

Nov/Dec 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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Dallas, TX 75204

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★★★

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

INVESTING IS A BUSINESS

In a perfect world, buying, selling, or renting property should simply be a "business." However, as a real estate professional, you know that it becomes more than that when you are working with people. Emotions become involved and can make sales transactions and/or managing property very difficult at times and can even lead to disastrous results.

Real estate agents benefit when they promote investment property as a business, instead of buying a home, removing the personal issues as much as possible.

True investors are buyers, sellers, and landlords. However, *buyers, sellers, and landlords are NOT always investors.* All too often, owners continue to handle their rental property as if it is their home, with all the emotional attachments.

During sales transactions, it is important to introduce realistic rental prices and property expenses when doing projections on the potential investment. Inflated figures may sell the property but can have a harmful affect on your client relationship in the long haul if the economic market does not cooperate and the client has a poor experience. Be sure to include a reasonable vacancy factor when preparing clients for buying a rental.

Stress that the property now becomes a long-term investment and that the expenses are tax deductible, increasing their bottom line or return on investment (ROI).

It may be that your client is a homeowner and circumstances dictate that they must now rent because of a poor sales market and they cannot sell their home. It is even *more* important to counsel them on how their home is now an investment and becomes strictly "business." This transition is not easy but if successful, they will more than likely return to you when they can sell and/or buy again.

There is more to becoming a landlord than owning a property. Handling tenant issues and keeping up with maintenance takes tenacity, experience, and detailed knowledge of landlord/tenant law.

An agent's best tool is sending their clients to a property management professional, who can assist them in handling their property as an investment. The property manager becomes a buffer between owner and tenant, eliminating many of difficulties that happen when working with residents. They now have a solid source to rely on when there are tricky legal issues, demanding tenants, or difficult maintenance problems.

Worth Ross Management Co., Inc. is here to support you and your clients when they become landlords. Let us assist you with realistic rental prices, expenditures, and market rents. Call us today for assistance. There is no obligation and we will do our best to create a positive "business" investment for your client.

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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