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**UPCOMING EVENTS:**

**General Membership Meeting, Salt Lake**

- Thursday, Feb. 28, 7:00 PM

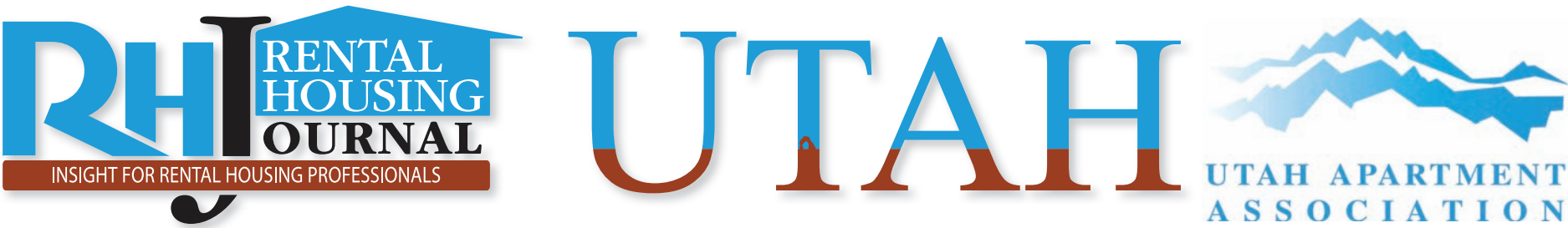
**General Membership Meeting, Provo**

- Wednesday, Feb. 27, 7:00 PM

**UPRO Certification Classes**

- Friday, Feb. 22, 8:30 AM  
Risk Protection, Insurance and Ownership Entities
- Friday, Feb. 22, 10:35 AM  
Liability and Lawsuits

- Friday, March 8, 8:30 AM  
Property Management Systems and Case Studies
- Friday, March 8, 10:35 AM  
Investment and Financing  
[www.uaahq.org/upro](http://www.uaahq.org/upro)



# In Memoriam David Stokoe 1978-2019

David Stokoe, a member of the Utah Apartment Association, was killed Jan. 17, 2019, it is believed after an altercation with tenants over rent.

Friends told police that Stokoe, a successful Realtor and investor, had been headed to an apartment he owned to speak with the tenants that day, according to the Deseret News. He was later reported missing, and police found his body in a hidden area of the apartment a day later.

Manuel Velasquez, 31, of South Salt Lake, has been charged with murder, two counts of firing a gun and causing serious injury, obstructing justice, and possession of a firearm by a restricted person.

Diana Yvette Hernandez, 30, of South Salt Lake, has been charged with obstructing justice.

Stokoe is survived by his wife, Nikki, and four children.

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# Conference Schedule Announced

The 2019 Fair Housing Education Conference and Trade Show will be on Wednesday, April 24, 2019, at the Mountain America Events Center in Sandy, and UAA has just announced the schedule and speaker lineup (see page 4).

The keynote, entitled “Gamify Your Workplace,” will be presented by Rob Ferre.

Employee engagement is crucial to retaining your team members and creating a company culture that will stand out in the workplace. Gamification is one way to create employee engagement, loyalty and a boost in production.

In this keynote presentation participants will learn:

- Games they can start playing with their team today
- Methodology to game creation

**FANTASTIC APARTMENTS AND HOW TO MANAGE THEM**  
**2019 Fair Housing Education Conference & Trade Show**  
We welcome you this year as we celebrate Fair Housing Month with our Annual Fair Housing Conference! We provide world class trainings and seminars presenting the hottest topics and strategies for succeeding in rental housing. In addition, a record number of industry providers are exhibiting on the trade show floor to showcase the newest products and services to help you grow your business!

**Keynote Luncheon**  
12:30-1:45PM  
**Rob Ferre**  
LEADERSHIP EXPERT! "Be the First One on the Dance Floor". Using music, entertainment and energy, Rob will outline levels of leadership to give yourself and others more courage to lead, follow and create movements. He will empower you to create a culture of courageous leadership, business networking, and fun through gamification in the workplace.

**Education Session #1 | 9:30AM | APRIL 24, 2019**

**1 CE CURRENT ISSUES IN FAIR HOUSING**  
Fair Housing can be a difficult maze to navigate, with expensive penalties for doing it wrong. Learn about the most pressing Fair Housing issues that are impacting Utah Landlords and Managers.  
**TRENDS IN MAINTENANCE AND FACILITY SERVICES**  
Learn the newest techniques, tricks and tips for servicing your facilities. Products, methods and technologies are constantly changing. Bring yourself up to speed by attending this eye opening session.  
**INTERPERSONAL CULTURE**  
Are you intentional about the culture that you are trying to build? If not, you will have an unintended culture grow and it won't be the culture you want. This session will introduce you to two types of cultures and how to decide which one is right for you. We will then go through the steps required to intentionally build the culture you want. Remember, culture drives behavior, so in order to get the behavior you want you must have the culture you want.  
**UNDERSTANDING LEASES AND MANAGEMENT AGREEMENTS**  
Ready for a refresher on the lease agreement and what it means? Want to know where each clause is and how the lease protects you? Join Attorney Kirk Cullmore for a refresher on lease agreements and property management agreements between managers and clients.  
**2019 HOUSING COMPARISON UPDATE**  
There are approximately 12,000 affordable rental units governed by the Utah Housing Corporation rules. Learn all about section 42 housing, including updates on rules for operators and developers.

**Panel**  
**Mark Curre**  
**Bill Nye**  
**Kirk Cullmore, ESQ.**  
**LHC Staff**

**Education Session #2 10:45AM**

**1 CE FAIR HOUSING 101**  
Testing is a common Fair Housing Enforcement tool. Learn the red flag testers are looking for so you can treat every interaction like a tester and pass them with flying colors.  
**ELECTRICAL AND APPLIANCE TROUBLE SHOOTING**  
Learn the most common diagnostic and treatment techniques for troubleshooting electrical and appliances. This class will help you identify if the fix is something you can easily do on your own, or if it requires a specialist. Learn how to communicate issues to a specialist and make sure you aren't being overcharged.  
**CONFLICT DON'T CRASH, NOT SURRENDER TO IT**  
Reality TV has taught us that conflict is yelling, cursing, throwing things and acting in a very immature manner. That is not conflict. Conflict is merely having opposing opinions. So, what do you do when crazy erupts and how do you navigate through that to turn the conversation into a productive conflict and work towards a resolution. You will learn different styles, why some people have a hard time remaining calm, and what to do about it when they just can't get past their emotions.  
**NEW LAWS FOR PROPERTY MANAGERS**  
Learn the newest laws passed by the 2019 legislature and discuss what laws may be on the agenda at the next legislative session. Also discuss federal and local laws that are evolving and how they impact your operations.  
**CONSUMER PROTECTION ISSUES IN RENTAL HOUSING**  
Do you ever unintentionally bait and switch a client by showing them a different unit than the one they end up renting? Are you advertising amenities online that aren't complete? Are there any fees you charge that were not clearly explained in your lease agreement? This class will help you navigate the pitfalls of consumer protection law, which are becoming tenants preferred remedy when they are mad at you.

**Panel**  
**Mark Curre**  
**Bill Nye**  
**Panel**  
**Stark Devine Staff**

**Education Session #3 2:15PM**

**1 CE ASSISTANCE ANIMALS VERIFICATION PROCEDURES**  
Complaints about assistance animals are the number one issue in Fair Housing. Learn the verification process to make sure the legitimately disabled receive accommodations and eliminate fraud.  
**SAVING MONEY: BEST PRACTICES PRODUCTS AND SERVICES FOR MAINTENANCE**  
Who should attend? VP's, Regional Managers, Managers, Assistant Managers, Supervisors, Technicians or anyone that wants to learn new ways to save money and avoid costly mistakes. Learn what new products are out and how to get better results from your service department.  
**CUSTOMER SERVICE AND SOCIAL MEDIA/INFLUENCE**  
Your residents care about social mindfulness and look for communities that share their values. Learn how to implement social consciousness in a way that boosts your bottom line and your social street cred.  
**TRENDS IN ONLINE MARKETING**  
With print marketing a thing of the past and 70% of internet searches happening on a mobile device like a smart phone, there is a lot to stay current on in online marketing. We will discuss strategies for maximizing online reviews and choosing the best online marketing strategies for your success.  
**EVCTIONS**  
Learn about the changes created by rule 21, a court order about providing early discovery in eviction cases, and the reallocation of eviction cases (rather than choosing which court to file them in).

**Panel**  
**Mark Curre**  
**Bill Nye**  
**Jerome Shortt, ESQ.**

**Education Session #4 3:30PM**

**1 CE CURRENT ISSUES IN FAIR HOUSING**  
Fair Housing can be a difficult maze to navigate, with expensive penalties for doing it wrong. Learn about the most pressing Fair Housing issues that are impacting Utah Landlords and Managers.  
**EFFECTIVE SERVICE DEPARTMENTS**  
Learn to see the service department as an integral and essential entity that can complement the other operational units of your property. This class will take a holistic approach and teach you how to interact, communicate and partner with the entire team (management, leasing, accounting, development, etc.).  
**CUSTOMER SERVICE: WHAT THE CUSTOMER REALLY SEES**  
There is what you want customers to see and what they actually see. Learn how customers perceive your efforts, how they see your sites and how they react to your policies and practices. This session relies on research from customers to tell customer service managers what the customer really sees.  
**ABUSE, VIOLENCE, AND SEXUAL ASSAULT**  
Nothing strikes fear into a landlord's heart like hearing the phrase "your property is contaminated" or "you have bedbugs". Learn what you should do if you suspect your property might be contaminated. Learn what costs are reasonable and how to not overpay. Learn how to work with decontamination specialists and exterminators and which companies are treating you fairly.  
**1 CE SPRING ECONOMIC OUTLOOK**  
Learn about the new construction, absorption, vacancy and other important measures to help you position your properties and adjust your strategies. Our panel of experts will share the key data and trends you need to know to be successful.

**Panel**  
**Mark Curre**  
**Bill Nye**  
**Panel**

- Creating a culture built on gamification

Additionally, national speakers Bill Nye and Mark Cuckro, both Utah favorites, will present various sessions or marketing, maintenance and leadership.

To register, go to [www.uaatradeshow.com](http://www.uaatradeshow.com).

# Safety Tips for Landlords, Property Owners

In light of the tragic murder of landlord David Stokoe while attempting to collect rent, the Utah Apartment Association, Utah's leading advocate for rental housing professionals, wants to remind the public of safety practices for owning and managing rental properties.

While violence against landlords is rare, it is a serious issue and all rental housing professionals should take steps to protect themselves and others from possible violence, including:

- Thorough criminal background checks on all applicants to identify individuals with a history of violence and crime
- Enforcement of rules prohibiting tenants from allowing unverified individuals to “crash” or live in a

unit without having undergone a criminal background check

- Taking two individuals, never one, when attempting to collect rent or into any situation where there is reason to be cautious or that makes you uncomfortable

When tenants violate lease agreements in any way, including allowing unauthorized individuals to

stay in a rental home, or when they fail to pay rent, state law requires landlords serve a three-day notice giving tenants an opportunity to come back into compliance with their lease or move within three days (except in cases of criminal acts – in that case there is no right to correct and they must move in three days). If tenants do not correct the problem or move in three days, landlords can hire an attorney and begin an eviction.

See ‘Safety’ on Page 2

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Chair's Message

Plan to Attend 2019 Conference & Trade Show

Every spring, our industry celebrates Fair Housing Month in April. This year, on April 24, 2019, the Utah Apartment Association will be hosting our annual Fair Housing Education Conference and Trade Show. Each year hundreds of rental housing owners, managers, developers, personnel, service providers and suppliers converge on the South Towne Expo Center for the largest event of its kind in Utah. There will be more than 26 classes and seminars presenting the hottest topics and strategies for succeeding in rental housing.



MATT LEDINGHAM  
Chair, Utah Apartment Association



The keynote lunch speaker this year will be Rob Ferre. Rob is an entertainer, speaker, game show host and master of ceremonies. Rob's entertainment company, Life of the Party Entertainment, has been awarded Best in State three years in a row. He will present on how to "gamify" your workforce. Gamification is a great way to engage your workforce, and Rob will share ideas on how to create games

and contests that make work fun and increase loyalty and productivity. Don't miss Rob's high-energy and highly relevant message.

In addition to the keynote lunch, the Utah Apartment Association is bringing in key national and local speakers to educate, instruct, train and motivate. Bill Nye with the Apartment All Stars will be flying in, as well as

industry favorite Mark Cukro. In addition, other local and national industry professionals will be there to help inform and inspire you on best practices that will lead to your success.

Reserve your tickets early and take advantage of the early-bird registration discounts. Register online at [www.UAATradeShow.com](http://www.UAATradeShow.com) or by calling 801-487-5619.

Safety Tips for Landlords and Property Owners

Continued from Page 1

TIPS FOR EVICTIONS:

1. While Utah law allows landlords to serve initial violation notices themselves, if you anticipate conflict or fear for your safety, hire a constable to serve the notice.
2. Once an eviction has begun, cease contact with the tenant. All correspondence should be

- through your attorney.
3. Lockouts can only be done with the supervision of a constable or Sheriff, after obtaining a court order.

AVOIDING CONFLICT/VIOLENCE

If a tenant is ever threatening or violent, leave immediately, file a police report and avoid future contact while conducting the eviction (threats of

violence are a lease violation)

Whenever you must enter a rented unit, be sure to give proper notice and always leave a note explaining why you entered and what you did (ie. changed smoke detector batteries or furnace filters).

While it is rare for landlord to be victims of violence, utilizing the above strategies will help keep you safer while operating your rental properties.

A Tale of Woe Regarding Handling Security Deposit

By HANK ROSSI

I recently had an owner come to me for help leasing his condo.

He said he could manage the tenant thereafter.

He seemed new to me to property management so I asked him if he knew how to handle his recently departed tenant's hefty security deposit.

He said he wasn't sure so I passed on a copy of the Florida Statutes regarding this situation, an accounting sheet to make it easy, and an FAQ.

Then I told him that the issue was time-sensitive and that if this was not dealt with properly, the tenant may be entitled to a full refund of deposit.

A week went by and I asked the owner if the deposit had been dealt with. He said he was waiting on more receipts from work.

I again stressed that he only had so much time to deal with the situation.

Well, you can guess what happened.

Due to holidays, and other excuses, the owner didn't have all work completed with receipts until after the 30-day time limit had expired. In Florida, if you are going to make a claim against a tenant security deposit, you must do so within 30 days of the date the tenant vacated- no exceptions.



The owner received a letter from the tenant's attorney demanding a full refund of the deposit due to non-compliance with the law.

So the owner was forced to make a full refund. Instead of having the tenant funds to take care of tenant damage, the owner had to pay for all repairs himself.

Be smart and do the right thing and follow your state's laws. If you don't know for sure what the laws are in your area find out today!

*"Landlord Hank" Rossi started in real estate as a child watching his father take care of their family rentals in small-town Ohio. As he grew, Hank was occasionally his dad's assistant. In the mid-'90s he decided to get into the rental business on his own, as a sideline. In 2001, Hank retired from his profession and only managed his own investments. A few years ago he and his sister started their own real estate brokerage, focusing on property management and leasing.*

To advertise in Rental Housing Journal, call Sales Manager Terry Hokenson at 480-720-4385 or email him: [Terry@rentalhousingjournal.com](mailto:Terry@rentalhousingjournal.com)

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Director's Message

Prohibiting Pets Often Leads to Lying

Almost 70% of renter households want to have a pet live with them. Yet anecdotal evidence suggests that more than two-thirds of landlords prohibit pets. While that policy may seem like a good idea, often times it leads to tenants sneaking in a pet anyway, or worse – getting a pet approved as an assistance animal simply to get around your rules.



L. PAUL SMITH, CAE  
Executive Director, Utah Apartment Association

UAA suggests you have smart animal policies including those that allow pets, where possible. There are three ways to compensate yourself for risk

from pets:

- 1. Additional security deposit
- 2. Set-up fees
- 3. Monthly pet rent

Most renters will pay a reasonable amount for a pet, but if fees and costs become too high, they may try to get the animal approved as a support animal. Starting in May 2019, it will be a misdemeanor for a tenant to falsely attest they are handicapped and the animal is a medical necessity if they aren't.

Don't shoot yourself in the foot by prohibiting all pets or creating pet costs that are so high they



encourage a tenant to cheat or lie.

Remember, any time a tenant makes a request to have a service or support animal, even if you catch them with an unauthorized animal, YOU MUST

FOLLOW THE VERIFICATION PROCESS. For more information, call the UAA or download the assistance animal request forms from the UAA website.

Ask the Attorney

What if Tenant Won't Pay Utilities?

**Question:** I just found out that my tenant is not paying the gas bill so the utility company turned off the gas. What should I do?



JEREMY SHORTS  
Attorney

**Answer:** That's a common concern this time of year. First, check your lease to see if it addresses your situation. Second, you normally DO NOT have a legal obligation to turn on utilities if they were in the tenant's name and were shut off for nonpayment

(that's an issue between the tenant and the utility company that doesn't involve you).

BUT – from a practical standpoint, paying for utilities is probably cheaper and less time-consuming than fixing frozen pipes. Again, follow your lease, but it might be better to pay the utilities and bill the tenant.

Judges are fine doing an eviction for unpaid rent, but something like this might be a bit different. You should clearly communicate what you're doing and what your expectations are (i.e. needs to be paid with the next month rent and will be paid first before rent). If your rent is \$1,000 and utilities were \$200 and they only pay \$1,000, apply the first \$200 to the utilities with \$800 toward the rent. That way you can issue a pay or quit eviction notice for \$200 in rent (not utilities).



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# UAA CONFERENCE SCHEDULE

**EDUCATION SESSION # 1      9:30 AM**  
**Current Issues in Fair Housing (1 CE Credit) - Panel**

Fair Housing can be a difficult maze to navigate, with expensive penalties for doing it wrong. Learn about the most pressing Fair Housing issues that are impacting Utah Landlords and Managers.

**Trends in Maintenance and Facility Servicing - Mark Cukro**

Learn the newest techniques, tricks and tips for servicing your facilities. Products, methods and technologies are constantly changing. Bring yourself up to speed by attending this eye opening session.

**Intentional Culture - Bill Nye**

Are you intentional about the culture that you are trying to build? If not, you will have an unintended culture grow and it won't be the culture you want. This session will introduce you to two types of cultures and how to decide which one is right for you. We will then go through the steps required to intentionally build the culture you want. Remember, culture drives behavior, so in order to get the behavior you want you must have the culture you want.

**Understanding Leases and Management Agreements - Kirk Cullimore, Esq.**

Ready for a refresher on the lease agreement and what it means? Want to know where each clause is and how the lease protects you? Join attorney Kirk Cullimore for a refresher on lease agreements and property management agreements between managers and clients.

**Utah Housing Corporation Update - UHC Staff**

There are approximately 12,000 affordable rental units governed by the Utah Housing Corporation rules. Learn all about section 42 housing, including updates on rules for operators and developers.

**EDUCATION SESSION # 2      10:45 AM**  
**Fair Housing Testers (1 CE Credit) - Panel**

Testing is a common Fair Housing Enforcement tool. Learn the red flags testers are looking for so you can treat every interaction like a tester and pass them with flying colors.

**Electrical and Appliance Trouble Shooting - Mark Cukro**

Learn the most common diagnostic and treatment techniques for troubleshooting electrical and appliances. This class will help you identify if the fix is something you can easily do on your own, or if it requires a specialist. Learn how to communicate issues to a specialist and make sure you aren't being overcharged.

**Conflict Isn't Crazy, Not Resolving It Is - Bill Nye**

Reality TV has taught us that conflict is yelling, cursing, throwing things and acting in a very immature manner. That is not conflict. Conflict is merely having opposing opinions. So, what do you do when crazy erupts and how do you navigate through that to turn the conversation into a productive conflict and work towards a resolution. You will learn different styles, why some people have a hard time remaining calm, and what do about it when they just can't get past their emotions.

**New Laws for Property Managers (1 CE Credit) - Panel**

Learn the newest laws passed by the 2019 legislature and discuss what laws may be on the agenda at the next legislative session. Also discuss federal and local laws that are evolving and how they impact your operations.

**Consumer Protection Issues in Rental Housing - State Division Staff**

Do you ever unintentionally bait and switch a client by showing them a different unit than the one they end up renting? Are you advertising amenities online that aren't complete? Are there any fees you charge that were not clearly explained in your lease agreement? This class will help you navigate the pitfalls of consumer protection law, which are becoming tenants preferred remedy when they are mad at you.

**EDUCATION SESSION # 3      2:00 PM**  
**Assistance Animals Verification Procedures (1 CE Credit) - Panel**

Complaints about assistance animals are the number one issue in Fair Housing. Learn the verification process to make sure the legitimately disabled receive accommodations and eliminate fraud.

**Saving Money: Best Practices Products and Services for Maintenance - Mark Cukro**

Who should attend? VP's, Regional Managers, Managers, Assistant Managers, Supervisors, Technicians or anyone that wants to learn new ways to save money and avoid costly mistakes. Learn what new products are out and how to get better results from your service department.

**Customer Service and Social Mindfulness - Bill Nye**

Your residents care about social mindfulness and look for communities that share their values. Learn how to implement social consciousness in a way that boosts your bottom line and your social street cred.

**Trends in Online Marketing - Panel**

With print marketing a thing of the past and 70% of internet searches happening on a mobile device like a smart phone, there is a lot to stay current on in online marketing. We will discuss strateies for maximizing online reviews and choosing the best online marketing

strategies for your success.

**Evictions (1 CE Credit) - Jeremy Shorts, Esq.**

Learn about the changes created by rule 21, a court order about providing early discovery in eviction cases, and the reallocation of eviction cases (rather than choosing which court to file them in).

**EDUCATION SESSION # 4      4:00 PM**  
**Current Issues in Fair Housing (1 CE Credit) - Panel**

Fair Housing can be a difficult maze to navigate, with expensive penalties for doing it wrong. Learn about the most pressing Fair Housing issues that are impacting Utah Landlords and Managers.

**Effective Service Departments - Mark Cukro**

Learn to see the service department as an integral and essential entity that can complement the other operational units of your property. This class with take a holistic approach and teach you how to interact, communicate and partner with the entire team (management, leasing, accounting, development, etc.).

**Customer Service: What the Customer Really Sees - Bill Nye**

There is what you want customers to see and what they actually see. Learn how customers perceive your efforts, how they see your sites and how they react to your policies and practices. This session relies on research from customers to tell customer service managers what the customer really sees.

**Mold, Meth, and Bed Bugs - Panel**

Nothing strikes fear into a landlord's heart like hearing the phrase "your property is contaminated" or "you have bedbugs". Learn what you should do if you suspect your property might be contaminated. Learn what costs are reasonable and how to not overpay. Learn how to work with decontamination specialists and exterminators and which companies are treating you fairly.

**Spring Economic Outlook (1 CE Credit) - Panel**

Learn about the new construction, absorption, vacancy and other important measures to help you position your properties and adjust your strategies. Our panel of experts will share the key data and trends you need to know to be successful.

**KEYNOTE LUNCH SPEAKER: ROB FERRE, LEADERSHIP EXPERT**

**"Be the first one on the dance floor"**

Using music, entertainment and energy, rob will outline levels of leadership to give yourself and others more courage to lead, follow and create movements. He will empower you to create a culture of courageous leadership, business networking, and fun through gamification in the workplace.



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## Oregon Bill Seeks End to ‘Pet Rent’

**RENTAL HOUSING JOURNAL**

Saying it unfairly penalizes animal and pet owners, legislators in Oregon have introduced a bill to ban landlords from charging pet rent.

Three Oregon legislators—Reps. Rob Nosse (D-Portland), Karin Power (D-Milwaukie), and Tawna Sanchez (D-Portland)—have filed a bill that proposes to outlaw pet rent, according to The Oregonian’s Gordon Friedman, who first spotted the bill.

“I understand the importance of deposits to account for possible tenant pet damage,” Power told Willamette Week, “but pet rent unfairly increases a tenant’s cost to rent without any causal relationship to the impact that their pet may or may not have on the premises.

“Pet rent simply penalizes pet ownership by charging a premium to those tenants, and can be exorbitant—more than a few hundred dollars a year.”





# Rental House:

- ✓ Pick up paint
- ✓ Order replacement window
- ✓ Check smoke detectors
- ✓ ~~Hire an attorney to make sure we're not overlooking anything important in our leases~~
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Assistant Manager Devin Parker



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3. Simplified Accounting - Owners and managers can track income and expense for each unit, property and company. Perfect for mid and small size property managers and independent rental owners, who neither have the need or budget for larger, more expensive software.

4. Management Database - Rentegration.com is an easy to use, database driven software. Most form fields are auto populated from the database. The modules are all integrated and work together. For example, a customer can use the rent-roll function to identify all delinquencies, apply fees, and create eviction forms with a few simple clicks of the mouse.

5. Value - Large property management companies that use Rentegration.com for only forms generation will save time and money over other methods. Mid and small size property managers and independent rental owners can manage their entire business at a fraction of the cost of other software and forms.

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Development of the Year The Zeller



Industry Partner Robert Watson



Leasing Agent Hope Rogers



Maintenance Supervisor Joel Reifsnyder



Maintenance Technician Darrell Newbold



Outstanding Customer Service Michael Beierschmitt



Outstanding On Site Team ViA Apartments



Outstanding Senior Property Grovecrest Villas



Overall Renovation Broadmoor Village



Property Manager 150 to 250 Kirsti Collins



Property Manager Over 250 Godfrey Cambel



Property Manager Under 150 Sheylbe Smith



Property of Excellence Central Utah The Aston at University Place



Property of Excellence Northern Utah Oak Meadows Apartments



Property of Excellence SLC Affinity 56



Regional Manager Braxton West



Service Provider Paul Davis Restoration



Supplier Bio One Utah



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