



# Kenosha Landlord Association

A Local Chapter of the Wisconsin Apartment Association

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## To Our Members

We would like to thank Greg Vogel from Kenosha/Racine Lead-Free Communities Partnership who was our featured speaker at last month's meeting. Greg shared valuable information on home lead abatement and programs for lead abatement that are available to landlords.

Our next meeting is Wednesday, May 18<sup>th</sup>. Our topic will be **Landscaping for Landlords**, featuring award winning landscape architect, Dan Reisdorf from Milaeger's. Dan was the winner of two awards for his designs at the Wisconsin Masonry Alliance Awards Ceremony.

At Milaeger's, Dan has selected the finest trees, shrubs and evergreens from the best nurseries in the nation. Dan can suggest the most hardy plant stocks that will offer long lasting aesthetic value for your properties. Other services offered are landscape renovation, landscape maintenance, tree and shrub care, landscape lighting and irrigation.

Milaeger's also offers free estimates and consultations.

**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.



## New HUD Guidance On Use Of Criminal Background Checks

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



On April 4, 2016, HUD's General Counsel released guidance for all housing providers (not just those who are HUD subsidized) regarding how the use of criminal background checks could potentially violate fair housing laws. If you are a landlord and run criminal background checks as part of your screening process, it is important for you to become familiar with the guidance. Although this is HUD guidance, rather than law, it clearly outlines how HUD would analyze a fair housing complaint based on the use of criminal background checks to deny housing.

The guidance focuses on "disparate impact" (discriminatory effect) discrimination. Disparate impact occurs when a landlord has a policy or practice that is neutral (i.e., non-discriminatory) on its face and applies equally to all applicants and/or residents, but its application has a discriminatory effect on one or more of the protected classes. In order to successfully defend a claim of discrimination, the landlord must be able to show that this policy or practice is necessary in order to achieve a non-discriminatory business objective, and that there is no less discriminatory alternative that would achieve that business objective.

The HUD guidance states that due to the higher than average incarceration rates among certain races (Hispanics and African Americans) in the United States relative to their percentage of the total population and when compared against the incarceration rates of non-Hispanic Caucasians, the use of criminal history to deny housing can cause a disparate impact on these particular races. Therefore, if landlords want to use criminal background checks as part of their rental criteria, they have the burden to show: (1) it is necessary to use criminal background checks in order to achieve a non-discriminatory business objective and; (2) there is no less discriminatory alternative. (The "business objective" would presumably be the protection of resident safety and/or property. However, the guidance states that the business objective cannot be prospective in nature. The landlord must prove that the use of the criminal background checks actually accomplishes the business objective.)

The HUD memo goes on to state that in order to meet this burden when a landlord's policy has a disparate impact, landlords must consider the following:

**Arrest Records:** HUD states that landlords should not use arrest records as a basis for excluding applicants. According to HUD's General Counsel, an arrest which does not lead to a subsequent conviction does not prove that an individual engaged in illegal activity. Therefore, the use of arrest records would not provide information regarding whether the applicant who was arrested would be a threat to the safety of other residents or their property.

**Prior Convictions:** Although prior convictions are sufficient evidence to prove that an individual engaged in criminal conduct, HUD's General Counsel states: "A housing provider that imposes a blanket prohibition on any person with any conviction record- no matter when the conviction occurred, what the underlying conduct entailed, or what the convicted person has done since then- will be unable to meet this burden."

In other words, according to HUD's General Counsel, if a landlord is going to use criminal records as part of the screening criteria, the policy must be narrowly tailored. The guidance goes on to state that even then a landlord would still need to prove that this "tailored" policy is necessary to serve a "substantial, legitimate, nondiscriminatory interest." In order to do this, a landlord must be able to show that its "tailored" use of criminal background checks "*accurately distinguishes between criminal conduct that indicates a demonstrable risk to resident safety and/or property and criminal conduct that does not.*"

So what does this all mean? Can landlords take into account the criminal background of applicants as part of their screening criteria without violating fair housing laws? This latest HUD guidance does confirm that there is one "safe harbor" available to landlords: If a landlord uses criminal background checks and only excludes applicants who have been convicted of the illegal manufacture or distribution of a controlled substance, a landlord will not run afoul of fair housing laws. This is because the Fair Housing Act specifically states that landlords do not have to make housing available to persons with such a conviction.

Continued on page 3



## New HUD Guidance On Use Of Criminal Background Checks (Con't)



The guidance warns, however, that the exclusion is only for manufacture or distribution (making or selling) controlled substances and does not extend to other drug-related crimes such as use or possession.

What if a landlord wants to exclude applicants who have been convicted of other crimes? Will it be considered a fair housing violation? Other than the safe harbor addressed above, the HUD memo does not specify what types of criminal convictions would warrant a denial to rent. However, the HUD guidance does provide some general guidelines which landlords must consider if they choose to go beyond denial of applicants convicted of illegal manufacture or distribution of controlled substances:

**Nature of the Conviction:** The guidance states that a landlord who wants to use criminal background checks must take into account the “nature and severity” of an individual’s conviction. For example, the landlord should consider the exact crime and how severe it was. Moreover, the landlord should consider whether the fact that the applicant engaged in this particular type of criminal activity means this applicant will be a greater risk to resident safety and/or property. This closer scrutiny that HUD is requiring means that landlords should avoid blanket restrictions such as a policy that excludes all applicants who have any felony conviction.

**When the Criminal Activity Occurred:** The guidance also states that a landlord who screens for criminal history must take into account how long ago the criminal activity occurred. According to HUD’s general counsel, there is “criminological research” which shows that over time, “the likelihood that a person with a prior criminal record will engage in additional criminal conduct decreases until it approximates the likelihood that a person with no criminal history will commit an offense.” In other words, crimes that occurred a long time ago should be considered less relevant as compared to more recent crimes (and possibly not considered at all). So how far back should a landlord look? Could a landlord safely consider a crime that took place 5 years ago? 10 years ago? Unfortunately HUD offers no guidance on this question. It is left up to the landlord to be able to defend whatever policy they choose to implement.

**Individualized Assessment:** The HUD memo goes on to state that not only do landlords need to narrowly tailor their use of an applicant’s criminal history, but they must also show that this narrowly tailored policy has the least possible discriminatory affect. In order to accomplish this goal, HUD recommends that landlords conduct an “individualized assessment” of each applicant, considering “relevant mitigating information” such as; (1) the facts or circumstances surrounding the criminal conduct; (2) the age of the individual at the time the conduct occurred; (3) evidence that the individual has maintained a good tenant history before and after the conviction or conduct; (4) and evidence of rehabilitation efforts.

Finally, the guidance states even if a landlord’s use of criminal background checks is narrowly tailored by taking into consideration the nature and severity of the crime, the length of time since conviction occurred, and where individualized assessments are carried out, a landlord “*will still bear the burden of proving that any discriminatory effect caused by such policy or practice [involving the use of criminal background checks] is justified.*”

Based on this guidance from HUD, the only sure way a landlord can avoid fair housing liability if he/she wants to consider an applicant’s criminal history is to limit the policy to exclude only applicants with prior convictions for illegal manufacture or distribution of controlled substances. <sup>[1]</sup> If a landlord wants to deny an applicant for any other convictions, the landlord must be able to prove that the particular policy is necessary in order to achieve a substantial, legitimate, non-discriminatory interest, and that there is no less discriminatory way to achieve this interest.

## Top 10 Emerging Trends In The Apartment Rental Process

Source: multihousingnews.com

As you prep for an even more profitable 2016, J Turner Research presents the top 10 emerging trends in the apartment rental process that can empower you to increase your closing ratios. These trends represent the voice of 25,099 residents living in more than 500 properties nationwide.

- 1. Ratings and reviews: The search begins here.** 52 percent of prospects are looking at ratings and reviews at the beginning of their apartment search. Other than location and price, ratings and reviews are among the first determining factors in looking for an apartment.
- 2. Don't miss the boat of ratings and reviews.** Increasingly (78 percent) residents (up 5 percent since 2012) are using online ratings and review sites to gather information about the communities of interest to them. Have you established your presence on the leading sites and do you monitor them regularly?
- 3. The go-to review sites are:** Apartmentratings.com, Yelp, and Google are the three most used sites for ratings and reviews.
- 4. Hail the power.** The trustworthiness and the resulting effect of ratings and reviews on the rental decision are trending upward. Google+ is the most trusted site, followed by Yelp, and third in line is Apartment Ratings. The effect of review sites on rental decisions has notched up 4 percent since 2012.
- 5. Social media: Residents yay, prospects nay.** Social media does not play a significant role in a prospect's apartment search. Only 13 percent of residents mentioned using Facebook or Twitter to research their current apartment. However, among residents Facebook rules, followed by Instagram, and LinkedIn.
- 6. Internet Listing Service (ILS) continue to dominate sources for apartment search.** The top three sources for apartment search have maintained status quo since 2012, ILSs, Drive By and Word of Mouth.
- 7. Desktop is not going anywhere.** In the race to make your websites mobile friendly, don't discount the power of the desktop, just yet. 62 percent of residents still prefer the desktop to search for an apartment, followed by 20 percent indicating their preference for cell phones.
- 8. Sweating about brand recall of ILSs: Take a break!** Are you sweating about the brand recall of ILSs where your properties are listed? Think twice! In 2015, Generic Internet search has more than doubled since 2012 (2015: 23 percent, 2012: 10 percent). Apartments.com (26 percent) and ApartmentFinder.com (23 percent) are the two most widely reported ILSs for apartment search.
- 9. Designing your website: Stick to basics.** Similar to 2012, even today prospects are most interested in unit specific information, rather than flash. Unit Price, Floor Plan and Community Location are the top three information expectations from a community website. Information such as virtual tour, videos and online leasing capability featured low on the prospects' website wish list.
- 10. Boomers care for quiet, while Millennials care for value for price.** In describing your property to prospects, you may want to carefully select the language used. A higher percentage of Boomers (75 percent) ranked quiet place to live as a key lifestyle aspect vs. 64 percent of Millennials. Conversely, for 84 percent of Millennials value for price is more important vs. 73 percent of Baby Boomers.



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## FHFA Makes It Official: Principal Reduction Is Coming

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

A day that many in the housing industry thought would never come is finally and actually here, as the Federal Housing Finance Agency is making official what was first reported several weeks ago – widespread principal reduction is coming. In what it is calling a “final crisis-era modification program,” the FHFA announced Thursday that it will be launching a principal reduction program for some borrowers whose loans are owned or guaranteed by Fannie Mae or Freddie Mac. But the program is not quite as widespread as was first reported.

Initial reports in the Wall Street Journal suggested that the FHFA’s principal reduction program may make fewer than 50,000 “underwater” borrowers eligible for principal reduction, but what wasn’t known until Thursday was the exact number of borrowers the FHFA’s program could affect. The FHFA said Thursday that it expects approximately 33,000 borrowers to be eligible to participate in the principal reduction program due to very specific eligibility requirements.

According to the FHFA, principal reductions will be available to owner-occupant borrowers who are 90 days or more delinquent as of March 1, 2016, meaning that borrowers will not be able to “strategically default” in order to receive principal reduction. Additionally, the program will only apply to borrowers whose mortgages have an outstanding unpaid principal balance of \$250,000 or less, and whose mark-to-market loan-to-value ratios are more than 115%. For years, the leadership of the FHFA, Fannie, and Freddie claimed this day would never happen. They all said the GSEs were in conservatorship, not receivership, and so a reduction in asset values would be counterintuitive to that status. Just last month, FHFA Director Mel Watt gave a speech at a public policy luncheon hosted by the Women in Housing and Finance, in which he said that the issue of principal reduction has been the “most challenging” that the FHFA has faced in his two years there. Watt also said that his objective for any principal reduction plan was to achieve a “win-win” situation for borrowers and the GSEs alike. “Many have asked why it has taken so long to reach a conclusion,” Watt said at the time. “The direct answer is that making this determination involves consideration of an extremely complicated set of factors.” But Watt said Thursday that he believes this plan is that proverbial “win-win” for borrowers and the government-sponsored enterprises alike. “This plan will no doubt be viewed by some as too small and too late and viewed by others as too large and unnecessary,” Watt said. “However, the plan is consistent with FHFA’s statutory obligation to ‘maximize assistance for homeowners’ by providing some borrowers what could well be their final opportunity to avoid foreclosure,” Watt continued. “It is also consistent with our statutory obligation to provide this assistance in ways that we reasonably expect will not have adverse economic consequences for the Enterprises,” Watt said. “By meeting both of these statutory obligations, the program satisfies my commitment to implement a principal reduction plan only if we could structure one that would be a ‘win-win’ for both borrowers and the Enterprises.”

According to the FHFA, this program will give seriously delinquent, underwater borrowers “last chance” to avoid foreclosure by providing principal reduction in a straightforward and timely manner. “FHFA believes that this final crisis-era modification program will provide seriously delinquent borrowers a last opportunity to address negative equity and to avoid foreclosure and will also help to improve the stability of neighborhoods that have not yet recovered from the foreclosure crisis,” the FHFA said in prepared materials. According to the FHFA, the eligible loans are heavily concentrated in Florida, New Jersey, New York, Illinois, Ohio, Pennsylvania, Nevada and in “hardest hit communities.” The principal reduction requirements and stipulations are different than the GSEs currently streamlined modification programs, the FHFA said.

Here’s how, courtesy of the FHFA:

*In existing Streamlined Modifications, servicers capitalize outstanding arrearages into the loan’s principal balance; set the loan’s interest rate to the current market rate; extend the loan’s term to 40 years; and, if a borrower has a MTMLTV ratio greater than 115%, forbear principal to 115% of the MTMLTV ratio or 30% of the unpaid principal balance (UPB), whichever is less. Principal forbearance defers payments on a portion of outstanding principal until the end of the loan and makes it non-interest-bearing. This reduces a borrower’s monthly payment but, unlike principal forgiveness, does not reduce a borrower’s overall indebtedness.*

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## FHFA Makes It Official: Principal Reduction Is Coming

(con't)



*Under the Principal Reduction Modification, servicers will follow the same modification steps they currently follow for Streamlined Modifications, except that principal reduction will be used instead of principal forbearance. Consequently, the amount of principal and/or capitalized arrearages that would have been forborne under a Streamlined Modification will be forgiven instead. This will reduce the borrower's debt burden. Additionally, this will result in the same loan modification payment for borrowers as they would have received under a Streamlined Modification.*

According to the FHFA, the modification terms include capitalization of outstanding arrearages, an interest rate reduction down to the current market rate, an extension of the loan term to 40 years, and forbearance of principal and/or arrearages up to a certain amount to be converted later to forgiveness. While 33,000 borrowers are eligible for the principal reduction program, the FHFA believes that far fewer borrowers will actually take advantage of the program. According to the FHFA's documentation, only 9.5% of eligible borrowers take advantage of the streamlined modification program, which forbears but does not forgive principal, and if the same percentage of eligible borrowers elects to participate in the principal reduction program, only 3,155 borrowers will see their principal cut.

The FHFA notes that there are "reasonable grounds" to expect that more borrowers will participate in the principal reduction program than in the streamlined modification program, due to the fact that the GSEs will be offering principal reduction modifications to borrowers for the first time, which is expected to persuade some borrowers who have not responded to modification solicitations in the past to take advantage of this program. Additionally, the FHFA notes that the public interest in a principal reduction modification program has remained high throughout and since the financial crisis, and continuing strong support from "outside organizations" increases the likelihood of higher participation rates for the principal reduction modification compared to the streamlined modification.

The fact that the FHFA is finally engaging in principal reduction ends years of speculation, discussion, and debate. Nearly four years ago, Ed DeMarco, who was the acting director of the FHFA at the time, said that the FHFA was not going to engage in principal reductions, despite the urging of then-Treasury Secretary Tim Geithner. "I am concerned by your continued opposition to allowing Fannie Mae and Freddie Mac to use targeted principal reduction in their loan modification programs," Geithner said in 2012. "In view of the clear benefits that the use of principal reduction by the GSEs would have for homeowners, the housing market and taxpayers, I urge you to reconsider this decision." But DeMarco refused Geithner's request, stating at the time: "Given our multiple responsibilities to conserve the assets of Fannie Mae and Freddie Mac, maximize assistance to homeowners to avoid foreclosures, and minimize the expense of such assistance to taxpayers, FHFA concluded that HAMP PRA did not clearly improve foreclosure avoidance while reducing costs to taxpayers relative to the approaches in place today."

When Watt took over as the official director of the FHFA in 2014, some thought that Watt would move quickly to cut mortgage principal, but Watt took a more cautious approach. Watt was still "considering" principal reduction in February 2015, when he said that even if the FHFA was going to allow principal reduction, it would likely end up being on a much smaller scale than some people expect. Watt was already laying the groundwork for a limited principal reduction program in 2015, when he told Bloomberg that the agency will not be cutting the principal of all borrowers. "I think it will be substantially narrower than the vision people have," Watt told Bloomberg at the time. "Reducing everybody's principal would cost taxpayers billions." Watt's measured approach rankled some on the left, notably Sen. Elizabeth Warren, D-Mass., who launched an offensive on Watt during a November 2014 hearing on Capitol Hill. "I've asked about this repeatedly and you've said you'd look into allowing Fannie and Freddie to engage in principal reduction; you said it again today," Warren said at the time. "You've been in office for nearly a year now and you haven't helped a single family, not even one, by agreeing to a principal reduction. So I want to know why this hasn't been a priority for you. The data are there."

But, now the FHFA is finally putting principal reduction on the table. Eligible borrowers should expect a letter from their mortgage servicer about a principal reduction no later than Oct. 15, 2016, the FHFA said.



## Three Powerful Words That Build Lasting Relationships With Residents And Clients

<http://www.propertymanager.com>

In today's world of ever-changing strategies and depersonalizing experiments with "virtual reality" and "artificial intelligence," property managers need relationship-building skills they can depend upon. This article is about 3 of the most reliable words for creating an environment of trust and loyalty in all aspects of the property management industry. These 3 words are essential to our personal success.

The first is **INTEGRITY** without which our reputations and our relationships won't stand the test of time. Are you a person who keeps their promises and whose word is as "good as gold"? Without integrity there lacks trust, and without trust, loyalty withers and fades. Yes, that's a simplistic statement, but I challenge anyone to disprove its veracity.

Devote some early mornings or weekend "down time" for reviewing the promises you've made to yourself, your colleagues, your clients and your residents. Are you devoted to fulfilling them? It's so easy to slip into the habit of using sales promotions or marketing concepts that tend to over-promise and under-deliver. If you are truly honest with yourself and others, people will trust you.

In the final analysis we all want to do business with honest people whose personal ethics are founded on integrity. Through self-evaluation and with the help of trusted advisors we can strengthen ours.

The second powerful word is **IMPROVEMENT**. This can specifically relate to areas of service and the maintenance of the buildings that we manage. Has your management of maintenance issues improved in the years you've been a property manager? What have you done lately to evaluate how you handle complaints and maintenance issues? The opposite of improvement may be the word "deterioration." If your rental units aren't being preserved and carefully maintained on a scheduled basis you may find too many areas of disrepair. To initiate improvement in this area, begin meeting with your maintenance providers on a regular basis. Look at the history of work orders, how timely they were handled, and at what rate of success. Is the quality of your maintenance procedures contributing to the contentment of the property owners and the residents who pay the rent? What steps can you take today towards lasting improvement?

The third word for better results in your property management business is **INNOVATION**. In simple terms, innovation is the willingness to be a creative problem-solver, one who thinks outside the box. "No problem can be solved from the same level of consciousness that created it," said the 20th century genius Albert Einstein. Are you open to better ways, more effective ways of operating your business? Procrastination is a big obstacle to proactive innovation. Begin today to discover who you work with, who you know with outstanding ideas for innovative progress. Ask questions, reach out for insights. Many of the latest technologies available were born of a need to innovate effective solutions, saving time and protecting our most important relationships. Learn where those technologies are found.

Integrity, improvement and innovation will preserve those aspects of your daily life that you treasure most. Incorporate in your self-management ways to use these 3 powerful words to serve and succeed.





## Rental Property Landscaping Tips

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



A beautiful yard can attract tenants and add to the value of a rental property. However, care and maintenance of rental property landscaping can be a real headache for any residential property owner. A lawn, shrubbery and trees are expensive assets and are costly to replace. Reviewing the following rental property landscaping tips can be helpful.

### 1. Lawn care

This includes mowing the grass on a regular basis and trimming areas on the edge of a driveway or side walk. Lawn care also includes watering on a regular schedule. Be sure to specify in the lease that access to the property is required if the landlord is deemed responsible for lawn care.

### 2. Spray applications for weed removal and/or for insects

These are considered a part of lawn care. The only way you can be certain that this task is properly performed is to hire a lawn service or to spray the lawn yourself. This is part of residential property management and is usually tax deductible.

If you have scheduled a lawn service to treat the lawn of your property, be sure to give the tenant plenty of notice before the treatment is done. You will need to get a list of chemical ingredients used and length of time necessary for the tenants to refrain from using the lawn after the treatment is applied. The lawn service should be able to provide you with this information. This is necessary so the tenants, their children and their pets are protected. It is a good idea to put a paragraph in your lease that states that you will have lawn treatments performed from time to time.

### 3. Tree trimming or tree removal

This is sometimes necessary for the safety of the tenants and the safety of the structure on the property. Things like bad weather, storms and tree disease can cause trees, or dead branches to fall, which can pose a danger to tenants or their vehicles. Tree trimming/removal is usually the responsibility of the landlord and can be tax deductible.

### 4. Tenants planting a garden

From time to time you may have a tenant who wants to plant a garden. If you agree, be sure to get their plans in writing and sign off on them. If you do not, you may discover that half of the grass in the back yard has been plowed up to create a garden. When the tenant moves out, the garden area will have to be replaced with seed or sod and that can be very expensive and time-consuming.

Occasionally, tenants will want to plant flowers or trees. Make it clear in your lease that any improvements to the lawn area must be approved in writing by you as the property manager. In addition, make sure the tenant knows that any trees, plantings, sidewalks or other attached improvements become the possessions of the property owner and must stay with the property when the tenant leaves. Of course, unattached lawn ornaments, including birdbaths or lawn furniture, remain the property of the tenant and can be taken with them when they move.

### 5. If the property has a swimming pool

The swimming pool is considered a separate lawn care issue.





## Rental Property Landscaping Tips

(con't)



### 6. Tenants with pets

If the tenant has pets, it is a good idea to specify in the lease or in a separate lease addendum, the value of the grass, the plants and the fence in the event that the pet causes damage to the yard. Pets have been known to tear down fences, dig holes in the yard and damage trees. A tenant may pay the rent on time but neglect mowing or other landscaping responsibilities. If the property is a residential property, the neighborhood in which it is located may have a home owners' association (HOA). HOA's can fine the owner of a property when the lawn is not maintained, and in some states put a lien on the property until the situation is remedied. HOA's also often have strict rules about what can be planted in the yard. The ideal solution for low maintenance landscaping for rental properties is to put provisions in your lease designating lawn care and maintenance responsibilities. Make it very clear who is responsible for each duty (the landlord or the tenant).

Some rental management experts prefer to contract with a reputable lawn care service to regularly mow and trim the yard. Depending on the climate, a lawn care service is only necessary for part of the year. Some landlords average the cost of the lawn care for each rental property over a 12-month period and add that total to the cost of the rent. For example, if the cost of hiring a lawn care service is \$25 a week and they mow and trim the yard from May through September, the total amount would be \$500 for the year. If you divide \$500 by 12 months, the monthly addition to the rent would be \$42 per month. Tenants are often very happy to find a rental where the yard is maintained by professionals, and are willing to pay more rent for that amenity. In addition, the cost of lawn care is tax deductible.

Landscaping Items should be addressed in your lease agreement in order to efficiently manage rental property landscaping.

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

**Saturday, May 14th (9am-2pm)**  
**Saturday, May 21st (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](mailto:watch@kenoshapolice.com).

**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!!!!**



## Modern Rent Collection Methods For Property Managers

<http://www.propertymanager.com>



Today, property managers find themselves in a tough spot. With baby boomers looking to downsize from their home in the suburbs, and recent college graduates entering the rental market for the first time, property managers can find it difficult to know exactly how to market to and communicate with these two very different groups

So how exactly does the successful property manager market and provide perks to both generations, as well as those in-between? A good start is realizing what is important to each of the renters and provide the capability to offer it to them, including various rent payment options that make everyone happy.

For instance, while baby boomers and the senior generation are much more comfortable writing checks for all of their expenses, including rent, many millennials will never write a check a day in their life if they don't have to. But by working with your bank and a good property management software product, you can offer the latest rental payments options available while also being mindful of the preferences of your older tenants.

### Here are a few options that are available:

- If you continue to offer tenants the option to pay rent by check expedite check processing; many banks now offer remote deposit capture, where property managers can run checks through a scanning device that immediately delivers checks to the bank for deposit. This eliminates the need to hand endorse and prepare bank deposits, as well as the time it takes to drop the deposit off at the bank, while still being mindful of resident preferences.
- Offer the ability to pay rent via smartphone or other electronic device. This can be done by offering an online rent payment option on your website, where tenants can securely log in and pay rent.
- Set up a tenant portal that allows tenants to view rent history, check for messages from management, and choose to pay their rent using either a checking account or a credit/debit card.

While finding ways to make tenants of all ages happy can be challenging, employing various rent payment options will offer all of your tenants a way to pay rent that suits them, while offering management companies a way to process rental payments more quickly and efficiently than ever.



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## The Future For Kenosha Landlord Association Help Keep Us Strong



The KLA Association is only as strong as our members, and the participation of our members is critical for our growth and success. We have established a number of committees (teams) to ensure that our association continues to meet our goals, retain and add members, and provide education, leadership, and representation to ensure that YOU are able to operate your rental business successfully, ethically, and responsibly. The board members and committee members have agreed to volunteer their opinions, skills, and time to make this association the best it can be. Please consider getting involved and help make a difference in YOUR association.

We are always looking for topics that you as a KLA member would like to hear about. If there is a specific topic you would like to hear more about, please send an email to [kenoshalandlords@gmail.com](mailto:kenoshalandlords@gmail.com). If you know a landlord that may be interested in joining, bring them as your guest. If there is a business that would benefit from joining, invite them as your guest.

### Next Meeting

#### **Fireside Restaurant & Lounge**

2801 30th Avenue

(262) 764-0601

**May 18, 2016**

**6:30 p.m. networking**

**7:00 p.m. meeting**

*Appetizers & Beverages Provided  
At Meetings*

*If you know a landlord or business  
that would be interested in joining,  
invite them as your guest.*

## Kenosha Landlord Association

**Dan Reisdorf**

**From**

**Milaeger's Inc.**

[www.kenoshalandlordassociation.org](http://www.kenoshalandlordassociation.org)  
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