

PRS Landlord Report

A Quarterly Publication to Keep Our Clients Informed

WHY DID THEY PICK ANOTHER PROPERTY?

QUARTERLY NEWS

Often a property owner questions why prospective tenants pick another house in the neighborhood. What becomes their focus when selecting a residence? What was the incentive to choose another property instead?

When shopping for a new home, the most obvious features for a residence are competitive rent, location, and property size. Generally, this is what they look for in the majority of advertising mediums and while viewing the property. If there are several properties available, they may look at the various amenities provided. Assuming you have met the criteria listed above and the potential tenant has three or more residences from which to choose, consider other items that could make a difference.

- **Exterior appearance:** This can often be the first deciding factor, particularly if the property looks unkempt, with garbage and debris. First impressions do count in rentals, as well as sales.

- **Cleanliness:** Most prospective tenants do not want to have to clean the residence before moving in, and a dirty property can imply the property owner will not take care of the property maintenance.

- **Interior condition:** It may be that just replacing the worn linoleum, carpeting, or fresh paint on the walls, will entice a tenant to choose your property first.

- **Safety:** This is an important issue in today's world. Does the property have adequate locks and outside lighting? Will the tenant feel safer if the bushes are trimmed? (see our back page article)

- **Additional appliances:** Does it have a refrigerator, microwave, garbage disposal, or dishwasher? If not, installing a new appliance may be the key to beating out the rival properties.

- **Miscellaneous items:** Ceiling fans, cable/satellite connections, gift certificates, local memberships, or some other service can be attractive to someone who is having difficulty making up their mind when two properties offer the same amenities in the same location. Consider the cost vs. another month of lost rent. These small items in a distressed economy become even more important.

These are just a few examples to consider. When your property is going to be vacant, discuss the rental market with us to see if it is necessary to do more to prevent a long vacancy period.

PRS PROPERTY
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We ♥ Referrals

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SAFETY REDUCES YOUR LIABILITY

Providing safety for tenants is a common sense approach to reducing liability, as well as complying with building codes and laws. It is important that both the interior and exterior of a property provide a safe environment for a resident.

Interior:

- Fix flooring problems such as exposed carpet tacks, loose seams, and buckled carpeting when necessary.
- Replace flooring when it becomes a trip hazard.
- Repair any unsafe electrical problems, such as broken receptacles and unsafe wiring immediately.
- Replace or fix window locks, ensuring that the tenant can easily open all moving windows to provide safety in the event of burglary or fire. If area problems require window and door bars, then install the type that can be easily opened from all moving windows and doors.
- Install double cylinder deadbolts with thumb throws. Replace inside keyed deadbolts that could trap a tenant if a fire occurs and the key is missing.

Exterior safety issues:

- Proper lighting around the property helps deter or expose waiting predators of all kinds.
- Keep bushes and trees trimmed not only to assist with the lighting, but also to avoid injuries.
- Repair large cracks that cause uneven sidewalks and driveways and could cause additional injuries.
- Remove dangerous tree roots – this can cause the large cracks in sidewalks and driveways.
- Have hanging wiring, falling gutters, loose roof tiles, and any other hazard, immediately removed or repaired.

OFFICE HOURS

Monday - Friday	8:30 - 4:30 pm
Saturday/Sunday	Closed
PRS STAFF, DIRECT CONTACT INFORMATION	
April Rose, 480.751.5710 Property Manager - A	Yazmin Hernandez, 480.751.5703 Asst. Property Manager - A
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ONLY AT THIS LOCATION:

2020 E. University Dr. Phoenix, AZ 85034

Ph: 602-516-1545

Monday thru Friday 8:30AM to 4:00 PM

Free Management

That's right - recommend us to other investors who can benefit from our property management services, and we'll give you a free month of management on your property. We appreciate your recommendation of our services and cannot think of a better reward than giving you FREE MONEY. For over 20 years, PRS Property Management has been the leader in residential property management services and we have investors like you to thank for that success. THANK YOU!

Need a Property Manager Elsewhere?

You, or someone you know, may need a property manager in other states. Because of our proud affiliation with NARPM, The National Association of Residential Property Managers, we have contacts throughout the country and may be able to assist you. You can search "Members" at www.narpm.org.

Moving Soon

If your plans include a household move, please notify us in writing of your new address or telephone numbers. If you call and leave the information on our voicemail, be sure to follow-up for accuracy by mail or e-mail staff@prsrentals.com.