

LAKESHORE APARTMENT ASSOCIATION
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SHEBOYGAN, WI 53082

ADDRESS CORRECTION REQUESTED

LAKESHORE APARTMENT ASSOCIATION NEWSLETTER



The Lakeshore Apartment Association publishes this newsletter for its members. Information included was obtained from sources deemed to be reliable and accurate. No warranty or representation is made as to the

accuracy thereof and is subject to correction. Members are invited to submit articles and ideas for publication. Items are to be submitted by the 30th of each month prior to publication.

Place your rental Ads on our website as a free service with your membership:

www.SheboyganAreaRentals.com

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<http://laa.rentals/>

PRESIDENT'S LETTER

Hello All,

Lots of fun was had by all who attended the Christmas party. From Steve winning the ugly sweater contest and everyone wanting Aricks white elephant gift. Tony received a nice used bread maker and Randy got some kind of steel with his plumbing repaired parts! Thanks to everyone that brought food and a special thanks to Deb for organizing the event and the help she had from Denise and Leila. I've been told planning is already starting for next year!

January Evictions:

Tristan Pettit, the number one landlord attorney in the state will be our guest speaker thru a live stream video conference at this month's meeting. We will be getting the most credible information concerning evictions and the process we have to go thru. We will find out changes that have taken place and the correct forms and procedures to utilize. Scott Kuehn from the Sheboygan chamber of commerce will also be a guest speaker. We are members of the chamber as one of the many benefits of being a LAA member.

February Fair housing:

In February, we will be jointly hosting the speaker from Fair Housing along with the city planning department. New things are added and changed to the fair housing rules every year. You therefore should make it a priority to attend this meeting. It will protect you and your business by having this knowledge.

I recommend that everyone that can attend these next two meetings do so. This is the time to bring a guest or two or three. This information is so important to us, we need to share it with every landlord that we can.

Take some time this month to plan what your business needs and your goals are, and how to accomplish them. Whether it's buying, selling, fixing, repairing or remodeling, have your business planned out. Budget your time and money. Be on top of the game. Be pro-active and don't wait for the city to make plans for you. I do remind you that if or when you get a letter about one of your properties, communicate right away with them. Don't be the one they want to make an example of for not complying. There is an example right now...there is a guy that has paid \$60,000 in fines and just had another \$50,000 - \$60,000 more added to it... and his house only sold for \$50,000! Don't be that guy!

One last reminder, be sure to check out our new advertisers and patronize their businesses if you are able!

Respectfully yours,

Jim Longo

Your calls, texts and/or e-mails are always welcome!

920-452-7051

RUFREE1@CHARTER.NET

At the general meeting we will maintain social distancing with the tables and chairs. Whether you choose to wear a mask or not, please be respectful of others.

LAKESHORE APARTMENT ASSOCIATION IMPORTANT DATES

Monthly Meetings Under Way!
Mark your Third Thursdays for LAA!

7pm at the Lakeshore Lanes

Invite a Real Estate Investor friend!

January 21st

Tristan Petit / Eviction Process

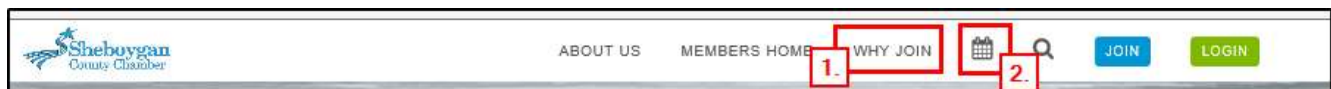
Scott Kuehn / Chamber

February 18th

Fair Housing and Planning
Department Speakers

FEATURED MEMBER BENEFITS:

- LAA has a private **Facebook** page called “**Landlord Connections**”. Get access by sending a Friend request to **David Humbracht** and asking him for “Landlord Connections.” This is a great way to communicate with other members between our meetings. Ask for help or reply to another post! The power of Facebook! - David Humbracht
- LAA is a member of the **Sheboygan Chamber of Commerce**, which means you are too! They have orientation meetings on their calendar that you will to attend one time to unleash the full benefits of the Chamber. Directions: Go to <https://sheboygan.org/> =look at the top bar:



1. Explains why you should consider using the Chamber
 2. **Calendar**... Chamber Calendar -click here to find the next **Member Orientation** event and register
- **LAA advertisers**... new ads for 2019! Many of our advertisers are offering **members-only discounts**... see last page for details!! -more to come



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6 TIPS FOR LISTING YOUR RENTAL PROPERTY ONLINE



Remen Okoruwa

Expertise: Landlording & Rental Properties

24 Articles Written



There is good news and bad news for landlords who are struggling to find tenants for vacant units. Thankfully, the bad news isn't all that bad. But for your business to succeed, you will have to move forward with the times—and these could be significant changes. The good news is that millennials are a generation of renters.

Before looking at how to list [rentals](#) successfully on online marketplaces, let's look at how the rental market has changed over the past few years.

Let's face it—no one drives around neighborhoods looking for rental signs on front lawns. It's even harder to imagine somebody picking

up a newspaper, flicking to the classifieds, and highlighting the rentals they wish to see. To advertise vacant units and attract renters, you must be online.

Once your properties are online, you have the chance to reach a massive audience. Millennials—those who were born between 1981 and 1996—are a [generation of renters](#). Homeownership used to be a priority, but Millennials place much less importance on getting the property. [Statistics](#) show that as much as 72 percent of millennials in 2019 saw renting as the best choice they currently had. Naturally, this is excellent news for landlords.

It clear—the most effective way to list rentals is on online marketplaces. However, how can you make sure that your rental listings catch the eye of potential renters?

Related: [What Landlord's Need To Know About Tracking Expenses for Rental Properties](#)

HOW TO LIST RENTALS ON ONLINE MARKETPLACES

1. KNOW YOUR MARKET AUDIENCE

Not every potential renter is going to be a good match for your property. If you have a three-bedroom house in the suburbs, it's unlikely that you will have much interest from students. Similarly, if you aren't in a good school district, you might struggle to bring in families.

There are numerous rental websites, and they will often appeal to a specific type of renter. When you match your target type of renter to your rental units, you will be able to save time and money by advertising in the right places.

2. GET YOUR WORDING RIGHT

You have just a few words and sentences to capture someone's interest. So use language that appeals to a person's emotions and desire for a better lifestyle. That way, you increase the chance that they click to get more information.

For example, there is nothing catchy or exciting about a “2-bedroom apartment in the city center.” On the other hand, an “open plan loft with gym and pool” will make people hungry for more.

Related: [The Definitive Guide To Tenant Screening](#)

The same is true for the description. While it is essential to describe the crucial aspects of your property accurately, don't forget to highlight the best parts. Imagine yourself as a renter. What would you need if you were a young couple working in the city? Include these things in your description.

Of course, it's also vital to avoid any discriminatory advertising under the [Fair Housing Act](#).

3. DON'T SCRIMP ON PHOTOS

[Statistics show](#) that online customers are 80 percent more likely to request more information about a property when there are 20 or more photos. Now, that may sound like a lot if you own small rental units. But you should include as many images as possible to highlight the best aspects of each room.

When it comes to photos for online marketplaces, it's also essential to use high-quality images.

Here are a few handy tips if a professional photographer isn't in your budget:

- Use a camera with a flash and tripod instead of your smartphone
- Take photos of all the rooms and from different angles
- Don't forget to include any outside areas
- Include photos of the benefits of your property that you mentioned in your description

4. USE VIDEOS AND 360° PICTURES

Millennials are busy people, and they don't want to view a ton of different properties. By providing virtual tours or 360° images, you can give them a more precise overview of what's on offer. This will help to make sure your property is on their final list to view.

Another advantage of videos and 360° pictures is that it lets your tenant know that you are tech-savvy. This may be just enough to convince some millennials to short-list your rental unit.

5. GET ON SOCIAL MEDIA

[Almost 80% of millennials](#) are on Facebook. It's not an exaggeration, but if you want to find good renters and fast, your property has to be on Facebook. The latest algorithms allow rental properties with videos to be ranked higher than those with only photos—another good reason to create a virtual tour.

Post your rental properties to Facebook and other social media sites and ask your friends and family to share the post. It is also a good idea to join rental property groups where you can share your posts.

Related: [How Much Cash Flow Should Rentals Make?](#)

6. SIGN UP FOR Q&A WEBSITES

Q&A websites are a novel way that property owners can reach out to folks looking to rent. People use websites such as Quora to research particular neighborhoods where they are looking to rent. They may want answers about average rent prices, amenities, or public transport.

If you sign up to Quora, make sure you show your areas of interest are real estate, property management, property rentals, and housing. You will then receive relevant questions related to renting. You can use the chance to provide reliable answers and even show what rental units you have to offer. The reach may not be as extensive as social media, but you have the advantage of people learning about your brand.

HOW DO PROPERTY LISTING SYNDICATIONS BENEFIT LANDLORDS?

Listing your rental property on individual sites is not an effective use of your time. Property listing syndications allow for automatic publishing on multiple rental websites. This increases your exposure with little effort on your behalf.

Choose one property listing syndication site and upload your property. It will then be shared with all of the other rental property sites that the company is associated with. If you edit your property, the edits will automatically appear in all of the other sites' listings.

Some of the major rental sites that work with property syndication include:

- Zillow
- Trovit
- Rent
- Trulia
- Rentals
- PadMapper
- Zumper
- Facebook Dynamic Ads

PROPERTY MANAGEMENT APPS FOR SYNDICATIONS

The best property management apps include syndication as one of their features. You can use app syndication tools for marketing your vacancies to the broadest possible audience. This way, you can quickly reduce the number of vacancies you have.

Property management apps also streamline all other tasks associated with being a [landlord](#) or [property manager](#). You can set up online rental payments, use accounting solutions, communicate using built-in chat features, and automatically calculate late fees. Some apps also have the option to screen tenants and share documents like [lease](#) agreements.

Using property management apps is a great way to show millennials that you are dedicated to providing modern solutions that will streamline the rental process from start to finish.



By [Remen Okoruwa](#)

Remen Okoruwa is the co-founder of [RentDrop](#), a free software tool that helps landlords and property managers collect rent and maintain their units. Remen has a background in the software industry and business strategy, working as product manager at HubSpot and previously serving as a management consultant with McKinsey & Company.

3 SITES THAT WILL HELP YOU FIND REMOTE-WORK TENANTS



Erin Spradlin

Expertise: Landlording & Rental Properties, Real Estate News & Commentary, Real Estate Investing Basics

48 Articles Written



If you've read my previous articles on [how to attract remote workers as tenants](#) and the [top features remote workers look for](#), you may be convinced by now that remote workers are the precious unicorns of the rental pool. I agree, and now I can help you figure out how to find these special beasts. Here are the three sites I use to find remote workers looking for 30+ day furnished [rentals](#).

THE SITES

1. FURNISHED FINDERS

[Furnished Finders](#) has been used for some time now by medical professionals, and they describe themselves as "Travel Nurse Housing." They sell themselves short with that description though, as the pool of people that want furnished rentals includes nurses, corporate rentals, people new to a city and not sure where to buy yet, and now the digital nomad/remote worker set.

Furnished Finders has long been popular with nurses, and from my experience is growing in popularity with other demographics as well. The site is not only easy to use, but also cheap. They charge \$99 per listing, per year, which is far cheaper than Airbnb for extended rentals.

Related: [7 Tips for Financing Your First Vacation Rental Property](#)

2. AIRBNB

Did someone say [Airbnb](#)? Yes, because someone is always saying Airbnb. Why? Because it's an easy-to-use site that has changed a ton of lives.

It always surprises people when I say Airbnb because they are used to utilizing the platform for shorter stays (usually two to 14 days) and don't think of it as an option for longer stays. However, we have used Airbnb a lot to help us find 30+ day renters; we just limit our stay minimum to 30+ days.

The advantage of using Airbnb over Furnished Finders is that it has more volume; the disadvantage is that they charge more. Airbnb takes 3%, which for a month-long stay at \$2,000 comes out to \$60/month. If they stay for two months, you are already paying more than you would with Furnished Finders.

3. FACEBOOK

The new Craigslist is so much better than the old Craigslist because people have photos and you can see what kind of stuff they are willing to publicly say to their friends before you allow them to live in your home. While [Facebook Marketplace](#) is really emerging as a strong rental platform (and a place to sell your stuff),

Facebook also has lots of local subgroups for subletting and renting by the room, so there are multiple ways to advertise to remote workers on Facebook.

Related: [The Pros and Cons of Renting Your Place on Airbnb](#)

I hope that helps. After some of the Airbnb laws changed in Denver and Colorado Springs, my husband and I moved our investments into medium-term rentals and have been going hard after remote workers as we believe they will continue to flood the market. Likewise, we've been seeing our clients pursue this strategy as well and hope to see more of these options available in the U.S.



By [Erin Spradlin](#)

Erin Spradlin co-owns [Erin and James Real Estate](#). She loves working with first-time homebuyers or sellers because it is fun to help people realize their dreams and loves working with investors because she's a fellow spreadsheet nerd. In addition to working with clients on buying and selling real estate, Erin Spradlin also runs Denver Women Invest, a monthly female investing group (email her if you want in!) and educational classes on Airbnb investing and buying or selling your first home. In keeping with many successful real estate investors, Erin and James Real Estate believes strongly in giving back to the community. For that reason, they donate a portion of their commission to a charity of their client's choosing on every single transaction.

Sheboygan County Chamber of Commerce Events: January - March

Jan 23	ECONOMIC OUTLOOK BREAKFAST & ANNUAL MEETING
23	YOUNG PROFESSIONALS GAME NIGHT
Feb 5	MEMBER ORIENTATION
7	FIRST FRIDAY FORUM
12	OUT FOR LUNCH with DEIDRE MARTINEZ
13	COASTAL YOUNG PROFESSIONALS WELCOME
20	CHAMBER CHAMPIONS GALA
March 6	FIRST FRIDAY FORUM
18	FOCAL POINT

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Feb. NO BUSINESS AFTER HOURS
March 5 Terrace Place Senior Living



roundtables

Jan 8 Worksite Wellness
Jan 9 Strategic Sourcing
Feb. 3 Sales & Marketing Professionals
Feb. 5 Non-Profit
Feb. 6 Safety
Feb. 11 H R Managers
Feb. 12 BOSS
March 11 Worksite Wellness
March 12 Strategic Sourcing

THE TOP 6 REASONS WHY LANDLORDS SHOULD CHARGE LATE RENT FEES



Remen Okoruwa

Expertise: Landlording & Rental Properties

24 Articles Written



Many landlords have a tough job charging late fees. You probably want to show some understanding if someone is having a tough time. It's also challenging to slap on extra fees for [late rent](#) if you have a good relationship with your tenants. And no [landlord](#) wants the reputation of being someone only interested in making a quick profit. The problem with charging late rent fees is that tenants see you as a person, not a company. A late payment fee from the utility company—they blame the company. But getting a late fee from their landlord—they blame you, the person. So, you might be one of the [nice landlords](#) who let late payments slide so as not to be the bad guy.

If you doubt whether you should be charging late rent fees, here are several excellent reasons you certainly should.

1. YOU NEED TO TAKE CARE OF YOUR FINANCES

The hard truth is that a tenant's rent is your income. In fact, it may be your only source of income. Many landlords rely on receiving payments by a specific date because they have bills to pay. Not being able to pay your bills on time means you risk paying additional costs in late fees. Aside from the cost, you might find that paying bills late negatively impacts your credit rating.

2. LATE RENT FEES MOTIVATE TENANTS TO PAY ON TIME

Nobody likes to pay out for things unnecessarily. Late rent fees are literally money down the drain from the tenant's perspective. Tenants are more inclined to [pay rent on time](#) for fear of wasting that money.

Related: [The Eviction Process in 7 Steps \(Plus, How to Save \\$3,500 and a Ton of Time\)](#)

3. IT SAVES EMBARRASSMENT

It is often awkward trying to track down your tenants and ask them for rent. It's just as uncomfortable for them trying to avoid you. If tenants are aware of late rent fees, it will help maintain a healthier relationship between landlords and tenants.

4. LATE FEES PREVENT BAD HABITS

If you choose not to charge late rent fees, the tenant has essentially gotten away with it. Even if it's just a day or two after the grace period, there are no consequences for their actions. The following month it could be three or four days, and then a week. Letting it slide the first time puts you on a slippery slope where you'll find it hard to prevent late payments in the future.

5. LATE FEES HELP TENANTS

Suppose a tenant lives from one paycheck to the next. If they fall behind on rent and other obligations, it becomes more challenging to catch up. They incur more late payments and may struggle to find the cash to make ends meet. Making tenants aware of late fees encourages them to pay closer attention to their budgets.

Related: [What's the Best Way to Communicate With Tenants—Text, Email, or Phone?](#)

6. TENANTS TALK

Imagine this scenario. You have multiple units or a block of apartments. One tenant pays their rent late, and there are no late fees. When talking to another tenant, they say something like, "Don't worry, I didn't have to pay any late fees." So, the next tenant pays late. Before you know it, you are out of thousands of dollars.

HOW MUCH SHOULD YOU CHARGE FOR LATE RENT FEES?

When it comes to charging late fees, it's vital to set these out in the [lease](#) agreement. Otherwise, you can't charge fees for late rent.

The law states that you can only charge up to 5% of the rent as a late fee. According to [statistics](#), the average rent in the U.S. is \$1,463. So, the maximum you could charge for a late fee would be \$73. Of course, you could set a lower rate if you wanted to.

You can choose to set a flat fee or a daily late fee.

Related: [Landlords: Always \(Always, Always\) Require Renters Insurance—Here's Why](#)

With the flat fee, the fee gets charged automatically to the tenant if they fail to pay rent after the grace period.

Many landlords choose to set a daily fee as motivation for the tenant to pay rent faster. For example, you might choose \$5 per day up to the maximum limit. So, a tenant who is five days late will have to pay an additional \$25. As the amount continues to increase, tenants are keener to pay the outstanding rent.

However you choose to set your late rent payments, you must check with local and state laws.

SHOULD YOU ALLOW FOR A GRACE PERIOD?

A grace period is a short amount of time to allow for late rent payments. You should check with local laws about any grace period. Some states require that landlords give tenants a five-day grace period. Other states leave it up to the landlord. However, the grace period should be in line with the law and included in the lease contract.

If the rent is due on the first of the month, a five-day grace period means that late fees would begin on the 6th of the month. There are several good reasons to set a grace period:

- Your money could be on the way, and not all transactions clear on the same day.
- Not everyone gets paid by the first day of the month.
- There may be a delay in the tenant receiving their income, which was out of their control.
- A tenant who has paid on time for years and genuinely forgets once may not appreciate a late fee after just one day.
- It shows your tenants that you understand different circumstances without them being able to take advantage of you.

Again, make sure the grace period is stipulated in the leasing contract.

HOW CAN YOU HELP TENANTS AVOID LATE RENT FEES?

Rent collection apps offer tremendous benefits to landlords. You can streamline communication with tenants, automate processes, and keep a digital record of your accounts. Many of the [rent collection apps](#) also automatically calculate late fees.

From the tenant's point of view, using a rent collection app can help stay on top of rent payments. Automatic reminders and recurring payments mean they reduce the risk of being late with rent.

From the landlord's viewpoint, using a rent collection app can help maintain a good landlord-tenant relationship. For example, the app automatically charges late rent fees without the landlord confronting the tenant.

CHARGING LATE RENT FEES: THE BOTTOM LINE

Of course, late rent fees aren't a source of income. So always make sure the amount is reasonable and reflects the property type. The combination of rent collection apps and a grace period gives your tenants the ability to avoid late fees while ensuring that you get paid on time.



By [Remen Okoruwa](#)

Remen Okoruwa is the co-founder of [RentDrop](#), a free software tool that helps landlords and property managers collect rent and maintain their units. Remen has a background in the software industry and business strategy, working as product manager at HubSpot and previously serving as a management consultant with McKinsey & Company.



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