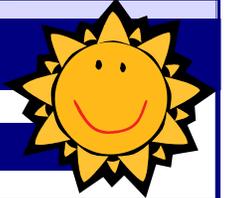


Dave Poletti & Associates Presents

The Seattle Landlord Report

A Monthly Publication to Keep Our Clients Informed

August 2010



CAN I GET BY WITHOUT PAINTING RIGHT NOW?

Can I get by without painting for now?

A question asked all the time by

property owners facing a vacancy and trying to decide if they can simply get by with minimal or no expense. This is a very volatile rental market with more supply on the market than ever. This means other vacancies (your competition) are vying to get their properties rented as-well to a limited supply of residents.

It used to be that we could show a property to 1-3 potential tenants and it would lease relatively quickly. That is not the case today. With the wealth of information at tenant fingertips online, they have quick access to all properties advertised at the same time.

Everyone wants the absolute best value they can get in today's economy. This holds true for all property types and in all price ranges. Some potential residents are looking at upwards of 10-20 properties before they make a decision now. Tenants want the

nicest, cleanest property for the lowest price possible.

Of course location and price are the two main factors, the most important physical attributes when deciding on a new home are: paint, flooring, upgrades, amenities, cleanliness and landscaping. We hear the feedback when showing our properties and understand how important a fresh coat of paint can make. We often hear – "I can't believe how dirty the last apartment I just saw was", "They didn't even bother to clean it", "The carpets smelled like pets", "The paint had terrible colors". Most often, they end up renting one of our professionally cleaned properties as a result.

A fresh coat of paint can be the deciding factor many who are looking at the many properties currently advertised. It can be the difference in renting your property quickly or struggling for a month or two. We have determined that there seems to be a strong correlation between the quality of your resident and the quality of the property.

We understand these can be tough times for everyone and that budgets are limited when preparing a vacancy for rent. This is not the

time however to skimp on painting and the overall quality of your product. In fact, landlords understand that this is exactly the time to make improvements to attract new and retain current residents so they do not look for a (better) property elsewhere.

We also understand how to make a property look nice on a limited budget. We can get a property ready quickly while keeping costs down to our property owners at the same time. We use quality products that will last. Keeping colors as neutral

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Dave Poletti & Associates Receives 2nd straight Award for 2010!!

Dave Poletti & Associates has just been presented with it's second straight national award for Property

Management in customer service! We pride ourselves on delivering the best possible customer service in the property management industry. Our clients and customers concur with outstanding customer reviews on **Yelp, Google, Yahoo, CitySearch** and many more sites.



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as possible is also important. We do not want to lose a prospective tenant just because the colors are too bold. We generally use a nice warm tone, off-white color for most of our properties with a satin finish for easy cleaning down the road. Sometimes heavy or unique color schemes can help a certain properties such as high end condos or luxury homes. Most often however, the rule of thumb is keep it simple to attract the greatest audience.

Nothing costs more than a vacancy! We understand every day that a property is vacant, cannot be rented again. Yes, we want to rent our properties fast for our clients but our primary concern is to ensure quality long-term residents for our properties. Quality properties ensure quality residents and visa-versa.

Residents love our paint selection! If you would like the color code for the paint we use, please contact us at info@davepoletti.com.

