



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

Happy New Year— Wishing you a year of joy, love, peace, prosperity and the best of health!

We hope that you have renewed your membership for 2017. If you know a landlord that would be interested in joining, as a member you can invite them as your guest to one of our membership meeting at no cost.

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

The KLA Holiday Party will be held on January 18th at Circa on Seventh. You will find the party reservation form on page 11 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 2017 board positions and all members present will vote on the candidates. The 2017 board will then be officially sworn in.

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.



Making A Commitment For A Better 2017

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



It's that time of year again. As we welcome in 2017, there's no better time to take stock of your properties and what you'd like to accomplish in the coming year.

While the process may seem daunting, there are ways to determine exactly what is terrific about your properties – and what you would like to improve, eliminate or change. Today, we'll examine some of the common issues that property managers typically face, and in a future post, we'll take a look at ways to address those issues, even on a limited budget.

- **Skyrocketing costs.** While you struggle to maintain your property, the cost of everything continues to rise. It's difficult to walk that fine line between keeping your rents affordable, while making sure that maintenance and other issues are promptly addressed. In order to address some of these issues, maybe it's time to think a little outside the box.
- **Wasted resources.** As areas in the U.S. and abroad struggle with drought, water conservation is more important than ever. Do you cringe each time you look at your property's water bill? Do you know that you really need to start conserving water use but don't know where to start?
- **Outdated appearance.** First impressions are important. When a prospect visits your property for the first time, he or she will be making an immediate determination as to whether they would like to live there. While they may ultimately decide against signing a lease, be sure it's not because your property is run down and in need of obvious repairs.
- **Security.** While a visually appealing appearance is necessary for the prospective tenant, your current tenants are just as important. That's why security is such an important issue. If your property has any security issues, they must be addressed promptly.
- **Your property management office.** This may be the most difficult topic to address. While it's easy to spot security issues, rising utility costs, and maintenance issues, it's not always easy to spot dysfunction in your own office. But like the other topics on this list, if your business office is failing, it must be promptly addressed.

So sit back and take some mental inventory of your properties. Are any of these on your list, or have you created your own?



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Optimize Your Rental Listing: What Renters Want To See

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

Finding the perfect tenant begins with a quality listing. The more prospective renters you can attract with the listing, the bigger pool of qualified applicants you have to choose from. While landlords hope for reliable, long-term tenants, turnover is inevitable, and you should be ready with a compelling listing.

So what, exactly, do renters look for when they're browsing pages upon pages of apartment and other rental listings and how can your listing stand out? In this guide, you'll learn the essential elements to help your listing get noticed.

Must-Have Listing Details

When renters are shopping for a new place to call home, they're constantly re-evaluating their list of "must have" and "nice to have" features. A listing that provides relevant information saves time for both you and the renter.

- **Rent, deposits and fees:** Renters browse listings with a budget and move-in date in mind. Make sure the renters who inquire about your property can afford it by clearly stating the asking rent, application fee, security deposit, utility responsibilities and lease term.
- **Bedrooms and bathrooms:** Shoppers already have an idea of how many rooms they need and the minimum number of bathrooms they'd like to have in their rental. They search listings based on those criteria, so state the specific number.
- **Look and feel:** Including information about property updates helps shoppers get an idea of what the apartment or house feels like before attending a showing. If the home has special features or recent upgrades like hardwood floors or a remodeled bathroom, mention them!
- **Appliances:** Top-priority amenities often include in-unit laundry, a dishwasher or air conditioning, so call these out in your listing to help renters decide if your property is a good fit. If a renter has in-unit laundry as a required amenity, you'll save everyone's time by explicitly stating whether it's included.
- **Natural light and storage:** Having lots of windows, ample closet space or a pantry can make a big difference in a home, especially if the property is smaller.
- **Parking:** A garage or assigned parking spot is desirable, so specify if parking is included, requires a fee or isn't available.
- **Pet policy:** Pet owners will immediately pass over listings where pets are not negotiable. Clearly state if you allow or would consider pets on the property, and if there are any extra fees or deposits involved.
- **Square footage and floor plan:** Help renters visualize the layout of the apartment or rental home by posting a floor plan and noting the square footage and details that photos alone can't provide.
- **Photos:** The more, the better. High-quality photos help prospective tenants distinguish between the properties that don't fit their needs and those they would like to go and tour. When searching for apartments, people want to see photos of the actual apartment unit for rent, as opposed to photos of a model unit, which feel less personal and even misleading. Go the extra step with a virtual tour of the home to help renters save time and hassle during the shopping process.
- **Detailed property description:** Beyond checking off boxes and filling out numbers on a listing form, write a description of the home to round out your listing. Renters want to know about the out-of-the-box qualities that make your property unique.

Continued on page 4



Optimize Your Rental Listing: What Renters Want To See (Con't)



Clear, accurate descriptions of your property will also help your listing be found when users search using keywords on listing websites.

Beyond The Basics

Once rental shoppers have figured out how many bedrooms they want and whether or not they need in-unit laundry, there are more amenities to consider. Once you've addressed their primary concerns, disclose these additional details so future tenants can see if your property is the right fit for them.

- **Outdoor space:** For tenants who have pets or children, or who like to entertain, having a yard or patio can be a huge draw.
- **Shared amenities:** Convenience is part of the reason renters choose to rent, so make sure you list the amenities in your apartment building, such as a swimming pool or fitness center.
- **Security:** Some tenants want more than a lock on the windows and doors, especially in urban areas. The presence of a security system, keycard entry, deadbolt locks or fenced yard can help prospective applicants feel safer.
- **Landlord/property manager:** Do you have one on-site? Some tenants prefer their landlord or property manager to be close by so repair requests can be taken care of quickly and the property will be well maintained.
- **Neighborhood:** Renters prioritize location when they search, so identify local businesses and landmarks that make the home a convenient place to live. What is the surrounding community like, and is it in a convenient location? Mention the shopping centers, parks or grocery stores nearby. Some listing websites will also pull this information automatically or pinpoint them in map view.

As renters shop and get a better idea of what they can get for their budget, they're also making compromises to their list of "must haves." Help your property stay in contention by including the important details.

How Are Renters Searching?

Once you've put all this work into writing a listing, make sure it will be seen by the most renters. Zillow Group's network of rental sites, including Zillow, Trulia and HotPads, is the largest rental network on the web. That is a good place to start, especially since it's free to post your listing.

- **Desktop:** The large screen a desktop provides allows shoppers to have multiple windows open at once, see the details in photos, and view more inventory at once. Make sure you upload high-resolutions photos that will look crisp and attractive on desktop and laptop screens.
- **Mobile:** Mobile has become our go-to method for accessing digital media and the internet, with more users now searching on mobile than desktop. Renters are browsing listings while they're waiting in line, commuting or walking by your "vacancy" sign.
- **Offline:** Don't limit your advertising to the internet. Post your vacancy on message boards at local schools, coffee shops and supermarkets, or put up a sign in the window. Your future tenant could be walking by on their daily commute or driving by to get a feel for the neighborhood. Just make sure you're online as well, because renters are likely to plug your property address or apartment name into a search engine or look it up online to get more information before making contact.



3 Property Management Predictions For 2017

Source: PropertyManagement.com



Each year around this time, the industry tries to gauge where we are headed in the next year. Will this be a ground-breaking year in property management, or business as usual? While it's hard to make concrete predictions, one thing is certain: Technology will have a major impact on the way property managers do their job and engage with renters, real estate agents and maintenance teams more than ever before.

Here are three predictions about how technology will change your job in 2017.

1. Property management companies will finally take the paperless-payments plunge. When was the last time you wrote a check? Think hard. It probably doesn't happen very often. Today's renters are constantly connected to their digital devices, so why make them use what's quickly becoming an antiquated medium to pay their rent?

With the rise of mobile payments in other areas such as retail, many consumers now expect to be able to pay their rent on the go. Electronic payments are not only easier and more convenient for renters, they are also far more convenient for property managers from an administrative and tracking perspective. In general, the more you can get away from paper and start tracking transactions online in an automated fashion, the less time you'll spend on administrative tasks like rent collection.

If you're worried about convenience fees dipping into your profit margin, remember that credit cards aren't the only way to go paperless. Property management platforms allow renters to pay rent via electronic transfer (the same way people pay utilities bills today) using a routing number to deduct payment directly from a savings or checking account. Or, if you do choose to accept credit card payments, many property managers have tenants pay for the associated convenience fees.

2. Renters insurance will be required, necessitating better technology-enabled enforcement. Many lease agreements advise (and in some cases, require) tenants to carry renters insurance to protect from loss or damage. However, tenants often fail to get coverage and property managers never follow up, leaving both the tenant and property unprotected. To compound the issue further, renters insurance has historically had a high barrier to entry, especially in locations where many city dwellers don't own cars and cannot simply add coverage to existing policies.

Over the next year, we'll see property managers begin to offer tenants coverage as an add-on to the total rent cost through their property management software. Tenants can sign up electronically during the lease process, saving time and reducing time-to-lease. By offering this coverage as part of your property management package, you can protect yourself — and your renters — from any unforeseen accidents or damage.

One of the risks to owners and property managers is that at the point of lease, a renter could show proof of coverage, and then cancel the policy. This creates a false sense of security. By offering a competitive product that renters can sign up for at lease signing, property managers can ensure the policy is maintained.

3. Property managers will spend more time in the office. From showings to inspections and move-ins, property managers are constantly being pulled out of the office to manage different aspects of their business. Technology will finally start to take over some of these out-of-office tasks in the year ahead. Expect to see technology adoption in the following areas:

- * **Keyless entry:** This feature lets prospective renters more easily tour the units with real estate agents without the property manager needing to be on-site.
- * **Virtual reality-guided tours:** An upgrade to the panoramic 3-D room tours that we've grown accustomed to, in-depth virtual reality tours will enable prospective renters to experience the apartment, common areas and more without having to step inside the building — and free up your time as a property manager.
- * **Remote inspections:** With the help of robotics and remote video cameras, property managers can remotely conduct unit inspections, pinpointing problems without having to step foot outside of the office.

From how you market properties to how you manage them, technology has already had an impact on the property management market. But the adoption of new technologies in 2017 may represent another huge leap into the future for this market.



MULTIPLE LISTING SERVICES
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Pros Of Listing Rental With A Realtor

Source: www.thebalance.com



Having a vacancy at your rental property can be a stressful experience. Some landlords feel comfortable attempting to fill this vacancy by themselves. Other landlords would rather enlist the help of a Realtor to get the vacancy filled quickly. If you decide to list your rental with a Realtor, you need to be aware of both the pros and the cons of this approach.

Here are the pros of listing rentals with a Realtor.

Market The Property For You

The first benefit of hiring a Realtor to fill your vacancy is that they do all of the marketing for you. Creating a good ad takes time, as does finding out the best places and times to market this ad.

The Realtor will find out pertinent details about your property and then it is in their hands to appropriately market the rental. Realtors have access to certain avenues that you would not have if you decided to rent out the property yourself.

First, Realtors have access to other Realtors. Someone in their office may have a client that would be perfect for your rental.

Realtors also have access to the MLS. This listing service is accessed by Realtors all over the area. Another Realtor in the next city over may view the listing and contact your Realtor because they have a client who has been looking for a rental exactly like yours. Realtors will also be able to promote your property by hanging the list in the window of their office. This is especially beneficial if there is a lot of foot traffic in the area.

In addition to these exclusive marketing opportunities, the Realtor will also be able to promote your property through typical avenues, such as online advertising. They can create ads for your property on sites like Realtor.com, Trulia.com and Craigslist.com.

The benefit of this form of advertising is that it not only reaches Realtors, but it also reaches prospective tenants who may be interested in your rental. The prospective tenant can respond to the ad directly if they are interested in viewing the rental.

Schedule Viewings With Prospective Tenants

When you attempt to fill your vacancy by using a Realtor, the Realtor is the one who is interacting with the prospective tenants. They will be managing all of the back and forth communication, as well as scheduling appointments with prospective tenants to view the property. Having this responsibility off of your plate will allow you to use your time on other productive endeavors. You will also avoid conflict with prospective tenants.

Show The Property For You

Another benefit of listing your rental with a Realtor is that the Realtor will be the one physically showing the property for you. Not only will the Realtor be the one scheduling viewings of the property with prospective tenants, but they will also be the one meeting up with the prospective tenant at the property for a viewing.

If the prospective tenant does not show up, it is the Realtor's time that is wasted, not yours.



Pros Of Listing Rental With A Realtor (Con't)



Large Database/Network

A large part of a Realtor's job involves networking. They need to find new clients to represent, as well as potential buyers or renters to fill the listings they already have. Since a Realtor's daily actions are consumed by real estate, it is possible the Realtor will come across a prospective tenant simply through their daily interactions.

It is also common for a Realtor to have a large list of contacts that they send new listings to. The Realtor will likely send out your listing to this group of people.

Know The Market Value

A Realtor will help accurately price your rental. The Realtor you choose should have experience with the rental market in your area. He or she will look at the size and amenities of your property and compare them to three or four others in the area. These comparable properties will be the basis for what the Realtor believes your rental is worth. The goal is to get the highest rent possible, but not price it so high that it keeps the rental sitting on the market for months.

Access To Tenant Screening/Background Checks

Many real estate companies have subscriptions to tenant screening services. The Realtor will be able to easily screen prospective tenants to determine if the information on their application checks out.

Can Draft Lease Agreement For You

Most Realtors will have a basic lease agreement. It will include the most basic and necessary clauses of a lease such as length of lease, amount of monthly rent, when the rent must be paid, the basics of the security deposit and how the tenant must use the property. This could be helpful if you have never drafted a lease before or do not have a lawyer to draft a lease agreement for you.

Only Get Paid If They Fill Vacancy

A Realtor will charge a commission to find a tenant for your rental. The amount they charge will depend on your agreement with the Realtor. It could be a percentage of the yearly rent, such as 8 percent, or it could be the equivalent of one month's rent. However, the Realtor will only get paid this commission if they actually find a tenant to fill your vacancy. You do not have to pay a Realtor for their services if they cannot find you a tenant.

Good For High Priced Rentals

Enlisting a Realtor is a great option if you have a luxury or high priced rental. Many people searching for apartments on sites like Craigslist are not searching for \$5,000 a month rentals. A Realtor can help connect you with the clientele that is searching for these types of listings. While you will have to pay for their services, they may help you get the vacancy filled more quickly, so it will be a wash.

Helpful When You Have A Lot Of Units/Vacancies To Fill

Hiring a Realtor to fill your vacancies can also be helpful if you have a lot of units to handle or if you have more than one vacancy to fill at a time.



**Landlord/Crime Free
Multi-Housing Rental Seminar**
Saturday February 11th 9am-3pm
Saturday February 18th 9am-3pm
**This is a two day class and you are required to
attend both days!!**

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: **\$25 manual is FREE to take home with you!**

- 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.

**To register for the seminar please call:
 Crime prevention Unit at 657-3937
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See a live demonstration of our new Crime Mapping Software, and learn how you can receive e-mails about criminal activity in and around your properties.

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

Wednesday, January 18, 2017 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 12th.
\$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 12, 2017 - No exceptions!

Name: _____

Name: _____

Telephone () _____

Kenosha Landlord Association
2016 Annual Holiday Party
Wednesday, January 18, 2017 at 6:30pm
Location: Circa on Seventh



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

Wednesday, January 18, 2017 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.
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Kenosha Landlord Association P.O. Box 1505 Kenosha, WI
53141

Deadline to sign-up is January 12, 2017 - No exceptions!

Name: _____

Name: _____

Telephone () _____

Kenosha Landlord Association
2016 Annual Holiday Party
Wednesday, January 18, 2017 at 6:30pm
Location: Circa on Seventh



Kenosha Landlord Association Annual Election



We would like to thank all of the Board Members for all your time and dedication to our Organization.
Below is what the current Board is recommending.

President	Barbara Stasierowski
1st Vice President	Mike Meyer
Treasurer	Doug Powell
Secretary/Media Committee	Jeannette Marchetti-Hamm
WAA Director	Brian Hervat
Membership Director	Mark Nausieda
Director	Ron Borowski
Director & Membership Committee	Rob Chmeil

All KLA Members are invited to the BOD meetings held on the First Wednesday of the month. There will be a meeting on February 1st. January's meeting will be held at the Shagbark Apartments Clubhouse (4042 Washington Rd, Kenosha). The meeting starts at 6:00.

Be sure to get your Holiday Party invites filled out and sent in. The deadline is January 12th to get the great savings on a great event. After January 12th the cost is \$25.00 per person.

Next Meeting Fireside Restaurant & Lounge

2801 30th Avenue

(262) 764-0601

February 15, 2017

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,*

Kenosha Landlord Association

January

Holiday Party

&

2017 KLA

Board of Directors

Induction

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