



Kenosha Landlord Association

A Local Chapter of the Wisconsin Apartment Association

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Kenosha Landlord Association, Inc.

P.O. Box 1505,
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To Our Members

As we conclude another successful year, the Kenosha Landlord Association would like to thank all of you, our members, for your continued support of our organization. We hope you will all be renewing your membership for 2016. With the addition of new members this year we continue to grow stronger and more vibrant as an organization.

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 7 of the newsletter. Deadline for sign-up is January 10th. Please register early.

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.



Marketing Costs for Rental Property Vacancy

Source: <http://landlords.about.com/od>

Having a vacancy at a rental property is a stressful experience. The bills are still coming in even though the monthly rent is not. These holding costs, however, can be alleviated by filling the vacancy. Marketing the unit is the only way to fill this vacancy. Unfortunately, there are often additional costs associated with marketing the unit. There are many options available for advertising your rental. Each type of marketing will have a different associated cost, from free to high cost.

Marketing Costs

In order to find a new tenant for the property, prospective tenants need to know that your unit is available. This means that you must advertise your vacancy. The extent and type of advertising you want to do is completely up to you.

Just because one method costs more does not mean it is more effective. You can post a free ad for your rental online and have a tenant the next day or you could enlist a Realtor to find a tenant and wait three months to fill the vacancy.

You can choose to advertise using only one method or you can choose to use a variety of methods to promote your property. The faster you can find a quality tenant, the faster you will be seeing that monthly rent check. As a point of caution, the focus should be on finding a quality tenant for your unit. If you do not conduct the proper tenant screening and simply put the first person who is willing to pay in the unit, you could be filing an eviction for that tenant the next month and be back to square one.

There are various avenues where you can advertise an apartment or home for rent. **These include:**

- Online
- Word of Mouth
- 'For Rent' Sign at the Property
- Bulletin Boards
- Newspaper
- Realtor

The amount you will spend on marketing depends on the type of advertising you choose.

Free:

- **Online-** Advertising your vacancy online with sites like Craigslist, Trulia or Socialserve is free. Advertising online allows you to reach a large number of people with minimal effort or cost. You can also advertise on social media sites such as Facebook or Twitter.
 - *Pros:* No Cost; Reach Many People At Once
 - *Con:* A Lot of Competition
- **Word of Mouth-** Spreading the news that you have a vacancy at your property can be done the old fashioned way, via word of mouth. You can tell relatives, friends, other tenants and neighbors about the vacancy because you never know who may be looking for a place to rent. Again, this is free and involves minimal effort. Of course, it will not have the same exposure as advertising online or through a Realtor.
 - *Pros:* No Cost; Tenant Referred by Someone You Trust
 - *Con:* Limited Exposure

Continued on page 3



Marketing Costs for Rental Property Vacancy

(Con't)

Minimal Cost:

- **Bulletin Boards-** You can make up flyers for your rental property. You can post them on bulletin boards throughout your target community. This can include the grocery store, city hall, gyms or other community centers. It is usually free to place the flyer on the bulletin board. Using this advertising method you will incur the cost of paper and ink, whether you print the flyers out at home or go to a local FedEx to have them printed.
 - *Pros:* Minimal Cost; Less Competition Than Online To Reach Your Target Market; Prospective Tenants Are Familiar With the Area
 - *Con:* Reaching a Small Market- Those Who Look at Bulletin Board and Need an Apartment

Average Cost:

- **Newspaper-** You can advertise your rental in print media such as the local newspaper. This is another way to increase exposure for your property. This method allows you to advertise within your target community. However, it is a more expensive method of marketing. It typically costs between \$50 and several hundred dollars depending on how often your ad will run and does not include pictures of your unit.
 - *Pros:* Advertising Within Your Target Market; Less Competition Than Online
 - *Cons:* More Expensive; Only Reach Those That Read the Newspaper; No Pictures

Most Expensive:

Real Estate Agent- A final option in advertising your rental is enlisting the services of a real estate agent. This is the most expensive option for advertising your rental. A real estate agent will often charge you between one and two times the monthly price of the rental as their fee if they are able to find a tenant for your property. It is usually the most expensive option for marketing your rental. However, it allows someone else to do the work of finding a tenant for you.

- *Pros:* May have Access to Resources You Do Not; Will Do the Work for You
- *Con:* Have to Pay A Fee- One or Two Months Rent

A Little Christmas Trivia

1. Which country was the first to use the tradition of Christmas trees?
2. Which country does St. Nicholas originally belong to?
3. What is the French name for Santa Claus?
4. How many points does a snowflake traditionally have?
5. Every elf has this ornament on the tip of their shoes. Which ornament are we talking about?
6. Everyone is familiar with the mistletoe tradition. What is the color of the berries of the plant?
7. The red and white costume of Father Christmas was first introduced by which drinks manufacturer?
8. Which was the first state in the United States to recognize Christmas as an official holiday?
9. Two of the reindeers are named after weather phenomenon. Name the reindeer.
10. How does Santa Claus go back up the chimney to continue his journey of delivering gifts?
11. Which country can be credited with the creation of the Christmas beverage, eggnog?
12. Who said, "God Bless Us, Every One!"?

(See answers on Page 9)



6 Advantages of Social Media Advertising Over Traditional Advertising

Source: <http://www.remodeling.hw.net/business/marketing>



The Internet has invaded all aspects of our lives, becoming people's main channel of communication. Smartphones, tablets, and Wi-Fi hotspots make accessing the Web a cinch, so reaching people has never been easier for contractors. And with the proliferation of constant access to the Web, companies large and small are allocating more of their advertising budgets to online marketing. This has given birth to social media marketing, which has several benefits over more traditional ways of promotion and advertising a business.

The numbers are stunning. On average, the digital advertising industry has grown at a rate of 18%. In 2013 alone, companies spent a whopping \$120 billion on digital advertising—that's 15% more than the previous year—with that number expected to grow to \$138 billion in 2014, according to eMarketer.

As you can see, it's all happening online. So what are the benefits of getting your remodeling company there as well? Here are six, for starters.

Low cost: Advertising through social media platforms is inexpensive compared with many offline platforms. In fact, many social media platforms are still free to engage in—apart from the costs associated with the design and production of what you post. Unlike TV, print media, or radio advertising, you certainly don't need a model, a voiceover artist, or an actor to create ads online.

Broad reach and targeted focus: One of the key drivers—and advantages—of social media advertising over traditional advertising is its reach. Reaching your audience, and more importantly, targeting and focusing on the right kind of prospect has become much easier compared with many of the “shotgun” approaches you have to take just to get a 1% to 2% return offline.

Easy sharing: Your message gets a second life when it's shared with others in their circles, and sharing on social media and the Web is almost effortless. (Also, something as simple as a mailing list becomes a bit obsolete when you consider the cost savings of not having to pay for ever-increasing postage rates.)

Real-time analysis: With traditional forms of media, real-time analysis of the impact of an ad campaign is almost impossible, and even if it is done, it's done in the long-term. Conversely, measuring the efficacy of advertising through social media can be done almost instantaneously.

Future-proof: Last but not least, advertising on social media is the future. As mentioned earlier, with the rise in ad dollars spent on online marketing and the “constant hot” connection to the Web, more and more companies will want to be where the eyeballs are ... and that's online.

Democratization: The Web provides no cover for companies that don't perform offline. If you have trouble in markets where below-standard operators exist, then *the Web is where you want to be*. Trunk slammers and home scammers can't exist online because they're flushed out too quickly. That's why you want your message heard loud and clear, so you rise above the rest of the competition when people are ready to buy. There are countless other reasons why you should shift your focus online, but let's just call a spade a spade: Social media is here to stay. If you don't have the time or the budget to build your brand online, you *will* be washed away by companies who make the investment.

*Still hesitant to make a commitment to social media?
These reasons may convince you to jump in.*



HUD Proposes Banning Smoking in Public Housing Should You Follow Suit?

Source: <https://www.ezlandlordforms.com>



The Department of Housing and Urban Development has proposed banning smoking in all buildings under its control, another nail in the coffin for dwindling US smokers.

While many HUD properties have been voluntarily smoke-free for years (HUD strongly encouraged them to adopt no-smoking policies beginning in 2009), the proposal would ban lit tobacco products in all rental units, indoor communal areas and administrative office buildings. Smoking would also be prohibited in outdoor areas within 25 feet of HUD-owned buildings.

HUD's proposal, which is currently in the public comment process, will require public housing agencies to implement smoke-free policies within 18 months of a final rule. It will impact residents in over 700,000 units, although the department says that over 500 agencies have already gone smoke-free in at least one of their buildings.

Not affected by the proposed rule are units in mixed-finance buildings (because the public housing agency would not necessarily be the primary owner) and privately owned units with tenants who receive assistance from a Section 8 program, such as the Section 8 Rental Certificate Program.

The benefits of HUD's proposal are obvious: improved air quality, improved residents' health, reduced fire risk and lower maintenance costs. Apparently residents agree. According to the proposal, researchers for the Centers for Disease Control found that the majority of residents in multi-unit housing support smoke-free policies.

That's hardly surprising, given that only about 18 percent of U.S. adults smoke, according to the CDC. And even if smoking were limited to private spaces, nonsmokers can still be exposed to second-hand smoke from adjacent units. Surveys of multi-unit housing residents reveal that anywhere from 24 to 60 percent of them say smoke from other units finds its way into their homes.

The fire risk from smoking is also very real. According to the U.S. Fire Administration, smoking is the leading cause of fire deaths in multi-unit properties. Coupled with the added maintenance costs caused by smokers (an estimated \$1,250-\$2,955 per unit), going totally smoke-free makes sense.

It's still unclear whether products such as hookahs or e-cigarettes, which use water to vaporize tobacco, will be included in the ban. Public comment is currently being sought on hookahs, and although a ban on e-cigarettes isn't currently part of the proposal, HUD has indicated that it could appear in the final version.

The Impact on Landlords

Although the smoke-free mandate only applies to HUD public housing and not privately-owned properties that might, for example, fall under the Section 8 umbrella, a policy this sweeping will certainly send ripples through the rental pond. If nothing else, it gives landlords looking to institute their own smoke-free property policies a template to follow.

If you currently allow smoking in your units, consider the factors that led HUD to create the ban: Smoking endangers the health of your residents – smokers and nonsmokers alike – and it's expensive. Really expensive.

Smoking Isn't a Right

If you fear pushback from any of your resident smokers, don't forget that smoking is not a constitutional right. Nor is a smoke-free policy discriminatory in any way.

Continued on page 6



HUD Proposes Banning Smoking in Public Housing (Con't)



In fact, allowing smoking could leave landlords vulnerable to lawsuits from nonsmoking residents exposed to second-hand smoke in a multi-unit building. If, for example, a resident suffers from asthma, he or she could argue that allowing smoking is a violation of fair housing laws.

If you have employees who have to work in common areas where smoking is permitted, you could also be in violation of state laws that forbid smoking in the workplace. And don't forget that the vast majority of renters prefer smoke-free housing.

One aspect of the proposal is especially noteworthy for landlords: Public housing agencies are not required to create smoking areas and in fact may expand the smoke-free zones beyond the suggested guidelines. That means you shouldn't feel obligated to allow smoking anywhere on your property, either. It may actually be easier to forbid it altogether than to carve out an area where it's permitted.

Going Smoke-Free

So what do you do if you have smokers in one or more of your properties and you want to go smoke-free, too? First, have a system in place to deal with infractions. Because HUD has endorsed smoke-free policies in the past, it has procedures for dealing with violators. Take a page from their playbook and do the same.

Start with a lease agreement that includes a nonsmoking clause (HUD has indicated that its smoke-free policy will be included in tenants' lease agreements). Or, if you currently have a tenant who is a smoker, you can have him or her sign a smoke-free property addendum. However, it may be easiest to allow a smoker's current lease to expire rather than to try to enforce a new addendum. When the original lease term is up, you can include a nonsmoking clause in the new lease contract, making sure you indicate that visitors and guests must also comply with the policy. If the tenant doesn't agree to the new terms, then he or she can move on and you can find a tenant who doesn't smoke.

When you're trying to find those tenants, make sure you prominently mention in any advertising and property listings that your units are smoke-free. You'll automatically avoid potential tenants who smoke and may actually appeal to a larger pool of renters who prefer smoke-free housing.

If practical, post signs on your property that indicate that smoking is not allowed. If you do decide to allow smoking areas, make sure they're also well-marked and that you provide safe receptacles for cigarette butts, such as sand or water buckets.

Tracking Down Offenders

The nose may be the best tool when it comes to finding violators. If you smell smoke, or if other residents tell you they smell it, follow up at the unit in question. Periodic inspections of the property and any routine maintenance you may perform are good opportunities to check for evidence of smoking, but you'll need to give the proper notice to enter as required by your state first.

If your tenant is in violation of your nonsmoking policy, make sure you carefully document your findings. A smoking violation notice is a professional way to let a tenant know he isn't upholding the terms of the lease and informs him of the consequences. Deal with these types of lease violations as you would with any other.

Help is Out There

Many states offer toolkits for landlords looking to make their properties smoke-free. A quick online search will yield plenty of information and resources. However, you as the landlord can also serve as a resource for your tenants. Recognize that many smokers would prefer to quit. Offering them guidance and support as well as suggesting programs that can help them kick the habit is a healthy move for all involved.



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

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Kenosha Landlord Association
2015 Annual Holiday Party

Wednesday, January 20, 2016 at 6:30pm

Location: Circa on Seventh



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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
P.O. Box 1505
Kenosha, WI 53141**



**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 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



**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!!!!**

To register for the seminar
Please call:
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or e-mail: watch@kenoshapolice.com.

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Christmas Trivia Answers

- Germany
- Turkey
- Pere Noel
- Six
- Bells
- White
- Coca-Cola
- Alabama
- Donner, which means thunder in German, and Blitzen, which means lightning.
- He places his finger on the side of his nose, gives a smile and a nod
- England
- Tiny Tim

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T'was the night before...

It was the night before Christmas at the Landlord's house, a time for celebration with family and spouse.

The night was so clear the snow sparkling white. It was a wonderful evening, It was a wonderful night.

The Caroler's were singing, "Jingle Bells", they sang, and everything was peaceful until the telephone rang,

Great", said the Landlord not wanting to go, "I just know it's a tenant, I just know, I just know!"

And sure as it's cold out, whenever it snows. It indeed was a tenant, that's just how it goes.

But amazing enough it was good news not bad. The tenant was happy, they were actually glad.

For they called to say thank you, and to wish a good cheer, to the Landlord and his family, and to have a good year.

Then all of a sudden in his side was a nudge. Wake up you are laughing his wife groaned with a grudge.

You'll wake up the children, dear go back to sleep. And then she was quiet, not even a peep.

I must have been dreaming, too good to be true! That a tenant wasn't calling, asking "What should I do"?

But it was good while it lasted, it was a beautiful sight. The Landlord thought to himself, as he turned off the light.

Then breathing a sigh, he snuggled back to his bed, As he tried for that dream to get back in his head.

Have a nice Holiday Landlords

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

**NO MEMBERSHIP MEETING
IN DECEMBER**

SEE YOU IN THE NEW YEAR

&

MERRY CHRISTMAS

www.kenoshalandlordassociation.org