

May/June 2009



**Need Professional
Property Management
For Your Clients?**

**The Worth Ross
Management Co., Inc.
Three ★ Star
Commitment To You**

- ★ Free, no obligation, rental estimates for you and/or your client when needed
- ★ We will provide professional Property Management Services for your clients, (see our services on page 2) & pay a referral fee
- ★ When it's time for your client to sell, we will not compete for your client in the sales market

Call Us Today!

**Worth Ross
Management Co. Inc.**

3710 Rawlins Suite 850
Dallas, Texas 75219

**1-800-522-9119
(214) 522-9100
(214) 528-6889 Fax**

**worth@worthross.com
www.worthross.com**

Our Services

Area management specialists
Rental marketing
Tenant screening
Prompt rent collection
Communication with clients
Monthly statements
Equal Opportunity Housing
Professional documentation
Reliable maintenance vendors
Members/industry organizations

IS IT TIME TO RENT THAT LISTING?

It is the worst economy in decades and a very rough Real Estate market. There are properties that just do not sell despite any marketing effort. It may be time to talk to your client about renting until the market changes. Smart Real Estate professionals know it is better to maintain a healthy client relationship for the future so they can successfully sell that listing when it is the right time for the property to sell.

If the decision is to rent, it is very important that your client have a positive experience with the rental market before returning to list with you. Here are some basic guidelines you can give them.

Avoid Self-Management

There are property owners who have the knowledge, experience, and personality to rent a property successfully. Most do not because they do not have the resources to qualify the right tenant, handle a difficult or non-paying tenant, or find reasonable repairs. This can lead to costly legal problems. Encourage your clients to avoid this scenario.

Use Professional Management

The emphasis here is on "Professional." Just as there are poor Real Estate agents, there are unfortunately, poor Property Managers. However, there are experienced reliable companies that know how to market rental properties, place tenants, handle tenant problems, and properly maintain the property. Professional Property Managers also recognize and honor that they are your client when it comes to listing the property again.

Be Realistic About Renting

This difficult economy affects the rental market as well. Because properties may not sell, many do become rentals. The heavy foreclosure market adds the vacancies. On the upside, it can increase the number of people who must rent. The important thing is that property owners need to be realistic about rental pricing, the vacancy time, allow necessary repairs, and consider "suitable" pets in the property. Many factors can decrease the time it takes to rent a property and this is where a professional Property Manager makes a difference.

Obtain a Landlord/Rental Policy

If a client is going to rent their policy, they definitely need to change their property insurance for coverage as a rental – this can make a big difference if there is vandalism, an emergency, or a disaster. They need to be sure there are provisions for funds to replace the rent or make the necessary repairs. Some homeowner policies can actually be void after the property is vacant for a specified amount of time. This is a crucial step if they are going to rent the property – encourage them to talk to their insurance agent.

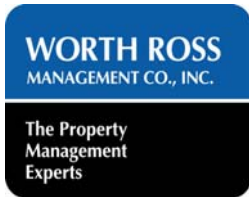
Contact Our Company

We provide free rental analysis with no obligation. Our company has the resources and expertise. We also will guarantee that we will honor your client and will not compete for a listing. Have your clients contact us for a successful Property Management experience.

**WORTH ROSS MANAGEMENT CO., INC., PROPERTY MANAGEMENT AT ITS BEST
WE PAY YOU REFERRALS AND YOU KEEP YOUR CLIENT!**

Worth Ross specializes in residential property management in the greater Dallas area. We have years of experience in single family homes, duplexes, triplexes, fourplexes and apartments. A full-service Property Management company, we pride ourselves on “*Professional Property Management*” and attention to our clientele. In our commitment to landlords that we constantly update within our company regarding legislation, rental market trends, maintenance issues, and have a commitment to keep our clients “informed.” The Worth Ross staff are proud members of NARPM®, the National Association of Residential Property Managers and NAR®, and the Greater Dallas Association of Realtors. Memberships in these organizations keep us in tune with all markets, which means greater assistance to landlords and real estate agents.

To you, the professional Real Estate Agent, we make a **commitment** to serve your client and guarantee that when they are ready to sell, we will NOT compete for your sales business. You Lease, we Manage, and **send you a referral fee** - or - we Lease, we Manage, and **send you a referral fee for both**. You decide, but when the owner wants sales comps or tells us their thinking about selling, **we will send your client back to you**.



3710 Rawlins Suite 850
Dallas, Texas 75219

\$\$ We Pay Referrals \$\$



This newsletter is intended to be a service to you; if you wish to be removed from our mailing list, please call (214) 522-9100

WORTH ROSS & ASSOCIATES, “THE” PROPERTY MANAGEMENT EXPERTS

Contact	Position	Bus. Phone	Ext.	E-mail
Worth Ross	Broker/Owner	214-522-9100	202	worth@worthross.com
Kevin Curran	Property Manager	214-522-9100	212	kevin@worthross.com
Danny Roberts	Property Manager	214-522-9100	210	danny@worthross.com
Chris Vogel	Property Manager	214-522-9100	215	chris@worthross.com
Steve Smith	Property Manager	214-522-9100	219	steve@worthross.com
Kim Fowler	Property Manager	214-522-9100	231	kim@worthross.com
Lynn Biggerstaff	Work Order Supervisor	214-522-9100	209	lynn@worthross.com
Jayne Morin	Accounting	214-522-9100	205	jayne@worthross.com
Ping Liu, CPA	Accounting	214-522-9100	211	ping@worthross.com