



Kenosha Landlord Association

A Local Chapter of the Wisconsin Apartment Association

Volume 28, Issue 3

March 2015

In this issue

Membership Application	Page 2
Tenant Screening Tip Using Pennies!	Page 2
Legislative Day Agenda	Page 3
Landlord/Crime Free	Page 4
Work Smarter With These Landlord Tips	Page 4
First Impressions Get a Property Rented	Page 5
Wisconsin Legal Blank	Page 6
Prevent Pests in Your Property	Page 6
Associate Members	Page 7
M4Energy	Page 8
Membership Meeting Information	Page 9



Springtime is in the Air

BOARD

PRESIDENT
Mark Nausieda

1ST VICE PRESIDENT
Doug Powell

2ND VICE PRESIDENT
Chuck Powell

PAST PRESIDENT
Larry Cappozzo

TREASURER
Ron Borowski

SECRETARY
Jeannette Marchetti-Hamm

WAA DIRECTOR
Brian Hervat

MEMBERSHIP DIRECTOR
Mark Nausieda

MEDIA COMMITTEE
Jeannette Marchetti-Hamm
Dee Dee Kruse
Michele Krause

**Kenosha Landlord
Association, Inc.**
P.O. Box 1505,
Kenosha, WI 53141

www.kenoshalordassociation.org

To Our Members

LEGISLATIVE DAYS - MARCH 18th

This year, Legislative Day is Wednesday, March 18th, which is the same date as our March meeting. There are many KLA members that are interested in attending and the board has voted to use Legislative Day as our March meeting. **There will be no Membership meeting the evening of March 18th.**

Legislative Days is a great opportunity to get our laws changed. Come and meet our elected state officials and discuss the laws you would like to see changed and take effect. It is an eventful day and a learning experience. Please let us know if you are attending or want to carpool. Come and see how it is done!! See Page 3 for Legislative Day Agenda.

GOOD NEWS! NEW LOCATION

Starting April 15th, KLA will be hosting the membership meetings at the Fireside Restaurant and Lounge, 2801 30th Ave. Fireside was always our meeting place for years. It provided a great place to meet either before or after our meetings. This will be more cost effective for our membership and free Wi-Fi is also available. We have the flexibility to host larger meetings with the availability of two rooms that can be turned into one large room. They also have ample parking to suit our needs better.

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.

TENANT SCREENING TIP USING PENNIES!



Source: MrLandlord.com, January 2015

So I know we've all run into the scenario of finding loose change when tenants move out of our units. What I find interesting is it seems that the amount of money I find is in direct correlation with the amount of damage that the tenant caused. The more money I find, the more damages there are. So now it's a habit to scan the unit right after move out to see how much I might be spending on repairs. I always make it a point to pick up any loose change and put it in my piggy bank to use for vacation money.

On my last move out, I picked up all loose change on the inside of the house but on the sidewalk outside there were two pennies laying on the ground in very plain view. I thought I would try an experiment and leave them there to see if the neighbor next door (the house is a duplex) would pick up the pennies. Now this tenant is always struggling with paying rent on time and the house is not kept all that clean. After two weeks, the pennies were still there. Not surprised.

I started showing the unit a couple months ago and thought I would leave the pennies there to see if any prospective tenants would see the pennies and pick them up or leave them. As I was waiting for the first prospective tenant to show, I was watching her as she walked up the sidewalk. She spotted those pennies right away and excitedly told her friend that she found two pennies and picked them up and put them in her pocket. Needless to say I rented to her. Was just in her place a week ago and everything is spotlessly clean and organized. How interesting!



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

WHY BECOME A MEMBER?

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

FILL OUT & MAIL IN TO BECOME A MEMBER

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

P.O. Box 1505

Kenosha, WI 53141



**Wisconsin Apartment Association and the
Wisconsin Rental Housing Legislative Council**
with the
**Apartment Association of Southeastern Wisconsin
2015 Legislative Day**
Wednesday, March 18th

- 10:00 a.m. – 10:30 a.m. Registration.
Room 411 South, State Capitol.
Cost is \$25 and includes all materials, luncheon, reception, and beverages.
- 10:30 a.m. – 1:30 p.m. Introductions, logistics for the day, and welcoming comments followed by special guests, legislative messaging, updates, and luncheon.
- 2:00 p.m. – 2:30 p.m. News Conference.
- 2:30 p.m. – 4:30 p.m. Visit Legislative offices and breakout sessions on various issues.
- 4:30 p.m. – 6:00 p.m. 2015 WAA-WRHLC Awards Reception.
Signature Lounge-Best Western Inn on the Park
22 S. Carroll Street, Madison.
- 2015 Spirit Award:*
Wausau Area Apartment Association
2015 Partnership Award:
Wisconsin Realtors Association
2015 Advocates of the Year:
Pamela Strittmater & Jessica Olson,
Apartment Association of the La Crosse Area
2015 Outstanding Public Service Award:
City of Milwaukee-Health Department

For questions, contact Gary R. Goyke at gary.goyke@gmail.com
or call 608-237-8121 (daytime)/608-249-8118 (evenings).

To pre-register (preferred), please send your name and local, if applicable, with a check made payable to WAA by March 13th to:
PO Box 2922, Oshkosh, WI 54903-2922



Work Smarter With These Landlord Tips

Source: <http://www.zillow.com>

LANDLORD
TIPS

Ever wish you had more time and resources to keep up with the work on your rental property? Maintenance doesn't stop once you find a tenant, but there are several ways to make your job as a landlord a little easier.

Here are some tips to help you save time and money managing your property.

Change locks with ease: Replace locks quickly during turnover using KwikSet SmartKeys, which allow you to easily reset the lock yourself.

Standardize your property features: Finding the exact same faucet fixture, replacement part or paint color for repairs and touch-ups can be a headache. Cut down on the time, money and storage for these items by using the same paint, tile, fixtures and hardware at all of your properties.

Reduce repainting costs: Paint is a relatively quick and cheap way to cover up years of wear and tear on a property, but you can lower your costs even more by painting the walls and ceiling the same color. Save on labor by spraying the paint onto the walls instead of using rollers, further reducing the cost of repainting.

Force-wire the bathroom light and exhaust fan: The exhaust fan is there, but are residents using it? Control mold and mildew by rewiring the bathroom light switch to also turn on the fan.

Protect your under-sink cabinets: Prevent spills and leaks from damaging the cabinets by lining the area under the sinks with scrap vinyl flooring.

Replace carpeting with durable flooring: Reduce the time and money you spend replacing and cleaning carpets with easy-to-clean alternatives like hardwood, vinyl, laminate or porcelain tile.

Install a lock box: Make lockouts less inconvenient by installing a lock box on the property with an extra key.

Landlord/Crime Free Multi-Housing Rental Seminar

Saturday March 28th (9am-2pm)
Saturday April 4th (9am-2pm)

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 units.

The following topics will be discussed:

- Property Maintenance Codes
- 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



To register for the seminar please call:
Crime prevention Unit at 657-3937
or e-mail: watch@kenoshapolice.com.

Coffee, soda, water, and lunch will be provided!!!!!!

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

- Satisfied tenants build stable neighborhoods
- Active 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.

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



First Impressions Get a Property Rented

Source: rentalpropertyreporter



Have you ever watched a car slow down in front of a property with a “For Rent” sign, stop, back up, then speed off again? Why did they stop to look? If they were potential applicants, what made them speed off again, rejecting the property?

Lots of factors enter into whether someone decides he or she might be interested in a particular place to rent, and not all of them are under your control. But in order to rent your property, you have to get them to stop the car. And whether or not applicants stop their cars depends on first impressions.

The rule of thumb is that the better a property looks, the better the applicants will be, regardless of what part of town where your property is located. Quality people, the kind you want for renters, have pride in themselves and in their surroundings. That means if good applicants drive by a property that has an unkempt yard, has peeling paint, and has old junker cars in the parking lot, the driveway, or out in front on the street, they are going to keep right on driving.

On the other hand, if they drive by and see a well-kept yard, freshly painted stripes in the parking lot, and a building that is obviously cared for their first impression is of a landlord who cares about his property and who will take care of the rest of his business just as well. At that point, if that is your property for rent, the applicant is yours to lose. You see, that applicant has already decided that if the inside is as nice as the outside and it fits his or her needs, he or she wants to make it his or her new home.

Just as good tenants are driven off by unkempt properties, bad tenants are drawn to them. They want to live near people like them and to rent from landlords who don't care much about their properties or the type of tenants they rent to. Unkempt properties shout at them that the owner of the property meets both their criteria. This same landlord wonders why he never gets good applicants and his tenants are always a problem.

I was driving through an upscale neighborhood the other day and noticed a “For Rent” sign in front of a single-family house. The front yard had dandelions two-feet tall and the rest of the yard and house gave the same impression. I found myself shouting, “You idiot!” to the landlord, who was no where around, of course, and wouldn't have been able to hear me if he was.

Think of who is going to be attracted to rent that house. It won't be good tenants, it will be marginal ones at best, and probably bad ones.

An interesting sidelight is that bad tenants are often afraid to even call about nice-looking properties. They figure that the landlord cares about his investment and whom he rents to, so there's no point in even thinking about living there. Maybe they are the ones who slowed down, stopped the car, backed up and sped off again, saying to themselves, “No chance.”

Here are some of the things you can do with your properties to make them give an inviting first impression to great tenants:

1. Mow the lawn, edge the yard, trim the shrubbery, paint the front doors, repaint the stripes in the parking lot.
2. Sweep the sidewalk for the entire block.
3. Make sure there are no junker cars or other trash in front of or around your property. Call the city to have them removed if there are.
4. Drive by your property and try to get your own first impression. Take a picture of the property and look at it to see if that shows anything that needs tending to.
5. Have someone else drive by and make notes about his or her first impressions. Don't get mad if the impression isn't a good one and you get the truth.

There is simply no way you are going to get a dream applicant back after he or she has driven away from a rental property that has “bad landlord” written all over it. You'll get the nightmare applicants instead. Take a little extra time and get the good applicants, the people you want to rent to, to stop their cars, call you and make your property their new home.

How Landlords Can Prevent Pests in Their Property

Source: landlords.about.com/

The thought of a property filled with mice, cockroaches, bed bugs or other pests is not appealing. Tenants do not want to live in a property overrun with these vermin nor do landlords want to deal with constant extermination headaches and tenant complaints about pests. The good news is, there are steps you, the landlord, can take to help prevent pests from entering your property.

What Can Landlords Do?

Even though landlords cannot control everything their tenants do, there are certain things landlords can control. These steps can help reduce the chances of pest entering the property.

- **Exterminate Regularly:**

You should schedule regular exterminations at your property. This should be done before you ever see signs of a rodent or insect. This preventative measure is important because, by the time you actually see signs of the critters, the infestation is already much larger than you realize. Exterminating regularly will help keep your property clean and help keep small problems from exploding into large ones.

- **Seal Up Cracks and Crevices:**

Sealing cracks and crevices in your property will help keep little critters out. This should be done around the exterior of the property as well as inside the property. On the exterior of the property, make sure to check the building's foundation, as well as for gaps around pipes, vents, windows and doors. When sealing the inside of the property make sure to check basements, common areas, tenants' apartments, attics and crawl spaces. Again, check around the perimeter and near any pipes, vents, windows and doors. This can be a time consuming process, but it can help save you time and money later on. For mice prevention, you can insert a mixture of steel wool and caulk into the hole. Caulking works well to fill all other cracks and crevices.

- **Keep Common Areas Clean:**

While you cannot control how a tenant lives inside their own apartment, unless they are violating safety standards of course, you can still control the common areas of the property. You can make sure all common areas are clean and free from trash and debris. Vacuuming or sweeping once or twice a week should be sufficient.

- **Have Proper Trash Receptacles**

To help prevent pests in your property, make sure you have proper waste receptacles. These receptacles should be sturdy and have lids which should always be secured to the top. You should regularly inspect them to make sure they are free of cracks or holes. If possible, you should also place these bins away from the actual property. You do not want the smell of garbage to attract creatures near your property.

- **Remove Clutter From the Perimeter of the Property:**

In addition to keeping trash receptacles away from your property, you also want to remove any clutter around the perimeter of the property. Piles of wood, logs or compost should be moved away from the property. You should trim hedges and bushes and get rid of weeds. Keeping a clean perimeter will help reduce spots for vermin to hide in or to build nests. If pests are living close to your property, there is a greater likelihood of them getting inside your property.

- **Eliminate Standing Water Around the Property:**

If there is standing water around or inside the property, or if there are leaky pipes or faucets, you should remedy the problem immediately. Standing water is a breeding ground for insects and water also attracts cockroaches and rodents.

- **Contact Tenants If You Notice a Problem**

As the landlord, there is only so much you can do to prevent pests in your property. Your tenants have to do their part as well. If you notice trash accumulating, garbage that is not being disposed of properly or debris around the property, contact your tenant immediately. Inform them of the proper procedures for disposing of garbage. Remind them that keeping the property clean can help prevent pests from entering.



WISCONSIN LEGAL BLANK
PRINTING & FORMS

Wisconsin Legal Blank Co., Inc.

<http://www.wilegalblank.com/>

Rick Russell - 414.344.5155

rick@wilegalblank.com

11 NEW RENTAL FORMS

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

Wisconsin Legal Blank Printing and Forms has provided its 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.

Grand
appliance and tv

YOU MAKE IT **home**
WE MAKE IT **grand**

Tom Hessefort
sales associate

office 262.656.1861
fax 262.656.1159
thessefort@grandapplianceandtv.com

grand showroom
7320 75th Street, Kenosha, WI 53142

grandapplianceandtv.com

City of Kenosha
KENOSHA HOUSING AUTHORITY



Equal Housing Opportunity

(262) 653-4120
(262) 653-4114 FAX

625 - 52nd STREET, ROOM 98
KENOSHA, WISCONSIN 53140

BH BELONGIA-HERVAT
Realty, Inc. • Properties LLC • General Contractors, Inc.

Eric Belongia
Broker



Phone (262) 652-8000 / Fax (262) 652-8003
6113 14th Avenue / Kenosha, WI 53143
www.b-hgroup.com



Emergency
Fire & Water Restoration



Keith Olson
Emergency Services Coordinator
1301 E. Waterford Ave. Suite A
Saint Francis, WI 53235
kolson@emergencyrest.com
www.emergencyrest.com

Milwaukee (414) 254-6014
Madison (608) 616-9582
Fax (414) 810-3524

WISCONSIN OFFICE
1119 60th Street
Kenosha, WI 53140
262.925.0500

ILLINOIS OFFICE
438 N. Sheridan Road
Waukegan, IL 60085
847.244.5088

E-Mail tim@trevalslaw.com
Fax: 847.637.1921

LAW OFFICES OF
TIMOTHY R. EVANS
A Professional Corporation

RIZZO & DIERSEN, S. C.
ATTORNEYS AT LAW

EXPERT ADVISORS.
SERVING YOU.

Kenosha Office: 3505-30th Ave. Kenosha (262) 652-5050
Burlington Office: 197 W. Chestnut, Bur. (262) 763-0883

COIN APPLIANCES, INC.

580 N. 40th Street
Milwaukee, WI 53209

Geoffrey Erdman
414-313-6778

Rural Mutual
Insurance Company

Nathan M. Leonardelli
Career Agent
2215 63rd Street
Kenosha, WI 53143
Office: 262-654-0427 • Fax: 262-654-3311
Cell: 262-620-4936
nleonardelli@ruralins.com



hailman lindsay
QUALITY PAINTS™

Wisconsin's Best Paint

40% Off

Joe Vozar
Store Manager

4105 52nd Street
Kenosha, WI 53144

Store | 262.658.5020
Fax | 262.658.5026
Cell | 262.939.4102

joe.vozar@hailmanlindsay.com

M4 ENERGY

GREG OLDHAM
Midwest Territory Manager

262.818.2745
Greg@M4energy.com
M4energy.com

SEWER & DRAIN CLEAN OUT • TELEVISED INSPECTIONS

ECONO
SEWER & DRAIN

HYDRO JETTING • UNDERGROUND PIPE LOCATING

CHARLIE SWADE
WI: 262.515.9151
IL: 847.350.8383

P.O. Box 656
Kenosha, WI 53141


Main Sewer
Floor Drains

WE CLEAN OUT YOUR PIPES,
NOT YOUR WALLET™

Phone
262-654-7086

BOB & JUDY BUSCHE
Process Server

P.O. Box 972 • Kenosha, WI 53141
Fax 262-654-4372



STACEY STANICH

3404 Roosevelt Road
Kenosha, WI 53142

Ph: 262 652 7214
Fax: 262 652 2425



Your
Business card
can be here!

Attention Landlords and
Flooring Contractors!

**Cut the cost of
re-carpeting!**

We now offer a special selection of rental quality carpet at incredible low "material only" prices. This is your opportunity to upgrade the floors in your rental properties. Visit us this week and save!

■ BERBERS
■ PLUSHES
■ FRIEZES

**CARPETS PLUS
OUTLET**

"GET TO KNOW US!"
www.carpetsplusoutlet.com

Including attached back,
12 and 15 foot rolls

1241-22nd Avenue, Kenosha, WI * Phone 262-883-9494
Hours: Mon. 10-8 / Tues., Weds., Thurs. 10-6 / Fri. 10-8 / Sat. 10-5 / Sun. 11-4

**WELCOME
Associate Member
Greg Oldham / M4Energy**



Common Area Lighting for Multi-Family Properties

What you probably have now:



65-watts each
569 kWh per year
\$79.72 to operate each light per year
(Not including frequent replacement costs!)

We can deliver a brand new 5-year warranty LED Fixture to you for.....

Final Out-of-Pocket Cost = \$0. Yes. FREE!!!



12-watts each
105 kWh per year
\$14.72 to operate each year
Savings = \$65 per year per light!!!
Approximately 2-minute installation

100 Lights replaced with new LED fixtures

- **Final Out-of-Pocket Cost = \$0**
- **46,400 annual kWh savings**
- **\$6,496 annual savings**

**This offer is contingent upon property qualifying for Multi-Family Lighting Program with Focus on Energy. General qualifications allow for any multi-family residential facility with 4 or more units. Other lighting incentives available through the program as well. Ask your M4 Energy representative for a summary of possible incentives.*



Kenosha Landlord Association
P.O. Box 1505
Kenosha, Wisconsin 53141

RETURN SERVICE REQUESTED

Next Meeting

Fireside Restaurant & Lounge

2801 30th Ave.

(262) 551-0600

On our regular
3rd Wednesday of the month

April 15, 2015

6:30 p.m. networking

7:00 p.m. meeting

Kenosha Landlord Association

**No
Membership Meeting
In March**

www.kenoshalordassociation.org

Free Food Or Snacks Provided At Meetings