



November 2016

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NEW FEATURES

Housing Links – Want more information? Need contact numbers? Who, what, where and when? Check out these helpful links to sites that can help you.



OREGON RENTAL HOUSING ASSOCIATION
Board Meeting
Schedule
January 21, 2017 - Salem
March 18, 2017 - Springfield
May 20, 2017 - La Grande
July 15, 2017 - Springfield

PRESIDENT'S MESSAGE

By **Terry Turner**, ORHA President



The election season is over, finally! Now what? How can you effect change in your city and in our state? There are many things you can do, but start here:

1. Join a local chapter. Your voice is stronger when you are one of many. When we talk about members in Oregon, we need to be able to count you. It's important that we have accurate numbers not just of owners and managers, but how many units you represent.

2. Get active and stay active. You need to have the most current information and you need to know what steps to take to and when; to be able to influence your local representatives. Getting active means going to monthly meetings and actually reading newsletters and emails.
3. Help your local chapter board; maybe even serve on the board. Every local chapter needs more help. It's true that about 10% of the members of

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BEND URBAN GROWTH PLAN APPROVED

The city of Bend's urban growth boundary expansion plan was approved Tuesday by Oregon's Department of Land Conservation and Development. The expansion adds 2,380 acres of land the city can develop by moving the line that separates the rural county from urban development.

Allowing for more than 17,000 homes, about half of the land will go to housing. More than 800 acres are slated for employment, adding room for more than 21,000 jobs.

If no valid appeals are received by the state by December 5th, landowners can begin submitting plans to the city to redevelop properties. Plans for small developments such as new houses or duplexes could be approved within weeks, while planning entire neighborhoods could take more time.

The current plan is a culmination of nearly a decade of work. The state turned down a 2010 proposal that had asked for an 8,000 acre expansion.

The Joy of Soy

Who doesn't love a tenant that stays for a long time? But, when it comes to those who love the ambiance of candlelight on a long winter's night, over and over can cause black soot on walls and ceilings.

Paraffin candles are petroleum based products. They are full of toxic chemicals and additives, and they are unhealthy to breathe. They leave icky black soot on the walls and ceiling of living spaces, and in your lungs.

So instead of facing expensive clean up down the road, why not think of promoting soy candles to your tenants. You might even think of providing a couple at the onset of the tenancy, or perhaps as a nice gift for them at the holidays.

Did you know soy candles are;

- Biodegradable
- Non-toxic
- Made with renewable energy resources
- Burn 30-50% longer
- Are healthy to breathe

Best of all they will not leave soot and residue on the walls.

Soybeans are part of the world's sustainable agriculture program, so you'll be investing in a valuable product that is helping the environment. Many soy candles are beautifully crafted and come in a variety of appealing aromas.

So think about encouraging your tenants to experience the joy of soy and your home will thank you.

Links

<https://thedogtor.net/?gclid=Ci3DI66MsM8CFY4jgQodRPwOqw>

President's Message . . . continued from page 1

each chapter do about 90% of the work. Maybe you can send out emails, update lists, help with the newsletter or even become an instructor for classes, greet people at meetings.

4. Talk to everyone you know and help educate the public. You are the best person to help the public understand the true nature of the rental housing industry. You know what you do to provide quality housing for tenants. So, talk about it! What will be the effect of Rent Control? Will rent control cause you to charge higher rents? Will you change your business practice of only raising rents on a yearly basis and then only when your expenses increase? How will prohibiting No-Cause Notices change the way you do business? Will you still be willing to take a risk on a less than "perfect tenant"? Will you be able to charge a smaller deposit or allow payments on deposits for a tenant that has great rental history but spotty credit? Will you be forced to charge higher deposits because you know that you will have to serve a with cause notice if something goes wrong? Will you be forced to serve a "border-line problem tenant" with a 30 Day with Cause Notice and damage a tenants' rental history?

5. Become an active learner. As a rental property owner/manager you have a responsibility to be educated. You should know Landlord/Tenant law. We often hear, "Really? When did that law change?" Unfortunately, the answer is usually many years ago. The complaints from tenants about serving notices incorrectly, or telling tenants that they have to move out in 30 days, when the law gives them 60 days, causes lawmakers to think that they need to make more laws and add fines for improper or unfair business practices. Get educated and encourage every rental owner you know to attend classes and seminars.

What can you do? How can you really have an effect on your community? You don't need to have hours of free time or be an expert public speaker. Become a member of your local chapter and help it become strong and vital. Talk to everyone you come in contact with, and make sure that your understanding of the law is current.



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SOCIAL MEDIA – REPAIRING YOUR PROPERTY MANAGEMENT REPUTATION

By **Mary Girsh-Bock** – Propertymanager.com

So you think you've done the hard work to attract and keep the best tenants; making sure that your properties are well maintained and attractive. Safety issues of concern as well, so you prioritize replacing burnt out light bulbs in your complexes and make sure your security cameras are working. Everything is great, you're happy, your tenants are happy and the property owner is happy.

Or so you thought. Suddenly your Facebook page is flooded with negative comments, or you have a negative Yelp review. If negative comments outweigh positive comments when you Google yourself, you know you have a problem.

Is this the work of a few disgruntled former tenants, or a much bigger problem? Once you identify the problem, how do you communicate to others that the issues have been resolved?

The most important thing to do is discover the source of the problem. Disgruntled former tenants frequently trash the reputation of their former landlords on social media. While the claims may have little or no validity, it's important to respond to these posts all the same.

If there is truth to the claim, take time to address the problem in a straightforward and honest manner. You might want to address how you are handling the problem at the property, so social media followers will know that the complaint has been acknowledged and addressed.

The key to repairing ones reputation is honest communication. If despite increased security measures, your apartment community has experienced a number of break-ins lately, pretending it didn't happen will do nothing to reassure current residents, nor encourage quality applicants to apply. Install additional security measures, new locks, hire on site security, discourage loitering and remember, while it's important to do these things, it's equally important to follow up and address these on social media sites as well.

Don't always be on the defensive. Instead of only responding to a negative comment, be the one to post first. Increase your social media presence by posting about what you're doing to make your property better, safer and more attractive.

Lastly, it's important to be upfront with tenants about any potential issues that may arise. Tenants will not appreciate being told about a series of car break-ins weeks after they occurred. Address any issues quickly, and actively keep them in the loop regarding any solutions that will be implemented.

Remember how important the power of social media is, and while there is nothing to prevent someone from posting negative things about you or your properties, there's also nothing preventing them from posting great things as well. Give them something great to post about.

FORMS HIGHLIGHT:

ORHA Forms are Available Online!

Oregon Rental Housing Forms are just a click away!

- 1 www.oregonrentalhousing.com
- 2 Click (top right): "Click to Get ORHA Forms Online"
- 3 Input your local association code in the field labeled "Enter Your Member ID" to receive ORHA forms 1/2 PRICE
- 4 Choose a form
- 5 Click on the form
- 6 Input your information
- 7 Click "Generate PDF"
- 8 Click "Check Out" – This will direct you to PayPal
- 9 Follow payment directions. Once complete, PayPal will return to the ORHA Forms page to "Print Link." This link will also be sent to your email address.

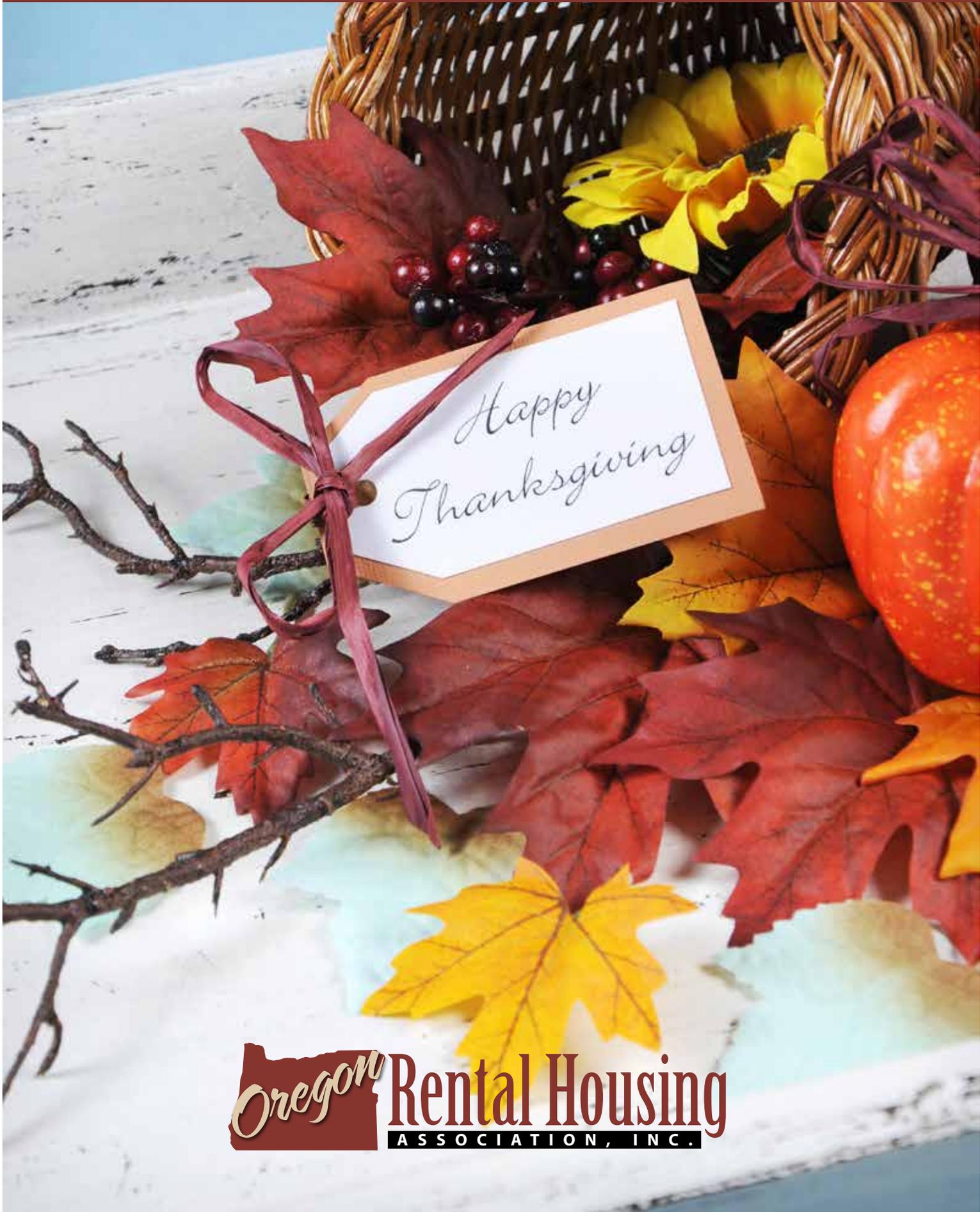
Need Tenant Screening or Legal Services?

541-548-7368

Sharrol Lyons

can assist you with all your needs

www.NWTenantScreening.com
www.CascadeProcessServices.com



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