## What Does Your Staff Know **About Discrimination?**

Page 2



**Scammers Targeting Potential Renters** 

Page 2

**Apartment Tech Firm Cozy Sold** 

Page 7



**EUGENE · SALEM · ALBANY · CORVALLIS** 

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Published in association with Multifamily NW and Rental Housing Association of Oregon



## **Organic Decor Can Attract Eco-Conscious Tenants**

By Lillian Connors

in the world.

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

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

So, it's important to keep in mind that See 'Attract' on Page 7

## **Eugene Rents Decline, Corvallis Holds Steady Over Past Month**

Eugene rents have declined 0.6% over the past month, but have been relatively flat at 0.3% in comparison to the same time last year, according to a new report from Apartment List.

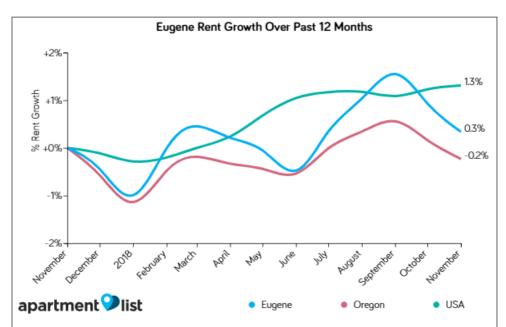
Currently, median rents in Eugene stand at \$820 for a one-bedroom apartment and \$1,080 for a two-bedroom.

This is the second straight month that the city has seen rent decreases after an increase in September. Eugene's yearover-year rent growth leads the state average of -0.2%, but trails the national average of 1.3%.

### **C**ORVALLIS RENT TRENDS WERE FLAT OVER THE PAST MONTH

Corvallis rents have remained flat over the past month; however, they have increased slightly by 1.4% year-over-year.

Currently, median rents in Corvallis stand at \$820 for a one-bedroom apartment and \$1,030 for a two-bedroom. Corvallis' year-over-year rent growth leads the state



average of -0.2%, as well as the national average of 1.3%.

## SALEM RENTS DECLINE SHARPLY **OVER THE PAST MONTH**

Salem rents have declined 0.7% over the past month, but have remained steady

at 0.3% in comparison to the same time

Currently, median rents in Salem stand at \$820 for a one-bedroom apartment and \$1,080 for a two-bedroom. This is the second straight month that the city has

See 'Eugene' on Page 6

## Landlords, Tenants in Seattle Sue Over **Warrantless Mandatory Inspections**

By John R. Triplett

Landlords and tenants in Seattle have filed a class action lawsuit challenging the city's use of warrantless mandatory rental inspections, according to a release from the Institute for Justice.

The lawsuit, which was filed in King County Superior Court, argues that the city's program is a clear violation of the Washington state constitution's mandate that "no person shall be disturbed in his private affairs, or his home invaded, without authority of law." Yet, in Seattle, that is exactly what happens when the city forces landlords and tenants to submit to a warrantless search, according to the release.



"By subjecting tenants to random, government-mandated inspections that would not occur if that same person owned

their home. Seattle is treating renters like second-class citizens," William Maurer, the managing attorney of the Institute for Justice's Washington state office, said in the release.

"Your home is your castle, regardless of whether you rent or own it. It is plainly unconstitutional for Seattle to force renters to open up their homes to government inspectors when nothing is wrong inside," Maurer said. "The lawsuit seeks to do one simple, but important, thing-allow tenants to exercise their constitutional rights and say 'no' when an inspector shows up without a warrant."

"It should be up to tenants to decide Please see 'Landlords' on Page 4

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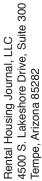












# What Do Your Apartment Employees Know About Discrimination And Retaliation?

By Ellen Clark

If an employee complains to you about discrimination or harassment, you must treat that employee with care, because any action you take which the employee could view as punishment or retaliation for the complaint might be construed as illegal retaliation and result in legal action against you and your company.

Recently, the U.S. Equal Employment Opportunity Commission (EEOC) announced preliminary sexual harassment data from the 2018 fiscal year.

Based on the preliminary data, in fiscal year 2018:

- The EEOC filed 66 harassment lawsuits, including 41 that included allegations of sexual harassment. That reflects more than a 50 percent increase in suits challenging sexual harassment over fiscal year 2017.
- In addition, charges filed with the EEOC alleging sexual harassment increased by more than 12 percent from fiscal year 2017.
- Overall, the EEOC recovered nearly \$70 million for the victims of sexual harassment through litigation and administrative enforcement in fiscal year 2018, up from \$47.5 million in fiscal year 2017

Anti-retaliation laws ensure that people are not discouraged from speaking out against discrimination.

According to the EEOC, "Retaliation is the most frequently alleged basis of discrimination in the federal sector and the most common discrimination finding in federal sector cases."

## grace hill

## TRAINING TIP OF THE MONTH

The increase in charges filed with the EEOC, along with the heightened awareness brought about by the #MeToo movement and the promotion of prevention strategies such as bystander intervention, make it more important than ever that employees and supervisors are aware of another illegal behavior: retaliation.

## PROPERTY MANAGER CANNOT ACT IN A WAY THAT APPEARS TO RETALIATE FOR A COMPLAINT

A manager may not fire, demote, harass or otherwise retaliate against an individual for filing a complaint of discrimination, participating in a discrimination proceeding, or otherwise opposing discrimination. This type of behavior is called retaliation, and it is illegal.

Anti-retaliation laws serve important purposes. Not only do they protect employees from retaliatory behavior, but they also help ensure that people are not discouraged from speaking out against discrimination or participating in the EEOC's administrative process or other employment discrimination proceedings.

To address retaliation, organizations must recognize the potential for retaliation and also make sure supervisors know the

acceptable and unacceptable responses to protected activity under the law.

## IF YOU ARE IN A MULTIFAMILY SUPERVISORY ROLE, HERE ARE SOME IMPORTANT THINGS TO KNOW

- Any employee who voices a concern about discrimination or harassment must be treated equally.
- Make sure that no one is treated differently for voicing a concern, and don't avoid an employee who has done so. This might create a retaliation claim instead of preventing one.
- It is also important to have thorough and timely communications with your Human Resources department and document all supervisor actions involving employee counseling and discipline, complaints, or other possible situations which could be used to create a retaliation claim.

While it may be difficult not to take an Equal Employment Opportunity (EEO) allegation personally, it is important, if you are involved in such a situation, to take a step back to consider your reactions.

A negative change of behavior toward an employee after an EEO allegation can be perceived as retaliatory.

Here are some ways you, as a supervisor, can prevent retaliation:

- Avoid publicly discussing the allegation.
- Do not share information about the EEO activity with any other managers or subordinates.

- Be careful not to isolate the employee.
- Avoid reactive behavior such as denying the employee information, equipment, or benefits provided to other employees who are performing similar duties.
- Do not interfere with the EEO process.
- Provide clear and accurate information to the EEO staff, EEO Investigator, or judge.
- Do not threaten the employee, witnesses or anyone else involved in the processing of a complaint.

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 more than 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. 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. Contact Grace Hill at 866-472-2344 to learn more.

## **Enjoy Signs of the Season but Beware of Scams**

By Hank Rossi

I am a real estate broker dealing in rental properties.

A woman called saying she saw a property that had been listed for rent, but it had since been removed from advertising. After she provided me with the address, I informed her that the property had in fact been removed from advertising because it had been rented.

She then told me that she was the one who had rented it.

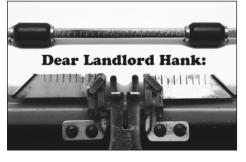
This was confounding to me, since I am the broker in charge of this property, and I know she is not the person who rented it.

I asked her to provide me with all the details of this transaction.

The woman said she saw an ad on a very popular website for a sub-let situation. She called the number provided in the ad and spoke to an "agent," who told her that he represented this property.

He told her that a tenant had to leave her lease early and was going to sublet her rented condo. He further stated that she could capitalize on the annual rental rate, even though this condo would normally have rented for double that rate during the time she wanted it.

The woman verified this information with the "tenant," and the available rental period corresponded to the time she wanted



So, the woman mailed the security deposit and first and last month's rent, totaling \$5,000

Even though the woman lives in the area, she paid these funds without having seen the unit or having signed a lease.

I soon realized that she had been the victim of a scam and had lost her money.

Scammers are alive and well and making money because they are believable liars who present skilled sales pitches and promise huge discounts.

If you are renting a property, do so through a reliable company that can prove they represent the desired property or a landlord who can prove he or she is indeed the property owner.

Property ownership can be found in tax records, which are public records.

It is also important that you tour a property you are interested in to make certain it has been accurately represented in the advertising.

A real landlord normally requires

the prospective tenant to undergo an application process.

Additionally, you can talk to the property's neighbors for information about the landlord and/or property. Be savvy and protect yourself.

**Dear Landlord Hank:** Do you have any rules for Christmas lights or yardart that tenants can put up outside your rentals? We just saw a tenant nailing up lights to the frame around the front door and are concerned about how far this could go in terms of potential damage. We don't want to be the Grinch, but what is reasonable? — **Sarah** 

**Dear Landlady Sarah:** I understand your concerns and sometimes residents don't use the best judgment in holiday decorating.

I make sure tenants know that they are not permitted to get on the roof, nor attach anything to the structure of the property by any intrusive means — no nails, no staples, etc. — but there are many other options that don't damage anything.

I've had folks use zip ties, string, wire, putty, hooks with adhesive, tape, winding lights around columns ... you get the idea.

Yard art could be problematic, depending upon the situation.

If this is a single-family home you are talking about, then the more the

merrier, in my opinion. The lawn won't be damaged as the grass isn't growing in cold climates.

If this is a multifamily property, I like tenants to keep the decorations confined to their own units or balconies or porches.

Holiday celebration in this manner is a very good sign to me. It means that your tenant is thinking of your place as home.

Most folks take care of their home; they want to stay and make more family memories and they may be putting down roots. Long-term tenants are stable assets that I like to groom.

But do what feels right for you and your situation.

If you haven't set some boundaries, maybe you could talk to your tenants. See what they have in mind, as far as decorating. Then, you can give them some pointers.

Happy Holidays!

"Landlord Hank" Rossi started in real estate as a child watching his father take care of their family rentals in smalltown Ohio. In the mid-'90s he got into the rental business himself as a sideline. In 2001, Hank retired from his profession and only managed his own investments, for the next 10 years. Six years ago, he moved to Florida, where he and his sister a few years later started their own real estate brokerage, focusing on property management and leasing.



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## RHA Oregon President's Message

## Things Change—And Yet, Many Others Don't

By Ron Garcia

In December, things change.

Homes get decorated for the holidays. Car companies, carpet-cleaning companies, mattress companies, and everyone else are now using Santa Claus in their advertisements. We put on our snow tires and write our end-of-the-year letters to friends and families.

So, here is mine:

Thank you. I have had a great two-year run as your Rental Housing Alliance Oregon President. And now it's time for a change.

The new incoming President is Ken Schriver. I introduced him in a letter last year. Although he has only been a RHA Oregon member for a little more than a year, in my opinion he is the most qualified person to take the helm at this time. Ken's status as a small landlord, his background as a retired physics professor and the unwavering support he has shown by attending nearly every City Council and Residential Services Commission meeting in Portland for the last year have demonstrated his commitment to improving our organization. He will excel as an advocate, instructor and champion of landlord rights.

From my point of view, it does feel a little like all the tenant/landlord drama that had been brewing for the last 20 years erupted on my watch, but that's not exactly true. Past presidents, including John Sage and Phil Owen, have spent countless hours addressing the Tenant Landlord Coalition and testifying in front of housing commissions over the years.

Our organization has changed and evolved. When Liz Carpenter was President, we rebranded because she recognized that we were more than the "Rental Housing Association of Greater Portland." By becoming Rental Housing Alliance Oregon, we firmly (re)asserted our position as having a statewide influence.

Change was needed then too, because prior to that, while Mark Passannante was President, we separated from Oregon Rental Housing Association due to some unresolved conflicts of ideologies.

We have many members who joined our organization when we were the Oregon Apartment Association, a



name that no longer seems to identify us well at all.

The French say "plus ça change, plus c'est la même chose." The more things change, the more they stay the

As I say my farewell, I can see much more change ahead. Though I would like to say, "That volcano has erupted," I can't — as it is sure to spew again in February when legislators return to Salem. Last week, our lobbyist Cindy Robert and I gave a dinner presentation about the effects of this November's election where the Democrats got their "grand slam" of a Super Majority in the state

I offer the "cup half full" theory to say there is a lot we can do as rental property owners to prepare for what's coming. I will share those thoughts with you here, with my acronym C.U.P.:

### C - CLEAN YOUR HOUSE

- 1. Take time and money to invest in your property: Fix mold, safety and drainage issues, update the mechanicals.
- 2. Have a third party do your inspections and seek independent feedback.
  - 3. Clean up your finances:
    - a. Be sure to account for your security deposits.
  - b. Increase all of your maintenance reserves.

#### U - UPDATE YOUR TENANCIES

- 1. Toss out old forms and eliminate old clauses and outdated policies.
  - 2. Create a communication plan with tenants.
  - a. Not your 24-hour mobile number.
- b. Repairs, rent payments, and walk-throughs need to be documented.
- 3. Stop having "relationships" with them: Respect their privacy and individuality, and don't do drive-bys.

### P - Participate in your organization

- 1. Go to classes again! Go to meetings and talk to more people!
- 2. Network and use the vendors recruit your team of professionals.
- 3. Join the board or a committee and be involved in your industry.
- 4. Contact your Representatives (they're published in the RHA Newsletter).

In closing, I hope we can all do what we can to improve our industry, by improving our businesses, and represent each of ourselves as Good Landlords. (Nothing new with that message, right?)

Merry Christmas and Happy New Year!

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## **Publisher/General Manager**

John Triplett

**Editor-in-Chief** 

Linda Wienandt

**Associate Editor** 

Diane Porter

Sales Manager Terry Hokenson

**Accounting Manager** Tonna Korsmo

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

info@rentalhousingjournal.com

## **Phone**

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

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## Landlords, Tenants Sue Over Warrantless Inspections

#### Continued from Page 1

whether they want a stranger entering their home" Institute of Justice attorney Rob Peccola, said in the release. "The fact that someone rents, rather than owns, their home should not give the government the right to disrupt their life, invade their privacy and search their homes even when there is no evidence that anything is wrong."

"The law makes landlords do the city's dirty work when a tenant says no to an inspection," Peccola said in the release.

"The city has never attempted to get a warrant—that would mean forcibly entering over the objections of people the law was meant to help—so instead it fines landlords upwards of \$500 per day until they can coerce their tenants to allow the inspection. The city is essentially fining landlords for refusing to violate their tenants' privacy."

This lawsuit does not seek to stop the city from inspecting rental units where the tenants agree to the inspection or keep the city from addressing problem properties. Rather, the suit seeks to stop the city from entering the private homes of Seattle's renters unless the city gets the tenant's consent or obtains a warrant based on evidence of a specific problem, according to the release.

## How the Seattle Inspection LAW WORKS

Under Seattle's program, each year the city randomly chooses roughly 10% of the rental units in Seattle for a mandatory inspection.

Owners of buildings with more than



one rental unit may choose to have a sample of at least 20 percent of the units in a building inspected (up to 50 total units), with the city choosing which units to inspect.

Anyone renting an apartment or home chosen by the city must allow inspectors into their home to inspect it for housing code violations, even if they do not consent and the city does not have a warrant. The law offers no options for tenants or their landlords to object to the search.

For many years, Seattle addressed housing code violations in rental housing using a complaint-based system. But in 2013, Seattle, like an increasing number of municipalities, switched to a proactive rental inspection system, the Rental Registration and Inspection Ordinance, or RRIO, which took effect in 2015.

very seriously.

"Deciding v

"Deciding whether or not to let a stranger into my home is something that should be left 100 percent up to me. Just because I rent doesn't mean the government can force its way into my bedroom and through all of my personal belongings," she said in the release.

Bean's landlords, plaintiffs John B. Heiderich and Gwendolyn A. Lee, have owned and operated rental properties in Seattle for more than forty years.

"They care deeply about their tenants and cultivate long-term relationships with their renters. They are unwilling to act as the vehicle by which the city will intrude into Ms. Bean's home without her consent and are committed to helping their tenant protect her constitutional rights," according to the release.

The Institute for Justice, which has an office in Seattle, is a nationwide, public interest law firm that stands up for citizens' constitutional rights and liberties. It has filed three previous lawsuits challenging rental inspection laws in Redwing, Minn., Golden Valley, Minn., and Pottstown, Penn. Through strategic litigation, training, communication, activism and research, the Institute for Justice advances a rule of law under which individuals can control their destinies as free and responsible members of society. IJ litigates to secure economic liberty, educational choice, private property rights, freedom of speech and other vital individual liberties, and to restore constitutional limits on the power of government.

## WHAT TENANTS HAVE TO SAY

Earlier this year the city informed the landlord for renters Matthew Bentley, Wesley Williams, and Joseph Briere, that their home needed to be inspected. Bentley, Williams, and Briere, along with their three other roommates, have nothing to hide. But because their home is in great shape and they all value their privacy, they informed the city that they did not want their home inspected. The city responded by threatening fines upwards of \$500 per day if their landlords did not somehow coerce the housemates to allow the unconstitutional inspection.

"For me, it's not only a matter of privacy but also of security," Keena Bean, one of the tenants who filed suit, said in the release. "I'm a young woman living alone in the city, and I take my personal safety

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# New Tacoma City Code to Restrict Landlords

RENTAL HOUSING JOURNAL

The Tacoma City Council has passed a new Rental Housing Code ordinance that sets out new rules for landlords who want to do extensive renovation of apartments and need to move tenants out.

The Rental Housing Code outlines notice requirements including:

- 120-day notice to vacate and relocation assistance for lowincome tenants authorized by RCW 59.18.440, when a landlord intends to change the use, substantially rehabilitate, or demolish a dwelling unit
- 60-day notice to vacate for nocause eviction
- 60-day notice requirement for rent increase

The new Rental Housing Code also provides a requirement that landlords:

- Distribute certain information
- Prohibit retaliation
- Allow installment payments for various deposits and fees
- Provide authority to enforce violations, as well as codification of relocation assistance when the City declares a building uninhabitable.

The Rental Housing Code, which passed unanimously on Nov. 20, 2018, permanently replaces the City's temporary tenant protections that will

sunset on Jan. 31, 2019.

"In recent months, we have heard the stories of Tacoma residents whose lives were upended and put into crisis by eviction notices," Mayor Victoria Woodards said in a release. "... With the adoption of the rental housing code, we are taking a step to provide stability for renters in an increasingly expensive and tumultuous housing market."

The city said in the release "the Rental Housing Code was created through a collaborative process that listened to both landlords and tenants to determine how to create policy that helps address protection needs while continuing to make Tacoma a place businesses want to operate."

However, there was some pushback by some landlords in Tacoma – some told city council the government overreach in the new ordinance could force property owners to sell their buildings and abandon their job as landlords altogether.

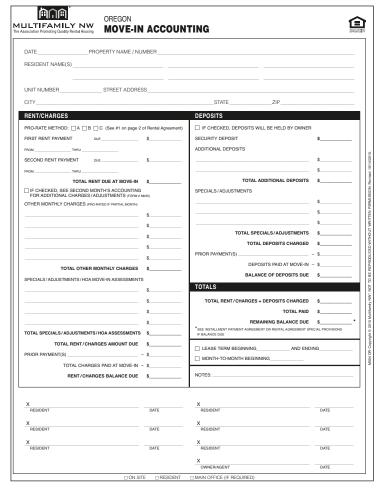
"I appreciate the hard work from staff, landlords, and tenants that went into crafting these regulations," Council Member Keith Blocker said in the release.

The "Notice to Increase Rent" portion of the ordinance will be effective 10 days after the publication of the ordinance, but no penalties will be issued before February 1, 2019 when the full ordinance goes into effect.



## FORM OF THE MONTH

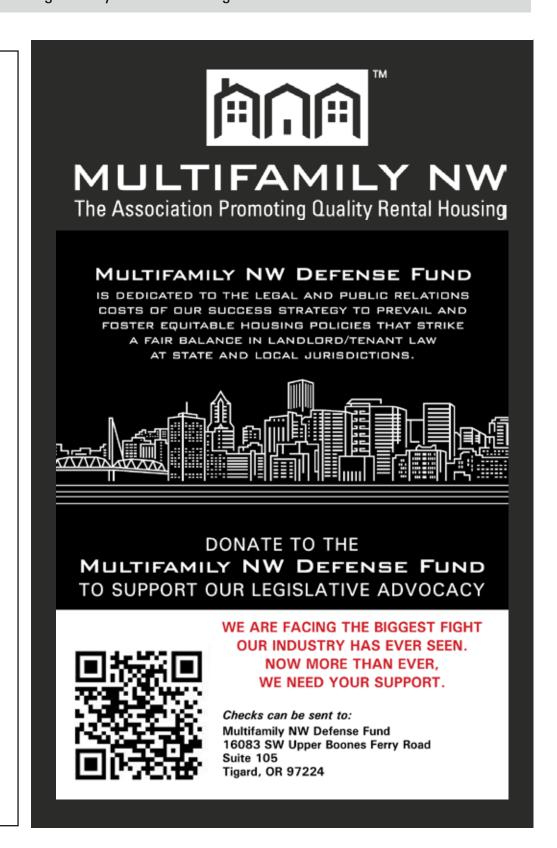
Oregon Move-In Accounting M004 OR



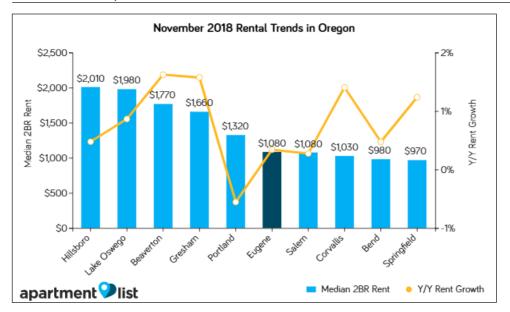
This form is designed to be executed at the beginning of the tenancy to detail financial information that doesn't default to the Rental Agreement.

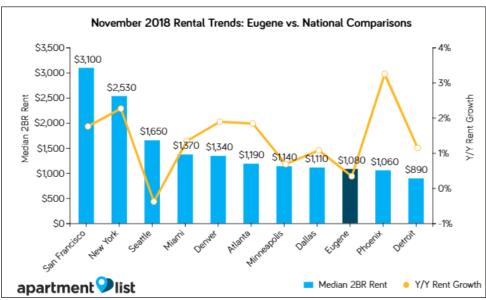
It's ideal to convey additional rent payments taken, show different types of deposits received, and account for any lease specials or various adjustments assigned to the lease.

The Multifamily NW Forms Collection is available immediately and electronically at www.RentalFormsCenter.com, via electronic subscription software through www.tenanttech.com & by mail or pick-up of printed triplicate forms at www.multifamilynw.org.



Date	Course	Time	
DEC 5	LANDLORD STUDY HALL: ESTATE & TAX PLANNING (0250)	6:30 PM - 8:00 PM	
DEC 6	HOW TO GET THE MOST OUT OF TENANTTECH (0169)	1:00 PM - 3:00 PM	
DEC 7	FAIR HOUSING STEREOTYPING AND BIAS (0165)	9:00 AM - 12:00 PM	
DEC 12	HR ISSUES: WORKING WITH GEN Y (0171)	12:00 PM - 1:00 PM	
	LANDLORD/TENANT PART II (0170)	1:00 PM - 5:00 PM	
DEC 14	IT'S THE LAW: I WANT TO GET & KEEP, MY MONEY (0172)	12:00 PM - 1:00 PM	
JAN 7	LANDLORD/TENANT PART I	1:00 PM - 5:00 PM	
JAN 9	HR ISSUES:	12:00 PM - 1:00 PM	
JAN 11	IT'S THE LAW: STARTING ON THE RIGHT FOOT		





## **Eugene Rents Decline Over the Past Month**

#### Continued from Page 1

seen rent decreases after an increase in September. Salem's year-over-year rent growth leads the state average of -0.2%, but trails the national average of 1.3%.

#### RENTS RISING ACROSS CITIES IN OREGON

Throughout the past year, rents have remained steady in the city of Eugene, but other cities across the entire state have seen rents increase. Of the largest 10 cities for which we have data in Oregon, nine of them have seen prices rise. The state as a whole logged rent growth of -0.2% over the past year. Here's a look at how rents compare across some of the largest cities in the state.

- Looking throughout the state, Hillsboro is the most expensive of all Oregon's major cities, with a median two-bedroom rent of \$2,010; of the 10 largest cities in the state for which we have data, Portland, where a two-bedroom goes for \$1,320, is the only major city to see rents fall year-over-year (-0.6%).
- Beaverton, Gresham, and Corvallis have all experienced year-over-year growth above the state average (1.6%, 1.6%, and 1.4%, respectively).

## EUGENE, CORVALLIS AND SALEM RENTS MORE AFFORDABLE THAN MANY LARGE CITIES NATIONWIDE

Rent growth in Eugene has been relatively stable over the past year — some other large cities have seen more substantial increases; in contrast, rents in a few cities have actually declined. Eugene is still more affordable than most large cities across the country.

- Eugene's median two-bedroom rent of \$1,080 is below the national average of \$1,180. Nationwide, rents have grown by 1.3% over the past year compared to the stagnant growth in Eugene.
- While rents in Eugene remained moderately stable this year, similar cities saw increases, including Phoenix (+3.2%), New York (+2.3%), and Denver (+1.9%); note that median 2BR rents in these cities go for \$1,060, \$2,530, and \$1,340 respectively.
- Renters will find more reasonable prices in Eugene than most large cities. For example, San Francisco has a median two-bedroom rent of \$3,100, which is more than two-and-a-half times the price in Eugene.

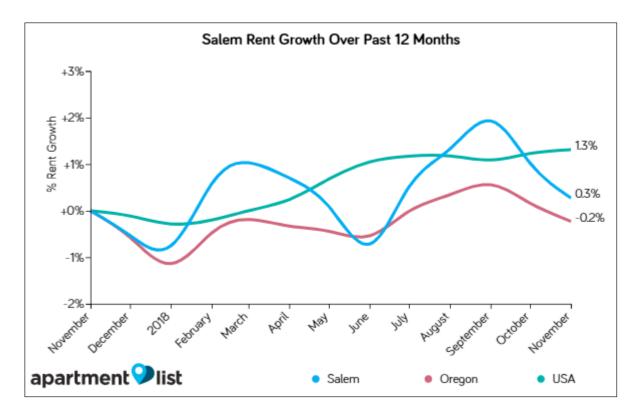
## PORTLAND RENTS DECLINE FOR SECOND STRAIGHT MONTH

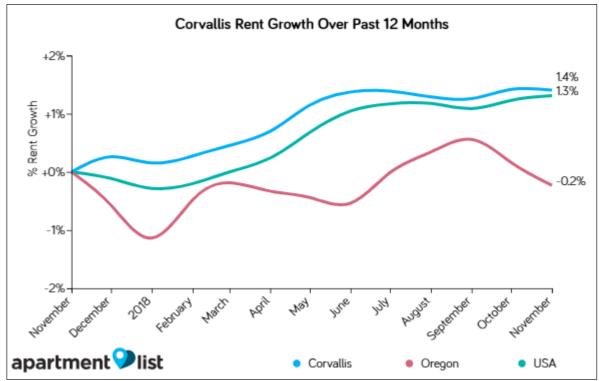
Portland rents have declined for the second straight month after seeing the last rent increase in September, according to a new report from Apartment List.

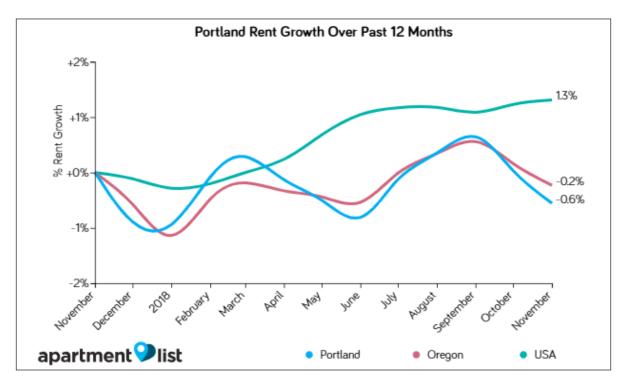
Portland rents have declined 0.6% over the past month, and have decreased moderately by 0.6% in comparison to the same time last year.

Currently, median rents in Portland stand at \$1,120 for a one-bedroom apartment and \$1,320 for a two-bedroom. Portland's year-over-year rent growth lags the state average of -0.2%, as well as the national average of 1.3%.

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.







## Attract Eco-Conscious Tenants With Organic Decor

#### Continued from Page 1

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.

#### **B**RING 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:

### **C**REATE 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.

#### **U**SE 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



Wise placement of wood and rugs can attract tenants.

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.

## **Apartment Tech Company Cozy Sells For \$68 Million**

RENTAL HOUSING JOURNAL

CoStar Group has acquired Portland apartment technology company Cozy Services Ltd. for \$68 million, and plans to integrate its innovative renter screening and rent payments solutions into Apartments.com, according to a release.

Cozy is considered an industry leader in the online rental property market, with more than 50,000 landlords using the Cozy platform, according to the release.

Cozy provides a broad spectrum of services to both landlords and tenants, including property listings, rent estimates, rental applications, tenant screening, online rent payments, and expense tracking. There are currently more than 120,000 tenants making online payments through the Cozy platform, totaling over \$1.4 billion in payments over the past 12 months.

"We believe that if we continue to focus on delivering a fantastic renter experience on Apartments.com, we will continue to be the most heavily trafficked website offering the most valued advertising solutions," Andrew C. Florance, CoStar Group Founder and Chief Executive Officer, said in the release.

"Cozy's technology makes the renting and payments process simple, secure, and intuitive. When combined with Apartments.com, the 40 million prospective renters that visit our network each month will be able to effortlessly locate, apply, lease and pay for their new rental home completely online."

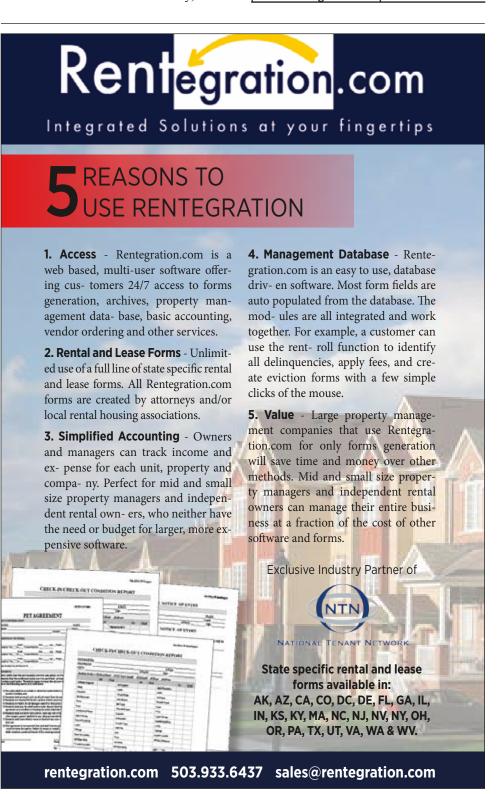
Currently, CoStar is a leading solution provider in online lease management for commercial real estate through its Real Estate Manager products. More than 200,000 commercial leases for office, retail and industrial clients are managed through the Real Estate Manager platform, which represents approximately \$30 billion in lease payments on an annual basis.

Extending this capability to multifamily properties, CoStar expects to fully integrate the Cozy technology into the Apartments.com platform in the first half of 2019.

This integrated online rental solution is expected to create significant value and efficiency in the rental process for independent rental owners. These owners operate more than 22 million rental units in properties that contain five units or less – representing a significant "long tail" opportunity for CoStar, according to the release.

Based on what property owners are currently willing to pay to fill their properties with a qualified renter, CoStar believes the total addressable market is well over \$8 billion.

In addition, once integrated with Apartments.com, renters will be able to use the platform to save time and money by leveraging a single rental application and credit check across multiple properties. This, in turn, creates a large population of quality renters for landlords to access for future vacancies.







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