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Published in association with Multifamily NW, Rental Housing Alliance Oregon, IREM & Clark County Association



Are Ceiling Fans Worth It in Rentals?

KEEPE

Are ceiling fans in your rental property worth the cost and do they help save energy for the landlord or tenants is the maintenance tip this week from Keepe.

Yes, they can save energy. If you have air conditioning in your rental property, then you probably know that it is responsible for about 25 percent of all energy consumption.

If you have ceiling fans and air conditioning operating, you can turn your thermostat up by four degrees without losing comfort. By using this method, landlords and tenants can lower energy bills.

CAN CEILING FANS REPLACE AIR CONDITIONING?

No. Fans don't actually cool a room, they create a wind-chill effect that makes it feel cooler without lowering the temperature of a room. If the room is already extremely hot, ceiling fans

See 'How' on Page 6

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Portland Rents Increase Again

APARTMENT LIST

For the second month in a row, Portland rents have increased, this time 0.6 percent over the past month, but have been relatively flat at 0.4 percent in comparison to the same time last year, according to the August report from Apartment List.

Currently, median rents in Portland stand at \$1,137 for a one-bedroom apartment and \$1,342 for a two-bedroom. This is the second straight month that the city has seen rent increases after a decline in June. Portland's year-over-year rent growth lags the state average of 1.0 percent as well as the national average of 1.5 percent.

Throughout the past year, rents have remained steady in the city of Portland, but other cities across the metro have seen rents increase. Of the 10 largest cities that Apartment List has data for in the Portland metro, all have seen prices rise. Oregon as a whole logged rent growth of 1.0 percent over the past year.

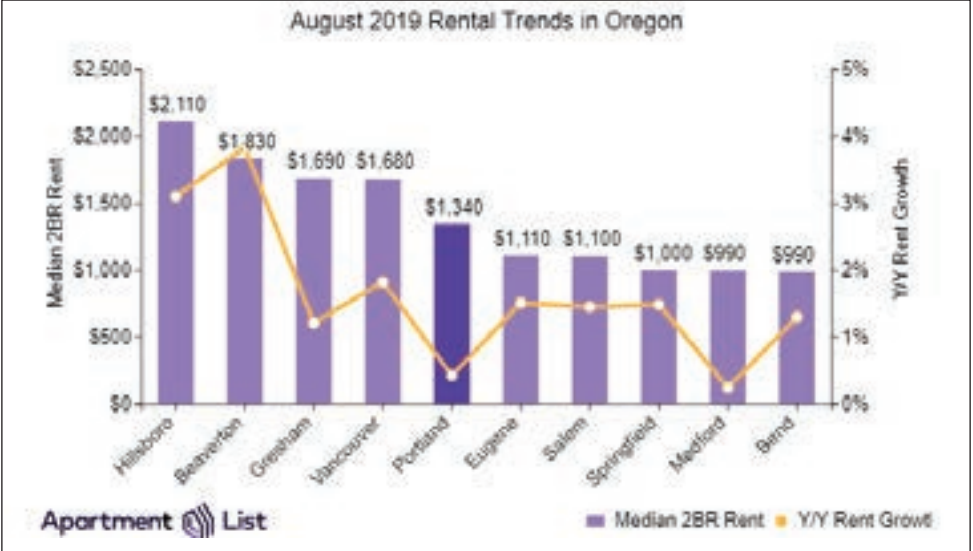
Here's a look at how rents compare across some of the metro's largest cities:

- Hillsboro is the most expensive of all Portland metro's major cities, with a median two-bedroom rent of \$2,110; of the 10 largest Oregon metro cities that we have data for, all have seen rents rise year-over-year, with Beaverton experiencing the fastest growth (+3.8 percent).

- Hillsboro, Vancouver, and Eugene have all experienced year-over-year growth above the state average (3.1 percent, 1.8 percent, and 1.5 percent, respectively).

Portland rents more affordable than many comparable cities nationwide

Rent growth in Portland has been relatively stable over the past year;



some other large cities have seen more substantial increases. Portland is still more affordable than most other large cities across the country.

- Portland's median two-bedroom rent of \$1,342 is above the national average of \$1,191. Nationwide, rents have grown by 1.5 percent over the past year compared to the stagnant growth in Portland.

- While rents in Portland remained moderately stable this year, similar cities saw increases, including Las Vegas (+3.9 percent), Phoenix (+3.7 percent), and Austin (+3.2 percent); note that median two-bedroom rents in these cities go for \$1,187, \$1,089, and \$1,465 respectively.

- Renters will find more reasonable prices in Portland.

Council OKs \$60/Unit Fee Over Landlords' Objections

RENTAL HOUSING JOURNAL

The Portland City Council passed by a vote of 3-1 a new city ordinance to assess an annual \$60-per-unit rental fee to fund the rental-services office.

The council voted 3-1 to approve the

fee with Commissioner Amanda Fritz opposed and Commissioner Jo Ann Hardesty absent. Fritz cited concerns about the number of new regulations on landlords as a reason for her no vote. She also questioned leveling a \$60 fee on mobile homes as well as apartments.

"I would have supported this if it had come to us last year, before all the other changes," Fritz said.

"I agree that we need a rental registration program and that it needs

See 'Council' on Page 10

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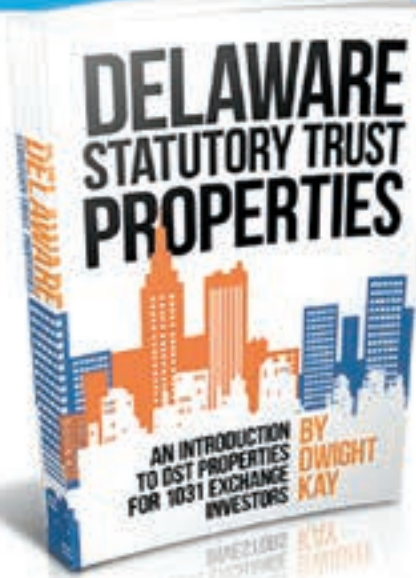
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Questions to Ask When Investing in DSTs

BY STEVE HASKELL
Vice President, Kay Properties and Investments

Investors often approach Kay Properties and Investments to expand their investment research into Delaware Statutory Trusts (DSTs) after speaking with a friend, registered rep, or advisor about the opportunity. Unfortunately, we continue to discover that whoever is advising the client has been providing incorrect or incomplete information. DSTs are sophisticated investment vehicles that require a niche expertise. We have developed a series of questions for investors to ask their DST provider to help prevent making ill-advised investment decisions potentially detrimental to their family’s financial security.

HOW MANY INVESTMENTS HAS THE ADVISOR MADE INTO DSTs?

Not all experience is created equal when a DST provider says they have years of experience, they often mean that they have completed a small number of DST investments over many years if investment related experience. We do not consider this to be acceptable when investing in DSTs. A Kay Properties licensed team member is often involved in more DST exchanges in a single year than many DST providers do in their entire career. It is critical for a DST provider to see various types of deals and DSTs in order to gain an understanding of the potential risks to avoid and help the client capture potential opportunities. Oftentimes, the DST provider just lacks the experience necessary to advise the client on DSTs.

HOW MANY SPONSORS DO YOU CARRY ON YOUR PLATFORM?

Many DST providers do not have the time and resources to research the DST sponsor companies in the industry. Therefore, they rely on the few large companies in the industry with resources to spend on marketing, fancy lunches, and a suave financial advisor wholesaler network (the DST sponsor company sales people that meet with financial advisors and pitch them their companies DST products and in turn the financial advisor then pitches the DSTs to his or her clients). As a result, the client may miss out on other DST investments potentially more suitable for the client. We often find that clients over concentrate by placing large exchanges in just 1-3 DSTs, when the client would be more suited diversifying into 5-10 DSTs. The

lack of DST 1031 options on the DST provider’s platform is often misrepresented by the DST provider. They claim, “these are the only properties that passed their due diligence” when in actuality their lack of options is the result of lack of business volume necessary to put the time, effort and resources into analyzing and visiting the many different DST properties for sale by the many DST sponsors in the space.

WHY DID YOU SELECT TO REPRESENT THOSE SPONSORS ON YOUR PLATFORM?

We often hear from clients that their DST provider told them to go with a specific sponsor due to their track record and time in the industry. However, the DST provider’s due diligence is often limited to the marketing material and sales pitches of those few DST sponsor companies. Often, the reason DST providers carry a certain sponsor on their platform has more to do with the sponsor’s marketing budget than it does with the quality of the DST. Kay Properties due diligence and analysis team conducts due diligence on every DST it carries on its platform. This includes asset class rejection of risky assets such as hotels and senior care facilities (Kay Properties will not offer these asset classes to our clients), mystery shopping each property, 3rd party reports and market analysis, sensitivity analysis and stress test on cash flow assumptions, and lease audits. Many financial advisors selling DSTs are only one or two man/woman shops that do not have the resources to internally do this level of analysis and underwriting which in turn may leave their investors to pay the price for lack of diligence.

HAS THE SPONSOR EVER MISSED PROJECTIONS OR SOLD A PROPERTY FOR LESS THAN WHAT THEY PURCHASED THE PROPERTY?

When inquiring about Sponsors track record, many advisors will only provide general and often ambiguous statistics that require unpacking to understand. The client should ask her advisor how many times the sponsor sold a property for less than they purchased the property. It is also important to find out how many of the Sponsor’s DSTs have missed their cash flow projections. For example, we often see a Sponsor display a positive Annual Rates of Return (ARR), which includes both cashflow as well as property appreciation averaged over the lifetime of the DST. However, they often refrain from informing their

clients that that the asset was actually sold at a lower price than it was originally purchased.

SHOULD I DIVERSIFY MORE?

It would be suspicious if an advisor encouraged her client to invest all his money into one stock no matter how exciting the projections. This same wisdom applies to DSTs. Kay Properties and Investments encourages our clients to diversify by asset type, asset class, geography, and sponsor. Additionally, investing in one DST with multiple properties does not equate to a well-diversified portfolio as we have seen portfolio DSTs whereby one bad property dragged down the returns of the entire portfolio. We have also seen some very credible sponsors choose bad properties that end up performing poorly for investors. Therefore, it is always prudent to diversify across multiple sponsors and offerings. Real estate is risky, an investor can lose their entire investment. Diversification is critical to mitigating risk, especially in DSTs. Diversification does not guarantee profits or protect against losses.

MY MORTGAGE IS PAID OFF... SHOULD I REALLY BE LEVERAGING INTO DSTS WITH DEBT AT MY AGE? WHAT HAPPENS IF I WANT TO BE DEBT FREE LATER?

Most DST properties in the market are leveraged at approximately 50-60% Loan to Value. This is fine for investors needing to replace debt due to the 1031 exchange guidelines, however for those investors that are selling their properties debt free we would advise a cautious approach. If the debt free investor exchanges into leveraged DSTs, then they now have the risk of foreclosure and a much higher risk of complete loss of their invested principal. Additionally, when the DST property sells in the future, they will then have to purchase equal or greater value if they choose to do another 1031 exchange. They now no longer have the luxury of staying debt free. Many investors want to reduce their risk potential, unfortunately we see many financial advisors forcing their clients into DSTs with high leverage. This is often because the financial advisor does not have any debt free DST products available. If you already paid off your property you would be well advised to stay debt free and only purchase all-cash debt free DSTs.

For free consultation with a licensed professional at Kay Properties and Investments, email steve@kpi1031.com or call 760.533.7820.

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, D.C. Kay Properties team members collectively have over 114 years of real estate experience, are licensed in all 50 states, and have participated in over \$7 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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RHA Oregon President's Message

Back to School Time for Us All

Ah ... September. The days are not quite as long, our mailboxes (or inboxes) are full of Labor Day sales ads, and millions are gearing up to go back to school.

When my wife and I first became landlords, we both worked full-time jobs at Vanderbilt University in Nashville, Tennessee. This time each year marked a bittersweet shift in our lives as we returned from our relatively unstructured summer schedules to the routine of teaching classes, advising students, and serving on committees.

Our primary tenant base comprised of mostly graduate and professional students, so we often also had turnovers at our rental properties. September was a busy time.

Today, I look back with some amazement at how we were able to balance all the demands of our time at our "day jobs" and still manage our rental properties. How times have changed.

The rapidly changing environment for housing providers here in Oregon, and specifically in Portland, has significantly increased the time I spend on property management issues; it is only because we don't both work fulltime that we are able to hold on to our property rental business. I suspect this is true for many RHA members; regulatory changes in our



business have far outpaced the ability of most of us to keep up.

So, as the yellow buses return to the roads, and the crossing guards return to the crosswalks, take a moment to consider your personal back-to-school strategy.

- Are you up-to-date on this year's statewide law covering rent-control and no-cause terminations?
- If you have properties in the City of Portland, are you fully familiar and compliant with the (now permanent) relocation ordinance?
- Are you ready for the new screening

and security deposit regulations coming March 1?

If you have mastered all these topics, congratulations! If you haven't, you might consider going back-to school yourself and enrolling in some classes offered by RHA Oregon this fall. We will be covering these topics regularly as part of our introductory and special topics classes.

You might also attend one of our dinner meetings: this month features Adam Abplanalp of The Cobalt Group, a Portland accounting firm that has many landlords as clients. As you may have discovered this past April, the 2018 Tax Cuts and

Jobs Act had several consequences for housing providers. Adam will be speaking on "Tax and Accounting Strategies for Landlords," including a review of new Oregon tax laws, the TCJA, and what you can do this year to maximize tax savings. I hope to see you there.

Also, September is FEMA National Preparedness month. This isn't just about hurricanes on the Eastern Seaboard – we here in Oregon should also prepare for the various possible disasters that may affect our properties and our tenants. Whether you are renting out single-family homes or multiplexes, I hope that at least one of your tenants knows where the fire extinguishers are located, and how to turn off the water, gas, and electric supplies to your property in the event of an emergency.

Finally, a HUGE thank you to the many affiliate and dual members of RHA Oregon that sponsored our annual picnic last month. You will find them listed elsewhere in this issue.

While there are many topics we can master through ongoing education and experience, some things are best handled by other professionals. Please look first to these service providers when you are looking for help with your property management.

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Time to Stop Raising Rents in Portland

By Micah Perry

The Portland City Council passed yet another ordinance that will harm the housing market in the city. Landlords will now be required to register all their rental units with the city and pay a \$60 yearly registration fee for each unit.

Any economist, or even a student who has taken Econ 101, can tell you that countries with more regulations are less prosperous than nations that enjoy greater economic freedom. Entrepreneurship, from the opening of a small bakery to the development of an apartment complex, is seriously disincentivized by regulations.

Rules and fees placed on the housing industry cause any would-be entrepreneurs and developers—individuals who could provide a solution to Portland’s housing problem—to think twice and reconsider investment in housing rentals. This new ordinance joins a slew of deterrent regulations on rental housing within Portland.

Over the past few years, Portland’s City Council has approved policies that restrict or complicate a landlord’s ability to reject a rental applicant for reasons such as criminal background or ability to pay rent, and that require landlords to help pay for a renter’s relocation costs. Those who have already built rental housing may find it more lucrative and safer simply to sell the property they own rather than continue to rent it. Those considering building new rentals may now balk at the opportunity altogether.

Proponents of the new ordinance will argue that the fee is critical because it funds the city’s Rental Services



Perspective

Office, but the necessity of the office itself is questionable. Most of the office’s responsibilities seem to involve explaining the complex landlord-tenant laws passed by the city in recent years, a self-induced problem that could be solved by simply repealing them. In addition, while the office is portrayed as a resource for tenants who are being treated unfairly, the office’s website notes that it often refers those in need of help to previously existing nonprofits and advocacy groups, which would help without the city’s intervention.

There also are at least two clear structural problems with the ordinance. First, mobile homes, which provided an affordable housing solution long before the city stepped in, will be subject to the fee and will almost certainly see rents rise. Second, the fee’s structure makes it an especially steep price to pay for landlords managing large complexes throughout the city, even though city bureaucrats claim that it is a moderate cost.

To use an example from the testimony of one landlord: Seattle, which has a similar program, charges landlords a base rate of \$175, plus two dollars for every additional unit they own. So, the owner of a 200-unit apartment in Seattle would

pay \$575 a year, but an identical building in Portland would be charged \$12,000 a year. Landlords most likely will pass along these costs to tenants in the form of higher rent. This new ordinance will do more harm than good. It will raise rents on most people and, more importantly, further constrict the supply of rental housing in the city.



Micah Perry is a Research Associate at the Portland-based Cascade Policy Institute, Oregon’s free market public policy research organization. He can be reached at info@cascadepolicy.org.

How to Know Whether Ceiling Fans Make Sense for You

Continued from Page 1

will be pushing hot air around the room, not making anything cooler (though it may feel cooler because of the air moving across your skin).

CEILING FANS LET YOU RAISE YOUR THERMOSTAT

If you have ceiling fans and air conditioning operating, you can turn your thermostat up by four degrees without losing comfort.

ANY NEGATIVES TO CEILING FANS IN RENTAL PROPERTY?

Ceiling fans need routine maintenance in your rental property, so be aware of these things:

Inspecting – This should happen at least once a year to ensure everything is working correctly. An inspection of the ceiling fan is fairly easy using a ladder.

Cleaning – While inspecting the fan, you will probably notice a layer of dust. Dust accumulation can reduce airflow, make the fan work less efficiently, and have a negative impact on your health or the health of your tenants.

When cleaning the blades, make sure not to use a product that will take away the finish.

Lubrication – Check with the guide that came with your ceiling fan before adding any lubrication. Typically, you make sure the fan is turned off before adding 4-6 drops of lubrication oil to the



small hole located near the motor. Some models are maintenance-free and don’t require lubrication, so make sure to check which kind of model you have.

WHAT CAN GO WRONG AND NEED MAINTENANCE?

Wobbling – Over time, ceiling fans can start to wobble. There are balancing kits made to fix this specific issue.

Noise – When ceiling fans are making excessive noise, it is usually due to a loose

part, or a sign that it needs lubrication. Try tightening up any fixtures or lubricating the motor.

ARE CEILING FANS IN YOUR RENTAL PROPERTY WORTH IT?

While inspecting the fan, you will probably notice a layer of dust. Dust accumulation can reduce airflow, make the fan work less efficiently, and have a negative impact on your health or the health of your tenants. When cleaning the

blades, make sure not to use a product that will take away the finish.

THE POSITIVES ADD UP FOR CEILING FAN VALUE

When looking at the positives and negatives of ceiling fans, the cost of a fan and the small amount of routine maintenance seems worth it if you are able to save money on energy costs. Keep in mind that landlords or tenants are only able to save energy by coupling ceiling fans with air conditioning and raising the thermostat four degrees higher.

EXTRA TIPS FOR CEILING FANS IN YOUR RENTAL PROPERTY

1) Don’t leave the fan running 24/7. Turn it off when no one is in the room.

2) Make sure the ceiling height is at least eight feet.

3) Ceiling fans can also to warm rooms in the winter by flipping the switch that reverses the direction of the rotation. This makes the air move up toward the ceiling, forcing warm air down into the room.

Keepe is an on-demand maintenance solution for property managers and independent landlords. We make hundreds of independent contractors and handymen available for maintenance projects at rental properties in the Greater Seattle, Greater Phoenix, Greater San Francisco Bay and Greater Portland areas. We’re also expanding. Learn more about Keepe at <http://www.keepe.com>

Is it Time to Repair or Replace Appliances?

KEEPE

Replacing rental housing appliances can present serious budget questions, so how do you know when to fix and when to replace appliances?

Rental housing appliances can be major expenses for landlords and property managers, and it can be a stressful time on the budget when the time comes to repair or replace appliances.

Because of the high costs, it’s important to know what you’re doing when it comes to repairing or replacing your home appliances.

Before even looking at which parts are broken, think about these 3 questions in replacing rental housing appliances:

No. 1 – How old is the appliance?

Typically, the rule is to replace appliances that are more than halfway through their life span and if the cost of repair is more than half of the original cost. This is called the “50-Percent Rule.”

No. 2 – Do you need a more energy-efficient appliance?

There should be a black-and-yellow Energy Guide label attached to every appliance. If the old appliance has low energy efficiency, it may be time to consider replacing it



to save money in the long run. Tenants will appreciate it if they are the ones paying utility bills.

Some appliances carry an Energy Star label. These labels certify that the appliance is energy efficient and uses about 20 percent less energy than standard models

No. 3 – Do you and your tenants like the style?

Style is a completely personal preference and depends on the unit and your tenants’ preferences.

If you want coordination to keep the style of an upper-end rental, it is advised to replace everything at once to keep the design consistent. If you have recently replaced the refrigerator and the dishwasher is looks outdated compared to the fridge, it may be time to replace the dishwasher to keep the look cohesive throughout the kitchen.

7 signs that mean it is time to consider replacing rental housing appliances

1. A dryer is emitting smoke
2. Rust on the sides of an oven
3. Fridge compressor isn’t running
4. A washer won’t spin or clothes are not getting clean
5. A dishwasher stops its cycle before fully finished
6. The appliance won’t turn on
7. High water/electricity bill

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- Gas Range: 15 years
- Microwave: 9 years
- Range hood: 14 years
- Refrigerator: 13 years
- Washer: 10 years

SOURCE: HouseLogic



Colorado Landlords Charged with Bias Against Families with Children

RENTAL HOUSING JOURNAL

The owners and manager of a condominium complex in Gunnison, Colo., have been charged with discriminating against families with children in violation of the Fair Housing Act according to a release from the U.S. Department of Housing and Urban Development (HUD).

The charge further alleges that the condominium management team refused to rent a unit to a fair housing tester who claimed to have a 4-year-old child. Read

HUD’s charge.The HUD complaint states, “advertisements for the subject property published in the Gunnison County Shopper stated, “1 or 2 people max, both over 40 years of age, no exception.”

The tester informed the apartment manager that the apartment would be for herself and her 4-year-old daughter. The manager “told the tester the subject property was an older community, that they like to keep the community rules, and she did not think she could bend the rules for her.” The Fair Housing Act makes it unlawful to deny or limit

housing because a family has children under the age of 18 or to make statements that are discriminating against families with children.

“It’s difficult enough for families to find suitable housing without having their options further limited because they have children,” said Anna María Farías, HUD’s Assistant Secretary for Fair Housing and Equal Opportunity, in the release. This action “reinforces HUD’s commitment to taking appropriate action against housing providers that engage in unlawful practices.”

The case came to HUD’s attention when Denver Metro Fair Housing Center, a HUD Fair Housing Initiatives Program agency, filed a complaint alleging that the owners of the condominium complex discriminated against families with children when they posted ads in a local newspaper.

“The Fair Housing Act has prohibited ‘adult-only’ housing since 1989. HUD will enforce the law against housing providers that unlawfully keep out families with children,” said Paul Compton, HUD’s General Counsel, in the release.

Qualifying Repair/Renovation Landlord Exemption Under SB 608: Think Like a Tenant?

By Brad Kraus

Senate Bill 608 is in full force and effect. Many Landlords are wrestling with SB 608’s language and meaning, along with its effect on landlords’ rights, if any they still have.

Many Landlords’ biggest fear over SB 608 was its purported elimination of Landlords’ rights to serve No Cause Notices of Termination. While SB 608 has significantly undermined Landlords’ rights to serve No Cause Notices, certain exemptions remain which still allow for No Cause Notices. One such exemption - the Repair/Renovation Exemption - functions by placing Landlords in the intriguingly awkward position of arguing that their premises are uninhabitable. In other words, it causes Landlords to think like a Tenant, when assessing the magnitude of their habitability problems during the repairs/renovations.

If you’re thinking, “I’ve had tenants raise habitability allegations in an effort to avoid paying rent,” you’re already familiar with habitability disputes. Oregon’s “habitability statute” lists several items

Perspective

that, if substantially lacking, render the premises uninhabitable. For example, if there’s no water supply, no functional roof, no heating, or no electricity (see the theme here?), the premises likely are unsafe or unfit for occupancy. Think of habitability strategies from a tenants’ perspective: if the rented premises substantially lacks water, heat, electricity, etc., a tenant could successfully (a) contend that the premises isn’t habitable, and (b) avoid owing you rent for the timeframe during which the premises was uninhabitable.

Many Landlords encounter habitability defenses in their eviction actions. However, Senate Bill 608’s repair/renovation exemption flips the habitability script, by requiring Landlords – not Tenants – to make the Tenant-like argument that the premises are (or will be) uninhabitable. Fortunately, seasoned Landlords can use their habitability knowledge in order to salvage No Cause Notice termination strategies under SB 608.

SB 608’s Repair/Renovation

Qualifying Landlord Exemption requires that the Landlord “intends to undertake repairs or renovations to the dwelling unit within a reasonable time and: (a) The premises is unsafe or unfit for occupancy; or (b) The dwelling unit will be unsafe or unfit for occupancy during the repairs or renovations.” The statute’s operative words, “unsafe” and “unfit,” are not defined. Alas, your habitability knowledge can supplant those definitional gaps by knowing what it takes to meet the statutory threshold: The more your repairs/renovations make the place uninhabitable, the more likely you are to defeat a tenant’s argument that you didn’t qualify for the Repair/Renovation Qualifying Landlord Exemption. In other words, the worse off your property is (or will be), the better off your Exemption argument will be.

Remember that SB 608 is state law and does not universally preempt local jurisdictional laws. For example, Portland has its own rules, requirements and exemptions that often differ from those crafted by the state legislature. Accordingly, regardless of your right to

serve No Cause Notices under SB 608’s Repair/Renovation Landlord Exemption, make sure you comply with local laws.

The penalties for failing to serve valid notices that fall neatly within the Repair/Renovation Landlord Exemption can be costly, so understand your rights, know when to think like a tenant, and contact a skilled Landlord/Tenant attorney, should you have any questions.

Brad Kraus is an attorney at Warren Allen LLP. His primary practice area is Landlord/Tenant law, but he also assists clients with various litigation matters, probate matters, real estate disputes, and family law matters. A native of New Ulm, Minnesota, he continues to root for Minnesota sports teams in his free time. He is an avid sports fan, enjoys exercise, spending time friends and his fiancée, Vicky. You can reach Mr. Kraus via email at kraus@warrenallen.com, or by phone at 503-255-8795.



Apartment Construction Down Across U.S. in 2019

RENTCAFE

Apartment construction across the United States is projected to continue slowing down in 2019, according to the latest report from RentCafe.

Based on Yardi Matrix market data, there will be an estimated 299,442 new units forecasted to be delivered this year. This marks a significant drop of 8.2 percent compared to 2018, when the total number of deliveries was 326,240, almost matching 2017’s nine-year peak of 331,765 new units.

“Rising construction costs and a tight labor supply certainly contribute to a flattening and decline of expected completions, but 2019 is part of a larger trend of developers gearing up for next cycle,” said Tara Jeffcoat, senior research analyst at Yardi Matrix, in a

release. “Although completions peaked in 2017, there is a significant number of prospective properties in the pipeline.”

HIGHLIGHTS OF THE REPORT

Apartment construction slows down compared to last year, from 326,000 new deliveries in 2018 to a projection of under 300,000 in 2019.

Construction has been thriving in the last decade at 2.3M, but it’s no match for the impressive levels seen in the ’70s and ’80s.

New York metro is dethroned by DFW metro and Seattle metro in terms of projected apartments for this year.

PORTLAND METRO LAGS

Compared to last year’s projections, the Denver metro is taking it easy, with far

fewer units expected to be delivered this year. In 2018, the metro occupied the third place in our Top 20 with an estimated 15,187 new units, while this year it’s expected to build about half of that – 6,836, taking the 12th spot in our list.

California, Florida, and Texas each feature three metros in the Top 20, with Texas being represented by DFW metro, Austin metro, and Houston metro, which are higher up in the top occupying the first, fifth, and 10th place, respectively.

The Portland metro, on the other hand, is last on the list, with a projection of 4,448 new units, which is close to last year’s estimate of 4,804. Possible reasons for this low number could be the metro’s lack of available land, and/or the restrictive regulations in the area.

RENT GROWTH IS SLOWING

Zigzagging since 2010, the average rent growth has hit the brakes in the last 6 months, witnessing a 2.7 percent increase since 2018 when it went up by 3.7 percent.

The glut of new apartments built in previous years could be one of the reasons for this slowdown, taking the wind out of rent increases.

The influence of new deliveries on rent growth is no new occurrence; whenever supply is abundant, rent growth weakens. A relevant example is the one between 2009-2011, when apartment construction hit its lowest numbers (decreasing from 228,300 to 110,300) while rent growth skyrocketed from -3.7 percent to 2.9 percent.



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Council OKs \$60/Unit Fee Over Objections

Continued from Page 1

to be funded. However, on top of all of the other additional regulations that we’ve put on landlords, and the fact that this fee is not going to help pay for universal inspections, which most other rental registration fees do. And also, it’s regressive and doesn’t exempt the really low-cost housing such as manufactured-home parks. So regretfully I vote ‘no’, “Fritz said.

Mayor Ted Wheeler said the rental unit fee has “long been a commitment and a priority of mine since I took office, and to help support the office of rental services and establish a system to collect more accurate data of the rental market in Portland.”

Quality data, Wheeler noted, is something for which landlords, developers, and tenants’-rights organizations all have pointed out the need regarding rental costs, landlord practices, and the city’s supply of rental units.

“This is the way we help fund the program to do that,” Wheeler said.

Commissioner Chloe Eudaly said passage of the ordinance will mean, “Portland will join with many other major cities in the country that require a simple registration of rental units. The \$60 fee will not fully fund the office, but I believe it should cover the cost of registration and support information referral for landlords and tenants.”

LANDLORDS SAY FEE ADDS UNDUE REGULATION

Landlords previously objected to the new per-unit fee as just putting more regulation on the backs of landlords, and that the new fee would be passed on to renters.

Michael Havlik, deputy executive director of Multifamily NW, told the council, “My association members are dismayed with the current rendition of the proposed rental registration fee. It is yet another layer of tax on housing, adding cost to a market already in crisis.

“Not only is the amount proposed excessive at a \$60-per-unit fee, but (it) offends common sense that the implementation of our registration system will cost millions of dollars each year.”

Havlik said for a 200-unit property in Seattle, the fee is \$575 for \$2.88 cents a unit, compared to \$12,000 for a comparable 200-unit property in Portland with the \$60-a-unit rate.

“In other words, the city of Portland’s rate will be over 20 times the amount of Seattle. We estimate that by year 10 of this fee scheme, the city of Portland will have collected \$58 million that will do nothing to create more affordable housing,” Havlik said.

“It’s ultimately a tax on renters, impacting those most who have lower incomes and do not have the good fortune of living in regulated affordable housing, which receives the special carve-out with a housing supply shortage,” he said.

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FORM OF THE MONTH
M045 - Abandoned Property Release

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OREGON
ABANDONED PROPERTY RELEASE



DATE _____ PROPERTY NAME / NUMBER _____

RESIDENT NAME(S) _____

UNIT NUMBER _____ STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

I/we agree that all personal property left at the Premises upon termination of the tenancy is or shall be considered abandoned and that Owner/Agent may immediately sell and/or dispose of the personal property in any manner chosen by Owner/Agent without giving notice or holding the personal property. Owner/Agent need not comply with the provisions of ORS 90.425.

Resident will be responsible for all costs incurred by Owner/Agent to store and/or dispose of the personal property.

This release has been executed by all Residents. If the abandonment is as the result of the death of a Resident who was the only Resident, this release has been signed by the personal representative, designated person or other person entitled to possession of the personal property such as an heir or devisee.

Facsimile, scanned and e-mailed or electronic signatures will be treated as original signatures.

This release has been executed after termination of the tenancy or no more than seven (7) days prior to the termination of the tenancy.

X
RESIDENT

DATE _____

X
RESIDENT

DATE _____

X
RESIDENT

DATE _____

X
RESIDENT

DATE _____

X
RESIDENT

DATE _____

X
RESIDENT

DATE _____

X
RESIDENT

DATE _____

X
OWNER/AGENT

DATE _____

☐ ON SITE

☐ RESIDENT

☐ MAIN OFFICE (IF REQUIRED)

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This forms allows both the landlord and tenant to mutually agree that any items left behind may be disposed of without the customary notice periods outlined in ORS 90.425. This release can only be executed after a tenancy has ended, or no more than seven days prior to the termination of the tenancy.

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SEPT. 18-19	SPECTRUM EXHIBITOR BOOTH & SPONSORSHIP REGISTRATION	
SEPT. 19	SPECTRUM 2019 - THE GREATEST SHOW (ATTENDEES)	8:00 AM - 4:00 PM
SEPT. 23	CUSTOMER SERVICE IN A FAIR HOUSING WORLD - EUGENE	11:30 AM - 2:00 PM
SEPT. 25	CAM: LEGAL RESPONSIBILITIES	10:00 AM - 2:00 PM
OCT. 1	LANDLORD STUDY HALL: LEGISLATIVE BATTLEFIELD	6:30 PM - 8:00 PM
OCT. 8	LAW AND RULE REQUIRED COURSE (LARRC)	1:00 PM - 4:00 PM
OCT. 9	HR ISSUES: HOW TO INFLUENCE	12:00 PM - 1:00 PM
OCT. 9	LEASING WITH CONFIDENCE	1:00 PM - 5:00 PM
OCT. 11	IT'S THE LAW: FOR CAUSE NOTICES	12:00 PM - 1:00 PM



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The 2019 Spectrum Educational Conference & Trade Show roars to life on Thursday, Sept. 19, 2019, at the Oregon Convention Center.

In addition to 27 breakout education sessions occurring throughout the day and a sold-out, solution-filled exhibitor floor, we’re thrilled to welcome national speaker Dan Thurmon to supply an action-packed keynote address and follow-up sessions, too.

Spectrum is the largest rental housing industry event in the Pacific Northwest. For nearly 20 years, housing providers have relied on Spectrum to offer its full day of educational opportunities that cover all the hot topics — from new regulations to operational best practices to critical benchmarks of fair housing and landlord/tenant law.

The 2019 exhibitor trade show floor welcomes Spectrum attendees with 140+ booths from professional industry suppliers who specialize in practically every service or need

that a busy property manager or rental housing owner can think of. The exhibitor floor’s energy and enthusiasm are hard to ignore, and attendees’ experience and practical connections made are always a favorite Spectrum memory.

Our keynote speaker Dan Thurmon is a man of many talents who will present his business and personal mantra to be “off balance on purpose” to motivate attendees to reach for their goals. Dan uses every bit of his passion and ability to educate and inspire his audiences.

Hey, Spectrum attendees: our keynote speaker is asking, “Is the future going to shape you, or will you shape the future?”

For more information, visit [https://www.multifamilynw.org/spectrum-2019-attendee-](https://www.multifamilynw.org/spectrum-2019-attendee-information)

information. We’ll see you under the under the Big Top for 2019 Spectrum Educational Conference & Trade Show!



**Keynote Speaker
Dan Thurmon**

Schedule of Classes

Time	Room #	Course Title	Instructor(s) Name
8:30am-9:30am	Ex.Hall E	Off Balance On Purpose	Dan Thurmon
10:00am-10:50am	D133-134	Ideas for Leadership & Motivation	Thomas Scabareti, Greystar
10:00am-10:50am	D135-136	Crime Prevention Through Environmental Design	Gresham Police Dept. Neighborhood Enforcement Team
10:00am-10:50am	D137-138	Teamwork – The Ingredient That Makes Excellence	Jeremy Pool, PG Long
10:00am-10:50am	D139-140	MOLD: Heath Concerns, Protecting the Asset, and Prevention	Mark Ritacco, Certified Indoor Environmental
10:00am-10:50am	E141-144	Oregon Forms Update	Law Offices of Greenspoon Marder LLP
10:00am-10:50am	E145-146	Off Balance On Purpose In Practice	Dan Thurmon
10:00am-10:50am	E147-148	Closing in the Current Market	Samantha Kochanasz
10:00am-10:50am	F149-150	Defusing Difficult Situations	Paul Hutter, HR Answers
10:00am-10:50am	F151-152	De-Escalation	Carolina Gomez, Home Forward
11:00am-11:50am	D133-134	Confessions of a Millennial Mind: Exposing Generational Dynamic	Jesse Miller, Greystar
11:00am-11:50am	D135-136	Emergency Preparedness for Property Management	Carolina Gomez, Home Forward
11:00am-11:50am	D137-138	Social Media	Sydney Webber, Templeton Property Management
11:00am-11:50am	D139-140	Creating a Successful Scope of Work	Jennifer Hughes, Charter Construction
11:00am-11:50am	E141-144	Oregon Legislative Update	Law Offices of Greenspoon Marder LLP
11:00am-11:50am	E145-146	Off Balance On Purpose In Practice	Dan Thurmon
11:00am-11:50am	E147-148	Fair Housing: Mental Health	Louise Dix, Fair Housing Council of Oregon
11:00am-11:50am	F149-150	Washington Forms Update	Law Offices of Greenspoon Marder LLP
11:00am-11:50am	F151-152	Mock Trial: Having, Hoarding and Harming	Law Offices of Warren Allen
1:30pm-2:20pm	D133-134	How to Improve your Online Rep	Destiny McMahon, Affinity Property Management
1:30pm-2:20pm	D135-136	Fair Housing Basics	Carolina Gomez, Home Forward
1:30pm-2:20pm	D137-138	Taking Fear out of Feedback	Aimee Pedretti, Mammoth HR
1:30pm-2:20pm	D139-140	Getting the Most out of TenantTech	Scott Runkel, Tenant Technologies
1:30pm-2:20pm	E141-144	Washington Legislative update	Law Offices of Greenspoon Marder LLP
1:30pm-2:20pm	E145-146	Off Balance On Purpose In Practice	Dan Thurmon
1:30pm-2:20pm	E147-148	Fair Housing: LGBTQ	Louise Dix, Fair Housing Council of Oregon
1:30pm-2:20pm	F149-150	Building Your Dream Team	Gregory Davis, Comcast Xfinity
1:30pm-2:20pm	F151-152	Mock Trial: Marijuana in the Courts	Law Offices of Warren Allen



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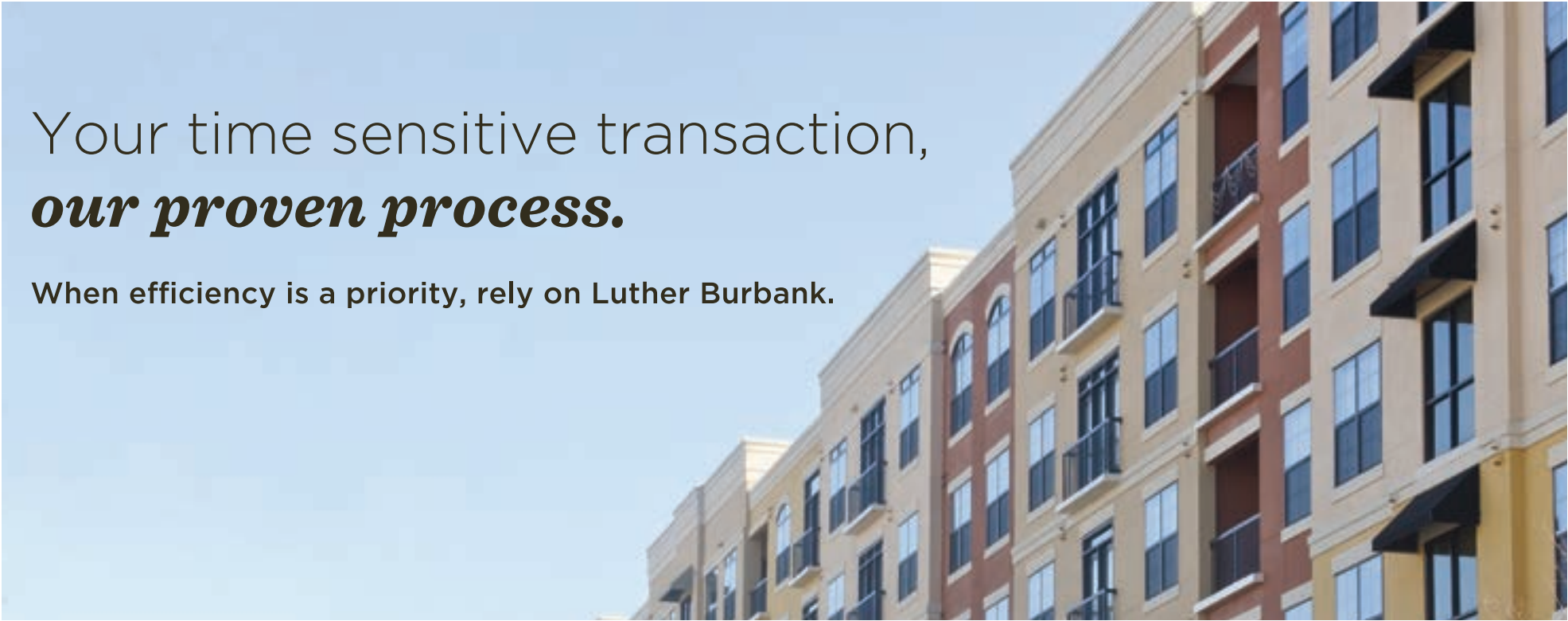
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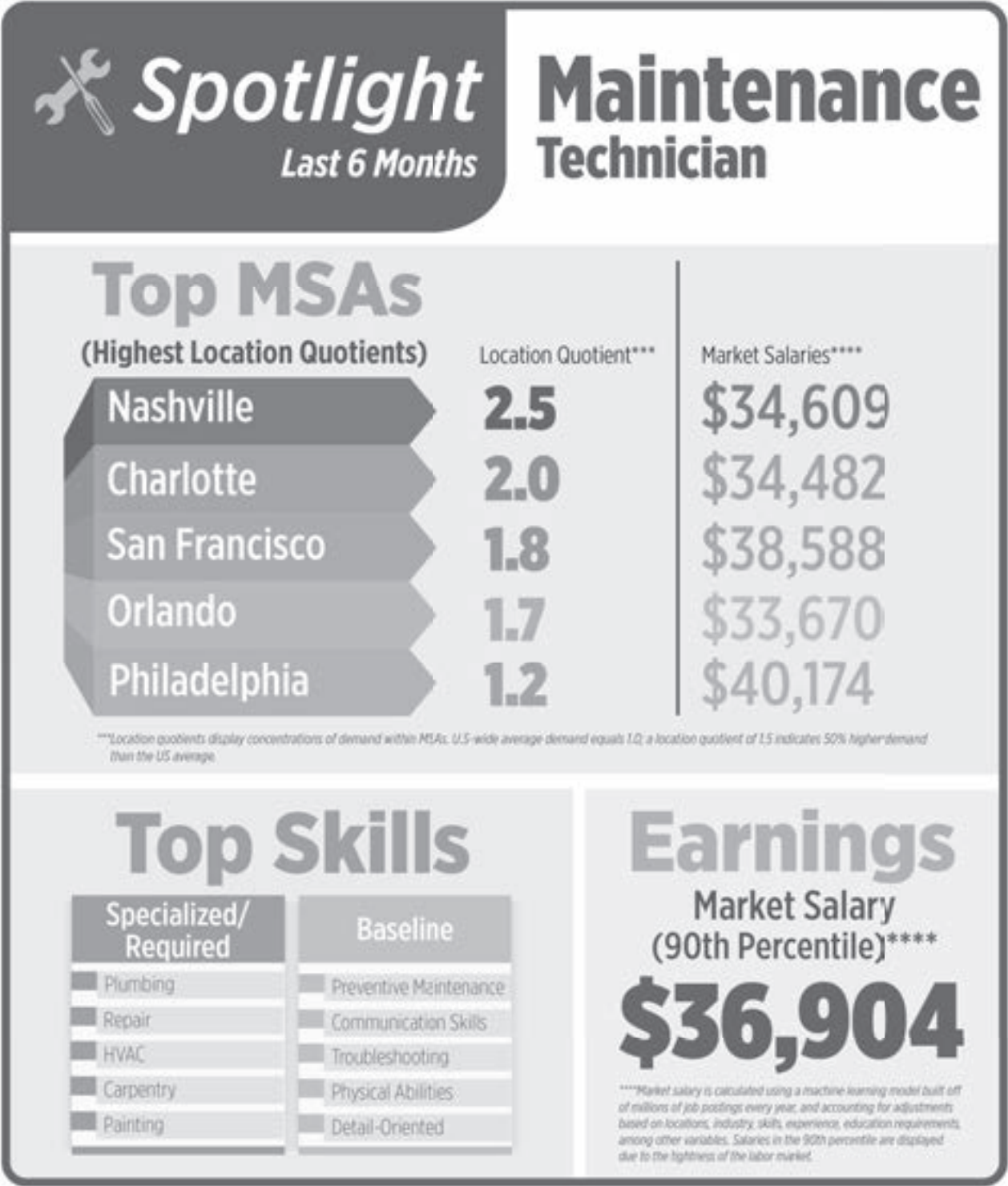
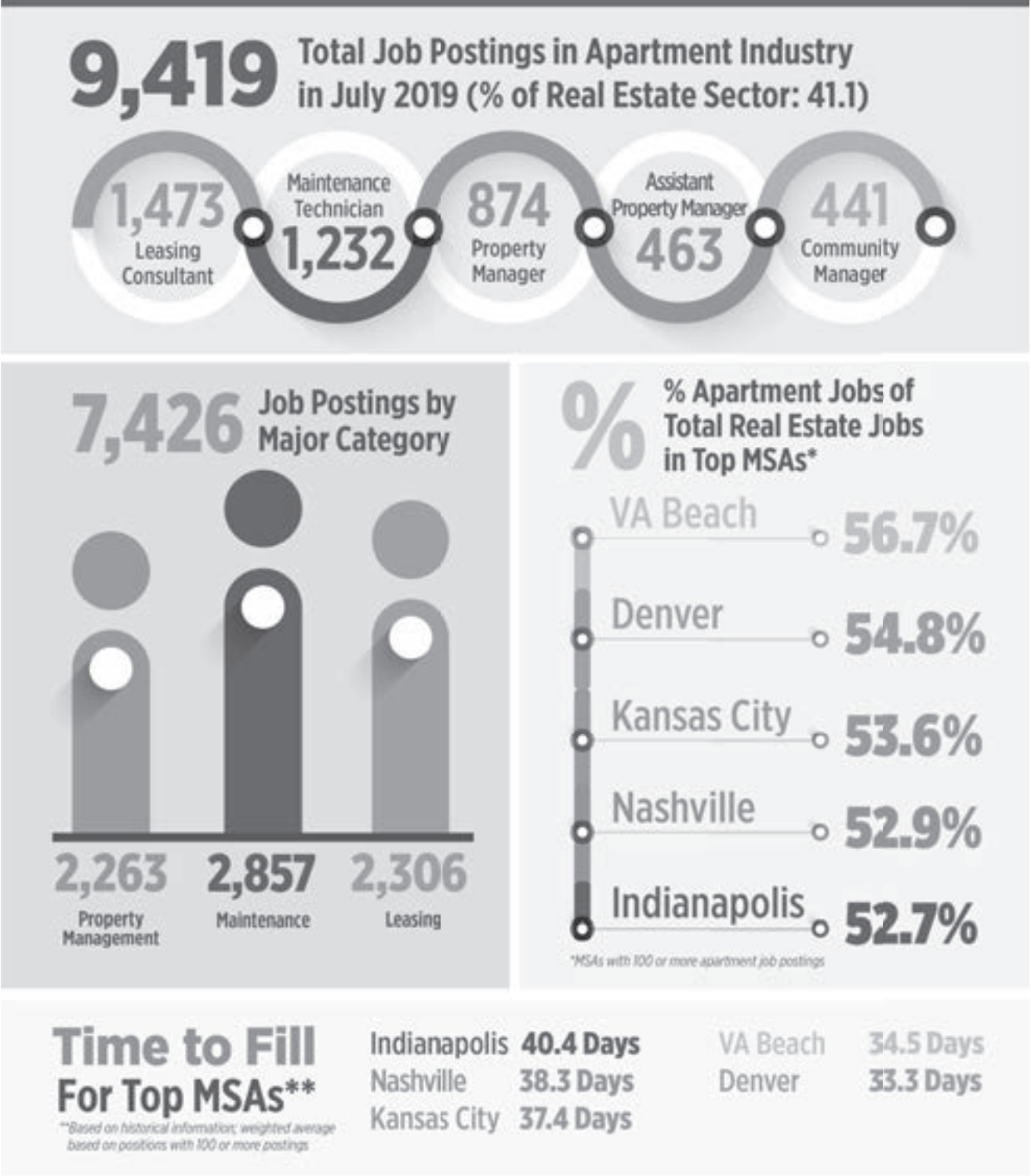
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Apartment Jobs
Snapshot

July 2019

High Demand for Apartment Maintenance Technicians

NATIONAL APARTMENT ASSOCIATION

Apartment maintenance technician jobs are in high demand according to the latest jobs report from the National Apartment Association (NAA).

Across the country, apartment-maintenance technician jobs show up in the tight labor market with pay of \$36,904.

Property managers and landlords are looking for and requiring base skills in the apartment-maintenance technician jobs of:

Preventative maintenance

Communication skills

Troubleshooting

Detail-orientation

Physical abilities

There are also specialized skills, such as plumbing and carpentry, that are needed on top of these basic skills.

DEMAND FOR APARTMENT WORKERS
CONTINUES TO RISE

Healthy levels of new construction coupled with the summer leasing season led to increased demand for apartment workers in July, according to the NAA report.

More than two out of five positions available in the real estate industry were in the apartment sector.

NAA

NATIONAL APARTMENT ASSOCIATION

Education Institute

Denver is the only metropolitan area that has ranked in the top five for demand every month this year. Nashville and Charlotte were showing the greatest concentration of maintenance technician jobs in the July report.

Given the high demand for maintenance techs across the country, market salaries shown reflect the higher end of the pay scale.

NATIONAL APARTMENT ASSOCIATION JOBS
REPORT BACKGROUND

The NAA 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 the National Apartment Association’s Education Institute.

“Our education institute is a credentialing body for the apartment industry. They hear 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. “Labor-market issues are happening in a lot of industries, certainly with the tight labor market we have.”

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.

SOURCE: NAA Research, Burning Glass Technologies, Data as of July 31, 2019. Not seasonally adjusted.

RENTAL HOUSING JOURNAL METRO • SEPTEMBER 2019

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3 of the Most Common Traps Rental-Property Owners Encounter

By Eric D. Davis

As a new or experienced landlord, you probably know that there are all kinds of things (both big and small) that can cause problems and consume your precious time. Between dealing with building maintenance, difficult tenants, and financial concerns, being a rental-property owner can be exceptionally stressful.

There are certainly some pitfalls that you are more likely to encounter than others. Here are three of the top traps that property owners commonly find themselves in. We'll also discuss some of the ways you can escape these traps and make your job easier.

1. TRUSTING A TENANT BASED ON THEIR WORD ALONE

Unfortunately, there's a reason that seasoned property owners always, always conduct background checks on their rental applicants. They want to know as much as possible to ensure that they're accepting a tenant who will be responsible and trustworthy.

Many landlords, at some point in their careers, get burned for trusting a tenant without the proper evidence to support

their claims. It's a common trap and one that can get messy really quickly.

In some cases, you might rent to someone who feels like a friend (or who actually is). You wind up leasing to a tenant who you don't actually know that well, and in the end, your assumption about their character could backfire dramatically. Never assume that someone will make a good tenant just because they're friendly or they tell you a believable story about their life.

At the end of the day, you should never accept a tenant based on their word alone. You need hard evidence that they haven't committed any crimes and are going to be a good renter. The only way you can get this evidence is by requesting it from all applicants.

Don't just ask your tenant about their history - confirm it by gathering the following information:

- Full name and social security number
- Age
- Current and previous addresses
- Information from previous landlords
- Current income (and proof of payment)
- Employer's contact information



- Banking and credit references
- Personal references you can follow up with (not family)

Besides following up with references, employers, and previous landlords, you should also pull a background check on your applicant from a verified tenant screening company. Services like My Smart Move and My Rental are fairly inexpensive but will quickly help you identify your top candidates.

As much as you'd like to think you can trust the word of your current applicants, it's your job as a rental-property owner to take that extra step and do some research behind the scenes. Otherwise, you run the risk of falling into the common trap of working with bad, untrustworthy tenants.

2. TAKING ON THE ACCOUNTING JOBS BY YOURSELF

Regardless of how organized or experienced you may be, you'll juggle a lot as a property owner. Too many landlords find out later that they can't actually handle everything at once, at least not without proper assistance.

If you repeatedly find yourself swamped with issues in the finance sector of your business, you might be dealing with tasks that a real accountant should be handling. Whether you have one tenant or 100, it's a smart idea to hire an accounting partner that can prevent problems, including:

- Bookkeeping mistakes
- Poor account and finance records
- Failure to deduct expenses properly
- Inconsistent salary management

Are you wondering why you need an accountant if you can manage the finances on your own? As a rental-property owner, your job isn't to make sure that dollars and expenses don't slip through the cracks. Your job is to keep the property running smoothly, and an accountant can help you do that more accurately.

Outsourcing your accounting tasks is likely easier than you think. You don't necessarily have to hire an accountant full time. Instead, you could use a service like Ardem or RSM to handle the issues you don't have the time or knowledge to tackle.

3. COLLECTING RENT IN TOO MANY FORMS

One tenant pays by cash. One pays by check. One sends you funds on Venmo whenever they get around to it.

Does this sound like your rent payment situation?

If so, you're likely stuck in the trap of complicated rent collection. This can

lead to accounting problems, as well as stress and frustration due to confusing interactions with your tenants.

In order to maintain a consistent cash flow that you can easily keep track of, you should automate your rent collection process ASAP. This will lead to better, clearer interactions with your tenants, and you won't waste time chasing after the rent payments you're owed.

The best way to automate your rent collection is to set up a central tenant platform where they can pay all of their fees, including rent and any late payments. There are dozens of services available at your fingertips that will allow you to build a clean, simple tenant portal that all of your renters can use.

Some reliable tenant payment platforms include:

- Cozy
- Avail
- TenantCloud
- Buildium

Centralizing your payment system won't just make things easier for you. It will also completely change how your tenants manage their payments, and overall, the process will become easier for everyone.

IN CONCLUSION

Many rental property owners fall into the traps listed above without even realizing it. If you're wasting your time with challenging tenants, complicated accounting problems, or late rent payments, then you're taking away time from your most important tasks as a landlord.

If you learn one thing from this article, let it be this: It's often smart to ask for help as a property owner.

Use tools to thoroughly evaluate your tenants instead of taking their word as proof. Outsource your accounting issues so that you can feel secure in your finances. Simplify and automate your rent-collection process so you experience fewer issues.

There are many resources out there that can help you escape these common traps. Don't be afraid to try them, regardless of how old or new you may be to owning rental properties.



Eric D. Davis is the Founder of Davis Property Management; we help property managers and potential tenants for Seattle Property Management and Maintenance services.

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Tips for Communicating with Challenging Tenants

By Holly Welles

As a landlord, you may occasionally encounter tenants who bring a range of issues with them, like missing rent payments or keeping pets when the terms of their lease don't allow it. You don't have to dread dealing with problematic renters, though — especially if you put precautions in place to stop bad behavior before it starts. When communicating with challenging tenants, you should practice patience, professionalism and understanding.

It may be tempting to ignore a situation, but this only exacerbates tension and makes the renter likely to move. And although having them move out may sound pleasant, you lose money in the process. Make effective communication your first line of defense before resorting to drastic strategies. If you need guidance on preventing escalation with difficult tenants, check out the five tips below.

1. LAY DOWN CLEAR GROUND RULES

You know how difficult it can be to deal with unclear guidelines. How can anyone follow rules that aren't spelled out? Save your tenants the stress and confusion of accidentally breaking the rules by clearly outlining your property standards. There'll be fewer chances for them to say they broke your policies because they misunderstood them. And if they still don't follow guidelines, you can point out in the contract where they went wrong.

You'll need to be consistent with rule enforcement and introduce penalties for each breach of contract. If your tenants realize they can get over on you, they'll do so. Show there are consequences to inappropriate actions — introduce late fees into your lease contracts. Don't set an unreasonable amount, but make sure it's enough to encourage them to pay on time.

2. USE DIGITAL AVENUES

Tenants should have multiple ways to contact you — such as emailing, calling or text messaging. Some properties have Facebook pages or Google accounts where they can answer questions and respond to reviews. If you implement different



platforms for communicating with tenants, give your hourly availabilities for each, so they know which to use when.

For example, you don't want someone calling your phone late at night unless it's an emergency. Similarly, you want to avoid tenants inundating you with concerns during your breaks.

Create a suggestions/complaints form on your website and check it regularly so you can answer any issues. When figuring out new ways to reach your renters, consider the makeup of your audience. For example, 65 percent of millennials and members of generation Z prefer digital communication over face-to-face interaction. Many of your renters may be in this age range — meet them in the middle and communicate in ways that seem natural to them.

3. BE PATIENT WITH TENANTS

Some of your tenants may be the more actively disruptive type, while others create monetary issues like forgetting to

send a check or approve an e-payment for rent. Both situations can be frustrating, but you should handle them professionally. Never approach people right off the bat with hostility or tension. People respond better to civility — few will heed the words of someone who insults them or shows an explosive temper.

Explain what they've done wrong and when you need them to fix it. After you've given multiple warnings with no success, it may be time to hand out an eviction notice. Eviction is a lengthy legal process, so be sure this is the route you want to take before starting. Don't hold it over your tenants' heads as a threat, and don't initiate it for minor issues.

4. SET DEADLINES

Set definitive deadlines and don't waver on them. If the rent needs to be in by a specific date each month, make this clear in the contract. Whether you set a grace period is up to you, but once the rent is late, it's time to take action. Don't wait to

address the problem, because the tenant may assume you've forgotten or haven't noticed. This inaction will make them more likely to do it again because they know there are no consequences for it.

Set deadlines for yourself as well. Act quickly on concerns, questions and requests — this shows you care about your renters and want to help solve their problems. People won't seek the assistance of someone they know doesn't deliver. You want your tenants to know you aren't that person. Even if their issue seems minor to you, it's significant to them.

5. FOSTER RESPECTFUL RELATIONSHIPS

Whether you like them or not, you and your tenants must have a level of mutual respect for your professional relationship to succeed. They should know what you expect while they occupy your property, and what will happen if they disrespect it.

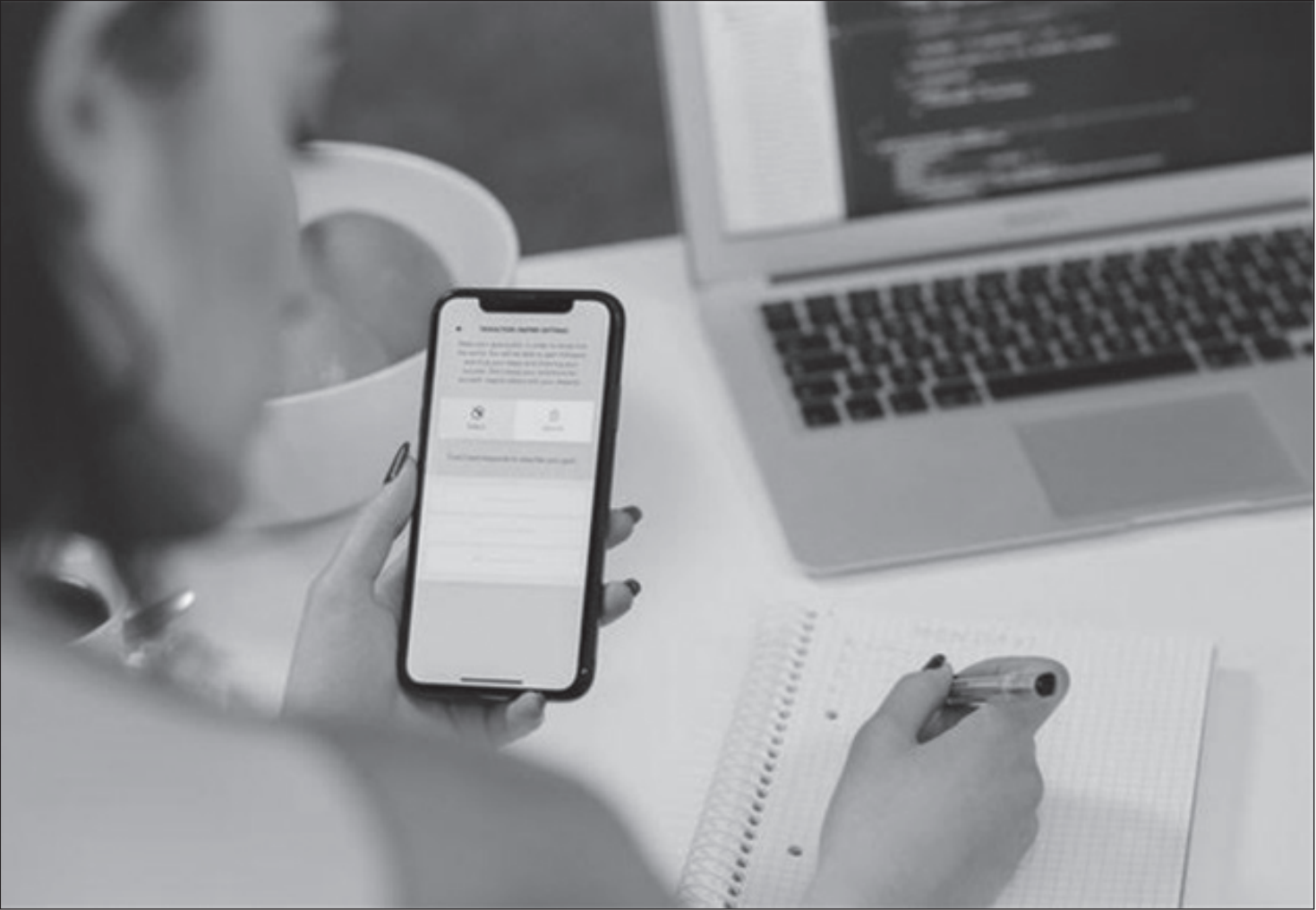
Likewise, it's up to landlords to treat their tenants with decency. Unless they're engaging in illegal activities or disturbing the premises, avoid prying into their personal lives or dropping by their place without notice. This behavior will make them feel like they're under surveillance and may even risk legal action.

No one likes the feeling of being spied on, and if they think they have no privacy on your property, they may decide to take their money elsewhere.

Communicating with challenging tenants

Create a property where tenants are glad to rent by setting reasonable policies and allowing open communication. Remember to handle situations as they come and take the appropriate actions when necessary. Communicating with challenging tenants takes patience, but you will do well if you run your property with strict, but kind, policies.

Holly Welles writes about real estate market trends from a millennial perspective. She is the editor behind The Estate Update, a residential real estate blog, and keeps up with the industry over on Twitter @HollyAWelles.



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Sensory Insights: Sight, Sound and Smell

By Ed Winkler

Beyond price, location and amenities, these are three factors that influence a prospective tenant in their decision to rent from you.

Starting with curb appeal, managers have always known that what the future tenant sees when they enter your property and are engaged by your staff, coupled with the thought you put into their tour path, is of primary importance.

Buying decisions are made every step of the way.

What your tenants hear also plays into their decision-making process. Forward thinking managers have outdoor water features and other natural sound barriers to distract from highway and street noise. Your future, and existing, tenants want to know that they have chosen a home that has the least noise pollution possible.

Music is another way that managers affect the buying decision. The choice of genre influences mood. Classical music in your well-appointed model has an inherent association with quality and sophistication, for example.

Are you an easy-going, laid back management brand? Do you run family-friendly communities with a warm atmosphere? Are you vibrant, edgy and energetic? The tempo, loudness, and style of the music you play can help



communicate your brand's personality to customers as they enter your property. For more information on how sound can make a different see blog. moodmedia.com. For more information on music for businesses go to legismusic.com or us.moodmedia.com.

Unlike sight and sound, what your tenants smell as they engage you in your offices and common areas has taken root in the past two decades. Companies like Scent Air (scentair.com) and Fresh Aire Office Fragrancing and Deodorizing Service (FreshAire.

com) have been industry leaders in the northwest and around the country.

Fragrance choice is important when considering crafting the experience you intend for your prospective tenants.

Some management companies that trended toward having a "signature" fragrance for all of their properties have discovered that people typically do not lease based on management company. They decide based on location, price and amenities with sight,

sound and smell as subliminal motivators. (Consider these last three as window dressings or icing on the cake!)

While national hotel brands are perfect for a world-wide signature lobby fragrance, apartment management companies that have matured through this trend now know that each of their properties are unique. And each community should select a fragrance based on the demographic that gravitates toward them. 55 and older properties tend toward lobby and community room fragrances that include vanilla tones, for example (vanilla is universally accepted by most), while higher-end apartments that cater toward the college crowd and young, single professionals find that the mango, pineapple and pina colada blends communicate a "buy here, live here: we're young, we're fun" message. Family apartments fare well with warm fragrances that blend cinnamons with tones of nutmeg, citrus and wood.

Regardless of your demographic, accessing the power of sight, sound smell is key in your marketing approach. I encourage you to seek out a national, regional or local provider to assist you in expressing the unique features your community offers.

Ed Winkler is the CEO of Fresh Aire Office Fragrancing and has been blending fragrances for use in businesses since 1995.

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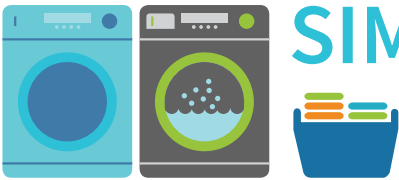
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Chimney Repair: To Tuckpoint or to Rebuild?

PORTLAND CHIMNEY & MASONRY INC.

A chimney is made of bricks held together by mortar. Where the bricks are joined by the mortar is called a “mortar joint.” Over time, being exposed to the elements — rain, wind and freezing temperatures — the mortar that holds the bricks of a chimney together can deteriorate. This deterioration can cause and allow water to seep into this joint and further damage it, or it can also freeze and cause the mortar to crack.

If this is allowed to continue, bricks will start to come loose and fall off. Allowed to go to an extreme, the chimney will start leaning, as the joints are not strong enough to hold the weight of the brick and the chimney could fall over, breaking anything that it falls on (the literal “ton of bricks”). The above outlines the basic levels that the deterioration of a chimney can go through if not addressed.

The first type of repair is called a “tuck-point” or “re-mortaring.” This is done if just the first inch or so of

the mortar has deteriorated.

A tuck-point consists of grinding out the mortar between the bricks that has become soft, flaky, sandy, etc., until solid mortar is reached. If this amount is about an inch deep, then the “joint “ can be filled in with new mortar and it will seal, as it will be able to adhere to the mortar left in the back section of the brick. This is a successful “tuck-point” or “re-mortaring.”

If the space left in the joint after the grinding is more than an inch, then the new mortar is less likely to be able to adhere and the seal will not be solid. This can allow water to seep in because of rain and wind. This moisture can then freeze because of cold weather and it can actually pop the mortar out of the joint again or at least damage it. This will usually occur within 5 years and the repair of the chimney will need to be done again.

So, if the deterioration of the mortar is such that a tuckpoint, because of the factors above, would not be sufficient to properly seal the “joints” of the chimney, a qualified masonry contractor would recommend a “rebuild” — the second type and level of repair.

The qualified masonry contractor determines the extent of mortar damage and brick condition and makes his or her recommendation based on the chimney’s condition.

Someone who is unfamiliar with these would not necessarily be able to make a correct assessment. A homeowner might be told by someone who is not so informed that their chimney needs to be tuck-pointed when, per the standards above, it should be rebuilt. This can cause a communication problem, as a rebuild is more costly than a tuck-point because it is more labor-intensive and requires more materials and set-up, as well as technical skill.

On a more practical side, there is an advantage to rebuilding a chimney when it reaches the rebuild stage. If tuckpointed only instead of a rebuild, the chimney will have to be rebuilt in another five years or so depending on the elements of the cold, wind and freezing of the chimney.

The masonry contractor — licensed, bonded & insured and trained in the codes for chimneys and masonry — will give the best advice based on industry standards.



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