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**FEATURED SPEAKER**

LISBETH CALANDRINO

Speaker, author, business strategist  
'How to attract better renters'

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**NEXT MEMBER MEETING**

THURSDAY, SEPTEMBER 13

7-9:00 p.m. at Best Western Plus  
Franklin Square Inn, One 4th Street, Troy, NY  
(across from Dinosaur BBQ)

# CDARPO

LANDLORDS HELPING LANDLORDS

Capital District Association of Rental Property Owners | **September 2018**



*Photo: Champagne Brunch Cruise on Lake George, Sunday, August 12, 2018 (See page 3)*

## ADVICE TO THE HOUSELORN

BY MAC MOWBRAY

SUMMER'S SLIPPING AWAY FASTER THAN USUAL. THAT'S WHAT HAPPENS WHEN YOU'RE HAVING FUN. THE FOLLOWING LANDLORD MAY HAVE ANOTHER OPINION!

### A Watervliet newbie cries the

**blues!** She says "HELP." No details, no explanation. I calm her down and find out it's not an emergency. Just plain old long-term tenant DIRT.

She had purchased a nice three-family house from an owner-occupant who was moving to Florida and wished to sell. She moved into the owner's unit, which was in move-in condition. The other two units looked good. Long-term tenants, no garbage visible, no vermin or critters on the premises.

Fast forward about six months; top floor tenant's husband passes away. Tenant decides to move in with her daughter in another state. She gives the required 30-day notice and departs. Newbie landlord goes upstairs to check out the apartment. No damage, no missing fixtures, no orphaned furniture. HOWEVER, the tenants never really cleaned. Vacuuming and dusting were insufficient after many years of cooking, smoking, etc.

The drapes, curtains, shades, blinds, and knickknacks were removed, pictures were taken down, and only then did the landlord realize what she was facing. EVERY SQUARE INCH HAD TO BE CLEANED! Our newbie had never faced this before — neat but dirty, very dirty in this case.

She tried popular cleaners, but they smeared the grease and did not take it off. She did know you can't paint over grease. Fortunately, she was not under a deadline.

**Mac says:** Take a deep breath and then take a logical approach. Since the building is old, first have the plumbing and wiring checked and professionally updated to current codes. Most older buildings do not have enough outlets, and switches can be worn. It is always a good idea to replace the actual plugs, as they get loose and cords can slip out. Faucets should have washers and O-rings replaced, and drains checked to assure they are free-running.

In the meantime, assess what needs to be done to each room. Make a list for each one. Start with the one that needs the most work. Save the easy ones for last when you are running out of enthusiasm and MONEY.

If the living room needs the wallpaper removed, do not wash it first. Clean and patch walls, ceilings, and woodwork. Make any repairs necessary. If new outlets are to be installed, wait until that is done before painting. The electrician may punch holes in the walls that will need repair. Decide what to do with the floors. Just cleaning and waxing? Refinishing, recarpeting? Move on to other rooms needing the same remediation.

I presume the major cleaning problems are in the kitchen and bath. Before beginning, decide what appliances you are keeping. Why clean a stove and refrigerator that you are only going to chuck away or give away? If you want new and the old ones are still working, offer them for free to anyone who will haul them away. The same with the cabinets and the bath. However, new baths and new kitchens are very expensive. Your labor to clean is unpleasant, but you save lots of money. Decide what rent increase you can get that will justify the money you spend on upgrades. Some places it

pays, others not so much. Sometimes the location and size of the apartment are what determines the rent you can expect.

Now to the cleaning. You will need about a gallon of ammonia. Yes, I know it smells, but it really cuts grease. Also, two large bottles of Fantastic, 409, or Mean Green. Open the windows, get rubber gloves. Add a good slug of cleaner and about a cup of ammonia to a gallon and a half of hot water. Add a few ounces of ammonia to the spray bottle of cleaner. Start at the bottom of the surface to be cleaned. Spray an area of about three feet square. Give it a few minutes, then rinse with the water from the bucket. Use an old terry-cloth rag and a sponge with a plastic scrubber on one side. Keep a plastic putty knife handy to scrape off big chunks of grease, etc. Do not start at the top of walls and cabinets. Streaking can occur and you don't want that if you are not going to repaint. This same technique applies to vinyl floors; however, a scrub brush would be of help with the floors. When done, rinse with a good microfiber mop and clean hot water.

You will encounter other problems during this process. Magic Marker, crayon, and other marks require specialized removers. The hardware store or big box store can offer advice. Some greases — automotive and grease from machinery — may require the use of paint thinner or kerosene to remove. DO NOT USE GASOLINE EVER.

Best of luck.

If you hit a brick wall, I am only a phone call or email away at: 518-463-4310 or gmm400@hotmail.com.

See you next month,  
Mac

## HOW TO ATTRACT BETTER RENTERS

BY LISBETH CALANDRINO

### BE A LANDLORD WHO CARES

When it comes to getting your property rented, it's critical that you share your vacancies quickly and with as many people as possible. Knowing where your renters "hang out" will help you briskly fill those vacancies. It also shows your renters that you understand how they communicate.

These days the best way is to use digital marketing that will reach as many customers as possible. I often hear that Facebook is "for old people," but a new Pew Research Center survey of U.S. adults finds that the social media landscape in early 2018 is defined by a mix of long-standing trends and newly emerging narratives, with Facebook and YouTube dominating the landscape. According to July 2018 Zeohoria Digital Marketing, 1.47 billion people on average log onto Facebook daily.

### Social Media

Creating a Facebook page for your properties is a way to connect with potential renters. You can make a Facebook post for each property, with addresses, photos and a link to your website for more information, or leave it on your Facebook page. Instagram is another place that uses hash tags (#) so you can get found by local tenants and realtors. Remember, as the generations get younger, video becomes more important.

## Online Marketing

Post in local buy and sell Facebook groups as well as on Craigslist. Facebook ads are relatively cheap, can be as low as \$10.00, and can target an ideal tenant.

### Create Valuable and Creative Content

YouTube and how-to videos are valuable for all of your customers. You want to be recognized as a landlord who cares about their tenants. You can show a walk-through of the building, or blog about a topic that is useful to your tenants. "How to keep safe in your neighborhood," is a great video for your tenants. Bringing in the police to discuss home safety will make you a "landlord of choice." No matter what the price, safety is a critical issue.

Consistency is the key to your marketing, across all platforms. Keeping your posts updated, take down rented properties, and make it possible to stay connected with your customers.

### COVER PHOTO

Pictured left to right: The Payano family, Bill Hughes (fifth from left, with sunglasses), Jaye Nerad, Elizabeth Hughes, Emily Calabrese, Eleanor Kampf, Jay Bailly, Dan Malsan, Beverly Brickner, Mariel Mattiello, Nora Mattiello, Malvina Mattiello, Sadie Mattiello, and Nicholas Mattiello

Photo credit: John Keenan



## THIS MONTH'S SPEAKER

LISBETH CALANDRINO

Known for coaching Fortune 500 companies and small businesses throughout the United States for over 20 years, Lisbeth was recently voted one of the top 10 most influential sales and marketers in the flooring industry and is a sought after speaker.

For inspiring content, check out her "Success Blog" on the *Albany Times Union*.

For more information, visit [www.lisbethcalandrino.com](http://www.lisbethcalandrino.com), Twitter @lizzc, LinkedIn and Facebook.

She can be reached at [Lcalandrino@nycap.rr.com](mailto:Lcalandrino@nycap.rr.com).

When not in the gym, she can be found "stoop sitting" in Historic Hudson Park, walking her therapy cat, Belvedere, or doing volunteer work.





Dan Malsan and Nick Mattiello contemplate the view aboard the cruise ship on Lake George in August. Photo credit: John Keenan

### MONTHLY MEMBER MEETING

NETWORKING. RESOURCES, AND REFRESHMENTS

CDARPO MEMBERS REPRESENT THE ENTIRE CAPITAL DISTRICT – FROM ALBANY, RENSSELAER, TROY, SARATOGA, AND SCHENECTADY COUNTIES.

General meetings take place on the second Thursday of each month, September–June. Hear professional speakers and meet with members who have years of landlording experience. Find us on Facebook and join our online discussion and newsletter distribution groups. See cover page for meeting date, time, and location.



### THE CAPITAL DISTRICT ASSOCIATION OF RENTAL PROPERTY OWNERS

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### NEXT MEMBER MEETING

Thursday, September 13

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PLEASE JOIN US!

MEMBERSHIP DUES ARE \$45 PER YEAR (PDF NEWSLETTER) OR \$50/YEAR (SNAIL MAIL). WE PUBLISH 10 ISSUES PER YEAR.

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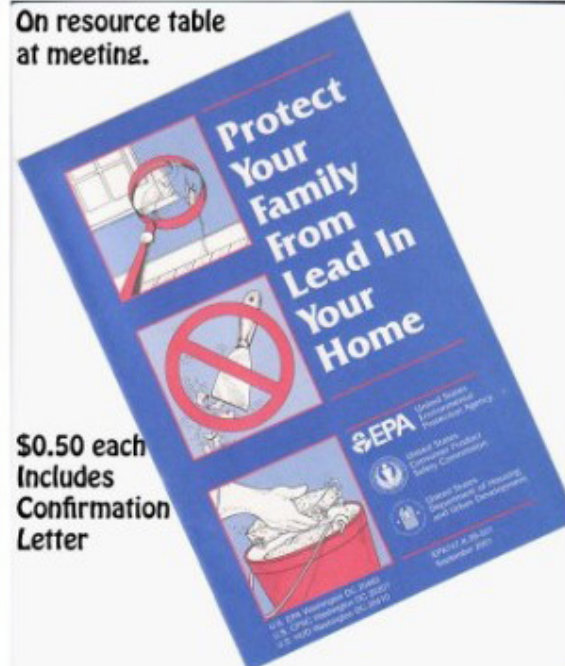
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