The Landlord’s Guide to Patio Rules and Regulations, on page 6
Update on the Oshkosh Ordinance, on page 19
How to Make Weed Killer, on page 21

WAA Fall LED is on Saturday, October 8... Don’t Miss It!
See the full schedule on page 12.
Registration form on page 13.
2016 Roster of Events

(for a full calendar of events, visit our website at www.waalonline.org)

UPCOMING EVENTS

“Lunch & Learn” Webinar: A Practical Guide to Fair Housing Compliance by John H. Fischer, aka Dr. Rent

Tuesday, August 30th • 12:00 p.m.
Via GoToWebinar - Watch for details coming via email.
FREE to members!

WAA Fall Landlord Education Day & Trade Show

Saturday, October 8 • 9:00 a.m.
Ho-Chunk Convention Center & Casino, Baraboo

Registration is only $79 per member and $99 for non-members.

See page 13 for the registration form & page 12 for the full schedule.

IMPORTANT NOTE ON WAA NEWS PRINT COPIES:

Due to a number of members concerned about no longer receiving a print copy of the newsletter, the Board of Directors researched the cost of continuing to print newsletters for those members who do not have email or access to the internet.

The Board has decided to offer the option of having the bi-monthly issues of the 2016 WAA News printed and mailed for an additional cost of $35 for the year. If you wish to receive print copies for 2016 and are willing to pay this fee, please send a check for $35 made payable to WAA to our office (PO Box 2922, Oshkosh, 54903).

We do have a limited number of professionally printed copies of the earlier issues available, so the first 25 members to respond will receive them. If there is more requests received after those have been taken, a stapled black and white copy will be sent with future issues professionally printed. Feel free to contact the WAA office with any questions.

NOTE: Information in these articles should be used as a guide only and should not be relied upon as the sole source of information relating to its content. Additional sources of information may be listed herein. No warranty, either expressed or implied, is made with respect to the information contained herein. Neither WAA nor RHR is responsible for any loss, inconvenience, damage (whether special or consequential) or claims arising out of the use of the information contained. You should always seek advice from your attorney regarding any legal matters.
WAA is a 501(c)(6) non-profit business league providing support for those engaged in the ownership and management of residential rental properties in Wisconsin. Since its founding, WAA is committed to unite, advance and improve the Landlording industry through education, networking and political activism. The mission of WAA is to provide education, leadership and representation to enable rental housing providers to operate their businesses successfully, ethically, and responsibly. WAA operates as an all volunteer organization, with only one part-time employee. Membership is open to Landlords, Property Managers and organizations engaged in support of the rental housing industry.
Dear Members of WAA,

Wisconsin Property Owners find themselves getting more and more involved with local politics as new ordinances are being proposed that directly affect our businesses. In Oshkosh, the City is proposing a new mandatory inspection ordinance that they believe is legal. Local landlords disagree and are prepared to go to court if necessary. The end result, from our point of view, is it is a way for the City to generate money, as on the face of the ordinance it will not achieve the stated goals. In Wisconsin Rapids, the City Government is proposing a nuisance ordinance that fines the landlord for a tenant's bad behavior. A closer look at these situation is important for all of us to understand, as it may come to your community.

It is my opinion that all cities maintain they have problems with rental property. The facts are local municipalities tend to do what is easiest....go after the landlord, rather than the person who violated the local housing code. Tenant fails to put the trash out, send a notice to the property owner. Car parked on the grass, send a notice to the property owner. Tenant removes a smoke detector battery, fine the property owner; etc., etc., etc. ! IF the local municipalities had held the tenants more accountable for their actions, there would be less problems. Now, we all know there are bad landlords too, but I am talking in general here. When was the last time YOU walked into one of YOUR properties and punched a door, kicked a hole in the wall, removed a smoke detector battery, or dumped a pile of bedbugs in the bedroom of one of YOUR rental properties?

The stated purpose of the mandatory inspections is to improve neighborhoods, but the cities are only inspecting rental property...and that's less than 50% of the properties in Oshkosh. What about the home owners, why are the vast majority of homes in neighborhoods being ignored? State Statutes give local municipalities all the tools they need to inspect properties currently.

In the case of the nuisance ordinances, the local Police Departments dislike having to deal with tenants who cause issues, so they pass the problem to the property owner by saying if you have too many police calls to a certain location within a certain time frame, you get a fine! We all know our police departments have a tough job and all the things going on around our country and in the press lately does not help. BUT there are laws to be followed and we pay taxes to have the Police enforce those laws. Sometimes people forget that Landlord/Tenant law is a civil process….we must follow the law, and in an eviction, it is up to the judge whether a person is evicted or not. What is going to happen when you file an eviction as a result of the local nuisance ordinance and the Judge says NO EVICTION!?!?? What are the Police going to do then?

If Police would cite and/or arrest the folks violating the laws, things would change. Yes, there are difficult situations and difficult people, but it not reasonable or fair to pass the problem on to someone else. The Police are charged with upholding the law. The end result of a nuisance ordinance is people just end up moving around the City. Cause a problem here, move, and cause a problem there!

Now, we all must keep in mind that we have good customers, too, who don't cause issues, but sometimes it is hard to remember them when your time is consumed with those customers that are causing issues. Step back and remember the vast majority of your customers that are good, pay their rent, and don't damage your property. Appreciate your good customers!

Ultimately, we need to hold the people responsible for creating the problems responsible. Passing the problem on does not work in the long run. Landlords need to work with their local municipalities, police departments, and fire departments to solve problems. Dale Hicks, WAA's Director of Municipal Affairs, has quarterly meetings, as part of the Janesville Area Rental Property Owners Association, with his local police, fire, and inspection departments to look for solutions to problems. Dale has been meeting with these folks for so long that he has been through multiple City Managers and Chief of Police, as people have come and gone, but the group is still meeting and keeping the lines of communication open. Feel free to call Dale if you need advice on how to start such a group in your community.

As always, be involved in your local politics and help get like-minded people elected. Everybody is busy...that cannot be an excuse! REMEMBER, Politics is not a spectator sport! IF you are not involved, you will have dictator-like rule and problems will not be solved, in fact they will probably increase!

Respectfully,

Chris Mokler
Chairman of the Board of Directors/Director of Legislative Affairs
Live Streaming: The New Multifamily Marketing


Marketing is the key to gaining momentum for any business. With the advent of social media, marketing has gotten easier but at the same time harder. Sure, anyone can blast out messages on Twitter and Facebook, but it's important to take the competition in consideration. If they're using the same channels as you with similar messages, how are you standing out from the noise? The short answer is you probably aren't. But that's ok because new channels are popping up at a pace quicker than people realize. Enter social media's next big thing: live streaming. Live streaming is recording and broadcasting in real time for the world to see. We're not talking about Vine or Snapchat, where recorded footage is uploaded then viewed. This new format is in its infancy; meaning if you get on now you'll have the competitive edge. And the best part is they're simple to use and integrate with your current accounts! The only limits are your imagination.

For those in the multifamily industry, imagine live streaming a community event. By live streaming, you're showing viewers the community and property on a personal level. Who knows, potential residents may watch to gather insights. If the event is a success and looks appealing, it might be enough to get them in the leasing office! Or what about live streaming those property renovations for a bit? If a potential resident is watching, this demonstrates a commitment to keeping the property and community in shape.

The marketing possibilities are truly endless with this new form of social media. So are you ready to start but don't know where to begin? Don't worry, we've got you covered.

Facebook - In December of 2015, Facebook introduced its live video feature. The "Live" option rolled out to celebrities and public figures first, but now anyone can use it. Facebook CEO Mark Zuckerberg says: "Live is like having a TV camera in your pocket. Anyone with a phone now has the power to broadcast to anyone in the world." And with a user base of 1.5 billion people, imagine the content you can create.

Periscope - Launched on March 26, 2015, Periscope was one of the first in the space. The company recently celebrated their first year and provided some staggering data. In the first year, Periscope had 200 million broadcasts and 110 years of content watched live EVERY DAY! The best part is Twitter owns Periscope, making integration into your current account painless.

Meerkat - Making its debut shortly before Periscope, Meerkat integrates with Facebook and Twitter. But as of two weeks ago, Meerkat has started to change focus. Its stiff competition with Facebook and Periscope forced Meerkat to shift gears. The company has been silent about the app's new direction but CEO Ben Rubin says Meerkat will be a social network where "everybody is always live." Keep your eyes on this exciting new direction.

Live streaming is going to play a big role in social media marketing. If you're trying to get the world to know how awesome your community is, this is a great way show them what you're made of. With a little creativity, you can easily show the masses why your community isn't like any other. So get ready, it's time to go live!
The Landlord’s Guide to Patio Rules and Regulations

Spring and summer are the seasons when tenants love to spend time outside, whether it’s enjoying the warm weather, hosting a cookout, or encouraging their kids to “go play.” As a landlord, you want your tenants to enjoy the rental property, including the outdoor space, but sometimes the rules and regulations for patios and decks are not specified in the lease agreement, leading to problems.

Here are 4 points of interest to always include in your lease agreement or a patio addendum so that you and your tenant won’t have any miscommunication about what’s allowed and what is against the rules.

1. Furniture
It may seem like a no-brainer, but it’s often surprising what kind of things tenants will put out on a patio as patio furniture. From sofas to dining room furniture to boards and bricks, makeshift patio furniture can lead to unsightly curb appeal and might even be dangerous. In the lease agreement addendum, it’s a good idea to specify that patio furniture or outdoor/garden furniture in good condition is the only allowable type. Take it a step further and clarify that any type of indoor furniture is not allowed outside on the patio.

You may be asking yourself what the big deal is to have improper furniture on the patio. Indoor furniture can be damaged by rain, sprinklers or pests. If the furniture is moved in and out frequently, water and pests can be transported inside. If dilapidated, the furniture may pose a health hazard with the possibility of broken, rusted edges injuring someone. Finally, non-patio furniture simply looks bad.

2. Grills
Regulations on whether or not tenants can grill on the patio should be made to ensure the maximum safety for both tenants and your property. There are many cases of grills placed too close to a home, and the heat causes siding to melt, or sparks start a fire. Many landlords require tenants to place grills at least 10 to 15 feet from any exterior walls. You may also want to include language about the use or storage of any type of open flame grills, such as storing propane tanks indoors.

If you are putting restrictions on grills or banning open flame grills completely, it’s a good idea to spell out the consequences of violating the policy. An example of this might be that a first warning results in a fine and a second warning results in an official notice to comply (get rid of the grill) or quit the tenancy.

3. Plants and Planters
Allowing tenants to grow plants on the patio is a wonderful way to make a rental property feel more like home. Some landlords don’t want any planters or containers on the patio, while other landlords feel that it’s just fine as long as tenants follow the rules about them in the lease agreement. From container gardening to simply adding a touch of nature to an otherwise bare space, greening up a patio should come with guidelines and restrictions.

Examples of regulations for plants on the patio are setting a maximum size for the pot, asking that residents use natural dirt and planting material, or that pots should not be placed in high traffic areas. The pots and plants should not detract from the appearance of the rental property and plants should be well cared for. Also, you should include in your lease addendum the requirement for tenants to use a protector under all pots to prevent water and dirt from staining the patio.

4. Décor
Many tenants want to put their own personal touches on the rental property and that includes the patio. However, what one person considers attractive and decorative may be awful to another. Also, adding décor may unintentionally damage the patio area. While landlords cannot list every single allowable décor, there should be some general guidelines on what tenants can and cannot do.

Examples of patio décor that you should be aware of include candles, tiki torches, rope lights, or other heat or fire source. Other examples include signage or other banners. Using the patio as storage should also be prohibited, so include language about what you will allow when it comes to laundry lines, bikes, mopeds, large children’s toys, and more.

Let the Lease Agreement be the Guide
When it comes to patios at your rental property, whether it’s a single family home or an apartment complex, you’d be surprised at what kind of things tenants will do that may damage the property, affect other tenants and neighbors, or simply look bad and detract from the appeal of your real estate investment. Putting detailed language in the lease agreement is the best way to make sure that you and your tenant both know what is allowed and what isn’t when it comes to patios.
Welcome to the latest edition of *Ask the Doctor*, in which John provides an answer to a question that he recently or frequently receives. If you have a question you would like covered in a future issue, it can be submitted to John at drrent93@hotmail.com.

**Question:**
The May WAA “Lunch and Learn” Webinar focused on security deposits. A number of questions came up as a result of that class, but one of the most common questions is how double damages apply.

**Answer:**
Security Deposit violations are subject to double damages as a violation of Consumer Protection laws. Even though Security Deposit laws were moved from Consumer Protection code to the statutes a few years ago, those Consumer Protection penalties followed them to the statutes. How double damages are applied were further clarified in the court case Pierce v. Norwick, 202 Wis 2d 588 (1996).

For an example on how double damages are calculated, we will use an example of a $500 deposit being held. When it was returned, $100 was withheld for unpaid rent (a permitted deduction) and $100 was deducted for ROUTINE carpet cleaning (a specifically prohibited deduction). A $300 refund check with an itemized statement was mailed to the tenant.

**SENT WITHIN THE 21 DAYS:** If the refund and statement was sent within the 21 days required by WI SS 704.28, and the tenant took the landlord to small claims court under wrongful withholding, Pierce v. Norwick indicates that the court should determine the amount that was wrongfully withheld (in this case the $100 carpet cleaning), and the tenant would be entitled to double the amount wrongfully withheld - $200.

**MISSED THE 21 DAY DEADLINE:** Under the same example, if the refund was sent, but AFTER the 21 days passed, let’s say after 30 days for example, the damages are figured differently. As of the 22nd day, the court should find under Pierce v. Norwick that the entire security deposit of $500 was wrongfully withheld, so the tenant is allowed to recover double the full deposit, or $1,000 in this example. Assuming the landlord can prove that $300 was already sent, this would be deducted bringing the tenant award down to $700. As for the $100 in unpaid rent that was a legitimate deduction, because the 21 days was missed, that is no longer deducted from the deposit. The landlord would need to file a counter-suit to the tenant’s security deposit claim and would have to prove this to the court.

In both cases, in addition to the money judgement, the tenant would be awarded court costs and attorney fees. Although a law was passed not long ago limiting attorney fees to 3x the judgment amount, judges do have the right to award higher fees if they determine that 3x limit is not reasonable.

**Editor’s Note:** Answers in this column are specific to Wisconsin, other states may have different landlord-tenant laws. Nothing in this article should be considered legal advice. Dr. Rent, along with the Wisconsin Apartment Association, recommends you contact an attorney familiar with landlord-tenant law if you need legal advice.
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WAA News
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How to Stand Out in the Summer
From www.landlordstation.com, June 18, 2015

Summer may be the time to take it easy in most professions, but for landlords it can mean a lot of extra work. Maintaining lawns and gardens can require a lot of time and money; air conditioners that have been out of commission all winter often need maintenance, and you may need to take advantage of the good weather to complete some overdue exterior renovations. When you have to also find new tenants, the workload becomes even bigger.

In most rental markets, there is extensive turnover in the summer months. Whether for school, work, or personal reasons, many move in the summer months. This means there are a lot of applicants looking for places to live, but it also means there are a lot of housing options on the market. With these tips, however, you can get your property occupied, keep it in good shape and still enjoy some time in the sun.

Get creative with social media
In the busy summer months, you are competing with many other landlords for the best applicants. That means you have to step up your game with your rental marketing. Sites like Craigslist are often the best bet. They are free to post in, easy to use, and you can use as many words and photographs as you need. Photographs are the best way to make sure your posting stands out from the crowd: make sure they are clear, inviting, and provide enough information to attract applicants. Social media websites are a great way to share those advertisements. Facebook, Twitter, and Google Plus are all easy, free ways to share your ads with the widest possible audience.

Embrace traditional marketing
Consider other traditional marketing sources as well. If your neighborhood has a lot of rental properties, you should post a sign at the property and put fliers nearby. As applicants explore other options, they are likely to notice yours. This is an effective way to do word-of-mouth marketing as well. Friends and family are usually aware when someone they know is on the hunt for new housing. If they notice a sign in their neighborhood, they are likely to share it with the prospective tenant. Nothing will help you stand out from the crowd more than a personal recommendation from a family member or friend who already lives in the neighborhood.

Prepare to screen
With an onslaught of applicants, you need to be ready to efficiently, effectively, and legally screen them. If you plan ahead, you can make your screening process as efficient as possible. That will also help you avoid any unnecessary legal headaches by asking the wrong questions. Write up your list of questions for tenants and stick to them. Prepare an email in advance that you can immediately send to tenants to explain your credit check process. Finally, make sure your lease documents are ready to go.

Improve your time management
You will need to be focused on getting your property occupied by the best possible applicant, so do what you can to reduce the demands on your time in other areas. This could include investing in accounting software, using work order management software, or other business process improvements. Consider outsourcing discrete tasks, even if just for the summer. Hiring someone to mow lawns or do outdoor maintenance may cost money upfront, but if it means you have a great tenant instead of a problem, it will be worth it.
Come on In!
From www.american-apartment-owners-association.org

Do you have a welcome mat out for pests this season?

If you don’t want to see creepy critters crawling through your rental this spring, you better take action now. By the time your tenants notice a spider, stink bug, or beetle or hear the pitter patter of four-legged feet, it might already be too late.

The sign of just one pest or rodent could indicate a much larger problem, says Angie Hicks, founder of Angie’s List, which offers consumer reviews on local service companies, including pest control and rodent removal. Ignoring them is not the answer.

Instead of waiting to go on the defense against unwanted guests, take the offense by implementing these six steps to pest-proof your property.

1. Trim tree limbs and branches near structures. Squirrels, raccoons, and bats consider these their personal avenues to your attic. Ants also use the overhanging limbs to get on your roof and into your home.

2. Remove any piles of wood or debris close to the house or building. You might as well put out a vacancy sign for bugs, mice and other small animals seeking shelter.

3. Seal any holes or openings in windows and doors. Even tiny holes can become doorways for bugs, rodents and bats. Caulk or repair cracks and holes in windows, doors and screens and gaps in siding.

4. Secure containers inside and outside. Garbage cans offer a vast menu to hungry critters. Keep lids closed and a fair distance from entry points.

5. Encourage tenants to Keep the kitchen clean. Clear food from all surfaces, clean dishes every night, and sweep floors of crumbs.

6. Schedule regular inspections. Even if you’re not aware of an infestation, have a professional periodically inspect and treat your home before a pest problem occurs. Ask about potential issues with termites, bed bugs, or rodents.

Using over-the-counter products instead of hiring a pro will likely yield only temporary results and won’t treat for all insect types. Hicks suggests hiring only a qualified professional pest control company that can tailor its treatment to address your specific issues.

Functional Obsolescence In the Form of Design Flaws Can Be Used to Reduce Real Estate Assessments
From Wisconsin Property Tax Consultants, Inc., 2016, WPTAX.com

Many assessment authorities rely on standard depreciation deductions when they apply a cost approach method of establishing real estate assessments.

Taxpayers can convince assessors to reduce the assessed valuation of their buildings by providing the assessors with persuasive information about the design flaws, problems, or limitations the real estate has. Examples of design flaws are as follows:

**Apartments**
- Undersized bedrooms
- No elevator

**Retail Shopping Center**
- Lack of windows
- Bad site layout

**Hotels**
- Small guest rooms
- Inadequate common areas

**Office Buildings**
- Insufficient parking
- Poor support placement

**Warehouses**
- Short Interior dock walls
- No fire protection

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* Wisconsin Apartment Association News • www.waonline.org • July/August 2016 *
## 2016 Fall WAA Landlord Education Day & Trade Show Schedule

(All seminars/events & locations subject to change without notice)

### Saturday, October 8, 2016

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00am – 9:00am</td>
<td>Registration</td>
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<tr>
<td>9:00am – 10:15am</td>
<td>Recent WI Legislative Acts &amp; What They Mean for Landlords – Chris Mokler, WAA Chairman &amp; Legislative Chair</td>
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<tr>
<td>9:00am – 10:15am</td>
<td>Deferring Income Taxes Using Like Kind Exchanges (1031 Exchanges) – Tim Moy CPA, MBE CPAs</td>
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<tr>
<td>9:00am – 10:15am</td>
<td>Criminals: Take ‘Em or Leave ‘Em? – John Fischer, aka Dr. Rent</td>
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<tr>
<td>10:00am – 11:30am</td>
<td>Trade Show Silent Auction</td>
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<tr>
<td>11:30am – 12:30pm</td>
<td>Trade Show &amp; Lunch Silent Auction</td>
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<tr>
<td>12:30pm – 1:45pm</td>
<td>The Fair Housing Update – Pamela Strittmatter, WAA Past President &amp; RHR Instructor</td>
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<td>12:30pm – 1:45pm</td>
<td>Family LLC &amp; Other Asset Protection Tools – Attorney Alan Hougam, Hougam Law Firm</td>
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<tr>
<td>12:30pm – 1:45pm</td>
<td>Security Deposits: Know When to Hold ‘Em...Know When to Fold ‘Em – John Fischer, aka Dr. Rent</td>
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<tr>
<td>2:00pm – 3:15pm</td>
<td>Spotlight on Property Management Software: What, Why &amp; How – Yardi Systems</td>
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<tr>
<td>3:30pm – 4:00pm</td>
<td>New Member Benefit Presentation</td>
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<td>4:00pm – 5:30pm</td>
<td>Legislative &amp; Board of the Whole Update</td>
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<td>5:30pm – 7:00pm</td>
<td>Reception &amp; Awards Silent Auction</td>
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Registration Form  
**2016 Fall Landlord Education Day & Trade Show**  
Saturday, October 8th, 2016  
at Ho-Chunk Conference Center, Baraboo

**MEMBERS: ONLY $79/person!**  
Includes all sessions, lunch, & reception  
These rates apply through September 30th for WAA members only.  
Rate then increases to $119/person.  
Take advantage of the savings & register NOW for this educational day!

**NON-MEMBERS: ONLY $99/person!**  
These rates apply through September 30th. Rate increases to $149/person beginning October 1st.

Name of Registrant(s): ____________________________

Company Name: __________________________________

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☐ First-Time Attendee ☐ Local Officer ☐ Past State Association President

**TOTAL Conference fees $____________. Please draft check to “WAA Conference”**

Sorry no refunds or transfers. Registrants may resell registration if necessary.

**Visa or Master Card Payment**

Name on credit card: ____________________________

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Registration **DOES NOT** include hotel reservations . . .

We have held a limited number of rooms for Friday and/or Saturday night(s) at  
**Ho-Chunk Hotel**, 53214 County Road BD, Baraboo.

**Call 800-746-2486 and mention the WI Apartment Association (group block ID #6021) to get the special room rate of $109/night plus taxes.**

**Room Block closes on Wednesday, September 7th!**

Wisconsin Apartment Association PO Box 2922, Oshkosh, WI 54903  
(920) 230-9221 * admin@waaonline.org
Local Affiliate Updates

APARTMENT ASSOCIATION OF NORTHEAST WISCONSIN (AANW), GREEN BAY
Info submitted by Kathy Haines

Check out our website at www.aanw.org for more information.

Meetings are held the 2nd Wednesday of each month at the Green Bay Distillery, 825 Mike McCarthy Way, Ashwaubenon. Networking at 6:00 p.m. & meeting at 6:30 p.m.

APARTMENT ASSOCIATION OF THE LA CROSSE AREA (AALA)
Info submitted by President Pamela Strittmater

Meetings are held the 3rd Thursday of each month at the Moose Lodge

CHIPPEWA VALLEY APARTMENT ASSOCIATION (CVAA), EAU CLAIRE
Info submitted by President Diana West

Check out our new website at www.cv-aa.org!

Meetings are held the 2nd Monday of each month at 7:00 p.m. at the Elks Lodge, 3411 Stein Blvd, Eau Claire

FOX VALLEY APARTMENT ASSOCIATION (FVAA), APPLETON
Info submitted by Judi Wolf, Office Staff

Upcoming Topics: July – Top Ten Biggest Pitfalls of Landlording by John Fischer, aka Dr. Rent; August – Understanding Legal Structuring for Business/Property Owners by Legally Mine

Meetings are held the 2nd Thursday of each month at 6:15 p.m. at Riverview Gardens, 1101 S. Oneida St, Appleton

GREAT RIVERS APARTMENT ASSOCIATION (GRAA), ONALASKA
Info submitted by President Johanna Pralle

Upcoming Topics: July – Membership and local Bylaws; August – No Meeting

Meetings are held the 2nd Tuesday of each month at 7:00 p.m. at the Onalaska Public Library, Room A

JANESVILLE AREA RENTAL PROPERTY ASSOCIATION (JARPA)
Info submitted by Dale Hicks

Our May meeting guest was the one and only Gary Goyke!!!!

Meetings are held the 3rd Thursday of each month at 7:00 p.m. at Commercial Bank, 1400 Blackbridge Rd., Janesville
Local Affiliate Updates

KENOSHA LANDLORD ASSOCIATION (KLA)
Info submitted by Secretary Jeanette Marchetti-Hamm

Meetings are held the 3rd Wednesday of each month at the Fireside Restaurant, 2801 30th Ave., Kenosha
Networking with refreshments at 6:30 p.m. & meeting at 7:00 p.m.

MARSHFIELD AREA APARTMENT ASSOCIATION
Info submitted by President Kris Mueller

Educational seminars are on the 3rd Wednesday of each month at Belvedere Supper Club, Marshfield
Networking & dinner (at your own expense) at 6:00 p.m. & seminar at 7:00 p.m.
Board meetings are held on the 1st Thursday of every month at the Sunrise Restaurant. Everyone is welcome!

SOUTHERN WISCONSIN LANDLORD ASSOCIATION (SWLA), RACINE
Info submitted by President Jon Frickensmith

July & August - No meetings; September - Meetings resume
Visit our website at www.racineswla.org!

Meetings are held the 3rd Monday of each month at Harbor Lite Yacht Club, 559 State St, Racine
Networking & food at 6:00 p.m. & meeting at 6:30 p.m.

WAUKESHA AREA APARTMENT ASSOCIATION
Info submitted by President Adele Vogel

We take the summer months of July and August to enjoy family, friends, and good weather. Our meetings will resume in September. In September, we will have an indoor picnic with TACOs. Join us!

Meetings are held the 3rd Wednesday of each month at the Waukesha Eagles Club, Grandview Ave, Waukesha
Networking/dinner at 6:30 p.m. & speaker begins at 7:00 p.m.; Business discussion to follow.

WAUSAU AREA APARTMENT ASSOCIATION
Info submitted by Larry Sommer

Serving Marathon, Lincoln, Portage and Wood Counties. The Wausau Area Apartment Association currently has 72 members that manages approximately 7,000 properties.

Meetings are held the 3rd Tuesday of each month at Sam’s Pizza, 5811 Bus. HWY 51 South, Schofield
Networking at 6:30 p.m. & meeting at 7:00 p.m.
**Local Affiliate Updates**

**WISCONSIN RAPIDS AREA RENTAL PROPERTY OWNERS**  
*Info submitted by Helen Streekstra*

Our meetings always are the 2nd Monday quarterly at the Hotel Mead beginning at 5:00 with a social time including a pizza buffet with the meeting starting at 6:00.

Meetings are held 4 times per year: Next meeting is Monday, September 12th at the Hotel Mead  
Social/dinner at 5:00 p.m. & meeting at 6:00 p.m.

**WINNEBAGO APARTMENT ASSOCIATION, OSHKOSH**  
*Info submitted by President Donn Lord*

Regular meetings will resume in September.  
Winnebago Apartment Association has a Facebook page. We maintain a community page and a closed group page. Wisconsin Apartment Association numbers are welcome to join our closed group Facebook page.

Meetings are held the 2nd Monday of each month at Benvenuto’s Grill, 300 S. Koeller St., Oshkosh  
Board meeting at 5:30 p.m., social (in the bar) at 6:30 p.m., & business meeting at 7:00 p.m. in the back room.

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**We’re waiting to hear from you . . .**

Beloit Property Managers Association,  
Fond du Lac Area Apartment Association,  
& Manitowoc County Apartment Association.

As your Director of Legal Affairs for WAA, I am to keep an eye on local issues which can affect landlords across the state. There have now been new local issues popping up in Beloit, Oshkosh, Wisconsin Rapids, and other cities. I need help from each local to keep up-to-date on these issues. I am asking for a contact email and/or phone number so I can get updates. Please email at your earliest convenience, so I can stay on top of your local issues. Thank you!

**Jeff Pralle, WAA Director of Legal Affairs**  
jplegal54@gmail.com
3 Membership Association
Recruit Tips
By Babette Ten Haken, babettetenhaken.com, October 16, 2014

In many ways, members are the key to the success. How successful is your professional association in recruiting, mentoring and retaining membership?

Today, I attended a breakfast meeting for a professional association. We discussed how very effective this particular professional association has been over the years in making themselves relevant and accessible to both new and old members.

That’s significant news these days.

The majority of professional associations with whom I’ve either worked or have been a member / board member, are struggling to retain membership beyond Year One.

Here are 3 tips to keep top of mind as you and your Board chew on what it will take to grow and retain your professional association’s membership over the next five years. Ask yourselves:

Tip 1 – Do you make your members feel welcome?

If you are an old boy or old girl in your professional association, everyone knows who you are and greets you. If you are the new kid on the block, meetings can be deadly. If your organization has no mentorship program, create one. If you are an Officer or Chapter President, and you don’t make it a policy to meet, greet and mentor new members, shame on you. In one association of which I am no longer a member, I constantly got the eyeball once-over from the President with the clear message: “Who the heck are you and what the heck are you doing at my meeting?” With that type of exclusive and elitist attitude, would you want to return for the next meeting?

Tip 2 – Is your organization offering age and gender-appropriate perks for membership engagement?

What’s the average age of your association’s Board members compared with the average age of new member recruits?

Unlike the “old days”, these days employees are paying for their own professional memberships. New members are wondering “What’s really in this for me?” in terms of ROI on their membership dues. Make sure your internal perception of ROI of membership is aligned with that of your new members. The $500 in vendor discounts they receive as a benefit of membership may not float their boats the way it does for older members. Younger members may not be interested in annual golf outings or family picnics. Are you in-touch or out-of-touch with your recruits?

Tip 3 – How effectively do you leverage your social media presence in new membership engagement?

Many professional organizations have LinkedIn Discussion Forums, managed by an internal employee. As Board Members, are you really minding the store? What’s the level of engagement from your younger members, who are consummately engaged on other social media platforms? A LinkedIn professional Discussion Forum should be your organization’s place to shine. Yet in many of these groups, conversation flow is dominated and squashed by retired members who talk about “back in the old days” and put down anyone else’s ideas. You know who these people are because they do the same thing to younger, newer members at local and regional meetings. Go back to Tip 1. Who is going to want to dip their toe into that Discussion Forum, knowing there are naysayers lurking in the background?

Make sure you and your Board members aren’t continuing to drink your own Kool-Aid®. Evaluate your own performance by using the same criteria your new recruits employ when weighing your professional association’s value and relevance to their engagement, interest, time, and investment.
Private Property Rights -
A basic Premise of the
U.S. Constitution
Reprint from the National Center for Constitutional Studies, www.nccs.net

Tired of having the fruits of their labors confiscated by an overpowering British government, America’s Founders declared themselves free and independent.

Most American schoolchildren can recite their claim that ‘all men are endowed by their Creator with certain unalienable rights ... to life, liberty, and the pursuit of happiness.’ Less familiar, however, are these lines from their Declaration of Independence:

‘He (King George III) has erected a multitude of new offices, and sent hither swarms of officers to harass our people, and eat out their substance .... He has combined with others to subject us, ... imposing taxes on us without our consent.’

What, then, did the Founders consider to be the real cornerstone of man’s liberty and happiness? On what basic premise did they devise their Constitution? Let them speak for themselves:

John Adams  
"The moment the idea is admitted into society that property is not as sacred as the laws of God ... anarchy and tyranny commence. PROPERTY MUST BE SECURED OR LIBERTY CANNOT EXIST"

James Madison  
"Government is instituted to protect property of every sort .... This being the end of government, that is NOT a just government,... nor is property secure under it, where the property which a man has ... is violated by arbitrary seizures of one class of citizens for the service of the rest."

Their guiding principle was that people come together to form governments in order to SECURE their rights to property - not to create an entity which will, itself, ‘take from the mouths of labor the bread it has earned.’ What was wrong for individual citizens to do to one another, they believed, was equally wrong for government to do to them.

The right to own property and to keep the rewards of individual labor opened the floodgates of progress for the benefit of the entire human race. Millions have fled other countries to participate in the Miracle of America."

NOW IS THE TIME FOR LANDLORDS AND PROPERTY INVESTORS TO JOIN TOGETHER... TO UNITE WITH ONE VOICE, AND TO FIGHT FOR PROPERTY RIGHTS AGAINST THOSE WHO WOULD UNREASONABLY INFRINGE, RESTRICT OR LIMIT THEM!
Oshkosh Battle for Property Rights

Editorial by Donn Lord, President, Winnebago Apartment Association

Almost all of us have chosen to live in a rental apartment or house now or sometime in our lives. Many Wisconsin municipalities like the City of Oshkosh now look at you as some kind of “social problem,” not an individual if you rent versus own your home. Laws, regulations and, particularly, local rental inspection ordinances that discriminate against renters and their landlords are raising serious legal questions about treating people equally under the law. There is no question in my mind that the individuals that make up our Oshkosh rental community, both the renter and landlord, are looked upon and being treated as if they are second-class citizens. Certainly, there are social economic issues in both the households that own and those that rent their homes. Some in both groups commit crimes or break rules and regulations, but the vast majority of both groups do not.

Currently, 45% of all Oshkosh residents have chosen to rent rather than own their homes. By 2030, this may surpass 50%, meaning the norm will be to rent your home, rather than purchase it in Oshkosh. Renters aren’t just college kids and ex-cons. Safe and responsible people of all ages and income brackets are now finding perfectly good reasons for renting versus owning their home. To improve our rental community and the community at large, we need to deal with those that are actually harming others by enforcing laws and ordinances already in force and not discriminate against individuals just by their housing choice. Everyone that chooses to rent versus buy their home should be able to do so without obtrusive government regulations like the proposed rental inspection ordinance that is proposed for the City of Oshkosh.

The City of Oshkosh began tracking violations for period quoted mid-2013 to early 2016 prior to proposing the rental inspection ordinance. There were 1,995 total violations. If the 200 violations for illegal parking are subtracted for a total of 1,795 violations for the period quoted of 2.75 years that averages to 652 violations per year. This divided by the 12,000 rental units in Oshkosh equals 5.4%. 5.4% is the maximum percentage of all rental units with violations yearly, if each unit had just one violation per year.

Of course, many problem properties had more than one violation, so the percentage of all properties per year with violations would even be lower than this total. This was the factual basis given for the proposed rental inspection ordinance by the City Of Oshkosh to charge $125 per rental unit for inspection for the 12,000 rental units in Oshkosh.

Most tenants I have talked to do not wish to have their homes searched. Regrettably, the way the ordinance is written, the tenant will have to pay the $125 fee (penalty?) directly or indirectly, even if they stand on their 4th amendment rights and choose not to have their homes searched without cause. Supposedly, the inspector in these situations will write the report and still the charge $125 from what they can see from the street. In many properties, you can’t even see additional units except for the unit facing the street. This is blatantly unfair and will most likely be struck down in the courts with the inevitable court challenges this ordinance, if passed, will create. (Please note that the City of Oshkosh can already write code violations and correction notices on any home for items that can be viewed from the street by an inspector now without this ordinance or charge the $125 fee.)

In effect, Oshkosh’s rental inspection program will give greater 4th Amendment protections to suspected criminals than to citizens who rent their homes. The City of Oshkosh hasn’t even held a public meeting for tenant input or conducted a survey of tenants to see if they wish to have their homes searched for the $125 fee prior to this ordinance being drafted. The inspection criterion has not even been created for the inspection process. In other words, the inspection ordinance may be passed without those that the ordinance is supposed to be helping ever being asked for their input or if they wish to have their homes searched and without an explanation of what city inspectors will be searching their homes for when they do!

The fact that the inspection criteria is not even going to be written until after the ordinance is passed is also of grave concern. We don’t know what the inspectors will be searching in the homes of Oshkosh residents that rent until after the ordinance is passed. Even with a warrant search, there must be probable cause and it must describe the place to be searched and why. In similar cases in Federal Heights, Colorado and Rochester, New York, video tapes are made of each renters home that are searched and are part of the publicly available records.

(cont’d on page 20)
Anyone is then able to see the letters on a coffee table and the contents of a medicine cabinet of a renter’s home. In Rochester, New York, Inspectors are permitted to look through every aspect of a house, wherever there may be violations of “federal, state, county, or city law, ordinance, rule or regulation relating to the construction, alteration, maintenance, repair, operation, use, condition or occupancy of a premises.” Inspectors may look inside “interior surfaces” of closets and drawers to determine if they are “clean and sanitary.” What will the “yet to be hired and trained” rental housing inspectors in Oshkosh be permitted to search in renter’s homes for and to what extent will their 4th amendment rights be violated?

Those of us in this business certainly wish to see the rental community be well served, but this ordinance goes after all landlords and tenants, not just the problem ones, and at tremendous cost. In the process, it severely violates renter’s constitutional guaranteed rights under the 4th and 14th Amendments. This ordinance will add additional costs without any value to the majority of landlords that are doing their honest best to maintain their units.

This will then be paid for in increased rents by the tenant, not only for the inspection fee/tax, but also the fines and permit fees the City of Oshkosh intends to levy for items found in the search of renter’s homes to create even more additional revenue. All or part of this ordinance will not survive the inevitable court challenges that will occur when this is passed. Regretfully, in the court of public opinion, judgment will be passed much swifter and with a tremendous loss of faith and trust in the City of Oshkosh government for many years to come. Not only as result of this ordinance being passed, but the underhanded and secretive manner in which it was proposed and passed with almost no public input or concern for the large number of citizens this ordinance will negatively affect. It is my sincere hope that it will be soon realized there are much better methods to improve both the quality and quantity of the rental community to meet the ever increasing demand for affordable rental housing in Oshkosh. Working with the rental community will produce much more positive results than working against it, as this proposed rental inspection ordinance does.

NOTE: The proposed rental inspection ordinance will be voted on Tuesday, July 12th. At the time of submitting this editorial, it looks like it will pass.

WAA’s website is in need of help. And you know it!

In fact, from last year’s member survey nearly all of the feedback we received specifically mentioned improving our website as very important for improving WAA’s service to Local Associations and to individual members as well.

In all fairness, when the current WAA website was set up in 2014, the purpose was to have ‘a site that was easier to use’ than the original one. WAA’s good friend, John Dorn from the Southern WI Landlord Association (Racine) volunteered to help, and John did a great job with the software that was available to him at that time. Without John’s help, WAA would still be just an online placemat.

But nowadays webinars, training videos, articles, presentations, downloadable forms, membership renewals, surveys, hyperlinks, forums, interactive maps, member profiles, idea exchanges, etc, - these all require a robust and scalable website.

And, as a result of those survey comments, Chris Mokler has been working for some time to try to upgrade our existing website. And, with John’s help, he’s had some modest success, but … but here’s the thing … our existing website simply isn’t adequate to meet our members’ needs! And you could put a nice down payment on a duplex for what webmasters want these days! But let’s face it, searching our site for a member profile is like asking a dial phone to turn on “OK Google”. Alright, maybe I exaggerate a bit, but you get the picture.

So, if you know of someone who has the proven skills and experience to develop a complex, scalable website, please have them call Chris (920-235-6470) or Paul (608-386-7082) to discuss a bid.

Meanwhile, if you (or your company) would like to make a tax-deductible donation or a matching challenge toward the development of the next generation WAA website, please send to “WAA Website Fund,” PO Box 2922, Oshkosh, WI 54903.

Thank you in advance for your suggestions/support from the WAA Executive Committee!
How to: Make Weed Killer

No need to break your back pulling up ugly unwanted plants. Just try these safe, simple, and all-natural solutions!

By Manasa Reddigari, www.bobvila.com

You work hard at horticulture, so the last thing you want is gnarly weeds littering your lawn or popping up smack dab in the middle of your prized petunias. Weeds can even sneak into your driveway or sidewalk, becoming a tripping hazard, as well as an eyesore. But there’s no need to spend your summer on hands and knees, yanking them out, or to resort to pricey chemical killers whose toxins can damage your property. Instead, follow any of these four easy, effective methods for making weed killer and attack those irksome interlopers ASAP. Just take care to not to douse nearby plants, because these equal-opportunity herbicides won’t discriminate between weeds and your landscaped lovelies.

Materials and Tools
- Vinegar (white or cider)
- Dish soap
- Table salt
- Spray bottle
- Corn gluten meal
- Rubbing alcohol

Thrifty Triple Threat
They look harmless enough sitting on your kitchen counter, but vinegar, dish soap, and salt make a tenacious trifecta against weeds. Combine equal parts of these ingredients and pour into a spray bottle. Spritz your homemade weed killer unsparingly onto the stems and leaves of the undesirables in flower or vegetable beds during high sun, low wind conditions. (Avoid getting it on cement, which salt can discolor or even erode.) The dish soap will disintegrate the cuticle of the plant, allowing the salt and acetic acid in the vinegar to desiccate and destroy weeds.

Corn Meal Killer
Scattered over weed seeds, as opposed to mature weeds, corn gluten meal acts as a natural, non-toxic pre-emergent that can prevent germination. For optimal results, begin by tilling the soil in an established flower or vegetable bed to unearth weed seeds. Then, sprinkle the mighty maize directly over the seeds during a dry weather period. Steer clear of plots with recently sown flower or vegetable seeds as the corn gluten meal can stunt their growth along with the weed seeds.

Very Hot Stuff
Put the kettle on and boil some water, then take it outside (or fill a flask). Gently pour over the crown of pesky plants to scorch them in matter of days. Aim carefully, because the hot liquid can also burn surrounding plants—or your toes. While one application may be sufficient for weeds with short root structures, perennials with long taproots may require two to three applications before reaching their permanent demise.

Reliable Rubout
Dilute two tablespoons of rubbing alcohol in a bowl with four cups of water. Transfer the solution to a spray bottle and liberally coat the leaves of weeds in flower or vegetable plots, preferably on a sunny day. As the alcohol dries, it will wither the leaves and eventually kill uninvited vegetation.
2016 Application for Membership

Name(s): __________________________________________

Business Name: __________________________________________

Mailing Address: __________________________________________

City: ___________________ State: ________ Zip: _____________

Home Phone: (___) ___________ Business Phone: (___) ___________

Fax Number: (___) ___________ Email: ____________________________

Number of Units (owned and/or managed): __________

☐ Prefer print copy of WAA News – *Please add $35 to membership fee below.*

☐ Please keep my information private – *Info provided will not be included in lists sold.*

Signature: ______________________________ Date: __________________

Enclosed are annual dues of $60 payable to Wisconsin Apartment Association (WAA). Mail completed application & payment to PO Box 2922, Oshkosh, WI 54903. *Please apply $10 surcharge to payments made by credit card.*

☐ Check Attached: #________ Name on check: __________________________

☐ Credit Card #: ___________________________ Exp. date: ________ CVV#: ________

Name on card: _____________________________

Wisconsin Apartment Association – PO Box 2922, Oshkosh, WI 54903
920-230-9221 admin@waaonline.org www.waaonline.org

*Information in these articles should be used as a guide only and should not be relied upon as the sole source of information relating to its content. Additional sources of information may be listed herein. No warranty, either expressed or implied, is made with respect to the information contained herein. Neither WAA nor RHR is responsible for any loss, inconvenience, damage (whether special or consequential) or claims arising out of the use of the information contained. You should always seek advice from your attorney regarding any legal matters.
Here To Help: Pest Management Solutions For Commercial Properties
By Kevin Thorn

Overview
COCKROACHES DON’T CARE WHERE THEY SPEND THE NIGHT, BUT YOUR CUSTOMERS AND TENANTS DO

Pest infestation is a scary situation, to say the least. But there is help—professionals who know how to handle and prevent stubborn pests and keep them away. In HERE TO HELP, Kevin Thorn provides you with the knowledge and resources you need to:

- CONFIDENTLY CHOOSE THE BEST PEST CONTROL PROVIDER
- PREVENT A PEST CONTROL CRISIS . . . SAVING YOU MONEY
- ACHIEVE PEACE OF MIND KNOWING YOU ARE A RESPONSIBLE BUSINESS MANAGER OR OWNER
- PROTECT YOUR BUSINESS BY AVOIDING COMPLAINTS, NEGATIVE EXPOSURE, AND EMBARRASSMENT

No Thanks for the Memories . . .
From www.american-apartment-owners-association.org

There’s nothing worse than having a unit that smells like cigarette smoke. Well, almost nothing worse — especially if you’re trying to rent to a non-smoker.

A smelly unit is not going to command top rent, and may sit vacant — at least until it airs out.

While there are lots of products on the market which claim to rid a household of cigarette smoke, savvy landlords employ some very cost-effective solutions:

First, be sure and clean any carpets and draperies in the unit. Stale smoke loves to linger in fabrics. But that is unlikely to solve the problem entirely, since the smoke will permeate every porous surface.

Perhaps the best (and least expensive) way is to purchase a gallon of white vinegar. Mix the vinegar in a 50% solution of tap water, and wipe over the walls in your unit.

After you’re done with this task, purchase a package of Styrofoam bowls and fill the bowls half full of full concentrate white vinegar.

Set the bowls around your rental, especially in rooms where there is a concentration of porous surfaces.

If the smell still lingers after a few days, refill the bowls and start again.

You’ll be surprised at how well this simple solution works!
Two thumbs up for two decades.

20+ Years Average Customer Tenure. 98% Customer Retention.

(Sure, we could try and sell you on all the benefits of having WASH manage your laundry room, but we think our track record with customers speaks for itself.)

800.421.6897 ext. 1600  www.washlaundry.com