

Jan/Feb 2009



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- ★ When it's time for your client to sell, we will not compete for your client in the sales market

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NEW YEAR RESOLUTIONS FOR INVESTORS

The beginning of January is traditionally the time when people are planning their year and making their "New Year Resolutions." Here is a list of resolutions you can pass on to your clients that would benefit their investment portfolio.

Review Property Insurance

This is one resolution that should head list every year and now is the perfect time to take on this task. Advise them on how important it is to keep their insurance current and know what coverage is changing. No one wants to find out the coverage has expired or that it is inadequate.

Organize Tax Information

There is no better time to organize their tax information than in the beginning of the year and then maintaining records for each continuing year. Now is the perfect time to prepare investment records for their tax person.

Review the ROI

It is always important to review their return on investment (ROI). If they know what your income and expenses are producing, they can plan several other resolutions listed in this article, such as a maintenance plan or possibly buying a new investment.

Consider Refinancing or Buying

If it is appropriate for their investment, this is a great time to refinance and take advantage of the low interest rates available. This could increase their ROI.

Alternatively, perhaps this is the year for your clients to review selling their property and investing in another. It could also be the perfect time to buy another property if the market indicates prices are

right. Be sure to consult with us on the current rental market before they invest

Develop a Maintenance Plan

It is unrealistic to think that investment property will not need repairs. There should be two approaches – one of preventative maintenance and that of long-term replacement. Preventative maintenance may prevent costly and unnecessary major repairs. Developing a plan for major replacement can help your clients' budget for when they are necessary or possibly prepare for that unexpected emergency.

Develop a Disaster Plan

As the last several years have shown, emergencies and disasters happen regularly. Think about what could happen to properties. Fire or flooding can happen in any property and it pays to have the right insurance and an emergency fund. If the property is in an area prone for certain problems, such as earthquake, tornadoes, and hurricanes, advise your clients to be realistic and be prepared.

Know and Follow Fair Housing

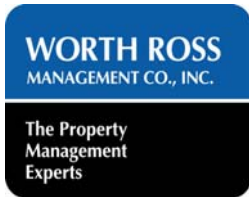
If there is ever a resolution all property owners should review and keep at all times, this is it. Following Fair Housing pays off and avoids costly litigation.

It was very difficult in the financial and housing markets in 2008, to say the least. We all hope for a major improvement in 2009 for everyone. Take the time to share these items with your investors to help them with the best year possible. Call us when you need assistance with professional Property Management.

**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**.



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\$\$ We Pay Referrals \$\$



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