Use Organic Decor to Attract Eco-Conscious Tenants

Page 4



Landlords to Pay \$6,000 After Promising, Then Refusing Disabled Couple's Request

Page 11



ARIZONA

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Circulated Monthly To Thousands Of Apartment Owners, Property Managers, On-Site & Maintenance Personnel



Is Flat Roof Best Option For You?

KEEPE

Flat roofs can offer a clean look to an apartment building and add efficient space that tenants like. But remember: Roofing is the first line of defense toward any natural disasters. Without a sturdy roof, your apartment and residents may be left at risk.

If you are installing a roof on a new building or considering a replacement on an existing property, use this guide to help decide if a flat-roof design fits your budget, geography, and style.

Pros of flat-roof systems

Aesthetic: Flat roofs offer a clean aesthetic to a building. If your property is in the city or overlooks a beautiful landscape, a flat roof can complement the environment. Flat roofs are also a characteristic of modern design, so if your property is contemporary, this might be a priority for you and your

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Phoenix Metro Rents On the Rise

RENTAL HOUSING JOURNAL

Gilbert has the most expensive rents in the Phoenix metro while Phoenix proper has the least expensive, according to the latest report from Apartment List.

GILBERT RENTS UP SHARPLY OVER PAST MONTH

Gilbert rents have increased 1.6% over the past month, and have increased significantly by 4.2% in comparison to the same time last year.

Currently, median rents in Gilbert stand at \$1,160 for a one-bedroom apartment and \$1,440 for a two-bedroom. Gilbert's year-over-year rent growth leads the state average of 2.6%, as well as the national average of 1.1%.

CHANDLER RENTS INCREASE SHARPLY OVER PAST MONTH

Chandler rents have increased 1.0% over the past month, and have increased significantly by 4.8% in comparison to the same time last year.

Currently, median rents in Chandler stand at \$1,100 for a one-bedroom apartment and \$1,370 for a two-bedroom.

City	Median 1BR price	Median 2BR price	M/M price change	Y/Y price change 3.0%	
Phoenix	\$850	\$1,050	0.3%		
Mesa	\$870	\$1,080	0.3%	3.0%	
Chandler	\$1,100	\$1,370	10%	4.8%	
Glendale	\$910	\$1,130	0.2%	3.3%	
Scottsdale	\$1,050	\$1,310	0.6%	3.2%	
Gilbert	\$1,160	\$1,440	1.6%	4.2%	
Tempe	\$930	\$1,160	-0.1%	3.5%	
Peoria	\$1,130	\$1,410	0.2%	5.2%	
Surprise	\$1,080	\$1,350	-1.0%	0.1%	
Avondale	\$980	\$1,230	0.4%	2.2%	
Goodyear	\$1,130	\$1,410	0.4%	14%	
Fountain Hills	\$1,030	\$1,280	1.5%	2.2%	

This is the eighth straight month that the city has seen rent increases after a decline in February. Chandler's year-over-year rent growth leads the state average of 2.6%, as well as the national average of 1.1%.

GLENDALE RENTS RISE SLIGHTLY OVER PAST MONTH

Glendale rents have increased 0.2%

over the past month and have increased moderately by 3.3% in comparison to the same time last year.

Currently, median rents in Glendale stand at \$910 for a one-bedroom apartment and \$1,130 for a two-bedroom. This is the 10th straight month that the city has seen rent increases after a decline in December of last year. Glendale's

See 'Phoenix' on Page 7

Arizonan Joins Seattle's Avenue5 as VP of Property Marketing

RENTAL HOUSING JOURNAL

Seattle's Avenue5 Residential, a private third-party multifamily property



Catherine Swaback-Jacobson

management services firm, has hired C a t h e r i n e S w a b a c k-Jacobson as its vice president of property marketing.

In her new role, Swaback-Jacobson will lead Avenue5's property

marketing team, which includes nearly 20 multifamily experts nationwide

who possess specialized knowledge of property marketing operations, holistic branding strategies, innovative demandgeneration solutions, comprehensive client reporting, digital marketing automation, and in-house creative services.

"Catherine is a strategic hire for us, as we continue to focus on driving measurable marketing results by building high-performance teams and creating customized solutions that align with our clients' diverse goals," Kate Sibbern, chief marketing officer at Avenue5, said in a release.

"It's critical to have the right marketing leadership in place at Avenue5, and Catherine's expertise and technological acumen will help to support our clients in navigating a multifamily and marketing landscape that is constantly changing."

Swaback-Jacobson is a multifamily industry veteran who has a proven track record in creating strategic marketing and branding initiatives that drive occupancy and revenue, planning and executing national marketing program rollouts, implementing successful multichannel digital campaigns, measuring marketing program ROI, developing new business strategies and pitches, and hiring, training, and coaching associates.

She also served in marketing and operations roles at Alliance Residential for the past several years. Prior to joining the multifamily industry, Swaback-

See 'Arizonan' on Page 3























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Apartment Residents Favor Green Communities

RENTAL HOUSING JOURNAL

Apartments that pursue more environmentally friendly practices will gain favor with a majority of apartment residents who believe global warming is a real danger, according to a new survey.

The national survey by AMLI Residential shows that apartment residents are more likely to believe in global warming than the U.S. populace in general, and it affects where they choose to live. The survey also found that 83 percent of respondents believe that living in a green community is beneficial to their health, and 59 percent of respondents would pay more to live in a green/sustainable community.

The AMLI results are from the company's second Sustainable Living Index, a survey of more than 4,200 apartment residents in their properties charting how their attitudes on environmentalism impact their choices on where to live.

The 2018 survey indicated that 84 percent of respondents say they believe in global warming and/or climate change. This is significantly higher than the U.S. population at large, according to recent data from the Yale Program on Climate Change Communications. According to the Yale research, which was published in July 2017, 70 percent of Americans believe global warming is happening, with only 50 percent expressing certainty that global warming is happening.

Although the majority of the AMLI survey respondents were millennials (62 percent), belief in global warming was

consistent across generations: roughly 89 percent of Gen Z, 88 percent of millennials, 80 percent of Gen X and 74 percent of baby boomers surveyed believe in global warming and/or climate change.

"This year's survey shows apartment residents remain concerned about the environment and are committed to making lifestyle choices to reduce their carbon footprint," Phil Tague, President of AMLI Residential, said in a release.

"The residents surveyed are mindful of how daily activities and where they live might impact their health as well as the environment. AMLI continues to invest in conscious and sustainable practices to make sure we deliver on what's important to our residents. Our communities use land, water and energy more efficiently through clean-air initiatives and lifestyle amenities that enable residents to live more sustainably every day."

The survey of AMLI residents was conducted in August 2018 at properties in Atlanta, Austin, Chicago, Dallas, Denver, Houston, Seattle, Southern California and Southeast Florida. AMLI expanded this year's survey to help it better understand its residents' interest in sustainable living compared to 2017 survey results. AMLI will utilize the results to further advance its sustainability efforts and improve residents' wellness and living experiences.

AMLI is a leader in multifamily sustainability. Almost half of its properties are LEED-certified and 25 AMLI communities are ENERGY STARcertified. Visit www.amli.com.

Multifamily Rent Gains in Many Metros **Overshadow Traditional Seasonal Decline**

RENTAL HOUSING JOURNAL

U.S. rents dropped by \$1 to \$1,420 in October 2018, the second straight month of decline, according to a survey of 127 markets by Yardi Matrix Multifamily.

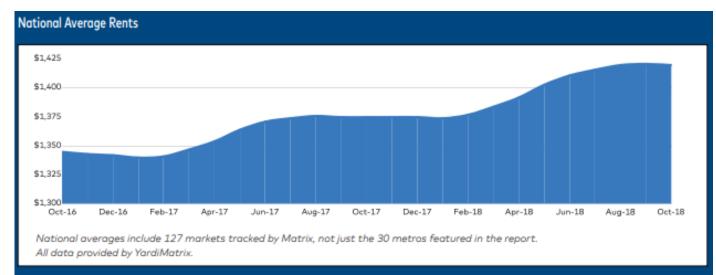
The 3.3% year-over-year rent growth for the month was unchanged from September.

The overall slowdown follows an anticipated seasonal trend. Highlights from the Yardi Matrix report:

- "Nationally, rent growth is hitting its seasonal slowdown phase, but there is a wide discrepancy in metro performance.
- "Rent gains have accelerated over the last three months in warmweather markets that include Las Vegas, Phoenix and Atlanta, while Seattle, Boston and San Jose have cooled off.
- "We expect that the full-year rent increase for 2018 will remain near the year-to-date figure of 3.3%, with occupancy rates stable at current high levels."

SIZZLING RENT GROWTH IN SW

Rent gains have accelerated recently in warm-weather markets such as Las



Vegas, Phoenix and Atlanta.

"The strength of the national market is demonstrated by the fact that rent growth is less than 2% in only a handful of metros, and the lowest is Houston at 1.6%. No market is even remotely in trouble," the report says. "The market's groove will be hard to knock off course as long as employment and wage growth maintain their current path."

Year-over-year rent growth leaders for October were Las Vegas; Phoenix; Orlando, Fla., and the Inland Empire and San Jose metros in California.

PHOENIX AND LAS VEGAS STRONG FOR JOB GROWTH

Both Las Vegas and Phoenix have seen strong acceleration since the beginning of the year. Las Vegas leads U.S. metros with 7.4% year-over-year growth through October, up from 5.8% in January, while Phoenix rose to 7.0% in October from 4.0% in January.Both markets benefit from their long-term population shifts and healthy job growth.

Affordability and the effects of 2017 tax reform have positioned Las Vegas to benefit from the outmigration of people and businesses from California and other high-cost regions.

Phoenix is attractive due to its weather, while its economy increasingly attracts a diverse set of businesses.

Yardi® develops and supports industry-leading investment and property management software for all types and sizes of real estate companies. Established in 1984, Yardi is based in Santa Barbara, Calif., and serves clients worldwide. For more information, visit www.yardi.com.

Arizonan Joins Seattle Firm as VP/Property Marketing

Continued from Page 1

Jacobson held brand strategy and account management roles at former Phoenixbased advertising agencies E.B. Lane and Martz Agency. Swaback-Jacobson is actively involved in industry associations, and has served as a panelist and thought leader at NAA Apartmentalize, NMHC OPTECH, the Apartment Internet Marketing Conference (AIM), and other key multifamily events.

Swaback-Jacobson's hiring comes at an essential time for Avenue5's marketing team, which continues to expand and develop technology-based solutions and partnerships that generate leasing traction and revenue for all properties. She will oversee Avenue5's property marketing operations, digital marketing automation, and national programs and reporting.

"As Avenue5 continues to grow, we are committed to generating innovative marketing solutions and partnerships that ensure success across markets, property types, and asset strategies," Sibbern said in the release. "We're thrilled to have an industry veteran join our team, and we are confident that Catherine's leadership vision and strong alignment with Avenue5's culture will prove invaluable in accelerating leasing performance and revenue for the clients we serve."

Avenue5, a multifamily property management services firm, oversees over 250 properties and 50,000 units in 11 states. The company is headquartered in Seattle, and has offices in Denver, Orange County, Phoenix, Portland, Salt Lake City, San Diego, Spokane, and greater Washington, DC. In addition, Avenue5 retains local experts in major markets including Northern California, Reno, Las Vegas, Albuquerque, Colorado Springs, Austin, San Antonio, Dallas, and Baltimore. The firm employs about 1,400 associates nationwide.



Publisher/General Manager

John Triplett

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Rental Housing Journal

Tempe, AZ 85282

4500 S. Lakeshore Drive, Suite 300

Rental Housing Journal is a monthly publication of Rental Housing Journal, LLC.

Website

www.RentalHousingJournal.com

Mailing Address

4500 S. Lakeshore Drive, Suite 300 Tempe, AZ 85282

Email

info@rentalhousingjournal.com

Phone

(480) 454-2728 - main (480) 720-4386 - ad sales

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Attract Eco-Conscious Tenants With Organic Decor

By Lillian Connors

If you are managing properties, your goal is to try and put together a liveable space people will actually want to rent ,and knowing what eco-conscious tenants want can be important. However, before you start, you should first try to determine your target audience, so to speak. Today, the majority of renters are, of course, young people who are just starting out in the world.

So, it's important to keep in mind that these young people are much more ecoconscious than the previous generations and they have fully embraced the green mentality, implementing it in every single aspect of their lives. That, of course, means that you should offer them a chance to rent out green living units.

Greening up your rentals will not only boost you on the market, but it will also make your renters happier as they will finally get the chance to rent out a space that perfectly reflects their lifestyles. Check out these tips.

Bring Nature Indoors

Aside from making sure that you equip your properties with eco-friendly and energy-efficient appliances, which will only work to your advantage, you should also incorporate natural elements in your interior design as much as possible.

Natural materials such as wood, stone, brick, bamboo, jute, as well as various types of greenery, have the power to instantly transform any space, making it look and feel more soothing, cozier and homier. Therefore, implement as many of these elements as you can in your interior design, and here's how to do it properly:

CREATE A STATEMENT WALL

An exposed brick wall looks simply stunning. Depending on the color of the brick you decide to use, you can pair it up with virtually any style. Use basic grey brick to make a statement wall in your monochrome living room, red brick if the living room style is a bit more rustic and yellow brick for an eclectic or industrial vibe. Alternatively, for a true Scandi vibe, you can paint the bricks white. No matter which style you opt for, an exposed brick wall will work as an amazing backdrop, enhancing the natural vibe in the room.

Use wood in every room

Wood is one of the most versatile natural elements. The raw beauty of wood makes it a highly sought-after element in the world of interior design. Wood comes in many finishes – from raw to high-gloss – which leaves plenty of room for imagination. So, don't hide your wooden floors but expose them and make them work in your advantage. Also, consider adding a wooden wall panel in the bathroom to boost the spa-like feel. Finally, by using salvaged or reclaimed wood, you will add more character to your interior, making it more sustainable at the same time.

Pay attention to rugs

Rugs are a somewhat controversial interior design element – people usually either love them or hate them – but that's because a lot of people make the mistake of choosing the wrong kind of rug for their interiors. The thing is that a good rug acts as the "it" element in any design and has the power to instantly boost any



interior. Therefore, when choosing a floor-covering option for your rental, you should check out natural jute rugs, not only to additionally accentuate the eco-friendly vibe in the space, but also to make cleaning and maintenance super easy.

FILL SPACE WITH GREENERY

What better way to make the space greener than to actually fill it with greenery. When choosing plants for your rental, make sure you go with the ones that are low maintenance and easy to take care of, as the last thing you want is to welcome your new tenants in an apartment filled with dead houseplants. You should also try to layer the plants instead of just randomly placing them throughout the space. The floors of your rental are reserved for tall plants with lush green leaves, window sills are the perfect place for smaller plants and succulents

and there are amazing spider plants you can hang on the walls.

Including these solutions in your rental property's interior design will make it look and feel more eco-friendly, which will help you significantly in attracting eco-conscious tenants and making your property more desirable on the market.

If one thing is true about Lillian Connors, her mind is utterly curious. That's why she can't resist the urge to embark on a myriad of home improvement/DIY projects and spread the word about them. She's also deeply into green practices, cherishing the notion that sustainable housing and gardening will not only make us far less dependent on others regarding the dwellings we inhabit and what we eat, but also contribute to our planet being a better place to live.

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Why Are Tenants Rude When I Ask For Rent Payments?

Dear Landlord Hank: Just this past month I have asked two tenants who were late with rent to please pay on time as I have other bills to pay. Both times these two separate tenants called me "rude" for asking for payment. What is the deal? Why do tenants think they have a right to call a landlord "rude" when I am just asking for on-time payment? – **Stephanie**

Dear Landlady Stephanie: I don't know all the facts in your current situation ,but were the tenants not paying on the due date or hadn't they paid by end of the grace period – if you offer a grace period in your lease?

You have every right to have your rent paid when due or during the grace period but you must find out about the rent at the end of the grace period.

These are the questions I usually ask:

- When will your rent be paid?
- How are you paying the rent (check, money order, on line, etc)?
- How much are you paying?
- What address are you sending rent to?
- Why are you late?

Then, I remind tenants about the late fee to be sure it is included in the payment.

If two separate tenants said you were coming across as "rude," then perhaps your delivery needs a little work. If you spoke to the tenants maybe your annoyance came through or you sounded a little abrupt, without meaning to. I try to just be businesslike and professional at all times and I know that is very difficult when you are owed money, but it is factual.

Per my lease, I let tenants know,



usually by talking to them on the phone, that I have not received the rent by the end of the grace period. Sometimes it's truly a postal service error, so I try to give tenants the benefit of the doubt, especially if they have some history with me. I usually have good results trying to sound reasonable and calm.

After you have asked your questions, nicely, you can offer solutions so this doesn't occur again. You could accept postdated checks, or accept automatic bill pay, or ACH payments. It's great to have the payments come automatically and on time every month and that is my goal.

I strive to have a good business relationship with all my tenants and I wouldn't want them to think I was rude or didn't care about them and their "home."

I can see that it bothers you too.

"Landlord Hank" Rossi started in real estate as a child watching his father take care of their family rentals. In the mid-'90s he got into the rental business as a sideline. Ater retirement, he only managed his own investments, for the next 10 years. A few years ago he and his sister started their own real estate brokerage, focusing on property management and leasing.



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Phoenix Metro Rents Continuing to Rise

Continued from Page 1

year-over-year rent growth leads the state average of 2.6%, as well as the national average of 1.1%.

MESA RENTS UP MODERATELY

Mesa rents have increased 0.3% over the past month, and are up moderately by 3.0% in comparison to the same time last year.

Currently, median rents in Mesa stand at \$870 for a one-bedroom apartment and \$1,080 for a two-bedroom. This is the 10th straight month that the city has seen rent increases after a decline in December of last year. Mesa's year-over-year rent growth leads the state average of 2.6%, as well as the national average of 1.1%.

PHOENIX RENTS RISE

Phoenix rents have increased 0.3% over the past month, and are up moderately by 3.0% in comparison to the same time last year.

Currently, median rents in Phoenix stand at \$850 for a one-bedroom apartment and \$1,050 for a two-bedroom. This is the 11th straight month that the city has seen rent increases after a decline in November of last year. Phoenix's year-over-year rent growth leads the state average of 2.6%, as well as the national average of 1.1%.

PEORIA RENTS INCREASE

Peoria rents have increased 0.2% over the past month, and have increased significantly by 5.2% in comparison to the same time last year.

Currently, median rents in Peoria stand at \$1,130 for a one-bedroom apartment and \$1,410 for a two-bedroom. This is the 11th straight month that the city has seen rent increases after a decline in November of last year. Peoria's year-over-year rent growth leads the state average of 2.6%, as well as the national average of 1.1%.

SCOTTSDALE RENTS UP SHARPLY

Scottsdale rents have increased 0.6% over the past month, and are up moderately by 3.2% in comparison to the same time last year.

Currently, median rents in Scottsdale stand at \$1,050 for a one-bedroom apartment and \$1,310 for a two-bedroom. This is the 11th straight month that the city has seen rent increases after a decline in November of last year. Scottsdale's year-over-year rent growth leads the state average of 2.6%, as well as the national average of 1.1%.

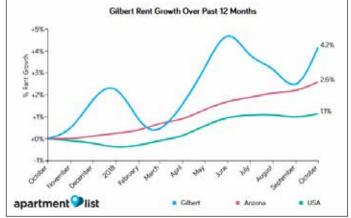
TEMPE RENTS REMAIN FLAT

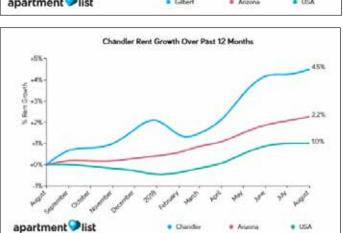
Tempe rents have remained flat over the past month; however, they have increased moderately by 3.5% year-over-year. Currently, median rents in Tempe stand at \$930 for a one-bedroom apartment and \$1,160 for a two-bedroom. Tempe's year-over-year rent growth leads the state average of 2.6%, as well as the national average of 1.1%.

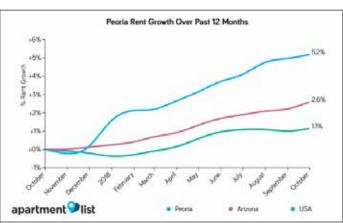
TUCSON RENTS RISE SLIGHTLY

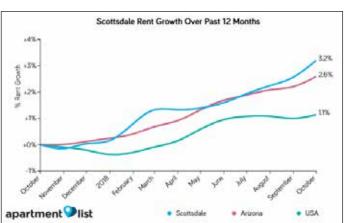
Tucson rents have increased 0.2% over the past month, and are up slightly by 1.2% in comparison to the same time last year.

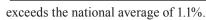
Currently, median rents in Tucson stand at \$700 for a one-bedroom apartment and \$930 for a two-bedroom. This is the 10th straight month that the city has seen rent increases after a decline in December of last year. Tucson's year-over-year rent growth lags the state average of 2.6%, but









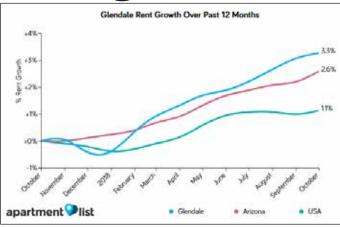


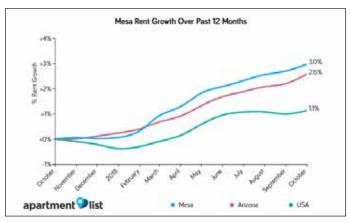
METRO RENTS RISING

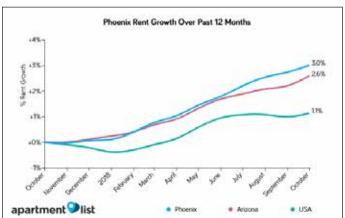
Throughout the past year, rent increases have been occurring across the entire metro area. Of the largest 10 cities in the Phoenix metro for which Apartment List has data, all have seen prices rise. Here's a look at how rents compare across some of the largest cities in the metro.

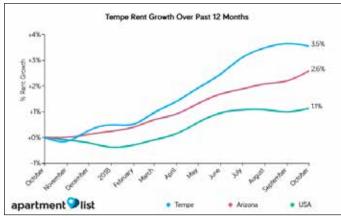
- Gilbert has the most expensive rents in the Phoenix metro, with a two-bedroom median of \$1,440; the city has also seen rent growth of 1.6% over the past month, the fastest in the metro.
- Over the past month, Surprise has seen the biggest rent drop in the metro, with a decline of 1.0%. Median two-bedrooms there cost \$1,350, while one-bedrooms go for \$1,080.
- Rents increased slightly in other cities across the state, with Arizona as a whole logging rent growth of 2.6% over the past year. For example, rents have grown by 1.2% in Tucson.
- Phoenix proper has the least expensive rents in the Phoenix metro, with a two-bedroom median of \$1,050; rents were up 0.3% over the past month and 3.0% over the past year.

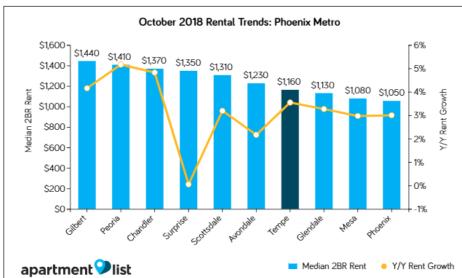
About Apartment List methodology: "Data from private listing sites,











including our own, tends to skew toward luxury apartments, which introduces sample bias when estimates are calculated directly from these listings. To address these limitations, we've recently made major updates to our methodology, which we believe have greatly improved the accuracy and reliability of our estimates. Apartment List is committed to making our rent estimates the best and most accurate available. To do this, we start with reliable median rent statistics from the Census Bureau, then extrapolate them forward to the current month using a growth rate

calculated from our listing data. In doing so, we use a same-unit analysis similar to Case-Shiller's approach, comparing only units that are available across both time periods to provide an accurate picture of rent growth in cities across the country. Our approach corrects for the sample bias inherent in other private sources, producing results that are much closer to statistics published by the Census Bureau and HUD. Our methodology also allows us to construct a picture of rent growth over an extended period of time, with estimates that are updated each month."





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Did You Know Fair Housing Laws Apply To Vendors Working At Your Property?

By Ellen Clark

Fair housing is a topic of great importance for anyone working in the multifamily industry.

In fact, it's so important that fair housing law doesn't just apply to your full-time employees.

If a vendor or contractor working onsite is accused of discrimination, there can be serious consequences for your community, property management company, and the individual accused of discrimination.

How much do your vendors know about fair housing laws?

It is important that your vendors and contractors understand and comply with fair housing law.

But you can't teach a vendor everything there is to know about fair housing law - after all, you and your employees have spent years developing your understanding of the law and how to apply it. What can you do?

Consider making sure that, at a minimum, vendors and contractors know about the following topics

THE BASICS OF FAIR HOUSING LAW:

- The purpose of the law and who is protected by it
- The definition of discrimination examples

grace hill

TRAINING TIP OF THE MONTH

discriminatory behavior

- The definition of harassment and some examples of harassing
- What reasonable accommodations and modifications are

Here are 5 basic responsibilities of vendors on your property. It is important to follow the basic fair housing laws in every interaction.

No. 1 - Don't discriminate

Treat all residents fairly, equally, and consistently.

Treating one person differently from others could lead to a discrimination complaint.

No. 2 - BE PROFESSIONAL AND WATCH OUT FOR **UNINTENDED CONSEQUENCES**

Maintain professionalism at all times.

What seems like a funny joke to one person can be offensive or threatening to compliment can easily cross the line into inappropriate behavior.

No. 3 - Be careful with **SMALL TALK**

It's easy to get into fair housing trouble simply by chatting with residents.

While there's nothing wrong with being friendly, be very careful not to ask questions about any of the protected classes.

In most situations, a polite smile and nod or "hello, how are you?" are sufficient.

No. 4 - Don't SHARE **INFORMATION ABOUT RESIDENTS**

If someone asks you questions like, "What kind of people live here?" or "Does everyone speak English?" don't give them specific information or invite them to walk around and see for themselves. Instead, let them know that anyone who meets the community's qualification guidelines is welcome to live there. If pressed further, direct the individual to the leasing office.

No. 5 - Don't ask about a **DISABILITY**

Never ask about a resident's disability, whether or not they have a disability, or what work an assistance animal performs.

More often than not, asking questions

Something that is intended as a about a disability is a violation of the Fair Housing Act. It is best to avoid these types of questions altogether.

> Most importantly, make sure vendors and contractors know that when in doubt, they should contact management with questions or concerns. This is truly a case of better safe than sorry!

> Ellen Clark is the Director of Assessment at Grace Hill. Her work has spanned the entire learner lifecycle, from elementary school through professional education. She spent over 10 years working with K12 Inc.'s network of online charter schools - measuring learning, developing learning improvement plans using evidence-based strategies, and conducting learning studies. Later, at Kaplan Inc., she worked in the vocational education and job training divisions, improving online, blended and face-to-face training programs, and working directly with business leadership and trainers to improve learner outcomes and job performance. Ellen lives and works in Maryland, where she was born and raised. About Grace Hill: For nearly two decades, Grace Hill has been developing best-in-class online training courseware and administration solely for the Property Management Industry, designed to help people, teams and companies improve performance and reduce risk.

San Francisco Fines Landlords \$2.25 Million For Illegal Airbnb Apartment Rentals

RENTAL HOUSING JOURNAL

Two landlords who own 17 buildings have been fined \$2.25 million in penalties and investigation costs after unlawfully renting out 14 apartments on Airbnb, according to a release.

San Francisco City Attorney Dennis Herrera said in a release that the landlord owners, "who, after being caught in 2014, returned to flouting the law and unlawfully rented out 14 other apartments on Airbnb until being caught again in a lengthy investigation that culminated in May 2018.

"This is a win for San Francisco residents," Herrera said in the release. "Whether you're a tenant or a landlord who has been following the law, this is a victory. This outcome frees up more homes for long-term tenants and stops unfair competition in the marketplace."

The \$2.25 million settlement will cover the costs of the investigation and fund future consumer protection enforcement, including of the city's short-term rental

"These are not the type of hosts we want on our platform and are glad the City has the tools it needs to enforce the rules." an Airbnb spokesperson told TechCrunch. "We are proud home-sharing is legal in San Francisco and look forward to continuing to work with the City."

LANDLORDS RUNNING AN ILLICIT HOTEL CHAIN

"The defendants, landlords Darren and Valerie Lee, had been running an illicit hotel chain during San Francisco's housing crisis rather than lawfully renting the units to residential tenants," Herrera said in the release.

As part of the settlement, the Lees are prohibited from renting out any units as short-term rentals in the 17 San Francisco buildings they own or manage. That restriction is in place until at least May 2025, preserving the more than 45 units for use by long-term tenants. The settlement requires the couple to pledge their real estate as collateral to ensure compliance. A modified injunction was filed in San Francisco Superior Court

"The serious financial penalty is an important deterrent. It sends a clear message to those looking to illegally profit off of San Francisco's housing crisis: Don't try it. We will catch you," Herrera said in the statement.

laying out these exacting requirements.

"Most importantly, we preserved more than 45 housing units to be used as homes, not hotel rooms. We are fighting back against San Francisco's housing crisis in every way possible. I also want to thank the Office of Short-Term Rentals for their invaluable work that helped us bring this case," Herrera said in the statement.

"The Lees are some of the most egregious, repeat violators of the City's short-term rental laws," Office of Short-Term Rentals Director Kevin Guy said in the statement. "They have taken units off of the market that should be reserved for long-term San Francisco residents. It is extremely gratifying to see them being brought to account for their actions."

More Than \$900,000 Booked IN SHORT-TERM RENTALS

Herrera first sued the Lees in April 2014 after the couple evicted tenants from their property at 3073-3075 Clay St. using the Ellis Act and then unlawfully converted it into short-term rentals. The Lees settled in May 2015, agreeing to pay \$276,000 and have a court-authorized injunction prohibiting them from maintaining any of their San Francisco properties as shortterm rentals in violation of the law. The injunction covers 17 buildings with more than 45 units, according to the release.

"After a painstaking two-year investigation, the City Attorney's Office found that in just the first 11 months that the injunction was in place, the Lees violated it more than 5,000 times, booking more than \$900,000 in shortterm rentals and pocketing more than \$700,000 in illicit profits from 14 units. It was only after this rash of later violations was uncovered that the Lees finally stopped their illegal conduct," according to the release. "To ensure that the Lees did not get to keep their ill-gotten gains - and to send a message to anyone else considering this scheme" - Herrera filed a motion in court to enforce the injunction in May 2018, prompting the settlement.

San Francisco requires, among other things, that anyone renting a unit less than 30 days register with the City's Office of Short-Term Rentals and be a permanent resident of that unit. If you own or rent a multi-unit building, you may only rent out one unit for short-term rentals, and it must be the unit in which you reside. The rules are designed to prevent residential housing from being turned into de facto hotels.

None of the units in question was ever registered with the Office of Short-Term Rentals, making each short-term rental illegal and a violation of the injunction.

"The Lees concocted an elaborate scheme where friends, family and associates - none of whom lived at the properties — posed as straw tenants or Airbnb hosts to illegally advertise and rent 14 residential units for short-term stays. The scheme included drawing up phony leases and even staging the apartments to look like they were being lived in — complete with dirty dishes and damp towels — before City investigators inspected them.

"However, every apartment was staged in the same way. They had the same Costco food items scattered about, the same arrangement of dirty breakfast dishes in every kitchen sink, same personal products in each bathroom, same damp towels artfully draped over doors as though someone had recently showered, the same collection of shoes and clothes in closets, and the same houseplants in each apartment.

"An exhaustive investigation found that all but one of the different Airbnb 'host' accounts for the properties were created from the same IP address, showing that the rental accounts were almost entirely created from a single computer, smart phone or similar device," Herrera said in the release.



A Guide to 4 Types of Flat-Roof Systems

Continued from Page 1

tenants.

Useable Space: A flat roof allows for more efficient use of space both inside and out. Unlike a pitched roof, a flat roof offers rooftop space that can be used as a rooftop patio, flower garden or give you the option to install solar panels out of view.

Cost: A flat roof is significantly cheaper than a pitched roof since the surface area of a flat roof is less than that of a sloped roof. Although installation is cheaper, depending on the amount of rainfall your property's area receives, the maintenance costs might override the initial short-term costs.

Maintenance: The flat-roof design makes it easier to inspect and maintain the roof. Issues can be addressed easier, but don't underestimate the importance of regular maintenance.

Improved Energy Efficiency: Flat roofs may be more energy-efficient depending on the climate and what materials are used for the roofing system.

CONS OF FLAT ROOF SYSTEMS

Climate Limits: Low-slope roofs have an increased tendency to collect water. If you live in a rainy or snowy climate, this option might not be ideal for your property.

Increased Maintenance: Flat-roof drainage is not as effective as a pitched roof. Without regular inspection, drains can become clogged, leading to damage and leaks.

Lifespan: Standing water, debris and clogged drainage systems may shorten your roof's lifespan to as short as 10 years if not monitored regularly. Many flat-roof leaks are due to the lack of regular inspection, so be sure you have regular maintenance checks if you choose a flat roof for your property.

Types of flat roof systems

If you decide that flat roofing is right for you and your property, take the next step and consider which material is best. There are several flat-roof options – here are the four most common kinds of flat-roof systems.

No. 1 – BUR (Built-Up Roof)



This flat-roof systems contains layers of waterproof membrane, tar and gravel to seal the flat-roof surface. This flat-roof system is a great affordable option, plus it has fire-resistant properties that are a great safety factor for multifamily sites. Built-up roofs are also very sturdy and efficient insulators due to their several layers. BUR systems can last 15 to 20 years and last longer in warmer climates. When installing this roofing system, your property must be empty and free of tenants during installation. BUR systems cost between \$5 and \$7 per square foot.

No. 2 – PVC (Polyvinyl Chloride)

PVC is one of the most popular roofing materials used for flat roofs. Sheets of PVC are an attractive option for waterproof performance as well as pedestrian traffic coating. PVC allows you to turn a flat roof into a usable space – ideal for multifamily properties. This type of roofing is also easy to install and maintain. It typically costs between \$5 and \$8.50 per square foot.

No. 3 – EPDM Rubber (Ethylene Propylene Diene Monomer)

EPDM is made of synthetic rubber made of recycled materials. Roofs of EPDM are durable, inexpensive

and have a longer lifespan than metal roofs. EPDM roofs require seaming which means that there are more chances for water to seep through seams and lead to damage. If roofs are spray-applied, then the chance of damage is significantly lower. EPDM installation costs between \$4 and \$8 per square foot.

No. 4 – Modified Bitumen

Bitumen roofing is another long-lasting option for flat roofs. This is a single-ply roofing system that is rolled onto the roof surface. These roofs can last at least 20 years due to their durability. They are ideal for extremeweather climates that have high winds, hail and heat. Bitumen roofs range from \$3 to \$6 per square foot.

Keepe is an on-demand maintenance solution for property managers and independent landlords. The company makes a network of hundreds of independent contractors and handymen available for maintenance projects at rental properties. Keepe is available in the Greater Seattle area, Greater Phoenix area, San Francisco Bay area, Portland, San Diego and is coming soon to an area near you. Visit https://www.keepe.com.



Mesa Luxury Apartments Planned

RENTAL HOUSING JOURNAL

VIVO Development Partners has announced a new development, Gallery Park, that will bring Class A office space, two hotels, 420 luxury apartments, restaurants, retail and entertainment to the Southeast Valley.

The development will sit on 40 acres southeast of the Loop 202 Santan Freeway and Power Road, near the Phoenix-Mesa Gateway Airport and bring about 2,000 jobs to the area, according to reports.

Construction is expected to start in spring 2019. Jose Pombo of Vivo Partners, developer of the site, described it as a "live, work and play environment."

"We really felt like there was a real opportunity to create an elevated lifestyle destination in this part of town," Pombo told KTAR News 92.3 FM. "We're obviously very excited about the fact that Maricopa County is the fastest-growing county in the country. We know that a lot of that growth is centered around the Southeast Valley."

Landlords To Pay \$6,000 After Promising, Then Refusing, Disabled Tenants' Move To First Floor

RENTAL HOUSING JOURNAL

Landlords have agreed to pay \$6,000 and forgive back rent to settle a complaint by a disabled couple who were denied the opportunity to move to a first-floor unit despite being told upon moving in that they would be able to transfer to a first-floor unit as soon as one became available.

The U.S. Department of Housing and Urban Development (HUD) and the Silver Creek Apartments in Las Vegas, Nevada, have reached a conciliation agreement, according to a release.

The agreement resolves allegations that the on-site manager denied the couple's request to move to a first-floor unit. The property is owned by Silver Creek LV, LLC, and managed by Stout Management Company, both located in Las Vegas.

The Fair Housing Act makes it unlawful to discriminate in the sale, rental, and financing of dwellings, and in other housing-related transactions, based on disability. This includes refusing to make reasonable accommodations in rules, policies, practices, or services or facilities related to housing.

"Housing providers need to understand that many people with mobility impairments rely on accommodations to fully enjoy their home, and that they have an obligation to provide those accommodations," Anna María Farías HUD's Assistant Secretary for Fair



Housing and Equal Opportunity, said in the release. "Hopefully this settlement will make more housing providers aware of their responsibilities under the Fair Housing Act."

The couple alleged that they made the

same request on numerous occasions over a seven-year period.

Each time their request was denied even though they observed first-floor units being rented to others, according to the release. According to the complaints, earlier this year, the apartment landlords approved the couple's request to move to a first-floor unit.

However, they were told they would have to pay a move-in fee of \$700 and an additional \$400 security deposit. The couple could not afford the extra costs and was forced to move out.

The housing providers deny that they discriminated against the couple.

Under the HUD conciliation agreement, Stout Management and Silver Creek LV, LLC, will pay the couple \$6,000, forgive \$1,392 in unpaid rent, and amend their Fair Housing policies to include information about reasonable accommodations.

In addition, all leasing and management staff who work with tenants at Silver Creek Apartments will attend Fair Housing training.

Last April, HUD marked the 50th anniversary of the Fair Housing Act, joining local communities, housing advocates, and fair housing organizations across the country in a coordinated campaign to enhance awareness of fair housing rights.

Persons who believe they have experienced discrimination may file a complaint by contacting HUD's Office of Fair Housing and Equal Opportunity at (800) 669-9777 (voice) or (800) 927-9275 (TTY).

How to Improve Communication With Tenants

Кеере

This maintenance checkup focuses on the challenges of communicating with tenants these days and some suggestions on how to improve.

Do you have a hard time reaching your tenants?

Do they complaint you are hard to reach?

It might be time to upgrade and modernize your communication strategy with tech-based tools to better serve your customers.

1. A Mobile-First Approach

Take advantage of the fact that most of your tenants use smartphones and adopt a mobile-friendly website to empower tenants and prospects to easily direct your business.

Optimizing your content for the web is a growing expectation and demand from tenants that will help you stay competitive within the rental market.

2. Be Accessible via Text Message

Before sending an email, ask yourself if the message you want to send to a tenant can be done via text message.

Texting often yields greater efficiency and effectiveness than other modes of communication. Build a stronger bond with your tenants by utilizing two-way text messaging as a channel for routine discussion.

3. Maintain Your Online Presence

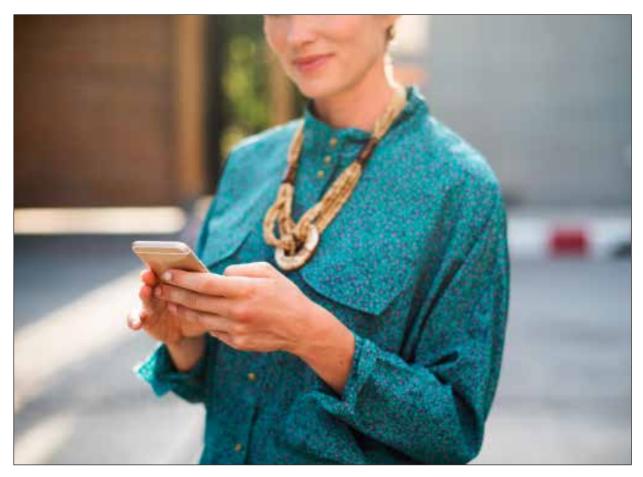
In addition to going mobile-friendly and utilizing SMS communications, speed up your productivity by maintaining and optimizing your digital presence.

Providing up-to-date information on your property will benefit your tenants and prospective tenants, and leave you with less repetitive inquires, leaving you more time to focus on other areas of your business.

4. Connect with Your Tenants

Send a monthly email newsletter to your tenants to share things like property news, changes to rent payments and upcoming events in the community.

Use this channel to connect with your tenants and keep



them in the loop for relevant news within your property and extended community.

BENEFITS OF GOING DIGITAL

- Trust: When you make it easy for renters to contact you when they have issues, and then resolve the issue in a timely manner, it helps build trust and loyalty.
- Satisfaction: Enhancing communication and quickly resolving issues helps improve renter satisfaction. In the long-term, this flow of communication allows for relationship building and encourages community spirit.
- Efficiency: Using tech-based platforms allows property managers to quickly connect with tenants and reduces the chance for common manual-based error.
- Security: Issues with payment are one of the most frequent issues property managers face today.

Using an online platform to accept payments from tenants is a safer option for renters and managers.

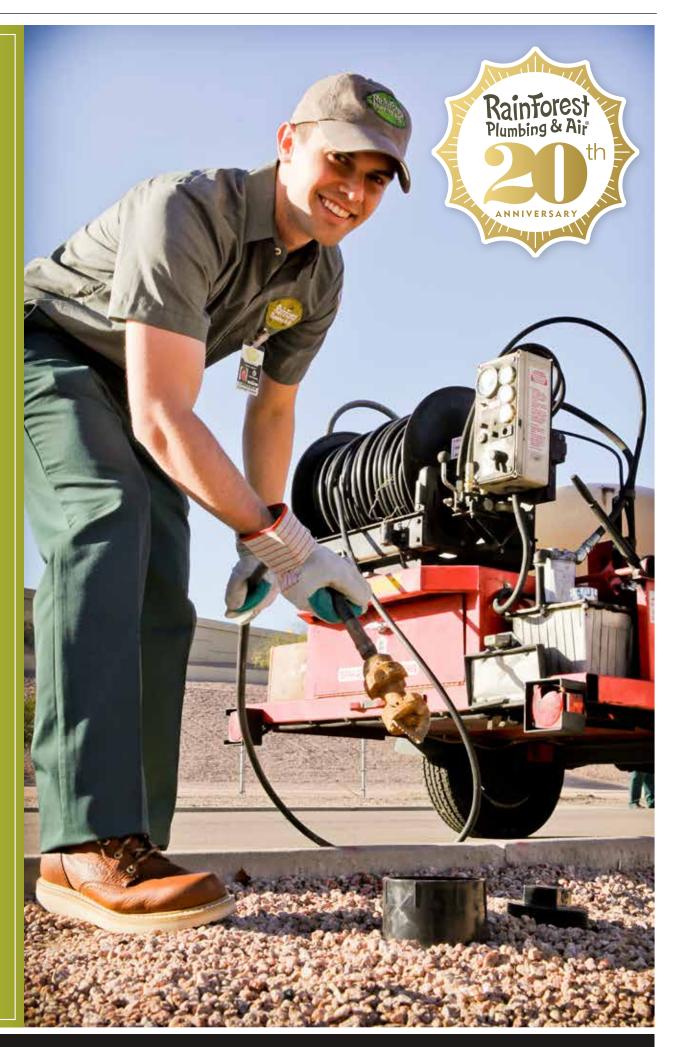
New tools can help you streamline your communication and the way you do business. By applying these tips, you will stay ahead within the digital market and keep your tenants happy

Keepe is an on-demand maintenance solution for property managers and independent landlords. The company makes a network of hundreds of independent contractors and handymen available for maintenance projects at rental properties. Keepe is available in the Greater Seattle area, Greater Phoenix area, San Francisco Bay area, Portland, San Diego and is coming soon to an area near you. Learn more about Keepe at https://www.keepe.com



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