

May/June 2008



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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, Texas 75219

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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

RETAINING GOOD TENANTS

It is obvious why an investor would not encourage bad tenants to remain in their property, just as it is understandable why a property owner or manager would want to put effort into retaining good tenants – it is simply a matter of financial common sense. Vacancies are costly – turnover means high expenditures, not to mention stress. A good tenant is really worth their weight in gold because they make timely payments, care for the property, and take responsibility for reporting problems to the property manager and/or owner.

What retains good tenants? Our company approaches tenant retention with the three R's – Reasonable Management, Respect for Tenants, and Reward Good Tenancy.

Reasonable Management

We find that conducting reasonable management of the property is the first step. Offering fair market rent and conditions, providing a clean and safe environment, and practicing Fair Housing attracts "good tenants." This starts everything off on the right track. Then, while the tenant is in the property, it is important to keep up maintenance, which discourages them from thoughts of moving to a "better" residence.

Respect for Tenants

Bad tenants and "slumlords" are the culprits who have created misconceptions about rental property. Everyone has heard the horror stories on how tenants have

trashed the property, not paid rent for months, or sued the property owner. Conversely, many tenants feel the landlord and/or manager will not take care of the property, only wanting to raise the rent, while they (the tenants) are the ones really paying the mortgage. As property managers, we have heard it all.

Bad tenants and poor property owners do exist and create these misconceptions. Our experience is both are the minority; the majority of owners and tenants are decent human beings. It is important to treat tenants "with respect," instead of expecting the worst.

Reward Good Tenancy

Next, reward good tenancy. There are many ways to do this – renewing their lease with the same rent or a reasonable increase; updating the property with new carpeting, paint, or a new appliance; rewarding them with a gift certificate during the year at an unexpected time. Rewarding and recognizing their good tenancy discourages the urge to move.

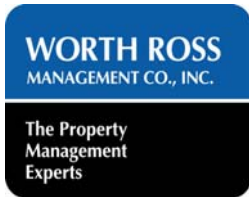
There are many reasons why tenants move despite using reasonable management, respect, and rewards. However, this approach will simply lead to other good tenants.

Refer your clients to us for "*professional management*" and we will work to maintain good tenancy and their 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
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\$\$ 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

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