



August 2016

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PRESIDENT'S MESSAGE

By **Terry Turner**, ORHA President

I want to thank Christian Bryant for his service as ORHA's Secretary this past year. He has resigned as Secretary but will stay on as an At-Large member of the Executive Board. Jason Miller from LBROA will be taking over as Secretary. Jason brings over 10 years of experience in the housing industry and an enthusiasm for growing ORHA.

Also, joining the Executive Board as an At-large member is Anna Goodman from La Grande. Anna has worked in real estate and property management for over 15 years and brings the unique perspective of Northeastern Oregon. At-large members are appointed to serve on the Executive Board as advisors to the President. We at ORHA

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OREGON RENTAL HOUSING ASSOCIATION

Coming Up

September 16, 2016
President's Council Dinner

September 17, 2016
Long Range Planning
& Board Meeting

Bend, Oregon



STRATEGIC PLANNING: What It Is – and Isn't

Exert from a briefing paper by **Richard A. Mittenthal**

More than a few strategic planning efforts have run aground because they were based on a fundamental misunderstanding of what a strategic plan is. Sometimes strategic planning is confused with other planning modalities, each valid in it's own right but geared toward a different end result. To put it simply, not every plan is a strategic plan.

A strategic plan is a tool that provides guidance in fulfilling a mission with maximum efficiency and impact. If it

is to be effective and useful, it should articulate specific goals and describe the action steps and resources needed to accomplish them. As a rule, most strategic plans should be reviewed and revamped every three to five years.

An operating plan is a coordinated set of tasks for carrying out the goals delineated in a strategic plan. It thus goes into greater detail than the strategic plan from which it is derived, spelling out time frames and the roles of individual staff and board members,

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New Executive Board Members



Anna Goodman
ORHA At-large member
of the Executive Board

Anna has been helping people find homes and sell homes since 2001. Anna is a Union County native and loves small town living.

Before she began her Real Estate Career, Anna attended Treasure Valley Community College where she ran Track and Field and Cross Country as well as obtaining her Associates of

Arts degree. Anna then furthered her education by returning home and attending Eastern Oregon University where she once again ran, and also completed her Bachelors degree in Business and Sociology.

After receiving her Broker's License in 2001, Anna helped people in the Portland area with their Real Estate needs until 2007. In 2006 Anna received her Certified Residential

Specialist certification. By becoming a CRS Anna not only furthered her education in order to help her clients but she also met stringent sales requirements as well.

In 2007 Anna returned to Union County to work with her father Roger Goodman and eventually took over the family business. Since that time Anna has been President of the Union County Board of Realtors (2011/2012) and is currently President of the North East Oregon Renters association (since 2010). Small town living is a part of Anna's spirit and an important reason why she is active in the community, sponsoring events and activities such as the Eastern Oregon Livestock Show and a local softball team among others.

Anna still enjoys running as a way to stay fit and to relieve stress. It also allows her to view her wonderful community and the area where she lives.



Jason Miller
ORHA Secretary

Jason started his Real Estate career in 2006 listing and selling residential properties. In 2008 during the housing collapse he became an onsite manager and maintenance person for a 36-unit apartment complex and moved to a 64-unit manufactured home complex a year later. During

this time Jason decided to switch his focus from housing sales to management and attended as many property management classes as possible. Jason received the designation of Certified Residential Investment Specialist in 2014.

Jason obtained his Principal Brokers license in 2013. Shortly after the company he has been managing properties for expanded, creating a new division managing properties for multiple owners. This new division, Diversified Property Management and Real Estate Service, currently oversees

management of 400 units of varying types, multifamily, single family, manufactured home parks and commercial. He is also active in listing, selling and acquiring new properties for his clients.

In 2013 Jason joined the Linn-Benton Rental Housing Association, where upon Althea Madison suggested he become membership director, and then later President in 2015. He is very knowledgeable in property management and is always willing to share his knowledge with anyone who asks. He has been an active member attending every local meeting/class and as many state board meetings possible.

In addition, Jason is a dedicated father of 3 and newlywed husband who always puts family first. He tries to live a healthy and active lifestyle and has recently been bit by the running bug, completing several fun runs for the first time at the age of 43.

August

SEMINARS

Do You Want to Travel to One of Our Chapters for a Seminar?

We hope you are enjoying your summer! The majority of our chapters are taking the month of August off.

Portland Area ROA – Portland

www.portlandarearoa.com

August 24, 2016– 4 credit hours

12:00pm - 4:00pm

Marijuana and Landlords

Salem RHA – Salem

Contact@salemrha.com

August 25, 2016 – 3 credit hours

12:00pm - 3:00pm

Landlording 103



DO YOU KNOW

ORS 91.255 TRANSFER OF CLAIM

- PROHIBITION

- LIMITATIONS

Source: www.oregonlaws.org

(1) As used in this section, municipal utility means any city, county or district that provides or delivers electricity, natural gas, domestic water, sewer service or garbage or refuse service. A municipal utility does not include a peoples utility district.

(2) A utility company shall not transfer a claim against a tenant to the owner of the real property without the written consent of the owner.

(3) A municipal utility shall not transfer a claim against a tenant to the owner of the real property unless the municipal utility provided notice of the delinquent status to the tenant and mailed a copy of the notice of delinquency by first class mail to the last address of the owner or owners agent that is on file with the utility, within 30 days from the time the payment is due on the account.

(4) A municipal utility shall not deny or shut off its service to any subsequent tenant based on any lien for an unpaid claim for services furnished to a previous tenant who has vacated the premises unless the utility notified the owner or the

owners agent of any delinquency by mailing a copy of the notice of delinquency by first class mail to the last address of the owner or owners agent that is on file with the utility, at the time the notice was sent to the previous tenant.

(5) A municipal utility may not provide service to a tenant if the tenant has a previous unpaid bill with the municipal utility unless that municipal utility and tenant agree to a plan for repayment of unpaid utility bills.

(6) A municipal utility shall have the same policy regarding the disconnection of services for nonpayment of an outstanding amount for a single family residence occupied by a tenant and for a single family residence occupied by the owner.

(7) A municipal utility shall provide information to the owner or owners agent regarding the status of a tenants account upon request, within a reasonable amount of time. If a request is made verbally, the municipal utility shall provide the information verbally. If a municipal

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ORS 91.255 Transfer of Claim . . . continued from page 3

utility discloses information under this subsection, the municipal utility shall not be held responsible for the disclosure of information to a person who is not an owner or owners agent.

(8) Subsections (5) and (6) of this section apply only if a municipal utility intends to file a lien for unpaid utility services or intends to deny service to a subsequent tenant based on a claim for unpaid services to a previous tenant.

(9) Subsection (7) of this section applies only if a municipal utility intends to file a lien for unpaid utility services or intends to deny service to a subsequent tenant based on a claim for unpaid services to a previous tenant.

(10) Nothing in this section creates, expands or abridges any authority of a municipal utility to transfer a claim, based

upon any contract, ordinance or lien.

(11) Nothing in this section shall abridge any procedural due process protections such as notice and hearing that a tenant or subsequent tenant is entitled to under a contract, utility policy, rule, statute or the state and federal Constitutions, prior to the denial or shutoff of service. [1987 c.611 §1; 1993 c.786 §1]

Note: 91.255 (Transfer of claim) was enacted into law by the Legislative Assembly but was not added to or made a part of ORS chapter 91 or any series therein by legislative action. See Preface to Oregon Revised Statutes for further explanation.

OREGON RENTAL HOUSING ASSOCIATION PRESENTS

EDUCATION IN PROPERTY MANAGEMENT

NOW AVAILABLE

WORKSHOPS (3-4 hour)

- Landlord Tenant Law Update
2016 Update
- 2016 LARRC Course
Real Estate Licensee - Laws
and Required Rules Course
- Fair Housing
Making Sense of Fair
Housing & Reasonable
Accommodations
- Conflict Resolution
How to survive in the
Property Management field
when things become difficult
with tenants, owners, or
others
- Landlording 101
Getting Started in Property
Management

- Landlording 102
Finding and Securing
your Tenants
- Landlording 103
Managing Your Tenants
- Landlording 201
Stupid Things Landlords Do
- Marijuana and Landlords
Medical & Recreational

SEMINARS (1 HOUR)

- Abandoned Property
- Marijuana and Landlords
- Tax Time
- Radon

Also, courses by request tailored
to local's needs



ORHA offers workshops and seminars to our member locals to improve skills in managing property. ORHA is a certified provider with the state of Oregon and these courses qualify as hours required for licensed certification. Presenters have extensive experience in the property management field.

For more information contact:

Maren Winters, ORHA State Office

1462 Commercial Street NE • Salem, OR 97301

Ph: (503) 364-5468 • Fax: (503) 585-8119

Email: maren@oregonrentalhousing.com

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Strategic Planning . . . continued from page 1

for example. It also has a shorter horizon than a strategic plan, usually one fiscal year.

A business plan is typically focused on the action and investment necessary to generate income from a specific program or service. A business plan includes information about an organization's products. Competitive environment and revenue assumptions.

A case statement is geared toward marketing and fundraising rather than planning. It describes the organization's goals, capabilities and strengths and the benefit it provides. Its purpose is to secure contributions and grants from individuals, foundations, corporate giving programs and other philanthropic entities.

Components of an Effective Strategic Plan

Strategic plans are comprehensive documents that cover all aspects of an organization's work, including programs and services, management and operations, fundraising and finances, facilities and governance. Depending on the organization's scope and emphasis, a plan might also describe approaches to enhance marketing, internal and external communications, membership development and administrative systems.

Information about these topics should be presented in an action-oriented format. Good strategic plans include:

Mission Statement

A brief expression of the organization's purpose. It should answer the questions "Why do we exist?" and "What, at the most basic level, do we do?"

Vision Statement

A description of the organization's desired future state.

An organizational vision statement is internally focused. It projects the future in terms of the program, budget or staff size, answer the question "where do we want to be?" Some organizations also adopt societal vision statements, articulating the desired influence of their work on their target community or constituency. This type of vision statement answers the question "What is the impact of our work?"

Values Statement

The principles on which an organization is built, and that guides its planning, operations and programs. It answers the question "What do we believe in?"

Goals and Objectives

These express desired outcomes and may be focused on discrete parts of the organization's programming or internal operations. Progress toward achieving goals and objectives should be measurable. While the terms are often used interchangeably, goals are generally more comprehensive or far-reaching than objectives. Framed clearly, they answer the question "What do we want to accomplish?"

Strategies and Tactics

These consist of approaches or sets of activities needed to achieve the goals and objectives. They answer the questions "How will we actually accomplish our work?"

An Implementation Plan

This is an organizational "user's guide" to the strategic plan. It spells out the cost, duration, priority order and accountability for each strategy and tactic. The implementation plan answers the questions "What are our specific priorities?", and "How can we pursue our plan in a logical and feasible fashion?"

Presidents Message . . . continued from page 1

feel very strongly that we need to represent the whole state. We know there is a big difference between the needs of a small town in eastern or northwestern Oregon and a large city like Salem. To better serve all of our members and be aware of trends and needs, we value being able to get input from members from all parts of the state.

Mark your calendars for our Annual Long Range Planning meeting in Bend on September 17th. The President's Council will be meeting on Friday night for a dinner and planning session. Saturday will start with a goal setting and strategy session in the morning. Dennis Chappa will be

leading us in the process of identifying our goals for the rest of 2016 and into 2017. This is always an important time to look at the legislative session coming up and also the needs of our chapters and members. Educational opportunities for our members will be one of the major topics we'll be addressing along with how to grow our organization. We'll also be having our regular board meeting in the afternoon.

I look forward to seeing you in Bend on September 17th! Please register early and reserve your room as soon as possible. Rooms go quickly, September is a popular month for tourists in Bend.

National Housing Headlines

AMERICA'S HOUSING PROBLEM

Source :www.multihousingnews.com by Thomas S. Bozzuto

Thomas Bozzuto, chairman of The Bozzuto Group, discusses the affordability crisis, and what can be done to fix it.

There is a tremendous housing problem in America. It was also the case 45 years ago, when I studied urban issues in graduate school. Some things have gotten better; some have not. But if we make some changes now, in another 45 years the situation might be somewhat better.

Fifty years ago, when rioting spread through American cities, we as a country had a two-pronged housing crisis. First, there were thousands of Americans living in homes that were physically deteriorated, lacked basic infrastructure, and were very far from being “decent, safe and sanitary.” Second was a financial crisis: Many Americans were paying far more than 30 percent of their income for rent.

We have done a remarkably good job of eliminating much of the substandard housing that existed not only in our cities but throughout our rural countryside. What we haven't been as successful dealing with is the affordability problem. According to the Harvard Joint Center for Housing's just published “State of the Nation's Housing—2016,” more than a third of our citizens pay greater than 30 percent of their income for housing. And of those people, almost half pay 50 percent or more of their income for shelter.

One could conclude that if these housing-poor people are the same ones who can't afford food or health care, then perhaps the solution is to find a way to supplement their income. It would certainly be simpler. But for a variety of philosophical and

consequently political reasons, our public officials have chosen not to do this, and instead have tried to find ways to provide these goods and services with individual subsidies or somehow with lower costs—in other words, by creating affordable health care or affordable housing.

Most students of housing are aware that the government has had many different approaches to the housing problem since the 1930s, when President Roosevelt first focused on addressing it as a national issue. One of these approaches involved direct ownership of the housing by government agencies; another, with numerous variations, involved subsidies to private builders; yet another involved providing housing vouchers to the lower-income person themselves; and finally, another involved using the Tax Code to provide support for this housing. Implicitly, all recognized that without government help, the private market could not meet this affordable housing need.

But as the affordability crisis has persisted, and as the percentage of the federal Treasury available for housing support has declined, local officials have attempted to deal with this problem themselves by imposing requirements on builders that they set aside, usually, somewhere between 10 and 15 percent of market-rate housing for lower-income renters or buyers. While there are as many variations on this program as there are municipalities that have tried it, generally these requirements are collectively addressed as “mandatory inclusionary zoning.”

The theory behind inclusionary zoning is that in exchange for, and because of, additional density, over and above

what would be available if the law didn't exist, the builder can afford to set aside a certain percentage of the units being created at a lower price or rent than he or she would otherwise charge. The problem with this theory is that additional density loses its economic benefit the minute it becomes mandatory. That is, while it would indeed be a benefit to a builder if he got something another builder didn't get, as soon as every builder is required to do something, it is no longer a benefit; it is a tax.

Now, all that does not mean I am opposed to inclusionary zoning. On the contrary, I think it makes sense in those jurisdictions where the strong demand for housing is sufficient to make it possible for builders or land owners to afford this tax. (I add land owners to this because it is often the land owner who receives materially less money per unit for these “zoning bonus units” than they receive for the market-rate units.) I point out that this is a tax just because I am opposed to public officials, or the public, thinking that they are getting something for free.

Where inclusionary zoning doesn't work is in jurisdictions where the demand for housing is so low that a builder can't afford the tax. And in my opinion, where it doesn't make sense is in communities where there is an abundance of affordable housing but the housing just doesn't happen to be new.

Social scientists today argue, based on some compelling case work, that poor people tend to prosper more when given the opportunity to mix with higher-income people, when they are given the chance to get out of ghettos

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Americals Housing Problem . . . continued from page 6

of poverty. While I recognize and respect the merits of this argument, we need to examine the best method of achieving mixed-income housing.

We need to start by recognizing that housing for poor people doesn't cost any less to build than housing for more affluent people. A brick, a piece of lumber, a sheet of dry wall pretty much cost the same regardless of where they're used. And if our goal is to create housing for which the majority of the occupants are market-rate citizens who have choices of where to live, then the housing better look as attractive and offer as much in the way of amenities as housing in another jurisdiction without any affordability requirement. Additionally, capital that is used in a jurisdiction with affordability requirements expects at least the same return it can attain in another jurisdiction without such requirements. Finally, we need to recognize that much of the cost of housing—in some places at least 30 percent—is a direct result of fees and charges imposed by the government.

The foregoing should help us understand that if government, local government in particular, is interested in creating new affordable, mixed-income housing, it has to do more than simply mandate it.

Secondly, we should understand that the majority of housing available to people of lower income 10 years from now already exists today, and it is private, market-rate housing. At 10 to 15 percent of new construction, we cannot build our way out of the affordable housing crisis the Joint

Center describes. Recognizing this should lead us to the conclusion that if we want poor people to be able to afford housing, we, American citizens, have to find a way to make it possible for them to pay for that housing.

Based on this, I would recommend a multi-pronged strategy for addressing housing affordability. First, as to new housing where a jurisdiction decides to impose inclusionary zoning, the community has to help. It should do everything possible to eliminate the fees and charges it would otherwise collect on housing governed by this law. That would include waiver of fees and real estate taxes for at least the affordable units.

In addition, we must increase funds available under the housing assistance program. This federal program, known as the Housing Choice Voucher Program, provides funds directly to lower-income citizens and allows them to decide where to live. Created in the 1970s, the "Section 8" Housing Choice Voucher Program has become the dominant form of federal housing assistance. There are today more than five million people in 2.2 million low-income families using vouchers. Yet the need is substantially greater.

Of course, we live in a time of constrained federal spending, so where will this money come from? My answer is that we should substantially curtail the mortgage interest deduction offered to home buyers, which is the largest housing subsidy program in America. Approximately 75 percent of housing expenditures by the federal

government went to homeowners. And the bulk of this goes to the top fifth of households based on income. As public policy, this is perverse.

Some would argue that if we increase the demand for housing by putting more money in the hands of prospective renters, rents will only increase. While this is possible in the short run, our country's housing industry has shown an incredible ability to build housing if demand exists.

Knowledgeable readers will notice that I have yet to mention the Low Income Housing Tax Credit Program. While this much praised and successful program serves an important purpose in increasing the supply of affordable housing, it is so terribly complicated that it is used by only a very small and specialized segment of the housing industry. Think of how much more affordable housing could be built if we were to simplify and adequately fund this program so that the broader building industry would be attracted to it. Unfortunately, not only are those controlling government funds opposed to this idea, so are those who have figured out the program and benefit from its complexity. While continuing the program as it makes sense, it is by no means the complete answer to our housing affordability problems.

Our nation's housing problem is a very serious one. Right-minded people can disagree on the best way to address it. But we can't just do what we've been doing, and we can't ignore it.



Links

http://www.oregonlive.com/portland/index.ssf/2014/05/landlord_broke_law_by_demandin.html

<http://www.bendbulletin.com/localstate/4520256-151/city-council-approves-5-million-for-affordable-housing?referrer=bullet2>

<https://www.youtube.com/watch?v=zdXfTD5mqf8>

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.

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www.NWTenantScreening.com
www.CascadeProcessServices.com

oregonrentalhousing.com

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- Erika Morris, *Vice President*
- Jason Miller, *Secretary*
- Dennis Chappa, *Treasurer*
- Michael Steffen, *Past President*
- Anna Goodman, *Member At-Large*
- Christian Bryant, *Member At-Large*



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