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



Picking The Perfect Paint Color

KEEPE

As the weather improves this spring, it is time to consider changing or improving the exterior paint color for your rental property so here is a quick guide in this maintenance checkup from Keepe. Choosing exterior paint colors can be tricky, especially for a multifamily property where you have to keep in mind the variety of styles your tenants favor.

A paint job is a quick way to upgrade your property’s value and curb appeal. Tenants will be pleased with the upgrade and that boost in morale will often result in happier tenants. In this guide, you will find what color of paint to use, how to pick a complementary color, and why you should be painting your property.

How To Pick The Perfect Exterior Paint Color

When you update your exterior with a fresh paint job, be sure to think carefully about what colors you will be using. In general you should stick to timeless finishes, in other words neutral

See ‘Picking’ on Page 7

Secondary Markets Driving Spring Multifamily Rent Growth

YARDI

Rent increases are dominated more and more by secondary and tertiary markets that are producing a disproportionate share of economic and population growth, and where rents are low enough that they can be raised without overly burdening tenants, according to the latest report by Yardi Matrix.

Overall U.S. multifamily rents jumped \$4 in March 2019 as market dynamics “continue to be healthy almost everywhere,” said the report.

STEADY FIRST QUARTER FOR MULTIFAMILY

- While U.S. multifamily rents increased by \$4 in March to \$1,430, year-over-year growth dropped by 20 basis points to 3.2%, as rent growth was slightly less than the same period in 2018.
- Nationally, rents were up 0.4% in the first quarter. The numbers demonstrate consistent growth, although not as strong as other first quarters in recent years. For



example, rents grew by at least 0.8% in the first quarter between 2014 and 2016. Still, the market’s consistency remains a point in its favor.

- Las Vegas (7.5%) and Phoenix (7.2%) continued to top the nation’s growth in March on a year-over-year basis. Rent growth remains strong across the board, with Kansas City and Houston the only metros in our ranking that saw gains

below 2.0% in March, according to the report.

BIGGER MARKETS STILL PERFORMING WELL

“To be sure, bigger markets are not performing poorly—not even close. San Francisco (3.9% year-over-year) and Los

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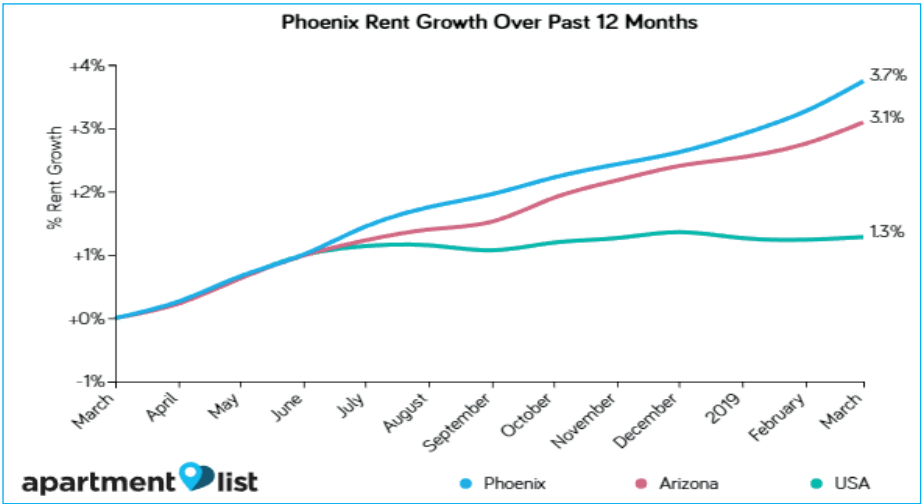
Phoenix Rents Rise for 16th Month

APARTMENT LIST

Phoenix rents have increased 0.5% over the past month, and have increased moderately by 3.7% in comparison to the same time last year, according to the latest report from Apartment List. Currently, median rents in Phoenix stand at \$860 for a one-bedroom apartment and \$1,070 for a two-bedroom.

The city’s rents have been increasing for 16 straight months - the last time rents declined was in November 2017. Phoenix’s year-over-year rent growth leads the state average of 3.1%, as well as the national average of 1.3%.

Throughout the past year, rent increases have been occurring not just in the city of Phoenix, but across the entire metro. Of the largest 10 cities that Apartment List has data for in the Phoenix metro, all of them have seen prices rise.



FAST GROWTH IN CHANDLER
Chandler rents have increased 0.2% over the past month, and are up sharply by 6.0% in comparison to the same time last year. Currently, median rents in Chandler stand at \$1,120 for a one-bedroom

apartment and \$1,390 for a two-bedroom. This is the second straight month that the city has seen rent increases after a decline in January. Chandler’s year-over-year rent growth leads the state average of 3.1%, as well as the national average of 1.3%.

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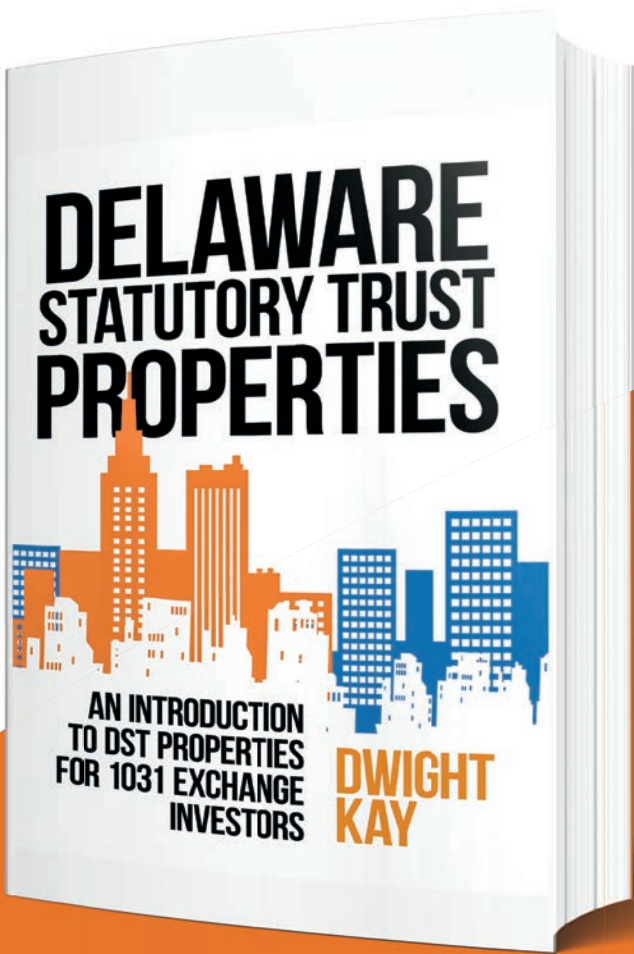
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Sponsored Content

Is Net Lease Property the Way to Go for Your 1031 Exchange?

By CHAY LAPIN
SENIOR VICE PRESIDENT,
KAY PROPERTIES AND INVESTMENTS

Are you considering whether to purchase and manage a (NNN) Net Lease Property on your own? Here is a case study to help as you consider purchasing NNN properties versus alternative options such as DSTs.*

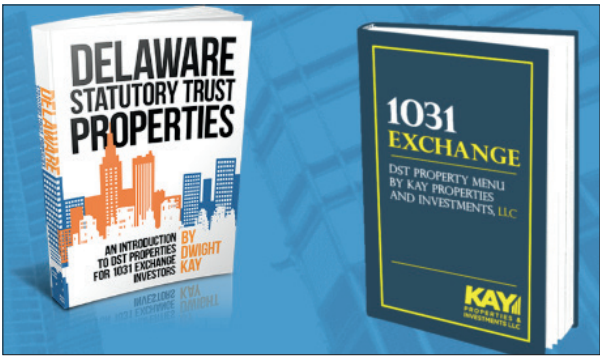
1. Are you prepared for the potential active management? NNN properties are only passive if everything goes well. What happens if they do not?

If an NNN Property goes dark (tenant moves out) or bankrupt, are you ready to search for a new tenant, negotiate a new lease, negotiate with tenants and lenders, pay lawyers, manage leasing agents, higher contractors to renovate, etc. We have had clients 1031 exchanging out of their NNN properties because their NNN broker communicated half truths about NNN being a turnkey option. NNN's are great — until they're not. Investors are exchanging out of NNN nightmare situations that an NNN broker didn't walk them through the potential downfalls of NNN properties all too often...

2. Are you willing to take a multimillion-dollar company to court?

We have seen large companies bully their way out of a lease agreement because the landlords/building owners are too small to afford a costly litigation. Therefore, the owner has been left with tens of thousands of dollars in maintenance costs or unpaid/reduced rent. Not only does this negatively impact your potential cash flow, it also impacts the overall value of the building and your family's financial security. Many NNN investor clients that we worked with that were told by their NNN broker they were buying a “safe” property have found themselves with properties valued at significantly lower values and lesser returns. Although corporate tenants can do this to anyone. This is more difficult for these companies to do when the landlord is represented by a real estate equity firm with hundreds of millions or billions of dollars of real estate under management which is why the DST may be a fit for investors afraid of these scenarios.

3. Are you prepared to do your own compre-



hensive due diligence required to purchase an NNN property that is such a large component of your wealth?

On all our DST properties, we conduct/review lease audits, environmental reports, insurance audits, building inspections, economic/demographic surveys, and we send someone to conduct onsite inspections. This can be a very costly and a time-consuming process that many NNN buyers don't have the time or experience to do themselves. Has your broker done that for you or are you prepared to do this on your own?

4. Do you feel comfortable with all your eggs in a single NNN basket?

Putting a large component of one's wealth into a single NNN asset is simply not wise. Why would one invest in a single NNN property, when you can get access to the similar type of NNN properties but in a diversified strategy whereby you don't have all of your eggs in one basket? **

5. One of the greatest questions 1031 clients ask themselves is, "What kind of legacy will I leave my family when I am gone?"

Are your spouse or heirs able to take on any of the above situations if you are not around to manage these issues? Selling a property years into the lease can result in pennies on the dollar, especially if there are issues and they will be left to negotiate lease terms with a large fortune 500 company. Many NNN investor clients that we worked with choose DST investments since the sponsor company will be handling these items and not their wife/heirs who may not have the real estate experience to properly asset manage a NNN property.

**These examples are the experiences of a few of*

our clients and may not represent the experiences of others. Past performance does not guarantee or indicate the likelihood of future results.

***Diversification does not guarantee profits or protect against losses.*

Using (DST) Properties as Opposed to NNN Properties for Your Exchange:

- Diversification – Don't put all your eggs into one basket!
- You can often close on a DST in 2-3 days – helps to potentially reduce 1031 exchange closing risk.
- Non-recourse financing with DSTs as opposed to partial and full recourse with NNN properties.
- Back up – Use a DST as a backup ID in case your NNN deal falls apart.
- DST as a home for leftover funds to cover your exchange and avoid boot.
- Professional asset and property management in place.

Access to Quality Real Estate

Often times, 1031 investors are selling a property that comprises a substantial amount of their net worth. DST 1031 properties provide access to real estate that is often otherwise outside of an individual investor's price point. With the typical minimum investment of \$100,000, investors are still able to purchase an ownership interest in large \$20 million-plus apartment communities, \$5 million-plus pharmacies or \$15 million grocery stores, for example. This allows investors access to a level of real estate that they just would not have been able to exchange into before.

That being said, we also have had many clients with very large 1031 exchanges opt to invest in multiple DST 1031 properties/offerings because they did not want to place “all their eggs into one basket” by purchasing one single, large NNN investment property.

For a list of current DST offerings available at Kay Properties please visit www.kpi1031.com or call 1.855.466.5927.

About Kay Properties and Investments, LLC:

Kay Properties and Investments, LLC is a national Delaware Statutory Trust (DST) investment firm with offices in Los Angeles, San Diego, San Francisco, Seattle, New York City and Washington DC. Kay Properties team members collectively have over 114 years of real estate experience, are licensed in all 50 states, and have participated in over \$9 Billion of DST real estate. Our clients have the ability to participate in private, exclusively available, DST properties as well as those presented to the wider DST marketplace; with the exception of those that fail our due-diligence process. To learn more about Kay Properties please visit: www.kpi1031.com



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There are material risks associated with investing in real estate, Delaware

Statutory Trust (DST) properties and real estate securities including illiquidity, tenant vacancies, general market conditions and competition, lack of operating history, interest rate risks, the risk of new supply coming to market and softening rental rates, general risks of owning/operating commercial and multifamily properties, short term leases associated with multi-family properties, financing risks, potential adverse tax consequences, general economic risks, development risks and long hold periods. There is a risk of loss of the entire investment principal. Past performance is not a guarantee of future results. Potential cash flow, potential returns and potential appreciation are not guaranteed. For an investor to qualify for any type of investment, there are both financial requirements and suitability requirements that must match specific objectives, goals and risk tolerances.

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MAN'S BEST FRIEND



By JEANNIE FLYNN

Dog parks have become one of the top amenities in multifamily housing. Did you know there are approximately 43 million households with dogs and 38 million households with children? More multifamily housing properties offer pet-friendly communities than ever before. These properties offer a variety of dog park amenities for pets and their owners.

Dog parks offer a great way to exercise, spend time with your best friend and socialize with others.

Did you know that owning a pet could add years to your life? It's true. Animals bring joy, love and exercise. The unconditional bond we have with our pets is unparalleled to any life experience.

How to design your dog park to maximize your property's value:

- Take into consideration what size dogs you will

have at your site

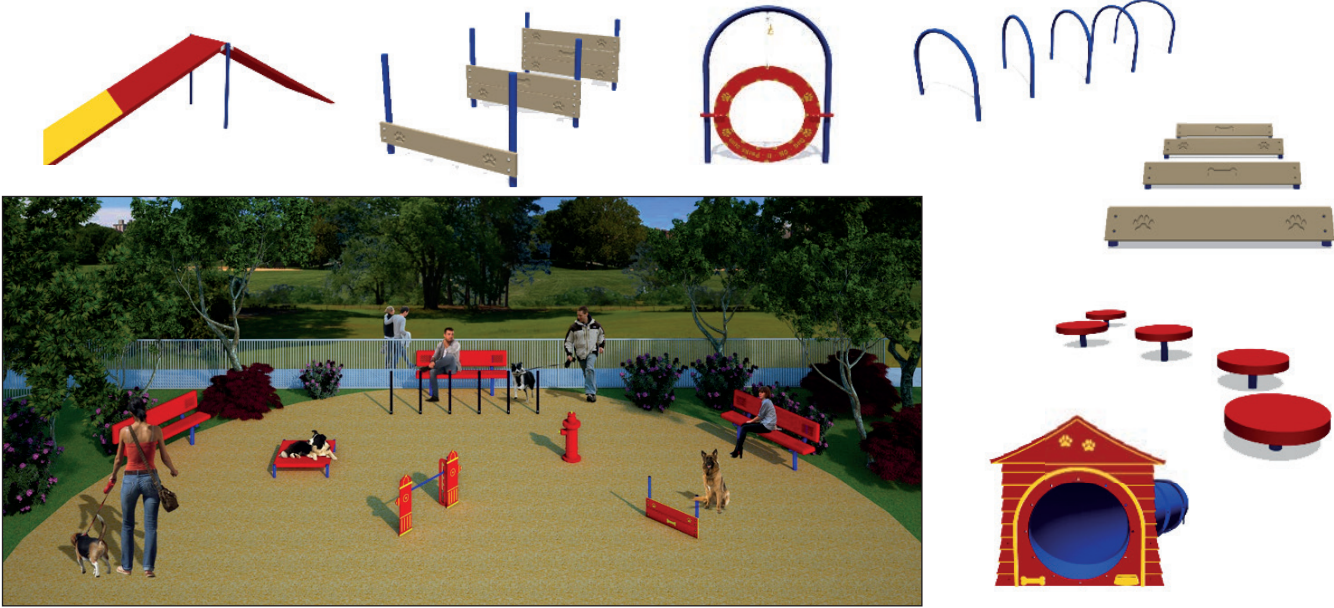
- The size of your dog park will dictate how it will be designed to its greatest potential
- Are you interested in just having a space for dogs to run or do you plan to incorporate agility equipment, benches and other training features?
- Water and waste stations are a must in the dog park as well as throughout the property

There is so much more to it than just a fence...

There are literally hundreds of companies around the world manufacturing all levels of quality in dog park furniture and accessories.

When it comes to furniture, watering stations, signage etc., stainless steel, aluminum and high-density polyethylene last longer than iron, steel or wood. Products manufactured in the U.S.A. is a plus. It's important that all products are lead-free and made of a heavy-gauge aluminum and are powder-coated or have a baked-on enamel rather than spray paint. All fittings for watering stations should be stainless steel.

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Working with someone who offers a complete package to include layout and design and is knowledgeable about exactly what your property will require is what CMS Commercial Furniture is all about. We do it all. CMS Commercial Furniture offers the finest selection in commercial-rated outdoor furniture and accessories. We partner with artists and designers to bring exciting and new products to our market.



Diversity and flexibility are what make CMS Commercial Furniture a leader in this industry. We sell, service and maintain outdoor furniture. We provide the highest quality in dog park furniture and accessories. For more information about how to design your dog park or for a free estimate on cleaning or replacing your outdoor furniture, please contact us at 480-892-3212 or visit our website at www.cmsfurniture.com.

HUD Charges Facebook Over Fair Housing Bias

RENTAL HOUSING JOURNAL

Facebook's targeted advertising platform violates the Fair Housing Act by "encouraging, enabling, and causing" unlawful discrimination by restricting who can view housing ads, the U.S. Department of Housing and Urban Development (HUD) charged in a release.

HUD has also alerted Twitter and Google that it is scrutinizing their practices for possible housing discrimination, a sign that more technology companies could be ensnared in a government probe of their lucrative demographic ad targeting tools, according to the *Washington Post*.

The action follows HUD's investigation of a Secretary-initiated complaint filed on August 13, 2018. HUD alleges that Facebook unlawfully discriminates based on race, color, national origin, religion, familial status, sex, and disability by restricting who can view housing-related ads on Facebook's platforms and across the internet.

Further, HUD claims Facebook mines extensive data about its users and then uses those data to determine which of its users view housing-related ads based, in part, on these protected characteristics.

"Facebook is discriminating against people based upon who they are and where they live," said HUD Secretary Ben Carson. "Using a computer to limit a person's housing choices can be just as discriminatory as slamming a door in someone's face."

"Even as we confront new technologies, the fair housing laws

enacted over half a century ago remain clear—discrimination in housing-related advertising is against the law," said Paul Compton, HUD General Counsel.

"Just because a process to deliver advertising is opaque and complex doesn't mean that it exempts Facebook and others from our scrutiny and the law of the land. Fashioning appropriate remedies and the rules of the road for today's technology as it impacts housing are a priority for HUD," Compton said.

The Fair Housing Act prohibits discrimination in housing and in housing-related services, including online advertisements, based on race, color, national origin, religion, sex, disability, or familial status.

According to HUD, Facebook enabled advertisers to exclude people whom Facebook classified as parents, non-American-born, non-Christian, interested in accessibility, interested in Hispanic culture or a wide variety of other interests that closely align with the Fair Housing Act's protected classes.

HUD is also charging that Facebook enabled advertisers to exclude people based upon their neighborhood by drawing a red line around those neighborhoods on a map. Facebook also allegedly gave advertisers the option of showing ads only to men or only to women.

HUD asserts that Facebook also uses the protected characteristics of people to determine who will view ads regardless of whether an advertiser wants to reach a



broad or narrow audience. HUD claims Facebook combines data it collects about user attributes and behavior with data it obtains about user behavior on other websites and in the non-digital world.

Facebook then allegedly uses machine learning and other prediction techniques to classify and group users to project each user's likely response to a given ad, and in doing so, may recreate groupings defined by their protected class.

By grouping users who have similar attributes and behaviors (unrelated to housing) and presuming a shared interest or disinterest in housing-related advertisements, Facebook's mechanisms function just like an advertiser who intentionally targets or excludes users based on their protected class, HUD charges.

HUD seeks to address unresolved fair housing issues regarding Facebook's advertising practices and to obtain appropriate relief for the harm Facebook caused and continues to cause.

In August 2018, the Department of Justice, joined by HUD, filed a statement of interest in the U.S. District

Court for the Southern District of New York (SDNY) on behalf of a number of private litigants challenging Facebook's advertising platform.

HUD's charges will be heard by a United States Administrative Law Judge unless any party to the charge elects to have the case heard in federal district court. If an administrative law judge finds after a hearing that discrimination has occurred, he may award damages for harm caused by the discrimination. The judge may also order injunctive relief and other equitable relief, as well as payment of attorney fees. In addition, the judge may impose fines to vindicate the public interest. If the matter is decided in federal court, the judge may also award punitive damages.

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).

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4 Strategies to Help Employees Avoid Discriminating Against Families With Children

ELLEN CLARK

Families with children are protected by Fair Housing Laws so the Grace Hill training tip this week focuses on this issue to help landlords and property managers better understand the issues.

You must train employees to avoid making comments that express a preference against residents with children.

Earlier this year, the California Department of Fair Employment and Housing (DFEH) settled a familial status housing discrimination case in a which family of four alleged that a property management company refused to allow them to rent an apartment in a multi-unit community because the property manager did not consider children to be appropriate residents for the community.

The property manager allegedly made statements that the unit might be overcrowded, that neighbors might not be happy with the noise, and that the building was for “business people.”

DFEH found cause to believe a violation of the Fair Employment and Housing Act had occurred and, after an unsuccessful mediation, filed suit in Alameda County Superior Court. The case settled before trial, with the defendant agreeing to pay \$12,500 to the family and \$3,500 to the DFEH for fees and costs incurred in litigating the case.

4 THINGS TO CONSIDER TO ENSURE THAT YOU DON’T FIND YOURSELF IN VIOLATION OF THE FAIR HOUSING ACT

1. Think carefully about the questions you ask prospective residents. It is ok to ask about the number of people who will live in the apartment home, but avoid questions specifically relating to children. For example, don’t say, “How many adults and children will be residing in your apartment home?” Instead say,



“How many people will be residing in your apartment home?”

Every interaction is an opportunity to follow fair housing laws by providing and obtaining only the necessary information.

2. Be careful when talking about facilities or services. Don’t post a sign that says, “Children may not skateboard on community property.” Instead say, “Skateboarding is prohibited on community property.” It is appropriate, however, to require direct adult supervision when children use community services and facilities.

However, the rules must not unreasonably restrict a child from using the amenities. So, don’t say, “Children under the age of 14 are prohibited.” Instead say, “Persons under the age of 14 must be accompanied by an adult.”

3. Consider your advertising language carefully. It is illegal to create, publish or distribute housing ads that discriminate, limit, or deny equal access to housing because of membership in any of the federally protected classes. When describing housing in an advertisement, do not include any limitations based on familial status, such as “no children allowed,” “couples preferred,” or “singles-friendly.”

4. Don’t make assumptions. Do not make assumptions about what an individual may or may not be interested in viewing on your property. Offer options and solutions, but let the prospect make the final decision. Letting prospects make the decisions avoids the illegal practice of “steering.” For example, if you’re touring a mother of young children and only tell her about first-floor apartments because you assume she wants to avoid the stairs, this could be construed as steering.

Ensure that your company’s policies and training emphasize the importance of equal treatment for families with children.

And again, train your employees to avoid making comments that express a preference against residents with children. This includes comments that express a preference for residents without children, like the stated preference for “business people” in the case above.

grace hill

TRAINING TIP OF THE MONTH

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. 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 hear more.



ARIZONA

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Publisher/General Manager
John Triplett

Editor-in-Chief
Linda Wienandt

Associate Editor
Diane Porter

Sales Manager
Terry Hokenson

Accounting Manager
Patricia Schluter

Website
www.RentalHousingJournal.com

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

Email
info@rentalhousingjournal.com

Phone
(480) 454-2728 - main
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Picking the Perfect Paint Color for Rentals

Continued from Page 1

paint colors. To appeal to the masses, stick to colors such as beige, grey, cream and tan. Also, make sure your exterior paint varies from the inside of your building. At the least, be sure to vary the hues outdoors by a couple of shades to ensure your property is offering your tenants an enticing greeting.

Pay attention to how the colors in your building influence the mood of your space to ensure you are providing a welcoming presence.

Warmer tones tend to offer people a feeling of security and warmth whereas cooler tones offer calming and inspiring response to people. When choosing multiple colors for your exterior, consider adopting a complementary color scheme. First, assess what tone you want, warmer or cooler, and stick within your tone when you look for a perfect complimentary finish.

DECIDING WHEN TO PAINT

As a landlord, deciding when to paint your property can be a big decision. On one hand, it's important to limit unnecessary expenses, while on the other hand, maintaining a fresh and clean living space is crucial to your business. Evaluating your property's current condition should be the first step before



deciding to take on paint makeover. Painting your property should be a priority for the following reasons:

- 1. To aid wear and tear:** Painting your property should be a part of your regular maintenance. Owners should expect to upgrade their exteriors every few years to protect the health of your exterior building and maintain a fresh feel for you and your tenants. A little paint can go a long way in your investment property. Re-paint your property every 5-7 years to please your tenants and maintain optimal property maintenance.
- 2. Competitive edge:** If your rental property is facing significant competition, a fresh paint job can boost the aesthetic and feel of your property and attract new tenants and keep your investment thriving. Modern accent color to special features of your building such as windows or entry ways can add a special touch to your property.

ALTERNATIVES TO PAINTING

If you find that your property doesn't need a fresh coat of paint, consider these easy alternatives to maintain your curb appeal:

- 1. A power wash:** Review the state of your current exterior paint job. Are there any scuffs or dirt marks building up on the walls? Sometimes a simple power wash can take care of the buildup and leave your exterior refreshed and looking like new. If it's been less than five years since your last exterior paint job, try this alternative before committing to a new coat of paint.
- 2. A partial paint job:** If your current paint job is in shape or you don't want to invest in upgrading your entire exterior at one time, try a partial paint job. Paint the high traffic areas such as the main office, walkway areas, and other spaces outdoors between buildings where tenants reside.

You can also stick to freshening up your property by adding a contrasting color to the trims of your building. Remember, new paint doesn't have to be an all or nothing project.

Take these tips into consideration to help you make the decision on whether or not a paint job is right for you and your property.

Regardless of your reasoning, remember that upgrading the exterior paint job of your residential property can benefit both potential and current tenants.

Ensure your property stays up to date by regularly scheduling property maintenance practices into your routine.

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>.

No Way Out? Try Credit Card

By HANK ROSSI

When the tenant called, she said, "I'm trapped inside my condo and can't get out." I didn't understand this.

As I think back to her fourth-floor unit, it is a front door luxury mid-rise building with a metal door that opens outward, with a dead bolt and lever handle passage.

Apparently the deadbolt worked fine but the lever handle, when you either raise or lower the handle, was not engaging the latch assembly and moving it back into the door.

It was stuck in the strike plate, and there was no second door out of the unit.

This would not have been too big a deal if there was another way to get in or out of this unit.

There is another exit, a sliding glass door to her fourth-floor balcony, but that doesn't lead anywhere, and all the windows in the unit open to the outside of the building. And, there is no walkway or anything beneath the windows except the pavement four floors below.

This is a single woman who lives alone.

When I arrived at the property, a man's voice came through the space where the dead bolt had been. He took that apart for some reason. Come to find out, the Comcast tech was trapped inside too.

Should we kick down the door?

There are hinges on the outside of the door but they are heavy duty and secure so there was no way to remove them. I called my locksmith.

He said for the Comcast guy to kick down the door or call the Fire Department.



Either way, we were going to sustain heavy damage to the door or frame from either of those options.

My last thought was to try the old credit card trick. By sliding the credit card to the latch assembly, and pushing, the latch retracted into the door and we were able to open it. A new door handle will take care of this so drama now over. Door locks and handles are so reliable we don't think of them often.

Florida is a tough environment for metal. It helps to lubricate locks, on occasion. You can use WD-40, or other lubricants but stay away from powdered graphite. That will make things worse.

"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.

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A Rental Property Pool Safety Guide

KEEPE

As the weather starts to get warmer, it may be time to look at a rental property pool safety guide and what you need to know as this month’s maintenance checkup from Keepe.

A pool can be a great feature to keep your rental units in demand and current tenants happy. But pool and hot-tub maintenance is crucial to keep up, not just for convenience, but for safety as well. So you need to learn what types of maintenance can keep you from having a pool-related accident on your property.

LIABILITY AND FENCING

Landlords are required to maintain pools and pool fencing located on rental properties. A landlord or property manager can be held liable for tenant and non-tenant injuries. Also, if a person drowns in the pool or slips nearby, you could be responsible for the accident.

Dirty water can affect pool usability, and result in sick children or pets if access to the pool is not monitored.

Also, residential swimming pools must also be surrounded by a suitable barrier. It can be a fence or pool cover to ensure safety in the pool area, especially for children. If there is no preventative barrier, you can be held responsible for an accident, such as an unsupervised child falling into the pool.

State- and county-specific laws may vary on the specifics of the guideline, so refer to your local code to ensure you are not violating any pool fence laws that apply to your property.

Also, poorly maintained pools can make a property less desirable and lead to



numerous types of accidents.

So, keep the pool clean and safe with these tips.

WEEKLY TASKS:

- Remove debris, both from the surface of the water and the bottom of the pool
- Maintain chlorine levels or salt levels
- Check the water level and adjust as needed
- Check the filter pressure and backwash as needed

MONTHLY TASKS:

- Test for water hardness (calcium content), pH, and dissolved solids and add chemicals as needed

- Clean the pool filter
- Check the operation of the pump and motor

ADDITIONAL TASKS, AS NEEDED:

- Update pool rules and safety changes
- Learn local laws and regulations surrounding pool areas
- Schedule tasks and making sure maintenance services are carried out
- Monitor access, chemical storage and pool furniture storage
- Access the need for lifeguards and manage that staff if needed
- Monitor restroom, locker and shower facilities and ensure they are clean

Monitor rule enforcement and field any complaints and issues

You can do all these chores yourself, or you can hire a handyperson to do it for you. Regardless, landlords and property managers should have a regular check-in with the pool system to ensure daily operations aren’t neglected.

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.

Secondary Markets Drive Spring Multifamily Rents

Continued from Page 1

Angeles (3.4%) are seeing rent growth above the 3.2% national average, and primary metros Boston (3.1%), Chicago (2.7%), and Washington, D.C. (2.5%), are not far below it.

“The dynamics continue to be healthy almost everywhere. That gives investors a choice between potentially higher growth and higher yields in faster-growing, less-liquid markets, or slower, steadier growth in larger, more liquid markets.”

RENT GROWTH STRONG AT THE START OF SPRING

As rental season comes into full swing, all but one market, Portland, had positive trailing three-month (T-3) rent growth. Oregon recently passed rent control through the state legislature.

While the initial bill allows for rent growth well above the national average, many in the industry are concerned it will

lead to more stringent regulation.

HIGHLIGHTS OF EMPLOYMENT, SUPPLY AND OCCUPANCY TRENDS

- February’s weak job growth number and decelerating GDP growth are signs that the expansion is slowing.
- In response to those and other developments, the Federal Reserve said it would only hike policy rates once in 2019 and not at all in 2020. Treasury rates dropped sharply as investors worry about weaker growth.
- While slower growth is not good for the multifamily market, tenant demand is likely to remain robust and investor demand shows no signs of weakening.

“The Federal Reserve’s decision to put rate increases on hold, coming on the heels of February’s weak job growth and decelerating fourth-quarter GDP, has created concerns about the economy’s health.”

Should the multifamily industry be worried?

Market	YoY Rent Growth as of Feb - 19	Forecast Rent Growth (YE 2019)	YoY Job Growth (6-mo. moving avg.) as of Dec - 18	Completions as % of Total Stock as of Feb - 19	Occupancy Rates as of Jan - 18	Occupancy Rates as of Jan - 19
Sacramento	5.1%	6.5%	1.5%	0.8%	96.3%	96.2%
Inland Empire	5.0%	4.5%	2.8%	0.3%	95.9%	96.1%
Dallas	2.9%	4.3%	3.0%	3.1%	94.4%	94.2%
Las Vegas	7.9%	4.0%	3.7%	2.4%	94.4%	94.9%
Los Angeles	3.7%	4.0%	1.3%	2.2%	96.6%	96.5%
Orlando	4.4%	4.0%	4.4%	2.9%	95.9%	95.1%
Seattle	2.5%	4.0%	3.6%	4.8%	95.2%	95.1%
Phoenix	8.0%	3.9%	3.7%	3.0%	95.0%	95.2%
Twin Cities	3.7%	3.6%	1.8%	2.8%	97.2%	96.8%
Orange County	2.3%	3.5%	0.5%	2.1%	95.9%	95.9%
Denver	3.7%	3.4%	2.7%	5.3%	94.9%	94.7%
Raleigh	3.8%	3.4%	2.9%	3.1%	94.2%	94.7%
Tampa	3.8%	3.3%	2.5%	2.5%	95.3%	95.1%
Atlanta	5.1%	3.3%	2.2%	1.6%	94.1%	94.3%
Indianapolis	3.5%	3.2%	1.9%	1.0%	94.0%	94.1%
Boston	3.6%	2.7%	1.9%	3.1%	96.2%	96.2%
San Francisco	4.0%	2.7%	1.8%	1.9%	95.8%	95.8%
Charlotte	3.9%	2.4%	2.5%	3.8%	95.1%	95.0%
Chicago	3.1%	2.4%	0.9%	1.4%	94.5%	94.3%
San Jose	4.3%	2.4%	3.2%	1.1%	95.7%	95.6%
Kansas City	1.6%	2.3%	1.7%	2.4%	94.8%	94.4%
Philadelphia	2.9%	2.2%	1.7%	1.1%	95.3%	95.5%
Houston	0.6%	2.2%	3.8%	1.3%	93.7%	92.6%
Austin	4.5%	2.0%	3.5%	4.3%	93.9%	94.5%
Nashville	2.6%	2.0%	1.9%	5.6%	94.6%	94.6%
Miami Metro	2.1%	1.9%	2.3%	4.3%	95.3%	95.0%
Portland	1.9%	1.9%	2.4%	2.5%	95.2%	95.3%
San Antonio	2.6%	1.9%	1.0%	3.1%	92.6%	93.0%
Washington DC	2.8%	1.3%	1.9%	2.0%	95.1%	95.3%
Baltimore	2.5%	1.3%	1.8%	1.8%	94.4%	94.6%

Source: Yardi Matrix

“The short answer is no, not yet,” the report said.

“But at the same time, as growth decelerates, the economy loses some of its ability to absorb negative pressures,” the report said.

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. Yardi Matrix is the industry’s most comprehensive business development and asset management tool for investment professionals, equity investors, lenders and property managers who underwrite and manage real estate investments in multifamily, industrial, office and self-storage. Email matrix@yardi.com, call 480-663-1149 or visit yardi-matrix.com to learn more.



Apartment Jobs Snapshot

Q1 2019

Total Q1 Job Postings in Apartment Industry (% of Real Estate Sector)

Q1 2019: 35.9%

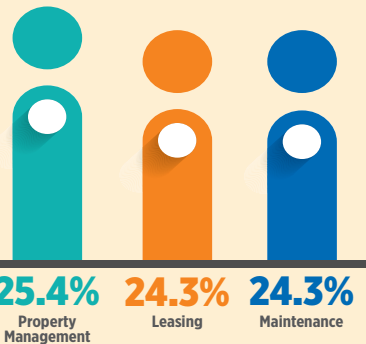
Q1 2018: 30.3%

2013-2018 Average: 30.2%

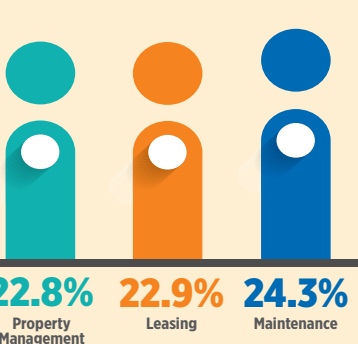
Summary:
Job listings for the apartment industry comprised nearly 36 percent of available real estate positions, well above the average for the past six years, and a significant increase from 2018. Although new deliveries are slowing somewhat from peak in 2017, according to CoStar, only 5.9 percent of units were vacant at the end of the first quarter, indicating an uninterrupted need for apartment personnel.

Job Postings by Major Category (As a percent of all Apartment Jobs)

Q1 2019



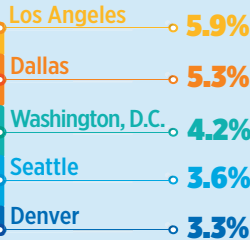
Q1 2018



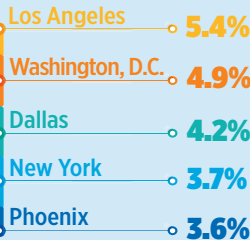
Summary:
Positions in property management were in greatest demand during the first quarter with 3 of the top 5 job titles involving property management functions. There were 5,600 job postings for property managers, community managers and assistant property managers combined.

Top MSAs* (As a percent of all U.S. Apartment Jobs)

Q1 2019

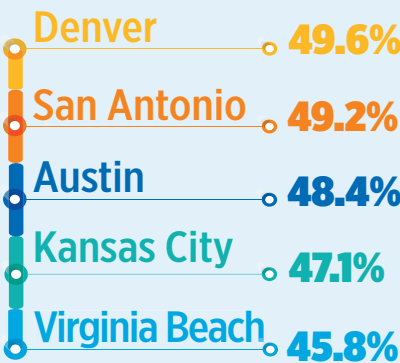


Q1 2018



Summary:
Los Angeles, Dallas and Washington, D.C. were the top 3 cities for available apartment jobs, unchanged from last year. Seattle and Denver were also principal locations for those seeking opportunities within the industry.

March 2019: % Apartment Jobs of Total Real Estate Jobs



Summary:
The NAAEI monthly metro ranking also showed Denver on top in terms of the concentration of jobs in the apartment sector versus other property sectors. Denver is the only market to place in the top 5 in each of the first 3 months of 2019. CoStar reported absorption outpacing new deliveries over the past year and after rising to 8.0 percent in Q1 2018, the vacancy rate dipped to 6.9 percent.

The Evolution of Titles & Skills 2019 vs. 2014

Top Increases in Job Titles in 2019 (percentage point change in postings)

Maintenance Technician	+3.1
Maintenance Supervisor	+1.3
Assistant Property Manager	+1.2

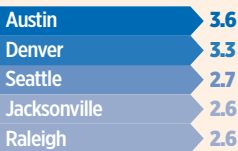
Top Increases to Skills Desired in 2019 (percentage point change in postings requiring skill)

Yardi Software	+7.4
Communication Skills	+6.1
Teamwork/Collaboration	+5.5

Summary:
Maintenance jobs are often cited by industry professionals as some of the most difficult to attract and retain. According to CEL & Associates, on-site maintenance jobs had the highest turnover rates, 37.3 percent, in 2017. Over the past five years, the two job titles most in demand, maintenance technician and maintenance supervisor increased their share of apartment jobs by 3.1 and 1.3 percentage points, respectively. With the exception of the specialized skill of Yardi software (up 7.4 percentage points), changes in skills sets were typically more common among baseline, or soft skills. Positions requiring strong communication skills and the ability to collaborate increased significantly since 2014.

Competing Sectors (Highest Location Quotients)**

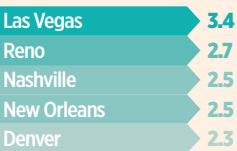
Apartment



Retail Trade



Hospitality



Common Skills (Percent of Jobs Requiring Skill)

	Apartment	Retail Trade	Hospitality
Specialized Skills			
Customer Service	31.4%	45.3%	23.4%
Sales	20.3%	45.4%	9.9%
Scheduling	15.5%	15.3%	18.5%

Soft Skills			
Communication Skills	41.0%	40.5%	33.1%
Organizational Skills	29.3%	21.5%	19.2%
Detail-Oriented	21.7%	11.8%	12.8%
Teamwork/Collaboration	15.9%	18.3%	21.3%

Summary:
The apartment industry often competes with the hospitality and retail sectors, all of which require strong customer service, communication, and organizational skills. Competition for talent in Denver and Seattle was likely more fierce than other cities given the location quotients for all three sectors are rated very high. That means demand for all of these jobs is well above the U.S. average.

Sources: NAA Research; Burning Glass Technologies; CoStar, CEL & Associates

* MSAs with 100 or more apartment job postings.
** Location quotients show how concentrated demand is within a particular geography. US-wide average demand equals 1.0; an LO of 1.2, for example, indicates 20% higher demand than the US average (or 1.2 times the US concentration).

Apartment Industry Job Openings Grow

RENTAL HOUSING JOURNAL

Job listings for the apartment industry comprised nearly 36 percent of available real estate positions during the first quarter, well above the average for the past six years and a significant increase from 2018, according to the National Apartment Association Education Institute (NAAEI).

The NAAEI monthly jobs report ranking showed metro Denver on top in terms of the concentration of jobs in apartments versus other property sectors.

Competition for talent in both Denver and Seattle was particularly fierce, given the high demand for jobs in the industry as well as in hospitality and retail.

Positions in property management were in greatest demand during the first quarter with three of the top five job titles involving property management functions. There were 5,600 job postings for property managers, community managers and assistant property managers combined.

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That means demand for all of these jobs is well above the U.S. average.

The jobs report focuses on jobs that are being advertised in the apartment industry as being available, according to Paula Munger, Director, Industry Research and Analysis, for NAAEI.

“Our education institute ... (hears) often that one of the biggest problems keeping our industry leaders up at night is the difficulty in finding talent, attracting talent and retaining talent,” Munger said.

NAA partnered with Burning Glass Technologies. “They have a labor-job posting database that is proprietary,” she said, and they can “layer on data from the Bureau of Labor Statistics (BLS). We looked at that and thought we could do something that is really going to help the industry and help benchmark job titles and trends as we go forward,” Munger said.

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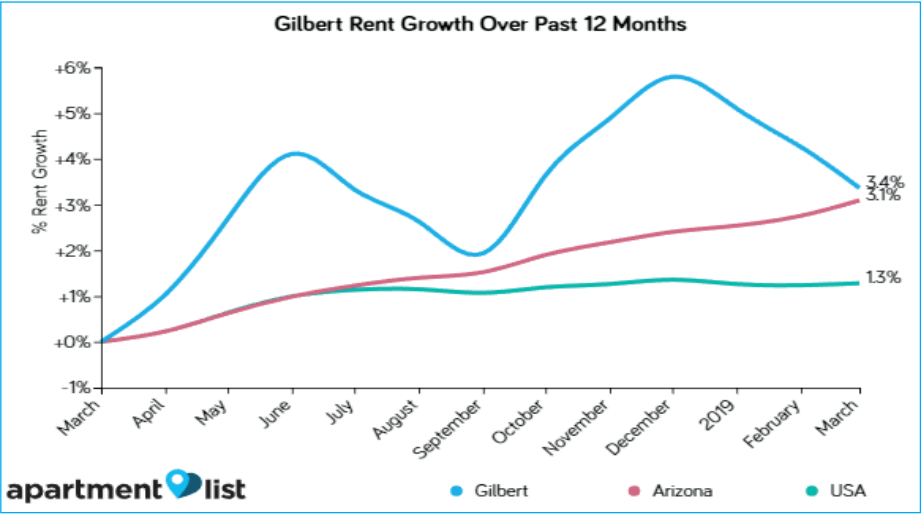
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Phoenix Rents Rise for 16th Month

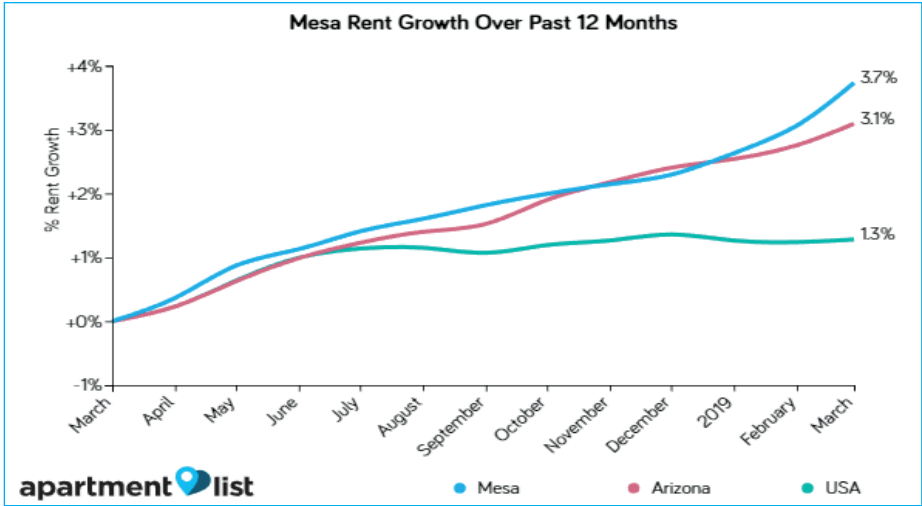
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GILBERT RENTS DECLINE



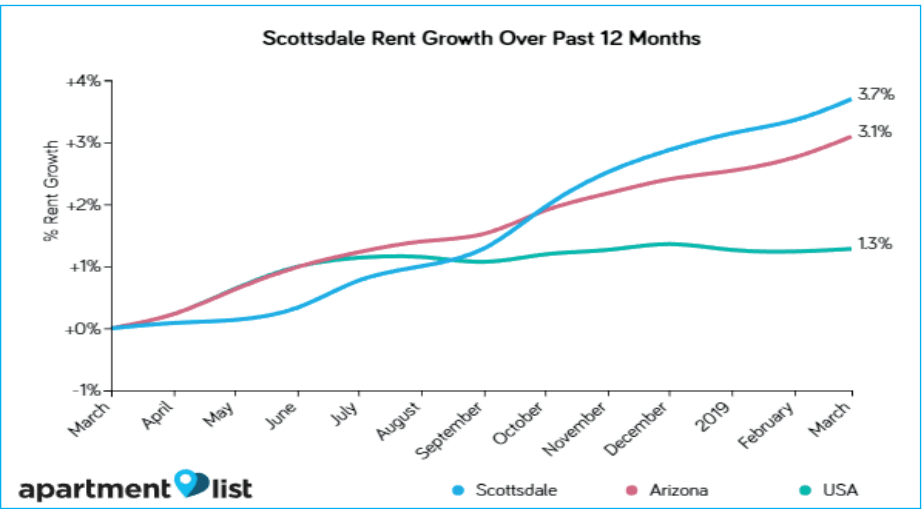
Gilbert rents have declined 0.9% over the past month, but have increased moderately by 3.4% in comparison to the same time last year. Gilbert is still the most expensive city for rents. Currently, median rents in Gilbert stand at \$1,160 for a one-bedroom apartment and \$1,440 for a two-bedroom. This is the third straight month that the city has seen rent decreases after an increase in December of last year. Gilbert’s year-over-year rent growth leads the state average of 3.1%, as well as the national average of 1.3%.

MESA RENTS CONTINUE UPWARD TREND



Mesa rents have increased 0.6% over the past month, and have increased moderately by 3.7% in comparison to the same time last year. Currently, median rents in Mesa stand at \$880 for a one-bedroom apartment and \$1,100 for a two-bedroom. The city’s rents have been increasing for 16 straight months - the last time rents declined was in November 2017. Mesa’s year-over-year rent growth leads the state average of 3.1%, as well as the national average of 1.3%.

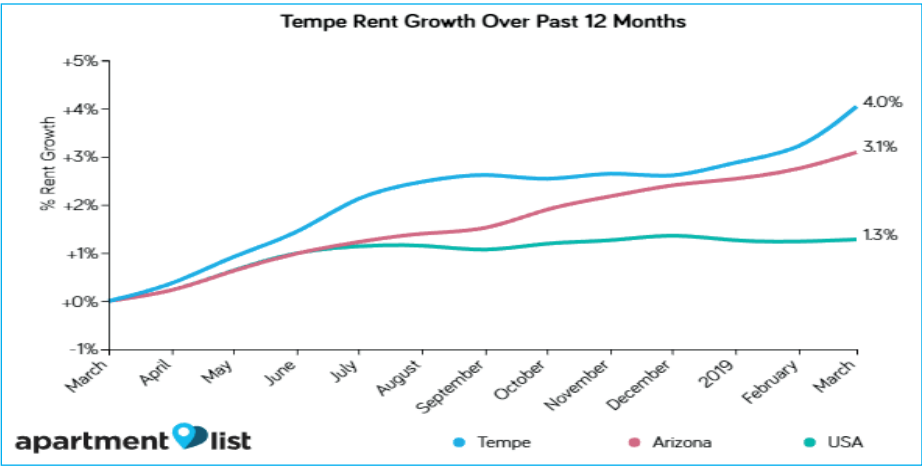
SCOTTSDALE RENTS CONTINUE CLIMBING



Scottsdale rents have increased 0.3% over the past month, and are up moderately by 3.7% in comparison to the same time last year. Currently, median rents in Scottsdale stand at \$1,070 for a one-bedroom apartment and \$1,330 for a two-bedroom. The city’s rents have been increasing for 16 straight months - the last time rents declined was in November 2017. Scottsdale’s year-over-year rent growth leads the state average of 3.1%, as well as the national average of 1.3%.

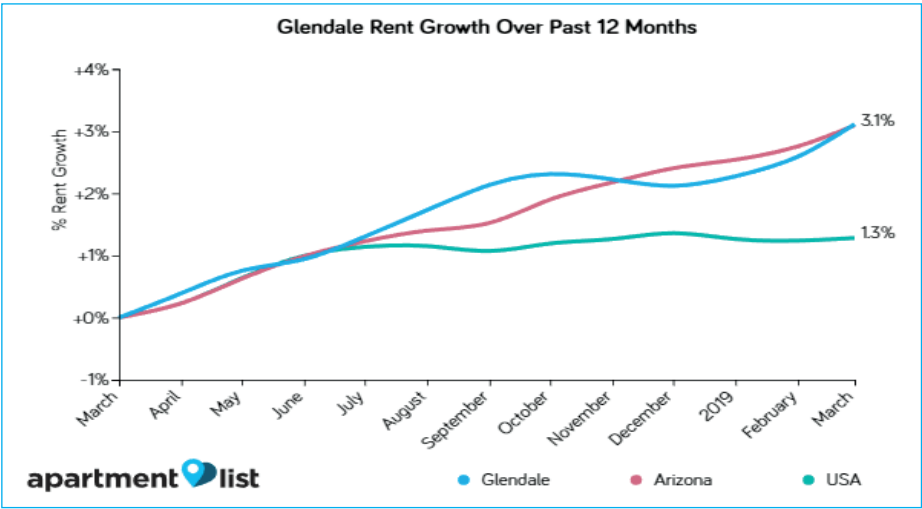
TEMPE RENTS UP 4 PERCENT OVER SAME TIME LAST YEAR

Tempe rents have increased 0.8% over the past month, and have increased significantly by 4.0% in comparison to the same time last year. Currently, median rents in Tempe stand at \$950 for a one-bedroom apartment and \$1,180 for a two-bedroom. This is the third straight month that the city has seen rent increases after a decline in December of last year. Tempe’s year-over-year rent growth leads the state average of



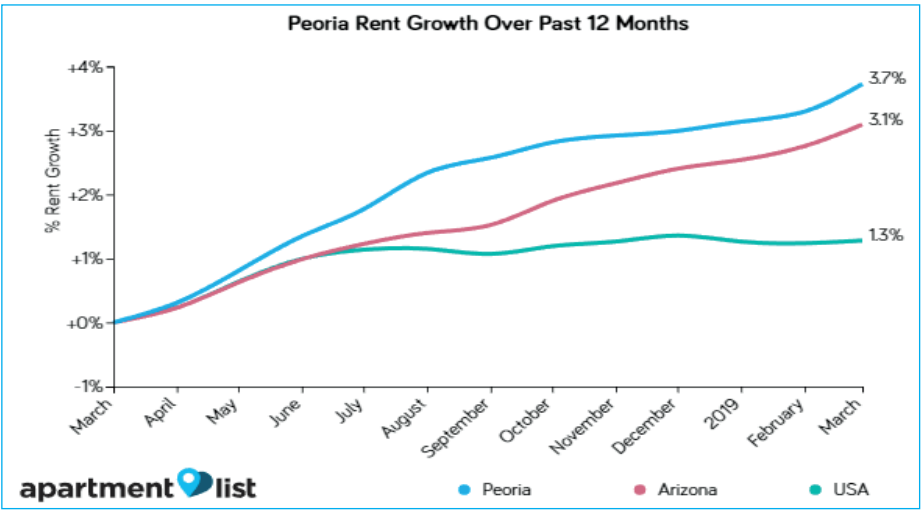
3.1%, as well as the national average of 1.3%

GLENDALE RENTS INCREASE



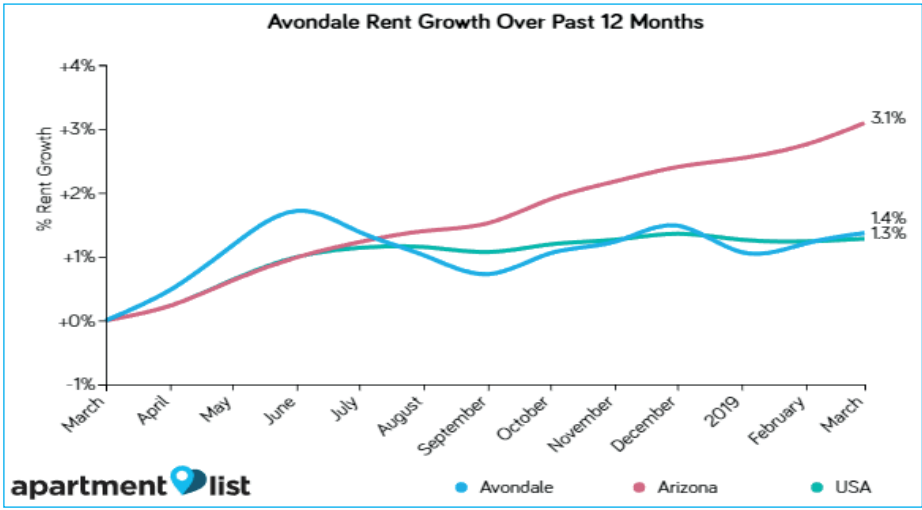
Glendale rents have increased 0.5% over the past month, and have increased moderately by 3.1% in comparison to the same time last year. Currently, median rents in Glendale stand at \$910 for a one-bedroom apartment and \$1,140 for a two-bedroom. This is the third straight month that the city has seen rent increases after a decline in December of last year. Glendale’s year-over-year rent growth is on par with the state average of 3.1%, but exceeds the national average of 1.3%.

PEORIA RENTS UP MODERATELY COMPARED TO LAST YEAR



Peoria rents have increased 0.4% over the past month, and are up moderately by 3.7% in comparison to the same time last year. Currently, median rents in Peoria stand at \$1,140 for a one-bedroom apartment and \$1,420 for a two-bedroom. The city’s rents have been increasing for 16 straight months - the last time rents declined was in November 2017. Peoria’s year-over-year rent growth leads the state average of 3.1%, as well as the national average of 1.3%.

AVONDALE RENTS LAG STATE AVERAGE

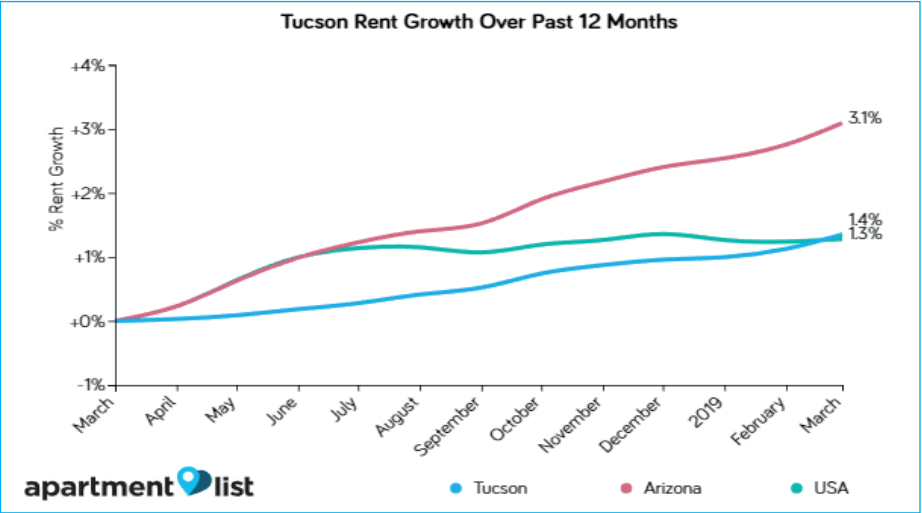


Avondale rents have increased 0.2% over the past month, and have increased slightly by 1.4% in comparison to the same time last year. Currently, median rents in Avondale stand at \$990 for a one-bedroom apartment and \$1,230 for a two-bedroom. This is the

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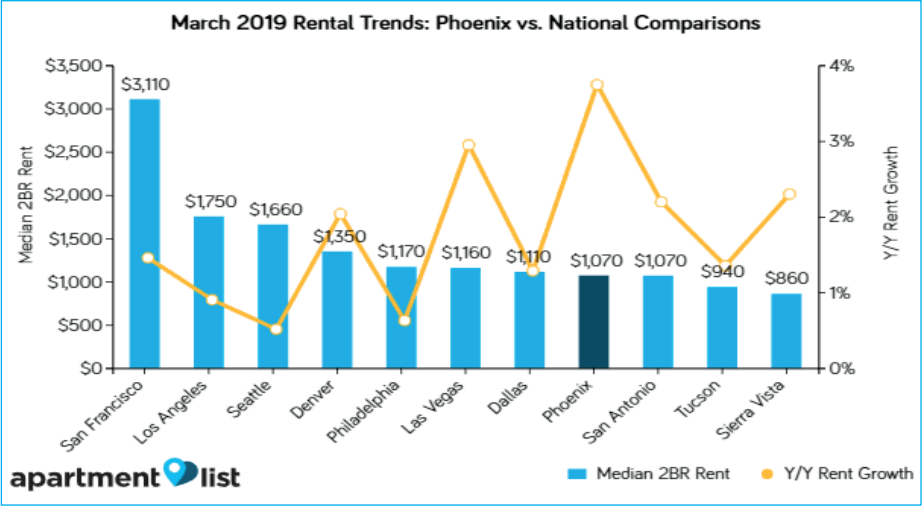
second straight month that the city has seen rent increases after a decline in January. Avondale’s year-over-year rent growth lags the state average of 3.1%, but exceeds the national average of 1.3%.

TUCSON RENTS INCREASE FOR 33 STRAIGHT MONTHS



Tucson rents have increased 0.2% over the past month, and have increased slightly by 1.4% in comparison to the same time last year. Currently, median rents in Tucson stand at \$710 for a one-bedroom apartment and \$940 for a two-bedroom. The city’s rents have been increasing for 33 straight months - the last time rents declined was in June 2016. Tucson’s year-over-year rent growth lags the state average of 3.1%, but exceeds the national average of 1.3% (see graphic on next page).

PHOENIX STILL MORE AFFORDABLE THAN MANY CITIES



As rents have increased moderately in Phoenix, a few similar cities nationwide have also seen rents grow modestly. Phoenix is still more affordable than most comparable cities across the country.

- Rents increased slightly in other cities across the state, with Arizona as a whole logging rent growth of 3.1% over the past year. For example, rents have grown by 1.4% in Tucson.
- Phoenix’s median two-bedroom rent of \$1,070 is below the national average of \$1,170. Nationwide, rents have grown by 1.3% over the past year compared to the 3.7% increase in Phoenix.
- While Phoenix’s rents rose moderately over the past year, many cities nationwide also saw increases, including Las Vegas (+2.9%), San Antonio (+2.2%), and Denver (+2.0%).
- Renters will find more reasonable prices in Phoenix than most other large cities. For example, San Francisco has a median 2BR rent of \$3,110, which is more than two-and-a-half times the price in Phoenix.

City	Median 1BR price	Median 2BR price	M/M price change	Y/Y price change
Phoenix	\$860	\$1,070	0.5%	3.7%
Mesa	\$880	\$1,100	0.6%	3.7%
Chandler	\$1,120	\$1,390	0.2%	6%
Glendale	\$910	\$1,140	0.5%	3.1%
Scottsdale	\$1,070	\$1,330	0.3%	3.7%
Gilbert	\$1,160	\$1,440	-0.9%	3.4%
Tempe	\$950	\$1,180	0.8%	4%
Peoria	\$1,140	\$1,420	0.4%	3.7%
Surprise	\$1,100	\$1,370	1.5%	18%
Avondale	\$990	\$1,230	0.2%	14%
Goodyear	\$1,130	\$1,400	-0.6%	0.5%
Buckeye	\$970	\$1,210	0.8%	0.3%
Sun City	\$910	\$1,130	2.9%	16%
Apache Junction	\$580	\$720	0.4%	0.6%
Fountain Hills	\$1,020	\$1,280	-1.3%	1%

Hunt Real Estate Capital Refinances Mesa Multifamily Property



Hunt Real Estate Capital, a leader in financing multifamily and commercial real estate throughout the United States, has provided a Freddie Mac multifamily loan in the amount of \$8.98 million to refinance a multifamily property located in Mesa, Arizona, according to a release.

Rancho Palos Verde Apartments is a 152-unit fractured condo community. The borrower now owns all units and will operate the asset as a garden-style apartment complex that consists of 48 one-bedroom, one-bathroom units, 56 two-bedroom, two-bathroom apartments, and 48 two-bedroom, two-bathroom townhouse-style units contained within 13 two-story residential buildings. There is also a single-story clubhouse that contains the leasing office.

“The borrower is a repeat Freddie Mac and Hunt client who has more than 22 years of multifamily real estate development, acquisition, and management experience,” noted Chris Warren, Managing Director at Hunt Real Estate Capital.

“Rancho Palos Verdes Apartments is located in a growing market that consistently supports demand for multifamily housing,” added Warren.

“Population in the local market is expected to continue to grow over the near term. We were pleased to play a role in this deal to secure this quality property.”

The borrower acquired the property from various owners, at arm’s length transactions, between September 2018 and February 2019. The subject loan started as a fractured condo loan, but the borrower was able to acquire 100% of the units while Hunt’s loan was in process. Hunt was able to proceed with very limited historical income and expense data due to the fractured condo nature of the asset. Now that the sponsor has fully acquired the property, the plan is to renovate units as they turn over.

Property amenities include a leasing office, fitness center, swimming pool with spa, covered parking, and pedestrian and vehicle access gates.

TRANSACTION VOLUME
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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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