

Keeping Good Tenants: Your Part and Our Part

A good paying, long staying tenant can make the owner a bundle of money, but you have to work at keeping them. Between reduced vacancy expenses, and appreciation of your property, keeping good tenants in your property is a serious issue.

Let's talk about what you can do, and what Crown does, to prevent vacancies.

What You Can Do

1. **Buy good properties.** Keeping tenants begins with owning quality properties in good locations. Stay away from steep driveways, busy streets, odd floor plans, and pools as they are hard to rent and difficult to re-sell. Buy houses in the lower price range for the geographic area that you are targeting. A \$250,000 house in Canton will not rent for the same as a \$250,000 house in Roswell. Buy the bottom of the market (of quality houses) no matter where you're buying.
2. **Make sure that the property is clean and in good repair when the tenant takes possession.** Nothing sets a tenant against the property, the owner, and the manager more than moving into a home that is not ready. It is like checking into a hotel room that has not been cleaned.
3. **Keep the property in good repair while they are there.** When things are broken, get them fixed. No one likes living with leaking faucets or failing air conditioning systems. When you are contacted by Crown about a problem with the house, respond quickly and get the problem resolved. Review your Property Visit Reports and take action if it is needed.
4. **Be proactive.** 120 days before the renewal date, consider some upgrades to the property to entice the tenant to renew. Sometimes a new ceiling fan, or a garage door opener, will keep the tenants another year and improve your property at the same time. When you consider the cost of a vacancy, it pays to spend some money to keep your tenant another year. There are lots of things you can do to make the tenant feel good about the property; consider installing exterior motion flood lights, cleaning carpets, painting a room, replacing an old light fixture, or installing an air purifier. These are cheap options compared to a vacancy.

What Crown Does

1. **Responds quickly to maintenance calls.** Nothing drives tenants to consider different living quarters more than neglected maintenance or getting a slow response from their property manager. Our goal is to solve a maintenance problem within three days of the initial complaint. Your cooperation in this process is critical. Responding quickly is the key ingredient to solving tenant issues.
2. **Show compassion and sensitivity** to the resident's problems without diminishing our allegiance to you, our client. Treating residents like **'tenants'** never generates good will. The property manager who understands this, and appreciates the resident as a 'valued customer' will keep the residents for a long time and save the cost of a vacancy. A good resident is like a good staff member; they are expensive to replace, to train, and it's always difficult finding someone new. When you get a good one, you should do everything you can to keep them.

Crown has developed a list of suggested upgrades you should consider in an attempt to keep your resident another year. Take the initiative; be proactive and aggressive about keeping your residents