

“A Team You Can Trust”

THE PERSONAL TOUCH

December 2009



The 2009 year definitely has mixed reviews – interest rates are still low, the stock market is working toward recovery, and many people throughout the country have been working tirelessly to help unemployment, feed the hungry, and aid disaster victims. However, it has been particularly difficult year for many people in 2009. There is record high unemployment, record home foreclosures, battles on the health care issues, N1H1 virus, and devastating losses due to wars in Iraq and Afghanistan. It will be interesting to see how history will view this tumultuous year.

Because many people are suffering emotionally and financially during this season, others increase their efforts to help others those in need. This extra personal touch is what can make the difference in the lives of many. Sometimes a person can be having a terrible day and some small thing, a special consideration, a smile, or a little understanding, changes their entire outlook. This certainly holds true in the world of property management.

Renting a property

Sometimes offering an additional incentive can sway a prospective tenant to rent the property over the

competition. It could be a ceiling fan, a free cable connection, a gift certificate for a grocery store, or the promise of a turkey during the holiday season. When competition is high, there are many incentives to offer to show an applicant that the property owner is willing to go the extra mile and provide the personal touch.

Extending courtesy, understanding, and a smile when people are tedious, demanding, and angry will also make a difference with applicants, especially if they become tenants.

Working with the tenant

Facing an angry tenant challenges any property manager to remain calm and offer that human touch. We often have to remind ourselves that there is most likely an underlying problem. Expressing compassion and demonstrating a willingness to find a solution goes a long way. It can also help the tenant's disposition the next time a problem occurs.

It is very easy after a tenant moves in to forget that they could use some “extra motivation.” Small things can make difference during the tenancy and particularly, when the lease is

ending. Tenants are mobile – if they decide to move, the holiday season will not be a deterrent. If they feel the rental is not worth the hassle, then they will seriously consider moving. Did the owner authorize the repairs requested? Is the owner reluctant to do the

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TWO CONVENIENT LOCATIONS FOR PROPERTYADVANTAGE!

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ASSET MANAGEMENT

*“Now proudly part of the
PropertyADVANTAGE team”*

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little maintenance items but waits for them to become a major problem? Tenants consciously or subconsciously make judgments and if motivated enough, will move.

Do you have good tenants? If so, offer them something when they least expect it. It could be a gift certificate for a restaurant or local gym, winter yard clean up, turkey for the holidays, or a complimentary winter carpet cleaning.

Working with the owner

We appreciate your patience with our staff when phones are ringing, tenants are being difficult, winter weather is causing problems, and everyone is too busy. Perhaps we have not always extended enough courtesy when we are having a bad hair day. Have we extended you enough understanding and consideration? If not, please let us know. If there is something we can do to improve our property management services, and we will strive to do it.

Oh, and by the way, have we thanked you lately for your business? If not, thank you for placing your investment in our hands. We sincerely appreciate your business.

We wish you a happy holiday season and a successful New Year.

www.propadvantage.com

HOA Corner...

In this Holiday Season of giving, we, the staff of the HOA Department, wish to express the honor and privilege given us to know the Blessing of serving our HOA Communities.

Joanne Diaz
Sr. HOA Service



Reflections at Year-end and our Up & Coming Exciting News

With another year behind us, the elves here at PropertyADVANTAGE are busy with so many things. As you all know, property management and the day to day details that come with the job is really *never ending*. Here are just a few things we are working on for you our valued clients

- Taking photos, marketing the properties that are coming up for rent or are currently vacant
- Annual Property Evaluations where we are checking for preventative maintenance needed, checking smoke detectors and the condition of your property.
- Making sure we have all the current contact information for our tenants and our owners including email addresses and current work phone numbers
- Checking to make sure the contracts for both owners and tenants are all current and in compliance with the current local, state and federal laws,
- Preparing the paperwork for the new mandatory regulation put on by the state of California and the Franchise Tax Board (this is a great deal of work)
- Of course, always reviewing and learning from a new property management experience and sharing so that all on our team gets a chance to learn.
- Remembering to stop and say thank you to our co-workers, our tenants, our vendors and of course you, our property owners
- Appreciation for wonderful things we are so very fortunate to have

Property Management is a difficult job but one thing's for sure - we here at PropertyADVANTAGE are never bored and agree this is a "never a dull moment" place - THANK YOU to all.

We look forward to serving you and taking care of your property in the New Year!

We Have An Exciting New Service To Announce!

We have teamed up with **PayLease** and effective immediately we are accepting credit cards from both our Tenants and Owners! Visit our website today! www.propadvantage.com

MAINTENANCE tips



Disposal

- feed tray of ice cubes while running water
- run water during use
- don't use on septic system