

Mar/Apr 2008



**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.**

3710 Rawlins Suite 850
Dallas, Texas 75219

**1-800-522-9119
(214) 522-9100
(214) 528-6889 Fax**

**worth@worthross.com
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

A GOOD TIME FOR INVESTING

The news media is constantly reporting the downturn in Real Estate sales and heavy foreclosure activity. Property prices are falling in many areas throughout the country. This is a gloomy forecast but like any market, there are opportunities. Now may be the time for your investors to buy rental property. When people cannot buy, they need to rent. You may have clients who can take advantage of this market but it is important that you counsel them on several important issues.

Think Long Term Investment

It will probably be several years before the market turns around and sales are booming once again. Prices may continue to drop or at best, stabilize. When buying rental property now, investors need to approach them as long-term investments. This is generally not the time to "flip" properties for a quick profit because it will probably be awhile before the market adjusts and swings in an upward trend.

Choose a Property Carefully

Many times when there is a foreclosure, potential investors think that any property will be a "good deal" because the price has dropped dramatically. They must still choose a property with the perspective on how well it will perform as a rental property, not on what a great bargain it is. They need to consider location, condition, and a realistic return on the investment.

Pick a Reasonable Loan

People purchased many of the foreclosure properties available today with high-risk loans – no

money down and balloon payments. When the payments increased, the market dropped and many loans were more than the current market price, which often lead to foreclosure. Investors need to choose a loan that they can "live with" during the life of the investment. With the lower interest rates now available, there are many good fixed 30-year loans.

Be Realistic on Rents

It is just as important as ever to base the rent on "current rents" of comparable properties. Although there will be more renters, there could be more rental properties available and therefore, more competition.

Use a Professional Manager

Before buying, it is wise to consult a professional Property Manager. We are happy to provide free consultations for the prospective investment at no obligation. We have the expertise to be objective on whether the property will be a good rental property and help you avoid pitfalls of unrealistic rents and locations.

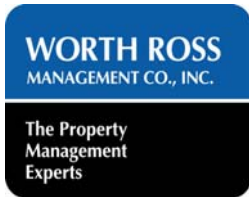
After your clients purchase a property, we can provide professional Property Management Services to promote a positive investment experience. We will screen tenants properly, recommend appropriate rent increases, use preventative maintenance, handle any legal issues, and much more.

Call us today so we can assist you and your clients with the right investment.

**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**.



3710 Rawlins Suite 850
Dallas, Texas 75219

\$\$ We Pay Referrals \$\$



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

WORTH ROSS & ASSOCIATES, “THE” PROPERTY MANAGEMENT EXPERTS

Contact	Position	Bus. Phone	Ext.	E-mail
Worth Ross	Broker/Owner	214-522-9100	202	worth@worthross.com
Kevin Curran	Property Manager	214-522-9100	212	kevin@worthross.com
Melissa Zacha	Property Manager	214-522-9100	210	melissa@worthross.com
Chris Vogel	Property Manager	214-522-9100	215	chris@worthross.com
Steve Smith	Property Manager	214-522-9100	219	steve@worthross.com
Chris Hyzy	Property Manager	214-522-9100	218	chris1@worthross.com
Lynn Biggerstaff	Work Order Supervisor	214-522-9100	209	lynn@worthross.com
Jayne Morin	Accounting	214-522-9100	205	jayne@worthross.com
Ping Liu, CPA	Accounting	214-522-9100	211	ping@worthross.com