

Nov/Dec 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

ANSWERING A DIFFICULT QUESTION

Our goal as a Professional Property Managers is to rent properties as quickly as possible to avoid financial loss. However, there are circumstances that can cause an investor to call and ask "Why is my property still vacant?" when it appears that it should not be that difficult to rent the property.

Of course, the obvious step is to look at the rental market and review the competition. Perhaps there is simply a glut of comparable properties available and tenants can be choosy. Sometimes, the market is tighter and the property should rent more quickly but it is still available. In either case, you have to look at the same reasons why a property will not rent.

Asking Price

Many times, it is simply the asking rent. Is the rent a competitive price? It is often difficult for owners to lower the rent despite the fact it is too high for the area. A realistic rental price is the best solution.

Property Condition

If a tenant pulls up and sees trash, peeling paint, and a deteriorating roof, getting them inside to even see it could be a serious problem. Perhaps the outside looks good, but the inside has worn, dirty carpet and dingy walls. It is time to update the maintenance to obtain quality tenants.

Time of the Year

Of course, every year has events that slow down the market – back to

school days, Thanksgiving, the December Holiday Season – all these can "slow" the market down and make it a little trickier. Properties do rent during these periods, but the number of applicants are lower and it could take longer.

Extenuating Circumstances

The more difficult obstacles to overcome when renting can be a neighborhood or area problem, such as recurring burglaries, a listed pedophile, suspected drug activity, or even a murder. Death in the property is the worst scenario. These are serious drawbacks and it may take serious rent adjustments, special incentives, and a long vacancy before the property will rent.

Unacceptable Applications

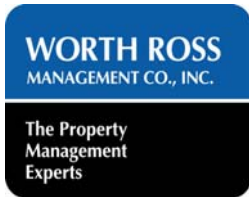
It may be that the market is great, the rent is right, the property looks wonderful – so "why is the property STILL for rent?" It could be that there have been applications but they would not make suitable tenants. It is still more cost effective to have a tenant who will actually pay the rent and take care of the property than to rent it quickly and have an eviction.

Whatever the reason for a longer vacancy, it is our goal is to rent the property to the right tenant as quickly as possible for your clients. Contact us so we can provide quality property management for your investors.

**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
Danny Roberts	Property Manager	214-522-9100	210	danny@worthross.com
Chris Vogel	Property Manager	214-522-9100	215	chris@worthross.com
Steve Smith	Property Manager	214-522-9100	219	steve@worthross.com
Kim Fowler	Property Manager	214-522-9100	231	kim@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