialists in single-family residential properties and we have the marketing tools and experience to make this a successful venture for them.

As your peers in the real estate industry, we want to provide great property management service to your clients so that they return to you for another successful sales experience. Call today and we will be happy to assist you and your clients. ☎

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, “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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