



TRS NEWS

A Monthly Newsletter Service for our Clients

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Planning for the New Year

As another year ends, many people take time to reflect on the past year. Generally, this leads to setting goals and making resolutions for the New Year. Our company is busy reviewing 2010 and planning on how we can improve our property management services to you, our clients. Here are some of our key property management goals and resolutions for 2011.

Continue Our Education - we start with continued education because it shapes and influences all our goals and resolutions. When we continue to learn more about the many complex facets of managing rental property, we immediately improve our services. It is important to take the time to attend workshops or seminars on Fair Housing, current lead-based paint legislation, mold issues, advertising opportunities, new marketing techniques, notice requirements, technology, and more. Increasing our knowledge, implementing new tools, and improving our landlord/tenant skills help reduce risk and liability.

Continue with NARPM - one key source for education is our membership and participation in NARPM, the National Association of Residential Property Managers. Monthly we receive a multi-page newsletter with important articles to update us on current housing issues and trends. The educational opportunities at our local chapters meetings, state conference, and national conventions, are always informative and first rate. Therefore, a definite 2011 resolution is "to continue membership in this valuable organization."

Review the Code of Ethics - ethics is simply good business and doing what is right. When we joined NARPM, we agreed to abide by their code of ethics. Although we have always worked to conduct our property management business in a fair and ethical manner, it is always good to review the code of ethics periodically, and this is a "required company resolution" for any year.

Increase Our Marketing Skills - whatever the market, there is competition and a need to keep up with marketing trends. The Internet has become the advertising media of today and we will work to continue to keep up with this fast-paced and valuable resource in the coming year.

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Our Services

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- Sales
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Announcements

Check Your Insurance: Events can happen - flood, extreme heat, hurricanes, fire, and more! It is important to check your insurance to obtain the best coverage possible and ensure that it is current. Review now with your insurance agent before a disaster/emergency occurs.

If An Emergency Occurs: Our first priority during any emergency is to handle the situation, taking any necessary measures for the safety of your property and your tenants. Then, we will contact you as soon as we are able.

Reduce Vacancies and Strive for Quality Tenants - we will always work on this goal - "to reduce or eliminate the vacancy period, but *never sacrifice* the ultimate goal to rent to qualified tenants." While renting a property quickly is important, only good tenancy will ultimately improve the bottom line for our investors.

Continue Preventative Maintenance Measures - as always, we plan to use measures that will prolong the economic life of your rental property. This outlines another 2011 resolution - "*to continue preventative maintenance measures to prevent or reduce repair costs in the future.*"

Update Technology and Communication - technology has a tremendous impact on our business efficiency with bookkeeping programs, web sites, Internet advertising, email communication, computerized filing, online statements, forms, and more. We consistently work at implementing and improving technology in many areas of our office. Our goal is to continue to learn and use more technology with the resolution "*to improve services and communication to our clients.*"

Now that we have reviewed many of our goals and resolutions, we hope this covers one of yours - *continued use of our property management services to maintain your investment and give you peace of mind.* We are looking forward to a successful New Year. We want to wish you a Happy Holiday Season and wonderful 2011.

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