

Orlando Investment Properties

Fair Housing IS Fair Pricing

Spring 2005



In the world of Real Estate and Property Management, April is generally "Fair Housing Month." The industry works to review Fair Housing legislation and recent issues to encourage all persons connected to the housing industry to review their business practices concerning this important issue.

One area that property owners and managers can easily violate is that of "pricing." As your property management company, we are very aware we must provide "equal opportunity for all" when it comes to the terms offered to all parties and we have a commitment to upholding Fair Housing laws. Therefore, we follow basic rules while quoting rents and security deposits

Advertise Consistently

There are many places and means to advertise rental property – newspapers, local publications, bulletin boards, signs, vacancy sheets, and Internet/web site listings are just a few means available. What is important is NOT to place a different amount of rent in different publications. It is definitely not acceptable to put one rent in the local newspaper and a lower one on a local bulletin board, such as in a church or community

organization. Offering a lower rent because someone is "from a local organization" or "a friend of a friend" is a definite violation of Fair Housing. Instead, anyone renting the property should be a "qualified tenant."

Show the Property Fairly

Any owner or manager who quotes different rents, and in particular, a higher rent to a different party based on their "looks" or "to deter them from applying" is asking for serious problems. Federal Fair Housing Laws prohibit any discrimination based on race, color, religion, sex, handicap, familial status, or national origin in the sale or rental of housing.

Offer the same rent, security deposit, and terms to all persons when showing properties and there simply are no grounds for a Fair Housing complaint.

Drop the Terms Equitably

Have you dropped the rent by \$100? Extend the lowered amount to all parties at the same time and during the same period. Beware of the interested prospect who wishes to "buy" their way in by promising to pay a higher rent. If a property owner rents because they can obtain more rent and not for their qualifying standards, they may be

subject to a Fair Housing complaint or lawsuit by another applicant or interested party.

Accept Applications Equally

If there is a rental reduction during the period the property has been on the market, then the lowered amount should be the basis for all applications during the same period. If two applications come in the door, the rental price should be the same, even if one applicant viewed the property when advertised at a higher rent.

Property managers and owners must combine all efforts to list the

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954 South Orlando Avenue
Orlando, FL 32789

Toll Free (800) 458-6863
Bus: (407) 629-6330
Fax: (407) 628-1119

info@ORLrent.com
ORLrent.com

"Outstanding Results"

**RE/MAX 200
Realty Property
Management Division**


954 South Orlando Avenue
Orlando, FL 32789
Toll Free (800) 458-6863
Bus: (407) 629-6330
Fax: (407) 628-1119
info@ORLrent.com
www.ORLrent.com

Fred Thompson, RMP ®
Director of Property Management
(407) 571-3650
Fred@ORLrent.com
Shawn Beard
Property Manager
(407) 571-1404
Shawn@ORLrent.com
Bob Campbell
Property Manager
(407) 571-3684
Bob@ORLrent.com
Vickijo Hash
Property Manager
(407) 388-9950
Vickijo@ORLrent.com
Elizabeth Lauster
Bookkeeper

ORLrent.com

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rent and security deposit equally in all areas. If a property manager is quoting one rent to applicants and a property owner a different amount to other parties, there is definitely a conflict and there could be serious fines and penalties for both. This can easily negate collecting a little higher rent!

Just remember, every month is really "Fair Housing Month," not just the month of April. By following these four rules, our company supports equal opportunity for everyone and protects your investment. 



Our Services

Are You Thinking of Buying or Selling?

If you are thinking of buying or selling, we can assist you. Just call and we will have an agent contact you to help you with your Real Estate needs. There is no obligation. Check out your property value today!

Looking for Management Elsewhere?

You or someone you know may need a property manager in other states. Because of our proud affiliation with FARPM, the Florida Association of Residential Property Management, and NARPM, the National Association of Residential Property Managers, we have contacts throughout the country and may be able to assist you.

Keep Us Informed

If you have a change in your address, telephone numbers, email, or any other important information that would affect your account with us, please notify us as soon as possible so that we can give you the very best service possible. Thank you in advance for your assistance.



Beware - Running Water

Running water in a stream is a healthy thing - it can clean the streambed and renew nature in many ways. Adequate water in a rental property is also a good thing when it fills a bathtub, a sink, toilet, or shower for residents as needed for consumption, cleaning or watering. However, property owners need to be aware that excessive water can also be an unwanted and destructive problem.

Water can cause severe property damage. A running toilet, dripping water under a sink, bathtub, shower, floor or in walls can lead to major repairs such as damaged floors, cabinets, ceilings, and more.

Excess water can also cause a deadly mold situation, which can mean thousands of dollars in liability and lawsuits. Courts do not take mold problems lightly.

Running water can cause a tenant and/or landlord high water bills. Unreasonable utilities could mean a notice from a tenant to move, leading to a costly vacancy.

Therefore, we take reports on running water from tenants seriously. Completing repairs can deter a tenant notice, costly repairs, or an unnecessary lawsuit.