

July/August 2009



**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
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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

RECOGNIZING THE BENEFITS

Many times property owners are hesitant to use property management services because of management fee costs. After quoting our fees to a prospective client, we often hear - "you want that much money for just collecting the rent?" Of course, there is much more to managing rental property than "just collecting the rent," and we are sure that you realize this as well.

Although our management fees show up prominently on our statements, if you look at the complete picture, the fees are absorbed many ways.

Reduced Maintenance Costs

Reduced maintenance costs offset our management fees several ways. Because our company handles maintenance on a volume basis, we are generally able to procure reliable vendors at a better rate than many property owners can, particularly if they do not live locally. A savings on a major repair, such as exterior painting or carpet installation, can add up to several monthly management fees.

It is necessary for us to be current on labor and maintenance – an advantage most property owners do not have. For example, if an owner has not shopped for a roof replacement in years, they may be unaware of current prices and newer materials. They could pay more than they should for the job and still not obtain the best workmanship. In addition, they may encounter poor workmanship and incomplete work.

Additionally, because we take the

"preventative approach" to maintenance, this can mean great savings over time, further reducing both maintenance and management costs. Small repairs can prevent larger ones.

Professional Expertise

A major benefit to our management services is our professional expertise. It may seem that a vacancy is too long, but we know that the wrong tenant can be a much more expensive experience.

Knowing and implementing current legislation can reduce costly mistakes when handling tenants. There are owners that have paid, literally, millions of dollars because of mold, lead-based paint, and other similar issues. Again, we use a preventative approach to save unnecessary legal costs.

Tax Benefits

Of course, one of the most obvious benefit is that all management fees are tax deductible, immediately reducing the full cost of the fees.

Peace of Mind

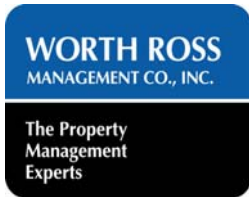
Many owners simply find that just having someone else worry about the many details of property management is simply worth the management fee. Reduced stress can only be a major benefit for anyone. This is particularly true with today's real estate/rental markets.

Pass these benefits on to your investors. Have them call our Property Management Company so we can help them have a successful investment experience and work toward your continued client success.

**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

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