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



## 5 Ways You Can Get Properties Ready for Fall

KEEPE

Property managers and landlords know their properties can be a mess to deal with this time of year after a lot of summer activity and summer storms. Here is a list of 5 fall maintenance checks for your rental property for the upcoming season.

### 1. HAVE A DEBRIS AND LEAF CLEARING SCHEDULE

It is important to be consistent by creating a fall cleaning schedule for your properties. Make sure that leaves are not clogging your drains and causing slippery surfaces. It is your responsibility to maintain the safety of your tenants.

### 2. CHECK DAMAGED TREE BRANCHES AND BUSHES

It is important to inspect the condition of large trees surrounding your property to determine the possibility

See '5 Maintenance' on Page 5

# 2020 Oregon Allowable Rent Increase Cap is 9.9 Percent

## RENTAL HOUSING JOURNAL

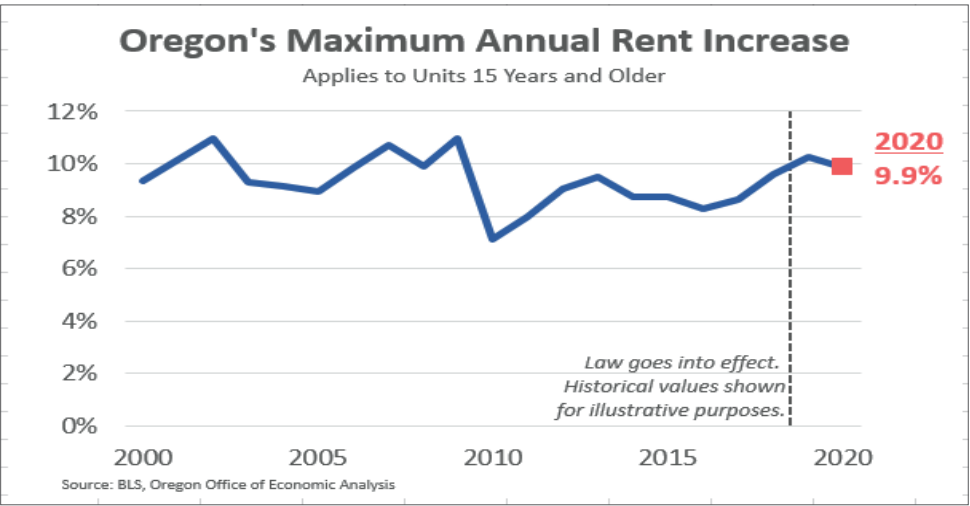
The annual allowable rent increase percentage for the 2020 calendar year is 9.9 percent, down slightly from 10.4 percent in 2019, announced by the Oregon Office of Economic Analysis (OEA).

Oregon's new rent control law, SB 608, passed in February 2019, ushering in the first-in-the-nation statewide rent control. SB 608 created two major changes to the Oregon Residential Landlord Tenant Act by limiting the scope of termination notices without stated cause and implementing rent control.

Each year, the OEA is responsible for calculating and publishing, by September 30, the maximum annual rent increase percentage allowed by statute SB 608 for the upcoming year.

The OEA calculates this amount as 7 percent plus the Consumer Price Index (CPI) for All Urban Consumers, West Region (All Items), based on the most recent published data from the Bureau of Labor Statistics for the period September thru August.

The CPI went down slightly from 3.4% to 2.9 percent. This results in the annual allowable statewide rent increase cap



of 9.9 percent for 2020, and will go into effect on January 1st, 2020.

Attorney and Rental Housing Alliance Oregon Board Member Charles Kovas cautions, "Landlords with outstanding 90-day notices should be aware that those notices may need to be hand-delivered in order to comply with the January 1st rate change."

The cap on rental increases applies to all renewals and to all rent-increase notices delivered on or after February 28, 2019. Under this law, if landlords terminate tenancy of a prior tenant with a notice of termination without cause during the first

year of occupancy, the landlord may not increase rent for that unit by more than 7 percent plus CPI when the subsequent tenant moves in.

The only exemptions to this maximum-rent-increase limit are:

- Properties with a certificate of occupancy less than 15 years old, or
- Properties providing reduced rent to the tenant as part of any federal, state or local program or subsidy.

For more information, contact Attorney Charles Kovas at [CharlesKovasLaw@gmail.com](mailto:CharlesKovasLaw@gmail.com) or call 503-496-5543.

# Apartments & Residents Worth \$121 Billion to OR, WA Economies

## RENTAL HOUSING JOURNAL

Oregon apartments and their residents contribute \$41.4 billion each year to the state economy and support 232,000 jobs, while apartments and residents in Washington State contribute \$80.1 billion and support 322,000 jobs, according to the new Hoyt Advisory Council study.

The study also says Oregon needs to build 4,000 new apartment homes

each year to meet demand. Apartment construction contributes \$1.8 billion to Oregon's economy annually, creating 10,000 jobs.

In addition, Washington needs to build 10,000 new apartment homes each year to meet demand. Apartment construction contributes \$4.2 billion to Washington's economy annually, creating 16,000 jobs.

Overall, apartments contribute \$3.4

trillion to the U.S. economy and support 17.5 million jobs, according to the report.

The Hoyt Advisory Study was commissioned by the National Apartment Association (NAA) and National Multifamily Housing Council (NMHC).

Resident spending contributes \$3.0 trillion to the U.S. economy, while

See 'Multifamily' on Page 18





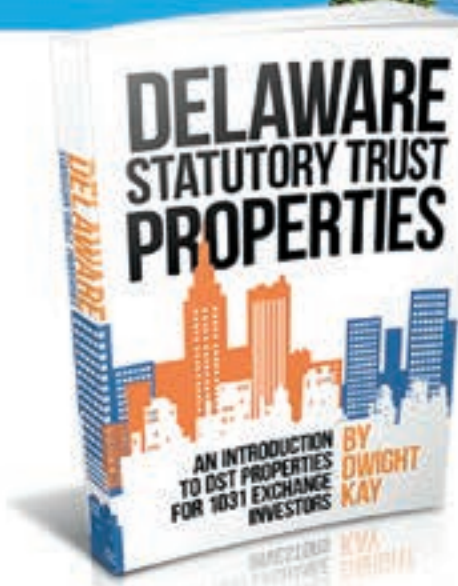
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# Kay Properties Real Estate Offering Goes Full Cycle on Behalf of Investors

By Kay Properties and Investments, LLC

Kay Properties and Investments is pleased to announce that one of their joint venture private placement real estate offerings has gone full cycle. The offering consisted of an opportunity to participate in an Absolute Triple Net Leased (NNN) hospital in the Kansas City metro area. The offering generated a 22.27% return on investment (ROI)\* in approximately one year and was made available to accredited in-

vestors under Regulation D Rule 506(c) at \$25,000 minimum investments. Dwight Kay, CEO and Founder of Kay Properties commented, “We are extremely pleased with the opportunity to provide these returns for our investors in such a short time period and look forward to continuing to provide future real estate investments for those in 1031 exchanges as well as direct cash investors.” \* Past performance does not guarantee or indicate the likelihood of future results. Diversification does not guarantee profits or protect against losses. All real estate investments provide no guarantees for cash flow, distribu-

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## Getting the Most from Tenant-Settlement Strategies

By BRAD KRAUS

I’m amazed by the number of landlords who give money or rent concessions to tenants, thinking they just settled a dispute, only to find themselves at the wrong end of subsequent claims for those same disputes.

Rather than giving up money for nothing, let’s make sure you’re getting the most from your tenant-settlement strategies.

Landlord/tenant relationships are like many other contractual relationships. Parties must comply with their end of the agreed-upon terms/conditions/obligations, and a failure to do so can lead down the path toward litigation.

When, for example, a tenant seeks damages for a defective toilet or an unlawful entry, many landlords give tenants money, thinking the damage claims are thereby resolved. The landlord’s goal in making the payment is obvious: pay the money, make the problem go away.

However, those same landlords may not realize that, without solid settlement documents, they may have created more headaches than solutions.

A landlord’s payment of money to a tenant without a signed settlement agreement often occurs as a result of several faulty assumptions.



The landlord may incorrectly assume that:

- (a) The tenant has agreed that the money fully compensates the tenant for that claim.
- (b) The tenant has no other potential claims against the landlord.
- (c) The tenant won’t pursue those claims (and seek more money) on a later date.

The faulty nature of the foregoing assumptions often raises its ugly head when the tenant files a lawsuit, for it is at that moment the landlord discovers that money was handed out for nothing.

To add insult to injury, the landlord

may also discover that litigation costs can dwarf the initial payment to the tenant.

This money-for-nothing scenario is wholly avoidable: In consideration for any payment of money to a tenant, have the tenant execute a settlement agreement releasing any and all claims that may exist.

In other words, use a written contract that protects you.

The necessity of a document evidencing the parties’ settlement agreement—and the complete release of any and all claims—derives directly from contract law: Settlement agreements are contracts, and they are subject to the basic rules

of contract law. Well-written settlement agreements contractually waive and release existing claims, eliminate disputes regarding the nature of the parties’ settlement, and rebut tenants’ subsequent efforts to contend that no such waivers and releases exist.

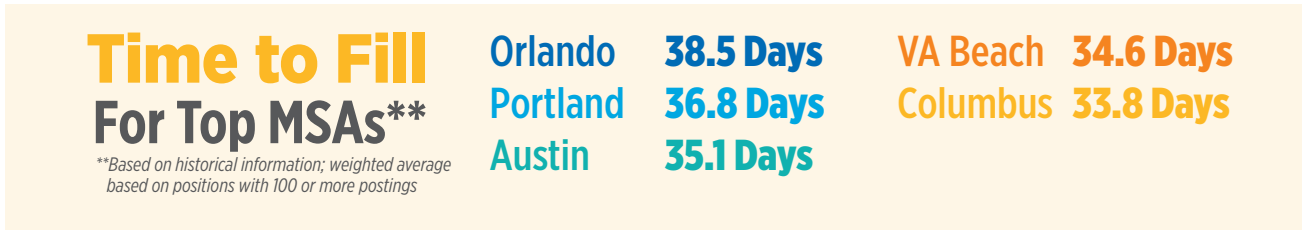
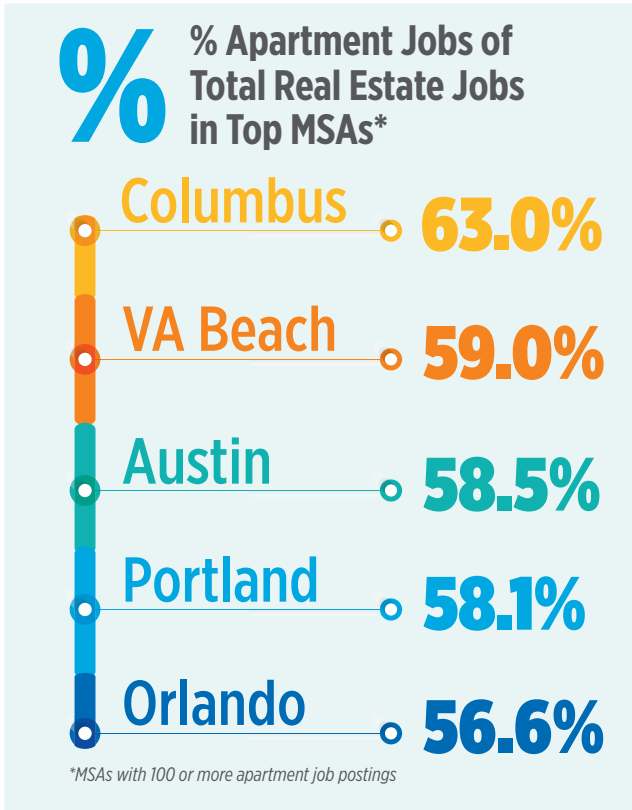
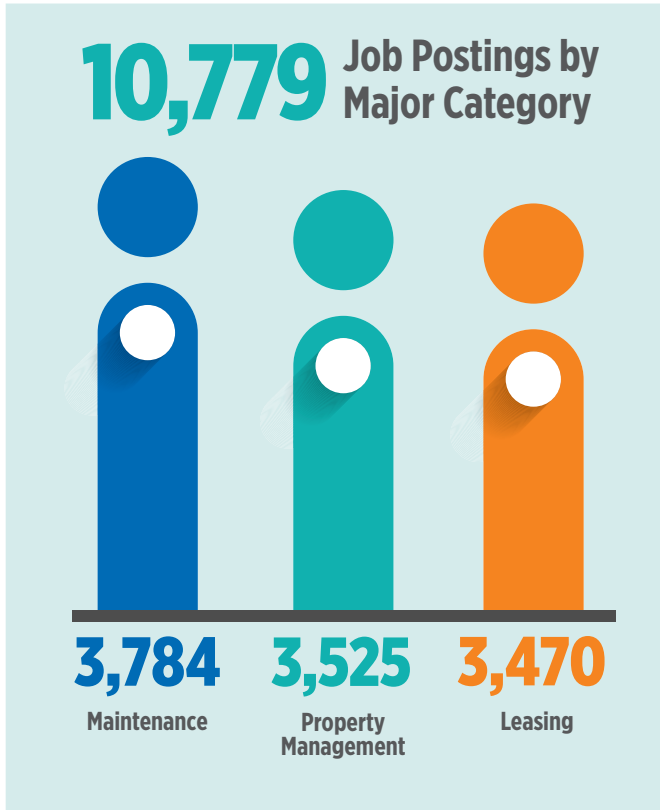
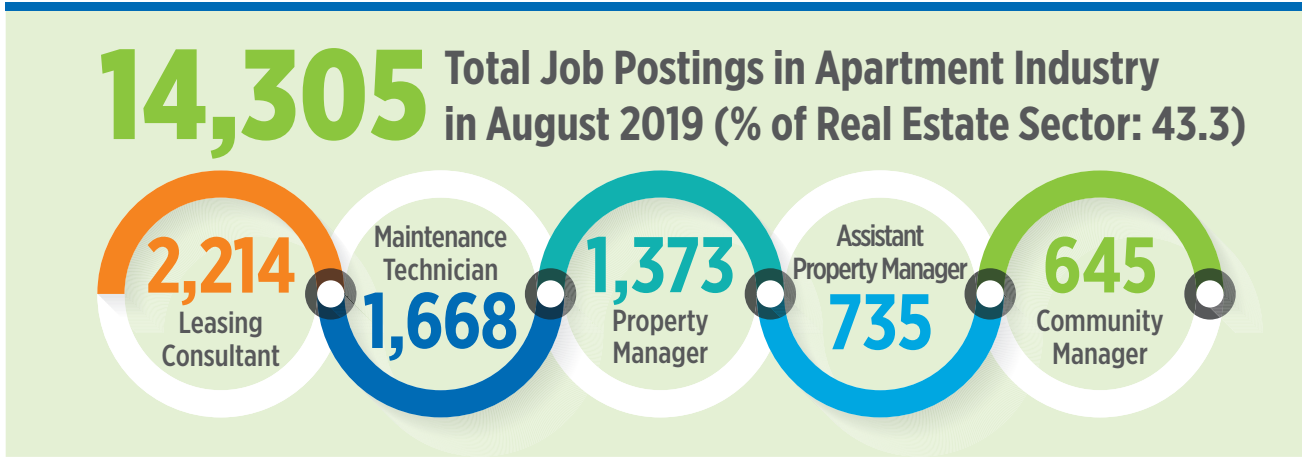
A well-written settlement agreement provides a landlord with a solid defense to any lawsuit brought by the tenant for the previously resolved claims.

So... money for nothing? It’s a great song title, but let’s make your money work for you and get you something in return. Create and execute well-written settlement agreements, put past disputes in the past, and avoid allowing the past to tarnish your future.

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](mailto:kraus@warrenallen.com), or by phone at 503-255-8795.



# Apartment Jobs Snapshot

August 2019

## Leasing Consultant Jobs in High Demand

### NATIONAL APARTMENT ASSOCIATION

More than 14,000 positions were available in the apartment industry across the country as apartment communities reached their peak for this year’s leasing season, according to the latest report from the National Apartment Association’s Education Institute jobs snapshot.

Leasing consultant jobs with an average salary of almost \$38,000 were in high demand across the country.

The highest concentration of job postings was in Columbus, Virginia Beach, Austin, Portland, and Orlando for the month of August.

Orlando has a high number of apartment jobs available and Central Florida has seen robust population and job growth which in turn has increased apartment demand.

The demand for leasing consultants is high. For instance, the demand for these positions was more than four times the U.S average in Austin.

The top specialized skills employers are looking for included leasing, customer service, property management, sales, and Yardi Software.

### 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.



## Spotlight

Last 6 Months

## Leasing Consultant

### Top MSAs (Highest Location Quotients)

City	Location Quotient***	Market Salaries 90th Percentile****
Austin	4.1	\$39,814
Denver	4.0	\$38,763
Raleigh	3.3	\$32,139
Nashville	3.2	\$36,021
Dallas	2.9	\$34,744

\*\*\*Location quotients display concentrations of demand within MSAs. U.S-wide average demand equals 1.0; a location quotient of 1.5 indicates 50% higher demand than the US average.

### Top Skills

Specialized/Required	Baseline
Leasing	Communication Skills
Customer Service	Organizational Skills
Property Management	Computer Literacy
Sales	Microsoft Office
Yardi Software	Microsoft Excel

### Earnings

Market Salary 90th Percentile\*\*\*\*

**\$36,984**

\*\*\*\*Market salary is calculated using a machine learning model built off of millions of job postings every year, and accounting for adjustments based on locations, industry, skills, experience, education requirements, among other variables. Salaries in the 90th percentile are displayed due to the tightness of the labor market.





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## RHA Oregon President's Message

# Can You Weather the Changes Ahead?

When we lived in Tennessee, the arrival of fall was accompanied by a much more dramatic change in the landscape than we experience here in Oregon.

The transition of the deciduous forests from a carpet of green to the warm orange, deep reds, and brilliant yellows is a sight that everyone should see. Of course, there's no place like Oregon with its verdant evergreen forests. And we do have our share of changing colors among the street trees and landscapes in Portland's diverse neighborhoods. But if you've never visited the Smoky Mountains in the fall, I encourage you to put it on your bucket list.

This fall, I am reminded that the business of being a landlord in Oregon, and especially a landlord in Portland, is changing as dramatically as the colors of the fall foliage. Based on feedback from the staff at RHA Oregon's offices, there are hundreds, and likely thousands, of landlords that are still unaware of all the new laws and ordinances that are affecting our business.

More and more often, we advise these landlords that they should probably consult their attorney. Why? Because no, you cannot raise your rents this year more than 10.3%. You do have to pay relocation costs to your tenants if the property is in the city of Portland and you did not file for one of the very limited exemptions before you signed the lease. And no, you may not turn down an applicant because they intend to pay using a "Section 8" voucher.

With even more rules and ordinances set to go into effect next March, the time has arrived to ask yourself whether you want to continue to be a landlord. If you



are willing to run your rental property operation as a small business, you are in a great position to watch your investment grow as demand for rental housing increases.

If you are going to stay in the business, you should either delegate management of your properties to a competent, licensed, professional property manager or be prepared to spend the extra 5–10 hours per month per property learning and implementing the changes these new laws and ordinances have or will impose on your business.

For example, you might increase your reserves to prepare for the day that you may need to pay relocation assistance. You need to build the new \$60 per year per unit registration fee into your cost structure.

As the U.S.-China trade war continues, you probably should be increasing your reserves to cover the increased costs of appliances, floor covering, and other items.

By the time the new security deposit

ordinance is put into effect next March, you will need to have a depreciation schedule for every component of every property. As to the new screening ordinance, interim rules are supposed to be published this month; look to the RHA calendar for courses that will cover this material. However, I expect that many landlords will choose not to do their own screening any longer – the liability is simply too great.

Of course, all of these will significantly increase the costs landlords incur. Again,

if you are running your operation as a business, you will pass most of these costs on to your tenants.

Like many landlords, I have not always been rigorous in implementing annual rent increases. But I am now. You should be, too.

As surely as the trees change colors in the fall, our business is changing. Those who weather these changes will be in a good position in the long run. Others will decide it isn't worth the hassle.

We are already seeing an increase in sales of rental properties, and conversion of older homes that had been used as plexes back into single-family owner-occupied homes. This is an unfortunate consequence of the heavy-handed regulatory environment in which we now operate, and it will almost certainly increase housing costs and reduce the diversity of our neighborhoods.

Next month I'll share my thoughts about how to change this trend.

— **Ken Schriver,**  
**RHA Oregon President**

## 5 Maintenance Checks for Fall

### *Continued from Page 1*

of breaking. Trim trees and bushes back until they are at a safe distance from your properties to avoid any injuries and/or damage to your properties.

### **3. ROOF AND GUTTER CLEANING**

Doing a routine semi-annual roof and gutter cleaning for your properties could potentially save you thousands of dollars in repairs as it would prevent water damage to your rental property foundation. A repair that can cost \$10,000 or more. Make sure that the roof and downspouts are completely clear to prevent clogging when winter approaches.

### **4. SERVICE FURNACES**

Fall is an ideal time for your annual furnace checkups. With cold weather coming, it is crucial to ensure that your property's furnace is working at full capacity. Making sure that your furnaces are functioning well has many added

benefits as well, including energy savings and a prolonged life on the furnace itself. Much easier to do now before a tenant calls with a complaint later in the year.

### **5. CHECK ALL DOORS AND WINDOWS**

Drafts coming from your windows and doors could be another potential major source of energy loss in your properties. It is important to thoroughly inspect each window and door to make sure that air is not seeping through the cracks as these could increase you or your tenants' heating expenses. Weather-stripping and caulking are great preventive methods for these window and door drafts.

*Keepe is an on-demand maintenance solution for property managers and independent landlords. The company makes hundreds of independent contractors and handymen available for maintenance projects at rental properties. Keepe is available in the Greater Seattle area, Portland, Phoenix, San Francisco Bay and San Diego areas.*

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# 2019 Most Expensive ZIP Codes for Renters

## RENTAL HOUSING JOURNAL

The most expensive ZIP codes for renters in 2019 are dominated by New York City, the San Francisco Bay area, Southern California and Boston, according to a new report from RentCafé.

“As the peak rental season has come to an end, we wanted to see which neighborhoods charged the priciest rents this summer and which high-end areas saw the most significant rent changes.” - RentCafé.

As the most-coveted locations for high-paying jobs and endless opportunities, New York City and California grab the most spots in the top 50 as the priciest places to live in the United States.

Out of the 50 most expensive ZIP codes, 28 are in New York City, with 26 in Manhattan and one each in Queens and Brooklyn. The ranking is completed by 18 California ZIP codes and 4 ZIP codes from Boston.

### LOS ANGELES’ 90024 IS THE MOST EXPENSIVE IN CALIFORNIA

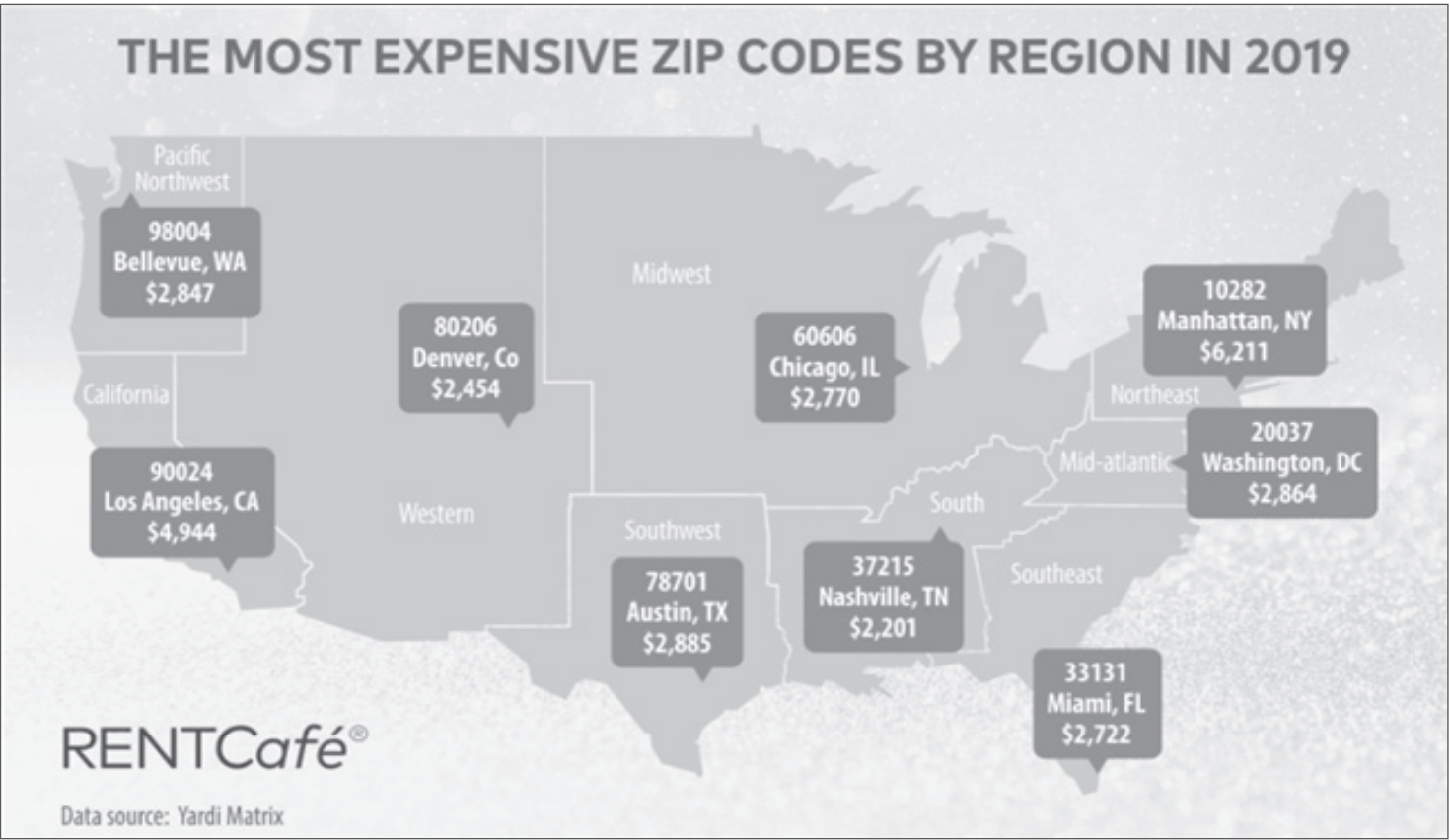
With 18 ZIP codes across Los Angeles, San Francisco, Corte Madera, Redwood City, Culver City, Menlo Park, San Mateo, Mountain View, Marina Del Rey, Santa Monica, Cupertino and Sunnyvale, California apartments aren’t too far behind those in New York.

Among the top 10 most expensive ZIP codes, three are in California, split between two in Los Angeles and one in San Francisco.

### WHERE ARE THE LEAST EXPENSIVE ZIP CODES?

The ZIP code with the smallest average rent is in Wichita, 67213, at \$423. It is followed by Memphis ZIP code 381,06 with an average rent of \$471.

On the list, in 16th place is Saint Louis ZIP code 63137, with an average rent of \$548. Another large city ZIP code, in 38th place, is 48234 in Detroit, where rent averaged out at \$585.



Rank	ZIP Code	City	Average Rent	Y-o-Y Change
1	97209	Portland, OR	\$1,918	0.3%
2	97068	West Linn, OR	\$1,835	8.8%
3	97239	Portland, OR	\$1,765	3.5%
4	97217	Portland, OR	\$1,748	-1.9%
5	97205	Portland, OR	\$1,723	2.5%
6	97201	Portland, OR	\$1,651	2.5%
7	97232	Portland, OR	\$1,635	0.7%
8	97124	Hillsboro, OR	\$1,614	5.0%
9	97227	Portland, OR	\$1,613	-1.6%
10	97035	Lake Oswego, OR	\$1,567	3.4%

Source: Yardi Matrix

There are also 10 Ohio ZIP codes spread in the top 50, spread across Toledo, Girard, Youngstown, Canfield, Warren and Dayton, all of which have

apartment rents in the \$500s. Kansas has 9 ZIP codes covering the Wichita and Hutchinson areas, with average rent ranging between \$423 and \$581.

Tennessee has 8 ZIP codes in the top 50, in Memphis, Louisville and Maryville, with apartments under \$600.



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# Seattle Council Member Wants Rent Control

RENTAL HOUSING JOURNAL

Seattle City Council Member Kshama Sawan has held a special city council committee meeting to formally present her draft plan and ordinance for rent control in Seattle.

Sawant formally unveiled her proposed ordinance, which states, “Seattle faces an affordable housing and homelessness crisis as rising rents have forced thousands of Seattle renters out of their homes, neighborhoods and the city.



Seattle City Council Member Kshama Sawan

“Between 2010 and 2018, average rents in Seattle rose 69 percent while inflation for urban wage earners in Seattle rose only 20.3 percent,” the ordinance states.

The proposed ordinance says the “maximum annual rent increase shall be a percentage equal to the rate of inflation,” for urban wage earners, which was 3.4% last year in the

greater Seattle area, according to the Bureau of Labor Statistics, and according to published reports.

Sawant’s draft legislation follows her six-year-old call for rent control, a 2015 City Council resolution supporting the repeal of a State-wide rent control ban, plus an April letter from the Seattle’s Renters’ Commission urging the council and Mayor Jenny Durkan to pass a rent control ordinance in Seattle, according to reports.

Sawant said her legislation, if passed, wouldn’t take effect until that ban is repealed. The full city council likely won’t take up the matter until December, after budget negotiations have ended.



The Rental Housing Association of Washington has suggested setting up a community fund to offer rental assistance for people in need.

The association says that rent controls discourage new housing construction during periods of shortage by distorting the market signals needed to maintain equilibrium in the market place.

Sawant told the Capitol Hill Seattle blog that she was prepared for a hard fight over rent control. “It’s going to be hard, it’s not going to be easy,” she said. She expects “some vicious opposition. We have to prepare ourselves for that.”

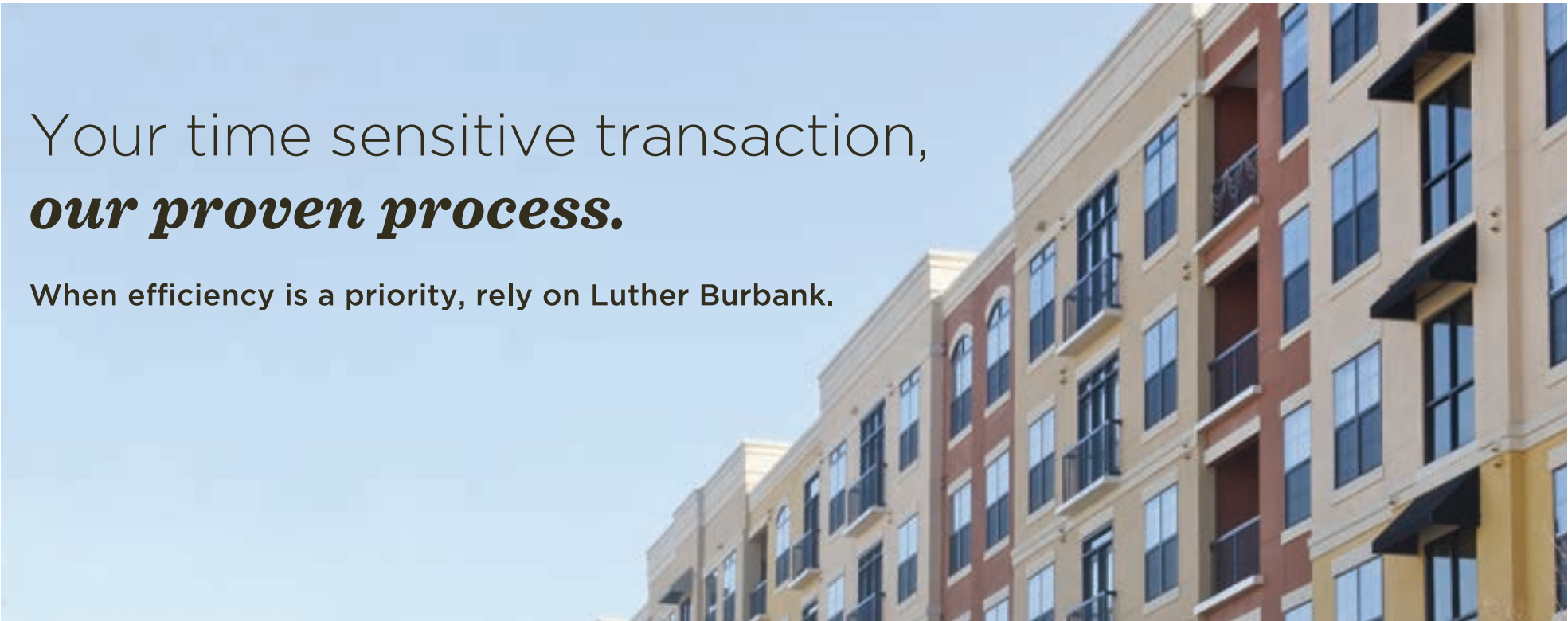
Sawant pointed to supporters of rent control, especially small landlords, who she says are supporters “because they don’t gouge their renters,” according to the Capitol Hill Seattle Blog.

Not everyone thinks Sawant’s proposal is a good one, however. In fact, some renters are very concerned.

“I’m a renter, and this law scares...me. It would basically guarantee the duplex unit I rent would be sold as owner-occupied housing before the law took effect, and I would be homeless,” said Logan Bowers, former Sawant election challenger & local pot entrepreneur.

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FORM OF THE MONTH  
Oregon Resident Utility Flat Fee Bill – MO53 OR



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OREGON  
RESIDENT UTILITY FLAT FEE BILL



DATE \_\_\_\_\_ PROPERTY NAME / NUMBER \_\_\_\_\_  
RESIDENT NAME(S) \_\_\_\_\_  
UNIT NUMBER \_\_\_\_\_ STREET ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Dear Resident,  
Your monthly flat fee for utilities is now due. Utilities include:

Electricity	Water	Sewer/ Wastewater	Garbage	Basic Cable	Gas/ Propane	Oil	Heating	HVAC	Internet	Public Service Charges	Other
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Current Utility Charges Due \$ \_\_\_\_\_ Due Date \_\_\_\_\_  
☐ Pay with monthly rent  
☐ Send payment to \_\_\_\_\_  
☐ Other \_\_\_\_\_

Service of Utility Bill:  
Sent to Resident on \_\_\_\_\_ by \_\_\_\_\_  
☐ This Utility Bill was served personally at \_\_\_\_\_ ☐ AM ☐ PM.  
☐ If written rental agreement allows, this Utility Bill was served by posting on the main entrance door of the dwelling unit and mailed first class mail.  
☐ This Utility Bill was served by first class mail.  
☐ This Utility Bill was served by electronic means.

Resident may inspect a Utility provider's bill at a reasonable time and place and obtain a copy of a provider's bill by making a request to the Owner/Agent during the inspection and upon payment to the Owner/Agent for the reasonable cost of making copies.  
Additional Information: (insert manner in which provider assesses a utility or service charge, allocation method, other info)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

OWNER/AGENT \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
  
TELEPHONE \_\_\_\_\_  
EMAIL \_\_\_\_\_

☐ ON SITE    ☐ RESIDENT    ☐ MAIN OFFICE (IF REQUIRED)

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When a rental housing provider is billing-back a utility charge to the resident, a monthly bill needs to be sent to the resident. This form allows for easy compliance with that utility bill-back requirement. The required legal disclosures, due dates and service method options are included.

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



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Multifamily NW Schedule

OCTOBER 11	IT’S THE LAW: FOR CAUSE NOTICES	12:00 PM - 1:00 PM
OCTOBER 14	LANDLORD/TENANT PART II	1:00 PM - 5:00 PM
OCTOBER 15	FAIR HOUSING BASICS WITH A HISTORICAL PERSPECTIVE	9:00 AM - 12:00 PM
	UNIT INSPECTIONS AND TURNOVER TECHNIQUES	10:00 AM - 1:30 PM
OCTOBER 16	NEW HIRE CLASS	9:00 AM - 1:00 PM
OCTOBER 17	EQUAL PAY ACT/PAID SICK LEAVE	10:00 AM - 11:00 AM
OCTOBER 22	FALL APARTMENT REPORT BREAKFAST	7:30 AM - 9:00 AM
NOVEMBER 5	LANDLORD STUDY HALL: DOMESTIC VIOLENCE AND THE ORLTA	6:30 PM - 8:00 PM
NOVEMBER 7	GENERAL FAIR HOUSING	9:00 AM - 12:00 PM
NOVEMBER 8	IT’S THE LAW: ANOTHER YEAR IN THE HOPPER (ALMOST)	12:00 PM - 1:00 PM
NOVEMBER 11	LANDLORD/TENANT PART I	1:00 PM - 5:00 PM
NOVEMBER 13	CAM: RESIDENT EXPERIENCE	10:00 AM - 12:30 PM
	HR ISSUES: CORRECTIVE ACTION/DISCIPLINE OPTIONS	12:00 PM - 1:00 PM
NOVEMBER 20	MAINTENANCE TIPS, TRICKS & PITFALLS	9:00 AM - 12:00 PM
DECEMBER 3	FAIR HOUSING STEREOTYPING AND BIAS	9:00 AM - 12:00 PM
DECEMBER 9	LANDLORD/TENANT PART II	1:00 PM - 5:00 PM



# California Passes Rent Cap Bill of 5 Percent

RENTAL HOUSING JOURNAL

California lawmakers have passed a five-percent-plus-inflation rent-cap bill that will have an effect on the state’s estimated eight million renters of apartments and some rental homes.

California Rent Control Bill 1482 means yearly rent increases over the next decade will be limited to five percent plus inflation, up to a maximum of 10 percent, and tenants will receive protections against being evicted without cause.

Gov. Gavin Newsom, who put together the deal to pass the bill, said he would sign it. The California rent cap would take effect January 1.

“These anti-gouging and eviction protections will help families afford to keep a roof over their heads, and they will provide California with important new tools to combat our state’s broader housing and affordability crisis,” the governor told the Los Angeles Times.

CALIFORNIA RENT CAP NOT THE WAY TO FIX HOUSING CRISIS

“The most effective way to fix California’s housing crisis is by building more housing across a range of price points, and AB-1482 makes that harder to do,” said Doug Bibby, President of the National Multifamily Housing Council, in a statement.

“After Californians overwhelmingly rejected the rent-control ballot initiative less than a year ago, lawmakers went against their constituents by passing a measure that will discourage investment, shrink the availability of affordable housing that already exists and squeeze even more people struggling in the housing market.

“This makes the problem worse. The housing affordability crisis is real; real Americans are being harmed by it every day, and we need real solutions – not restrictive policies that we know don’t work,” Bibby said



in the statement.

The California Apartment Association, which represents large corporate apartment owners, agreed not to oppose the bill during last-minute talks. But amendments adopted in the past 1½ weeks alienated another ally, the California Association of Realtors, which ended up opposing the legislation, according to reports.

CALIFORNIA FOLLOWS OREGON, WHICH PASSED SIMILAR RENT CAP EARLIER THIS YEAR

The measure would affect all apartments in the state that are at least 15 years old. Houses and condos owned by corporations and real-estate investment trusts, or REITs, that are 15 years old or older would also be subject to the rent caps.

The measure also provides just-cause eviction

protections for tenants who have lived in their rental for at least a year, meaning a landlord can’t order renters who are following terms of their lease to move out unless the owner plans to move in, demolish or renovate the unit, or cease renting it at all.

The measure would not affect rent limits in local jurisdictions with existing rent-control laws. Owners who share a home with their tenants or owner-occupied duplexes would be exempt from the caps.

CALIFORNIA RENT CAP BILL SPONSOR SAYS PROTECTING TENANTS IS CRITICAL

“The housing crisis is reaching every corner of America, where you’re seeing high home prices, high rents, evictions and homelessness that we’re all struggling to grapple with,” said Assemblyman David Chiu, a San Francisco Democrat who was the bill’s author, to the New York Times. “Protecting tenants is a critical and obvious component of any strategy to address this.”





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# Spectrum was Over-the-Top Fun for All

The circus-themed 2019 Spectrum Educational Conference & Trade Show roared in the Oregon Convention Center on Thursday September 19th! In addition to 27 breakout education sessions, Spectrum amazed attendees with a sold-out, solution filled exhibitor floor. National speaker Dan Thurmon supplied an action-packed keynote address that included handstands, backflips and unicycles!

Spectrum is the largest rental housing industry event in the Pacific NW. For nearly 20 years housing providers has 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 welcomed Spectrum attendees with 140+ booths from professional industry suppliers who specialize in practically every service or need a busy property manager or rental housing owner can think of. This year did not disappoint, the exhibitor floor's energy and enthusiasm were hard to ignore!

Our Keynote Speaker Dan Thurmon spend the entire day at Spectrum teaching additional classes, posed for photographs and signed copies of his book for his many fans. Dan asked, "Hey Spectrum attendees, is the future going to shape you or will you shape the future?"

Check out all of the Spectrum photos at Multifamily NW's Facebook page: <https://www.facebook.com/multifamilynw>.







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# Portland Rents Continue Upward Trend

APARTMENT LIST

Portland rents rose again in September and continued their upward trend seen for the past three months, according to the September report from Apartment List.

After a decline in June, Portland rents have been climbing for the past three months.

Median rents in Portland stand at \$1,142 for a one-bedroom apartment and \$1,347 for a two-bedroom, according to the report.

Despite the recent months' increases, over all Portland's year-over-year rent growth lags the state average of 1.1%, as well as the national average of 1.4%.

RENTS UP ACROSS METRO AREA

Lately, Beaverton has seen the fastest rising rents in the metro area with a year-over-year increase of almost 4 percent.

In Beaverton now, the median two-bedroom costs \$1,829, while one-bedrooms go for \$1,551.

Here is what is going on across the metro area:

- Over the past month, Lake Oswego has seen the biggest rent drop in the metro, with a decline of 0.7%. Median two-bedrooms there cost \$1,760, while one-bedrooms go for \$1,492.
- Portland proper has the least expensive rents in the Portland metro showing the prices listed above. Rents were up 0.4% over the past month and 0.6% over the past year.
- Hillsboro has the most expensive rents

of the largest cities in the Portland metro, with a two-bedroom median of \$2,118; rents increased 0.3% over the past month and 3.4% over the past year.

ELSEWHERE IN THE STATE

Eugene's year-over-year rent growth leads the state average of 1.1 percent, but is in line with the national average of 1.4 percent

Eugene rents have increased 0.4 percent over the past month, and are up slightly by 1.4 percent in comparison to the same time last year. Currently, median rents in Eugene stand at \$837 for a one-bedroom apartment and \$1,113 for a two-bedroom.

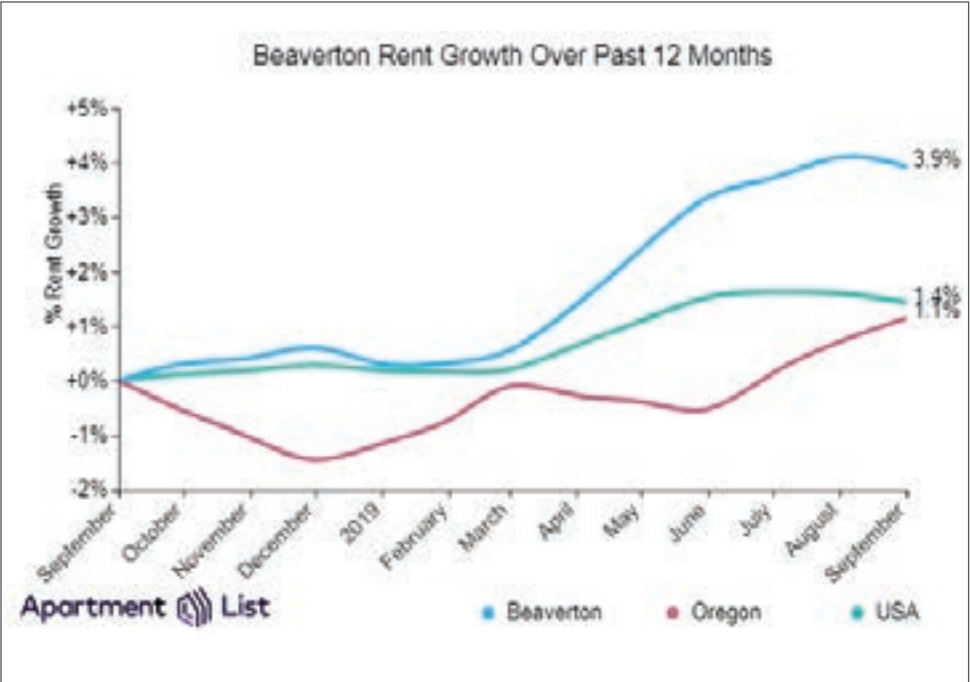
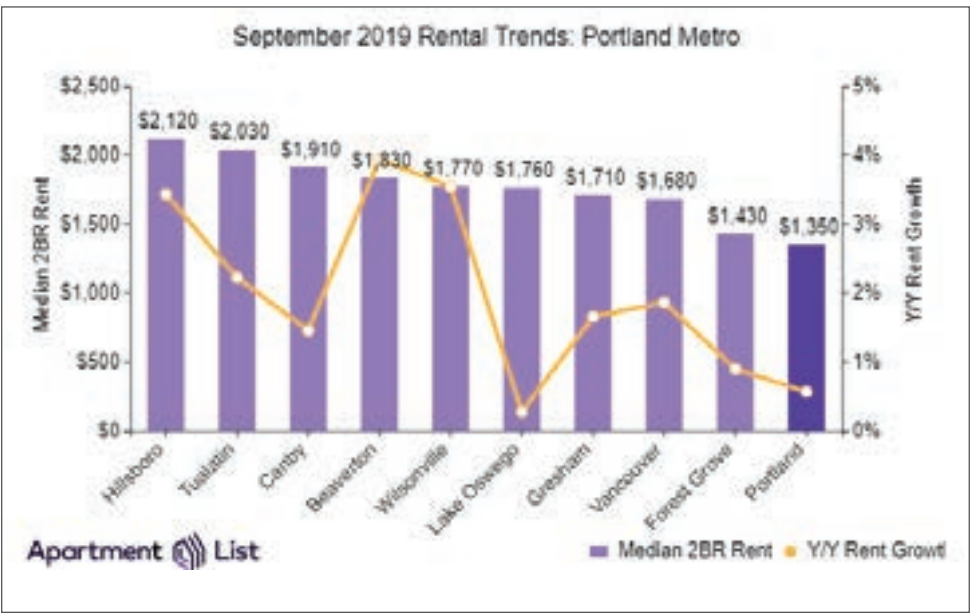
Corvallis rents have increased 0.2 percent over the past month, and are up slightly by 1.4 percent in comparison to the same time last year.

Currently, median rents in Corvallis stand at \$829 for a one-bedroom apartment and \$1,040 for a two-bedroom. This is the sixth straight month that the city has seen rent increases after a decline in March. Corvallis' year-over-year rent growth leads the state average of 1.1 percent, but is in line with the national average of 1.4 percent.

Salem rents have increased 0.7 percent over the past month, and are up slightly by 1.6 percent in comparison to the same time last year.

Currently, median rents in Salem stand at \$845 for a one-bedroom apartment and \$1,111 for a two-bedroom.

This is the third straight month that the city has seen rent increases.



OREGON RENTS: Portland and Suburbs				
City	Median 1BR price	Median 2BR price	M/M price change	Y/Y price change
Portland	\$1,140	\$1,350	0.4%	0.6%
Vancouver	\$1,420	\$1,680	0	1.9%
Gresham	\$1,450	\$1,710	1.3%	1.6%
Hillsboro	\$1,790	\$2,120	0.3%	3.4%
Beaverton	\$1,550	\$1,830	-0.2%	3.9%
Lake Oswego	\$1,490	\$1,760	-0.7%	0.3%
Tualatin	\$1,720	\$2,030	1.3%	2.2%
Forest Grove	\$1,210	\$1,430	0.3%	0.9%
Wilsonville	\$1,500	\$1,770	-0.2%	3.5%
Canby	\$1,620	\$1,910	1.8%	1.5%
Fairview	\$1,540	\$1,820	-0.2%	0

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# Rental Housing Deposit Alternatives Drive More Leases

## RENTAL HOUSING JOURNAL

High up-front costs are preventing renters from moving into the homes they want nationwide, and many of these renters believe that lower fees are the solution for a better leasing experience, according to survey of renters.

The nationwide survey of 667 renters found that affording the up-front costs of signing a new lease is the biggest worry in the context of renting, according to a release from financial services and rent guarantee company Jetty.

“Today’s renters are stressed. They worry about making monthly rent payments, they struggle to afford up-front move-in costs—and they’re ready for change,” the company said in the release.

### KEY FINDINGS OF RENTAL HOUSING DEPOSIT ALTERNATIVES SURVEY

- Paying rent causes more stress than jobs, student loans, credit card bills, and political issues.
- Most renters worry that they won’t be able to pay rent.
- High up-front costs are preventing renters from moving into the homes and apartments they want.
- Almost half of renters wouldn’t be able to afford a cash security deposit right now—but security-deposit alternatives could be a game-changer for them.

### MOST RENTERS WORRY THEY WON’T BE ABLE TO PAY THE RENT AT SOME POINT

There are many costs involved with renting, but monthly payments weigh the heaviest on renters.

When asked about their most burdensome renting expenses, almost half of renters (44 percent) cited monthly rent payments, followed by security deposits (26 percent), utility bills (16 percent), movers (8 percent), and broker fees (5 percent).

In fact, almost two-thirds of renters surveyed worry that they won’t be able to make their rent payments at some point during their lease cycle.

Of those, 18 percent said that they worry about making rent every month or most months, and 46 percent said they worry about it at least two months out of the year.

According to a report in MarketWatch, as many metros are seeing a flood of new rental apartments ease the supply crunch, rents remain high — up 3.6% compared to a year ago, according to fresh CPI data - and the barriers to entry, for many people, formidable.

Now a new wave of start-ups is trying to apply fintech principles to helping ease some of the angst of getting into a rental agreement, even if it can’t do much about the rent itself.

Some consumer advocates are wary about innovations like the ones TheGuarantors – and competitors like Jetty and Insurent – offer, according to reports.

Also there are others such as Suredeposit and Leaselock.

Typically renters pay a non-refundable fee and percentage to the companies.

### RENTERS FEEL UP-FRONT MOVE-IN EXPENSES ARE TOO HIGH

High up-front costs are preventing renters from moving into the homes and apartments they want, according to the release.

Despite the stress renters feel about monthly payments, being able to make rent isn’t what they’re most fearful of in the renting process.

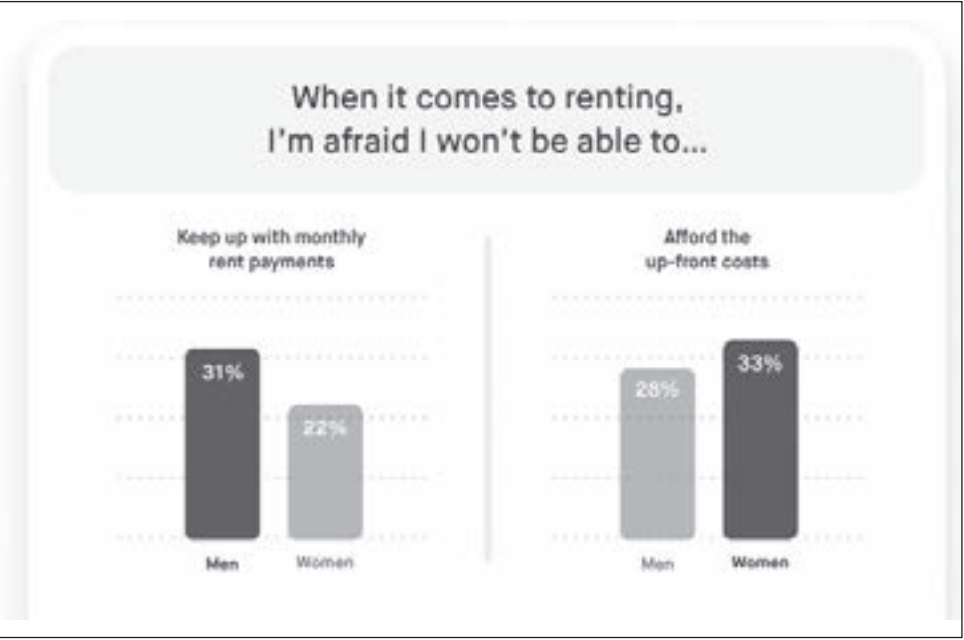
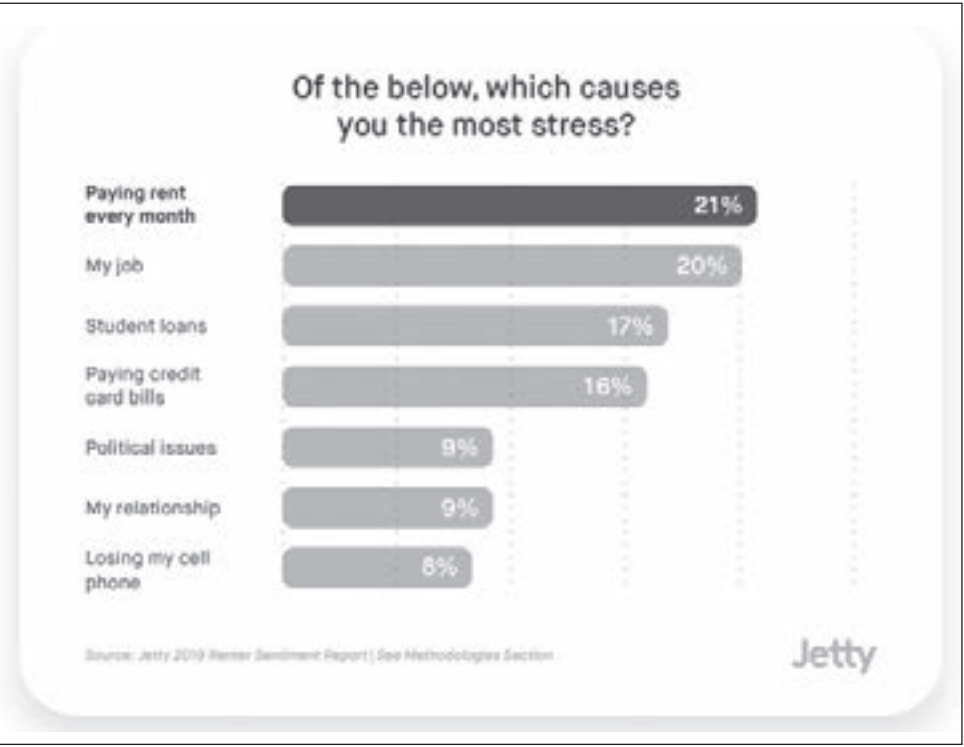
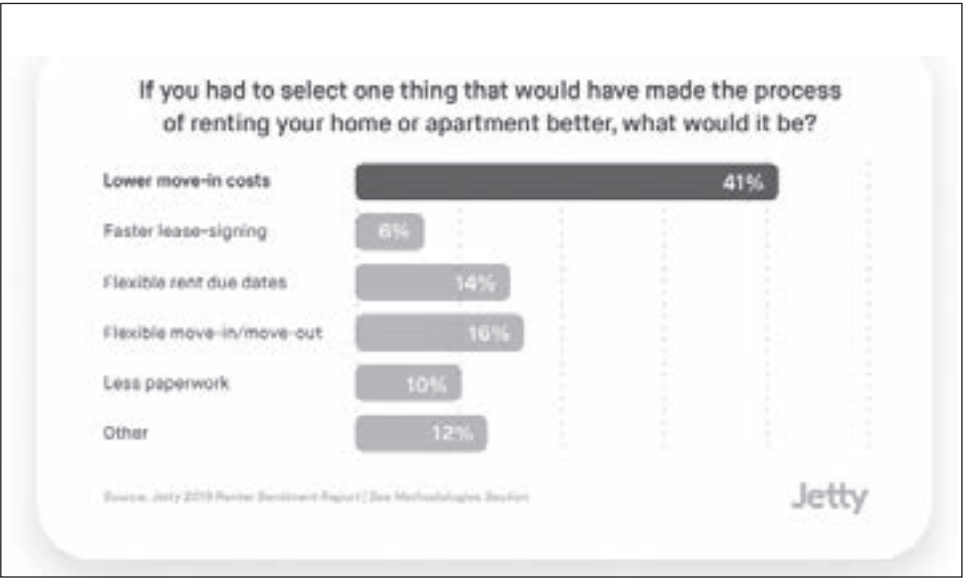
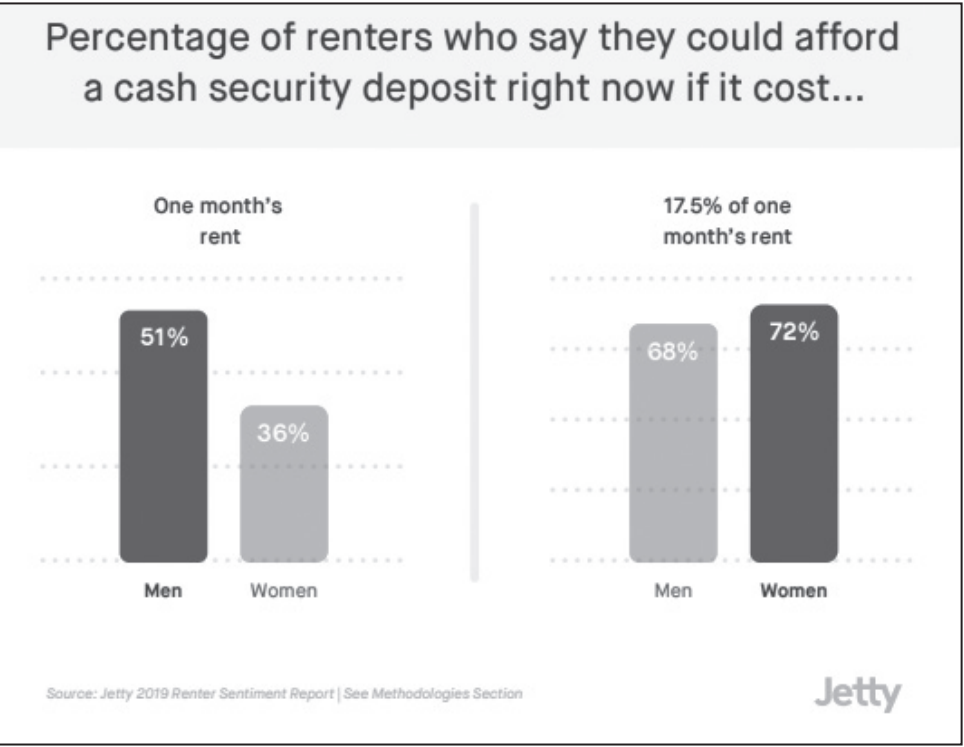
According to the survey, when asked what they’re most afraid of in the context of renting, 30 percent of renters ranked affording up-front costs, while 26 percent said keeping up with rent payments.

Almost 60 percent of renters have been prevented from moving into the rental homes or apartments they wanted because the up-front expenses were too high, the survey says.

Almost half of renters wouldn’t be able to afford a cash security deposit of one month’s rent right now. Survey respondents said security-deposit alternatives could be a game-changer for them.

While less than half of renters would be able to afford a cash security deposit of one month’s rent right now, 70 percent of those renters could afford a security deposit alternative.

*Methodology: This data was collected through a survey by Jetty designed to discover how renters feel about renting and what challenges they face in the process. The company used a third-party survey tool to reach a sample of U.S. renters, balanced for age, gender, and geographic region, and gathered a total of 667 responses.*



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



# How You Treat Those With Limited English Proficiency Could be Source of Discrimination

By ELLEN CLARK

How you treat people with limited English proficiency, which could be a potential source of discrimination, is the topic of this Grace Hill training tip.

- Do you only let tenants submit maintenance tickets in English?
- Do you prioritize requests from those who speak English over those who do not because it is easier and quicker?
- Do you provide poor translations of leases because it is easy and cheap?

Suddenly, whether you meant to or not, you’ve essentially discriminated based on national origin, which is illegal under the Fair Housing Act.

It is estimated that more than 25 million people in the United States have limited English proficiency or LEP.

A person with limited English proficiency may not speak, read, write, or understand English as well as a person who grew up with English as their first language. About 80% of LEP people in the United States in 2013 were born in a foreign country.

## WHY IS THIS IMPORTANT?

Imagine you have a policy or practice that treats limited English proficiency people differently.

Maybe you only let residents submit maintenance tickets in English to make

grace hill

TRAINING TIP  
OF THE MONTH

things easier on your maintenance staff

Perhaps you translate leases and other documents with Google translate because it is free and you can’t afford a good translator.

Maybe you take resident maintenance requests out of order so someone who speaks the same language can help an LEP customer

Remember the statistic mentioned earlier that about 80% of LEP people in the United States in 2013 were born in a foreign country?

This means four out of five people affected by the policy or practice that treats LEP people differently will be people born in other countries.

## HOW CAN YOU AVOID POLICIES AND PRACTICES THAT HAVE A DISPARATE IMPACT ON PEOPLE WHO ARE LEP?

Here’s what HUD recommends:

- Never refuse to work with people who are not fluent in English. Claiming you don’t have the



resources won’t hold up as a justification for your actions.

- Treat everyone the same, regardless of whether they have difficulty speaking English or speak with an accent.
- Allow enough time for prospects to review leases and other documents, particularly those who may need to translate them for proper review.
- Don’t provide poor translations. Your intentions might be good, but a poor translation can be confusing and misleading.
- Don’t restrict the languages that can be spoken in your community. An “English Only” mandate is unnecessary, unwelcoming, and discriminatory.

For more information about working with LEP customers, see Grace Hill’s Fair

Housing and Limited English Proficiency mini-course.

About the Author: 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. 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. About Grace Hill: For nearly two decades, Grace Hill has been developing best-in-class online training courseware and administration solely for the Property Management Industry, designed to help people, teams and companies improve performance and reduce risk. Contact Grace Hill at 866-472-2344 to learn more.



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

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# 3 Ways to Maximize Your Property’s Rent

By CARLOS AZUCENA

Before you advertise your next apartment vacancy, here are three ways to maximize rents that many property managers and investors in multifamily properties are looking to do, according to a release.

## 1 - DO THE LITTLE THINGS

Tenants don’t want to show up to a property where the landscaping is overrun, paint is peeling, or trash is strewn about.

Take the time to address these low-cost fixes. First impressions matter when you are trying to achieve market rents.

Just as you wouldn’t want to show up to your own home in this condition, tenants feel the same way.

They will reward you with fair rents and longer-term tenancy.

## 2 - RENOVATE OLDER OR DILAPIDATED UNITS

Could your rent be \$100, \$200 or even \$500 higher if the apartment was remodeled?

If so, you may be missing out on a great opportunity to gain a high return on your investment.

Many owners get discouraged when they look at the time it will take to recover the cost of the remodel.

However, if you invest \$10,000 into a unit that allows you to achieve \$200 more per month, that is a whopping 24 percent annual return on your investment!

A \$200 rent bump also translates into almost \$50,000 in value at a 5 percent capitalization rate.

Now that’s a great investment!

## No. 3 - UNDERSTAND YOUR MARKET’S RENTS

A wise person once said, “If you don’t know where you’re going, then you don’t know where you are.”

In other words, how can you tell if your rents are below or even far below the market if you don’t know where market rents are?

Market rents will vary between quality, condition and location even within the same neighborhood.

You can do your own research by going online and see what others are asking and what they are offering. For insider info, you can consult with a local property manager or an apartment real estate broker. An experienced apartment broker would provide this information for free and with a high level of detail.

*Carlos Azucena is a real estate broker with 15 years of experience in apartment sales, representing buyers and sellers. He serves the San Francisco Bay Area and can be reached at 650-391-1746 or [cazucena@marcusmillichap.com](mailto:cazucena@marcusmillichap.com).*

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# Multifamily Makes Big Impact

*Continued from Page 1*

operations adds \$175.2 billion. New construction contributes \$150.1 billion and renovation and repair adds \$68.8 billion.

Highlights from the report include:

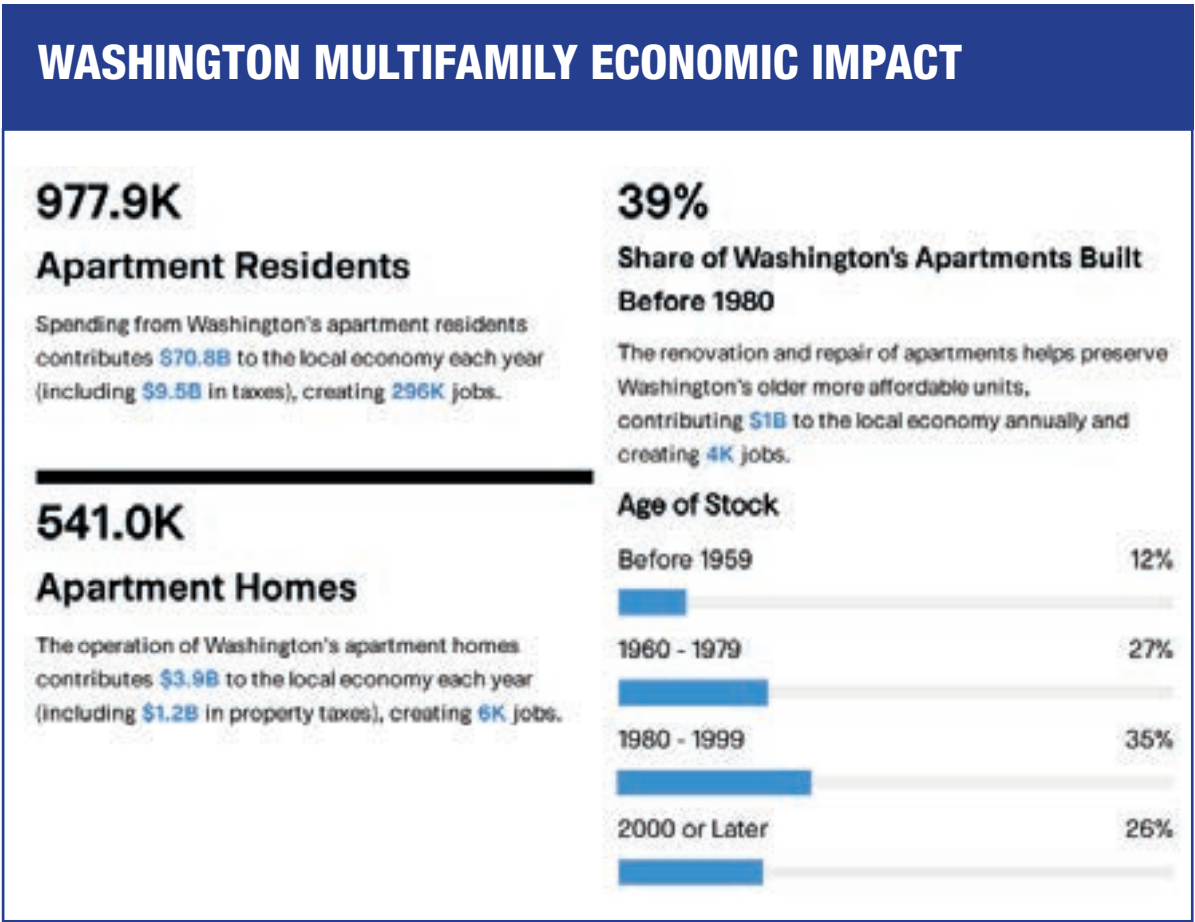
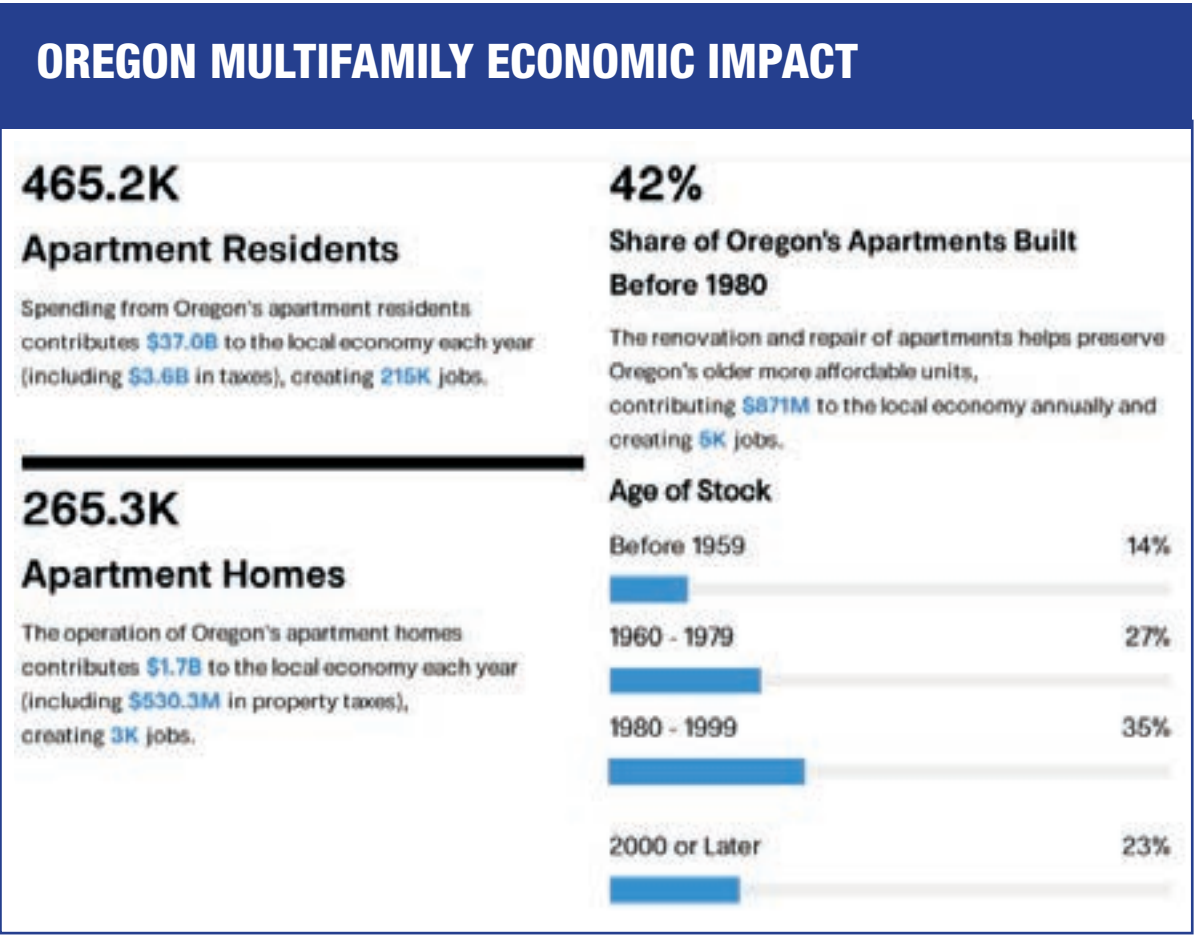
- All four sectors of the industry have posted very strong growth, punctuated by the construction industry ramping up to meet the unprecedented demand for apartments this cycle – reaching a height of 346,900 completions in 2017, up from 129,900 in 2011.
- Previous research by Hoyt Advisory Services found that an average of 328,000 apartments per year at a variety of price points need to be built to meet existing demand, which would bring continued economic activity. This number of multifamily completions has only been surpassed twice since 1989.
- Hoyt research also found that a significant portion of the existing apartment stock will need to be renovated in the coming years, boosting spending in the renovation and repair sector.
- The combined contribution of apartment construction, operations, renovation, and resident spending equals \$3.4 trillion per year, or more than \$9.3 billion daily.

“The apartment industry’s contribution is one that has grown in recent years, fueled by increased rental demand overall as population and employment growth continue and renting becomes a preferred tenure choice for millions of Americans,” said Eileen Marrinan, Managing Director of Eigen 10 Advisors, which partnered with Hoyt, in a release.

“Construction is still moving ahead, as there’s a need for additional apartments in many states. And, due to an abundance of aging stock, there’s a growing need for renovations and improvements on existing apartment buildings. Construction and renovation/repair will provide a sizable boost in jobs – and the economy – nationwide, and will continue to be a hefty contribution to the country’s economy for decades,” said NMHC President Douglas M. Bibby in the release.

“The multifamily industry is an economic engine powering the economy very significantly at the national, state and local levels,” said NAA President Robert Pinnegar in the release. “This clearly illustrates the tremendous positive impact our apartments have on the communities they serve.”

To view the data, which is broken down by state and metro area, visit [www.WeAreApartments.org](http://www.WeAreApartments.org). Visitors can also use the Apartment Community Estimator (ACE), a tool that allows users to enter the number of apartment homes of an existing or proposed community to determine the potential economic impact within a particular state or metro area.



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## Mystery Maintenance Call Help! Hornets in My Rental!

### KEEPE

The apartment mystery maintenance call this month comes stems from an unusual work order from the property manager of a Portland rental.

“There are hornets inside my house, and it seems to be coming out from inside my drywalls. Please send keepers now!” the property manager said.

As our workers came in, they were able to assess that somehow, a hornet nest has been accumulating inside the drywall.

As they explored further, our crew discovered that the nest has been building for at least three months before the work order was called in. Our workers determined that it originated from a tiny hole beside the front door, which allowed the hornets to go into the hollow dry walls and build their homes from there.

This unique problem took a full day to solve, with the help of a separate pest

control crew to exterminate the hornets and clear out the nest.

The maintenance crew had to cut open a large portion of the drywall, which pest control would need to clean the inside of the drywall.

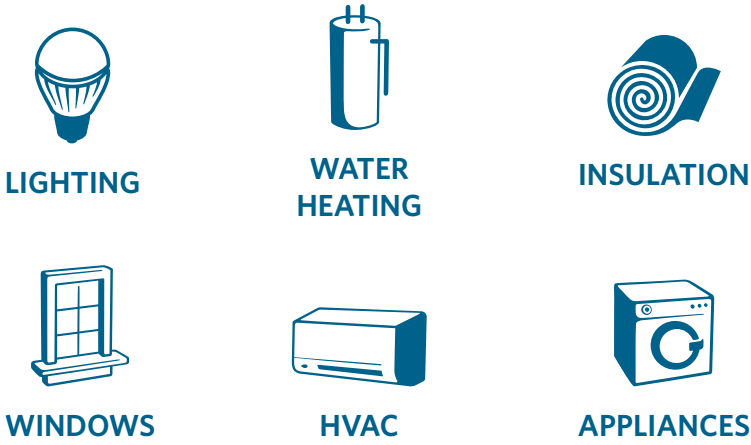
Once everything has been cleared out, the wall had to be fully patched, a job that took about three to four hours.

After a long day of completing this odd job request, not only does the drywall look good as new, but more importantly, no more hornets in the rental.

*Keepe is an on-demand maintenance solution for property managers and independent landlords. The company makes hundreds of independent contractors and handymen available for maintenance projects at rental properties. Keepe is available in the Greater Seattle area, Portland, Phoenix, San Francisco Bay and San Diego areas.*

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