



Kenosha Landlord Association

A Local Chapter of the Wisconsin Apartment Association

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Kenosha Landlord Association, Inc.

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www.kenoshalandlordassociation.org

www.waaonline.org



HAPPY NEW YEAR

*May the New Year bring to you
Warmth of love, and a light to guide your path
towards a positive destination.*

To Our Members

Happy New Year— Wishing you a year of joy, love, peace, prosperity and the best of health! The New Year is typically a time to reflect on the year past before leaping into a new year (and 2016 IS a Leap Year).

We hope that you have renewed your membership for 2016. If you know a landlord that would be interested in joining, as a member you can invite them as your guest to one to our membership meeting with no cost.

All members are invited and encouraged to attend the KLA board meetings and get involved in the various committees. We want to hear from each and every one of you!

The KLA Holiday Party will be held on January 20th at Circa on Seventh. You will find the party reservation form on page 5 of the newsletter. The holiday party will also serve as our January meeting. At that time the current board will announce their recommendations for the 2016 board positions and all members present will vote on the candidates. The 2016 board will then be officially sworn in.

The next meeting following the holiday party will be Wednesday, February 17th.

DISCLAIMER: The Kenosha Landlord Association publishes this newsletter to create awareness of issues relating to the rental housing industry. Information is compiled from a variety of sources and the views and concerns expressed by the contributors do not necessarily reflect those of the editor or the Association. When necessary, we suggest you consult an attorney.



3 Rental Market Predictions For 2016

Source: <http://www.propertymanager.com>; by Marc Courtenay; January 2016



What investors can expect from the market next year

Whether you're a property manager, an owner who rents out your properties or someone who's looking for a new place to call home, it's no secret that the rental property market is changing.

With those changes, come some trends for 2016 and a few predictions that can be made. To be successful in any aspect of the rental market, it's important to look ahead and have a good idea of the kinds of changes might occur so that you can be prepared.

The more you know, the more easily you can adapt to the trends that come along with the rental market and stay successful no matter what role you play.

1. The demand for rental housing will continue to rise

One of the biggest trends in rental housing is the increase in demand. Although plenty of people still buy homes to live in, a lot of other people are choosing to rent.

They might rent due to lack of a down payment or poor credit, but those are not the only reasons that the demand for rental housing is going up.

People choose to rent for all kinds of reasons, including a desire for a low-maintenance lifestyle, moving to a new location and traveling frequently. In some markets, it's also less expensive to rent than it is to own a home, so people choose rentals.

With a significant number of people making that rental choice today, property owners and property management companies are finding that they need more properties to offer to people who are looking for their next place to call home.

Overall, the demand for rental properties is predicted to continue to rise, as the trend among millennials shifts toward a more simplistic lifestyle that doesn't include homeownership.

Those who want to get involved in rental properties, whether owning or managing them, might want to move toward a focus on additional properties, so they can provide what people are looking for in the coming year.

2. Investors will need to keep pace with the demand in their area

With the rental market trending in a positive direction, property management companies might want to take a careful look at their staffing, software and other needs.

Although it's important that these companies don't overstaff or overbuy, they also want to make sure they are prepared for the influx of renters they will likely see throughout 2016.

Being aware of the growth in the rental market, and the trend for more millennials to choose to rent instead of own can help these companies prepare for the coming year.

Better preparation can mean better income, happier renters and more satisfied property owners, all of which are beneficial to any property management company.

Continued on page 3



3 Rental Market Predictions For 2016

(cont.)



Property owners who are considering investing in additional rental properties might also want to look carefully at their needs, profit margin and budget for buying more homes or apartment buildings.

If they are reasonably certain there will be enough demand to keep the houses or units full or nearly full, and the price of the property is right, this can be a good time to start purchasing more properties and building their real estate investment portfolio.

Rents are on the rise in a lot of areas, too, due to the increased demand, so the potential to build a strong level of income through investment properties or property management companies is very real going into 2016.

3. Single-family homes will hugely bypass multi-family options

For investors, where to put their money when they buy real estate to rent out is an important consideration. Looking at the trends for real estate in 2016, it's predicted that apartment buildings and multi-family home options are going to be better choices than single-family homes.

The main reason for that is the millennials themselves. Many of them are just starting out, and they don't have families and children. As such, they don't need big houses and space for children and pets to roam.

Instead, they might want the convenience of living right downtown, in a building close to work. Or they might want to live in a loft above a coffee shop, where they can pursue their artistic interests.

These are the kinds of choices many millennials are making today, and those decisions will likely continue into 2016. With that to look forward to, investors might want to consider buying multi-family properties or multi-use (residential and commercial) properties, instead of purchasing houses in the suburbs.

A good mix of rental properties can be beneficial, but the areas that bring in substantial income are where investors should focus when buying new property.

Property management companies might also have an easier time marketing these properties and keeping them rented, which results in a better situation for both the property owner and the management company.



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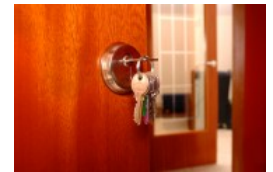
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Approved Rental Forms conforming –ACT 76 Mandatory March 1, 2014

Wisconsin Legal Blank Printing and Forms has provided it's customers with high quality pre-printed and custom forms for over 100 years. We are constantly keeping up-to-date and ahead of Rental and Real Estate regulations, government changes to forms, renovation literature, and EPA safety mandated requirements.



7 Resident Retention Ideas for the New Year

Source: <http://www.propertymanager.com>; by Marc Courtenay; January 2016



The end of one year and the beginning of a new one is a great time to consider new ideas for retaining employees and those vital folks who pay the rent every month: our valued property residents.

Recently I sat down with a 40-year property management superstar (in my humble opinion) to learn her latest views about retaining her many hundreds of rental residents and her key employees. First she wanted me to know that her personal management philosophy on this topic has grown stronger through the past four decades. “Treat people fairly and they’ll stick with you for a lifetime!”

She goes out of her way to take a personal interest in her employees and resident managers. During the holiday season and their birthdays she gives thoughtful gifts and/or one of their annual bonuses. “I do all that I can to reward outstanding performance yet at the same time I don’t want any of my people to think that I take them for granted,” she shared. “Most of my employees are very loyal.”

There’s a direct correlation between her successful method of retention and the results she aims for. “Most of what I do is simply common sense mixed with a blend of small courtesies that go a long way.”

This open, sincere and seasoned veteran of property management gave me some of her best retention ideas that have consistently worked well. The list includes:

1. Give an annual holiday gift like a gift card or certificate for a popular food store or restaurant.
2. Reward residents for following the rules and “staying in touch.” For example, she gave one resident a \$30 gift card for coming up with a helpful idea about keeping the laundry room cleaner.
3. Send a note to all residents that you want to retain stating, “As a way of thanking you there won’t be an annual rent increase. Your rent will stay the same for the year ahead” or words to that effect.
4. Set up a dedicated email address for employees and residents to use so they can directly communicate with the property manager. It speaks volumes about management’s caring attitude.
5. As much as possible, be responsive to complaints. Let employees and residents know you’ve received their complaint and will investigate. Ignoring complaints can damage trust and good will.
6. If you have a meeting room, host an annual “celebration drop-by party” with simple refreshments. Encourage employees and residents who attend to leave comments in a decorative “suggestion box.”
7. Sponsor a best ideas and suggestions contest. Give everyone who enters a small prize so everyone feels like a winner. Receiving and promoting feedback will solve dilemmas and help avoid problems.

Outstanding property managers realize that the best way to keep their residents is to, in the words of my esteemed interviewee, “Never assume that someone knows that you truly value them.” Those words of wisdom apply to all relationships that we treasure and don’t want to lose. “Little acts of kindness and generosity are often deeply appreciated and remembered,” she concluded.



You're invited to the Kenosha Landlord Association **Holiday Party !!**

Wednesday, January 20, 2016 at 7:00pm
Cocktails at 6:30 pm

Location: Circa on Seventh
4902 7th Avenue
Kenosha, WI

Dinner includes: Dinner Entrée (buffet selection), salad, dinner rolls, dessert, and choice of coffee, hot tea or soda. Tip is included in the cost. **** Please note there will be a Cash Bar. ****

The cost is **\$15/person** paid by January 10th.
\$25.00/person at the door.
Please complete the form below and send with a check payable to:
Kenosha Landlord Association P.O. Box 1505 Kenosha, WI 53141

Deadline to sign-up is January 10, 2016 - No exceptions!

Name: _____

Name: _____

Telephone (____) _____ - _____

Kenosha Landlord Association
2015 Annual Holiday Party
Wednesday, January 20, 2016 at 6:30pm
Location: Circa on Seventh



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Name: _____

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Kenosha Landlord Association
2015 Annual Holiday Party
Wednesday, January 20, 2016 at 6:30pm
Location: Circa on Seventh

**Landlord/Crime Free
Multi-Housing Rental Seminar**

**Tuesday, January 19th (6pm-9pm)
Wednesday, January 20th (6pm-9pm)
Thursday, January 21th (6pm-9pm)**

Location: *Boys and Girls Club
1330 52nd St.
Kenosha, WI 53140*

The KPD Crime Prevention Unit and the Kenosha Landlord Association designed this Seminar to help landlords make better decisions when managing their rental properties.

The following topics will be discussed:

- Property Maintenance
- Crime Prevention Techniques
- Applicant Screening
- Leases and Evictions
- Crime Free Lease Addendums
- Process Serving
- C.P.T.E.D. (Crime Prevention through Environmental Design)
- Fire Safety
- Waste and Disposal



This seminar will help landlords and property managers in the following ways:

- Landlords and tenants build stable neighborhoods
- Effective management leads to less turnover
- Stabilized property values and rents
- Lower maintenance and repair costs
- Everyone is safer
- Peace of mind from spending less time on crisis control.

To register for the seminar
Please call:

Crime prevention Unit at 657-3937
or e-mail: watch@kenoshapolice.com.

Come and learn about all of the new laws!!!!



Texting Tenants: Practical and Legal Considerations

Source: <http://www.rentingmyhouse.net>

Text messaging a tenant or prospective tenant is a convenient way to communicate. It can be done quickly without having to wait for someone to answer, leave a message or wait for a callback, and without having to engage in conversation. It can be done without drafting, printing and delivering a letter. In short, you can pass the ball with minimal hassle.

Receiving a text is also convenient. Phone calls interrupt activities, and checking voice mail requires dialing into a voice mail system and listening to the message. A text message can also be saved, forwarded, and easily accessed if it contains useful information.

Clearly texting has some practical applications for property managers, landlords and tenants. However, the key to texting with tenants is to know when sending a text, rather than making a phone call or sending a letter, could get you in trouble.

Establish guidelines for texting with tenants.

When you're signing a lease, make sure to discuss your preferred communication methods, including texting, with your tenants, so that you're all on the same page. When it comes to texting, put the following guidelines in place:

Make sure the tenant is able and willing to receive text messages. Some people don't have cell phones, or if they do, they don't use them often. Others have no texting plan. And some people simply don't want to communicate by texting. If a tenant doesn't want to receive text messages from you, respect his or her wishes.

Put it in writing. The lease agreement, or some other document signed by the tenant, should contain a checkbox for the tenant to indicate he or she is willing to receive text messages, and a section for the tenant to write in his or her mobile number.

Specify what you will be texting to the tenant. Put in writing the information you will be texting to the tenant. Text messages are informal. Limit them to emergency repair situations when you can't call each tenant or when you have reports of suspicious criminal activity in the area. Also use text messages for simple reminders about upcoming due dates, meetings or scheduled repairs and maintenance for which you have already given written notice. Limit yourself to these situations – don't send a text soliciting for donations to your favorite worthy cause and don't overload the tenant with too many texts.

Specify what the tenant can text to you. Limit what information the tenant may text to you. For example, texts requesting repairs or maintenance and consenting to allowing maintenance staff to enter the unit might be appropriate

Know when to avoid texting a tenant.

There are some situations where texting isn't the right tool for communication. For example:

Don't text formal written notices to a tenant. If you are giving a tenant a notice that is required by statute to be in writing (such as a notice that you need to enter the premises or terminate the lease), do not text it. If a notice doesn't meet the statutory requirements for proper form and delivery, the tenant can claim that notice was improper and that he or she need not comply.

Continued on page 7

Texting Tenants: Practical and Legal Considerations (Con't)



Don't text information if you might need a paper trail. If you suspect that you may need to keep a record that a certain communication was delivered, make sure the communication is on paper and delivered appropriately. Text messages are not legal documents. They are easily (and sometimes accidentally) deleted. Furthermore text messages can't be printed out and easily presented to a judge, and they may not hold up in court.

Don't send text messages that convey anger or frustration. Always keep text messages professional and devoid of negative emotion. If you have a difficult situation with a tenant, a phone call or an in-person conversation is probably better than a short text message. As with email, when you send a text message the person on the receiving end doesn't see your facial expressions or body language, which can give them an incomplete picture of the intent of the communication. Remember that if you might need a paper trail, send the tenant a letter, or follow up the conversation with a letter.

Texting tenants can be an efficient way to communicate, saving property managers time and money. If you know when and when not to use text, it can be a valuable tool.



WHY BECOME A MEMBER?

**FILL OUT & MAIL IN
TO BECOME A MEMBER**

KENOSHA LANDLORD ASSOCIATION

WHAT IS THE KLA

The Kenosha Landlord Association was established to promote and foster a *Network of Real Estate Investors* in the areas of:

Investing, Management, Legal Issues, and Continuing Education.

GOALS

KLA's goal is to keep our members up-to-date with the most current information available to our industry, which will enable our members to provide the highest quality rental

MEMBERSHIPS INCLUDE...

- Wisconsin Apartment Association Membership
- KLA Monthly Newsletter
- Wisconsin Apt. Assoc. Newsletter
- Network with all KLA members
- Monthly Association Meetings
- Business Members Discounts
- Educational Seminars
- Political Lobbyist

Educational Topics:

- Eviction Process
- Fair Housing
- Financing Methods
- Lead Paint Issues
- Legal Issues
- State & Local Issues
- Tenant Screening

Membership Costs

\$180.00 Annual

Application

Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

(H) Phone: _____

(W) Phone: _____

Fax: _____

E-Mail: _____

Number of Units: _____

How did you hear about the Association?

Do you own a business? _____

Do you wish to advertise to our members?

*To join, please mail application and
Check to:*

**KLA
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Kenosha, WI 53141**



Go Paperless In 2016

Source: propertymanager.com; December 2015



The typical property management office is inundated with paperwork – everything from applications to leases, lease addendums, move-out paperwork, and security deposit refunds.

Now, imagine your office without paper. No stacks of applications waiting to be filed. No leases or move-out paperwork stacked on a leasing agent's desk. Kind of hard to do, isn't it?

If the paperwork in your office is out of control, 2016 might be the year to go paperless. While it may be hard to imagine, in reality, it's quite simple to do, with a long list of benefits for your property management company as well as the environment. Here are some compelling reasons why you should consider implementing the paperless office:

- **Better organization.** Imagine the hours you'll save when an application, a lease, or move-out information is available at the touch of a button. No more searching through stacks of paper, or even worse, looking for a misfiled application or lease.
- **Easier accessibility to the information you need when you need it.** How many times have you arrived at a property to realize that you forgot to look for a file at the property you just left? Imagine the gas (and time) you'll save when you can easily access the information you need no matter where you are.
- **All of your information will be more secure.** By storing documents in the cloud, property management businesses will not only have better access to those documents; they'll also be more secure than those being stored in the traditional filing cabinet. No longer will employees need to back up data and store backups offsite. Today's cloud-based technology uses the latest and greatest encryption technology to store documents safely, with backups in place in case of system failures. Even better, emptying file cabinets and lugging boxes to storage will become a thing of the past.
- **Better tenant customer service.** Instead of written maintenance requests, your tenants will be able to simply submit a maintenance request electronically. Maintenance staff can schedule requests based on importance and email the resident with a time that the work will be completed. Tenants can also pay their rent electronically, renew their lease, and give a thirty day notice from their computer.
- **You'll reduce your carbon footprint.** Today, 42% of all wood harvested is used to make paper, and over 50% of the waste produced by the average business consists of paper products.

While we all know that there will always be residents resistant to paying rent electronically, or requesting maintenance via their computer, the vast majority of tenants will appreciate the ease in which they can communicate with your office staff, and what little paperwork is generated can be easily filed away in minutes. In 2016, save a tree and choose to go paperless.

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Nominations For The 2016 KLA Board Of Directors



Below is what the current Board is recommending

- President: Mark Nausieda
- Vice President: Dee Dee Kruse
- 2nd Vice President: Ron Borowski
- Treasurer: Doug Powell
- Secretary: Jeannette Marchetti-Hamm
- WAA Director: Brian Hervat

Additional Committee Members

- Mark Nausieda
- Jeannette Marchetti-Hamm
- Michele Krause
- Dee Dee Kruse
- Mike Myer
- Melissa Gaglione

**Next Meeting
Circa on Seventh**

4902 7th Avenue
(262) 764-0601

**January 20, 2016
Holiday Party!!**

6:30 p.m. Cocktails
7:00 p.m. Dinner

**HOLIDAY PARTY
ON January 20th**

&

**2016
KLA BOARD OF DIRECTORS
INDUCTION**

www.kenoshalandlordassociation.org