

# NEWSLETTER

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## ERNST & HAAS MANAGEMENT CO. NOMINATED AT THE LONG BEACH APARTMENT ASSOCIATION AWARDS CEREMONY!

*By Angela Renteria  
(Office Manager)*

Every year the Apartment Association of Southern Cities hosts a tradeshow along with an awards breakfast to recognize prominent leaders in the local Property Management industry. This September we were excited to celebrate their 42nd year with them. Ernst & Haas Management was nominated in 5 different Categories and our team received recognition for their hard work and dedication to our properties, and our residents. The nominees from our office were: Solita Heng (leasing coordinator), Salvador Lopez (property Supervisor), Lorenzo Alatorre (property Supervisor), Jaime Martin (property supervisor), Jeannine Riley (property Supervisor), Angela Renteria (office manager), and Mia Renteria (operations manager).

Ernst & Haas is building more than just a company image, we are practicing core values as a local housing provider and we are encouraging our community to behave responsibly, by both educating on recycling and energy efficiency as well as by providing resources for better living. It is in this particular advancement that our team is pioneering into a new and more efficient tomorrow.



The Ernst & Haas Team : AASC Awards Ceremony

Even though we could not be happier for the recognition that our team members received before the city council and their peers, we are more proud of the ethics that our team has demonstrated, and as a result Ernst & Haas is able to continue to provide excellent service.

We are proud of the leadership that our team has presented to the industry and we highly encourage you to visit our website and learn more about our team.





## DOES GREEN PROPERTY MANAGEMENT PAY OFF?

By, Marc Courtney  
*Green Property Manager.com*  
*(Appfolio Property Manager)*

Even though we haven't seen lots of mainstream media stories about the benefits of a "Green" approach to property management, the subject is hot.

Well, maybe not as hot as a story about Geothermal Energy or how to install solar panels on your roof to create your own hot water. But the "Green and Clean" consciousness is growing more than ever.

It may be a big part of the political agenda in the months ahead, according to some unnamed sources the Green Movement may be receiving some big economic incentives in the immediate future from Uncle Sam.

So there's a good way to answer the question posed in the title of this article. The tax breaks and incentives available in many of our local municipalities, at the state government level, or by the federal government are big and about to get bigger.

Just call your local energy utility company and ask to speak to one of their energy conservation experts. I assure you they have people on staff willing to come to your property at no charge and give you a long list of money-saving ways to go green.

Go to your state's departments of energy and conservation web sites and see what they're offering.

In some regions of the country they offer generous reimbursements to home and rental property owners for installing everything from energy-saving windows and hot-water heaters to better insulation in the attic.

It is literally a win-win for everyone involved. There's an immediate payoff as studies over the last few years show that both commercial and residential rental property that meet the latest LEED (LEED is an acronym for Leadership in Energy and Design) standards have a higher rate of occupancy.

One study completed in 2009 showed that green real estate is more desirable. Properties managed in a green, energy-efficient manner command higher monthly rental and lease rates.

The same study showed that if the property met the current LEED standards and were put on the market for lease or for sale, they were much more likely to get a higher price-per-square foot.

Much more information on the financial benefits of going green as a property owner or manager can be found at [www.realtor.org/library/library/fg126](http://www.realtor.org/library/library/fg126), which also include a Field Guide for Green Property Management.

At the very least, as responsible property managers we can educate ourselves on why Green Property Management if good for us, our residents, and our community.

There are many ways to familiarize ourselves with the payoffs and current incentives. You'll find it encouraging and potentially rewarding as you learn about current and pending legislation that rewards those who go green now and for years to come.



For more resources and information about energy saving methods visit:  
[www.GreenPropertyManagement.com](http://www.GreenPropertyManagement.com)



# EVICITION NOTICE

A down Economy produces an increase in Unlawful Detainers.

## EVICITION PROTECTION PLAN

By *Melissa Camacho (Accounts Receivable)*

Ernst and Haas is proud to announce that we will be implementing a new "Eviction Protection Plan" Beginning October 1, 2010. Sometime this month you will be receiving detailed information on this program. It was designed to save our clients time and money and minimize the risk of the unexpected and costly eviction procedure in the event of a tenant default. Evictions can be costly! most evictions will range anywhere from \$600 - \$1200.

As your property management company, we want to make your experience as an landlord is both profitable and stress free. When an eviction becomes necessary, Ernst and Haas Property Management Co. will pay the all the legal cost for

an eviction when protected under this plan. The plan will cover all costs associated with

filing with the court papers, process serving, sheriff fees, and trial costs and more. We moved to create this Eviction Protection plan for those clients who want peace of mind knowing their costs will be covered. Evictions are time consuming, worrisome, and expensive for everyone involved. The monthly fee for this plan will be \$8 a month per unit, with certain restrictions. Look for more information on this plan later this month in your inbox.



## EHMC ON MAINTENANCE: PREVENT ROOF LEAKS WITH ROUTINE INSPECTIONS

By *Luis Hernandez (Maintenance Coordinator)*

Roofs are exposed to the harshest elements of the environment year round. As they age they become vulnerable to cracking, loosening and leakage over time. Like other systems of a home, the roof requires routine maintenance and inspection. Following these roof Maintenance tips may spare the expense and headache of repairing a roof leak during an emergency at a higher rate and causing damaged to the interior of the property. Regular inspections can help spot potential problems early, before it actually becomes a costly headache.

A common problem found is tree branches misaligning and loosening shingles. It is crucial to trim trees away from the structure to reduce this risk. Another area for failure is roof flashing. Roof flashing is installed specifically to prevent roof leaks, but can break down over time as the roof is exposed to prolonged weather conditions. It naturally expands and contracts, which can cause the roof flashing to loosen over time. An inspection of your property's roof may help determine if the roof flashing needs to be repaired or replaced. Typically, a leaking roof is treated as an emergency during the rainy season since it can result in serious and costly damage to the property. As property managers we know that preventive maintenance is key to keeping your property in good shape, and your bottom line up.





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We thank you for your  
business!



### Message from the Broker

Happy Fall! It has been a very busy quarter at EHMC as we have been working to keep our vacancies filled and our residents happy during these very difficult economic times. The 3<sup>rd</sup> quarter 2010 showed a spike in move in/out activity, especially late in the summer. Our inventory of available houses and apartments jumped about 30% in August and has remained fairly steady since then. In the first part of third quarter we averaged slightly less than 20 vacancies weekly. During the last few weeks, we have been averaging 35 vacancies weekly. Fortunately, our leasing efforts have been robust and we have been coming very close to our target goal of 10 new leases a week. Summer is typically a busy time and we see a lot of resident relocations; it seems that by the way we have been trending, the high turnover activity will continue well into the fall.

Rent levels have remained fairly stable, and we haven't seen a significant softening in values recently. That having been said, we have been experiencing residents whose leases are expiring after a year or more, who had leased at higher rent levels, now vacating or asking for rent reductions upon renewals. In some instances, we have managed to retain good residents and stave off vacancies by reducing the rent.

Also, we have continued to push technology in our daily operations to make it more and more convenient for tenants and owners to access information and conduct transactions. The tenant portal is now fully integrated into our accounting software so tenants can view their statements and ledgers on line as well as paying rent electronically. We have also enhanced our website to allow prospective tenants to more accurately search for available properties by entering specific criteria and being able to sort through our listings that meet their specific needs instead of sorting through the entire list. We have also added additional sites to the list of marking websites we advertise on bringing the total to over 20. Last month we changed the color and style of our RENT signs to a bright red, in an effort to attract more attention to available properties. We have also added text messaging services to our ads and signage so that prospective tenants can receive detailed information and photos delivered directly to their mobile devices. And finally, we have added a new marketing specialist whose sole purpose is to continually update and post ads, listings, the blog and market all of our available properties with the goal of shortening the vacancy period, and to find the best possible resident for your property.

I hope you have a fantastic fall, and please remember, I'm always available to answer any questions or address any concerns you may have.  
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PLEASE VISIT AND SUBSCRIBE TO OUR NEW  
BLOG AT:

[WWW.ERNSTANDHAASBLOG.COM](http://WWW.ERNSTANDHAASBLOG.COM)

WE ARE PROUD TO BE A RESOURCE TO THE  
COMMUNITY AND OUR RESIDENTS!

