

MOPOA NEWSLETTER

Make Your Rental Real Estate Business a Success

March 2017

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MOPOA STRATEGIC PLAN

Mike George on the MOPOA Strategic Plan, with brain storming on committee development. Member involvement is what MOPOA is all about. We've been volunteer run since 1949! This meeting will be a great time to hear about the future of MOPOA and how you can be more involved.

Monday, March 13th, 2017
6:45 p.m.

Westside Conference Center
3534 S. 108th St. Omaha, NE

MOPOA Happy Hour Thursday, March 16th, 2017
Fox and Hound (120th & Dodge). 5 p.m. to 7 p.m.

MOPOA Early Bird Breakfast Saturday, March 18th, 2017
Farmhouse Café, 84th & Grover. 7:00 a.m.





"Any organization needs to vision and plan, and the need for planning never ends. MOPOA's strength lies in its closeness to the grass roots."

LETTER FROM THE PRESIDENT

By John C. Chatelain, President MOPOA

Are you sometimes worn down by the rigors and responsibilities of real property management? One of my little diversions from the cares of the world is radio station FM 93.3 "the Wolf". I was raised on a diet of classical music but must confess to having fallen for the lyrics of Nashville in recent years. My favorites are "Prop me up beside the jukebox if I die" by Joe Diffie; "All my exes live in Texas" by George Strait and "I like my women a little on the trashy side" by Jerry Jeff Walker. The next time you're frustrated by the occasional tenant from hell do as I do, tune in to "the Wolf".

Are you felon friendly? A property manager in Lincoln recently reported getting this question over the phone. Last year we were warned the Department of Housing and Urban Development (HUD) would be holding landlords liable for discrimination if they denied housing because of a criminal record. The "disparate impact" theory of civil-rights would be used, making businesses liable for policies and practices that may have adverse outcomes for minorities, such as criminal background checks, despite any evidence of intent to illegally discriminate. Referring to "disparate impact", HUD secretary Julian Castro stated, "And I want you to know that HUD will not be shy about using it."

So when our colleague stated she had received the "Are you felon friendly?" phone call, alarm bells

went off in my head. Be extremely careful! The fair housing scam artists are out there.

Recently an Omaha area apartment complex received a call from someone, posing as an applicant, asking whether the caller could have a "pit bull". After the testing agency, based in Austin, Texas, was informed of the company's policy against such breeds, a fair housing complaint was filed with the Nebraska Equal Opportunity Commission (NEOC). After incurring hours of work and considerable legal expense the apartment manager was informed by the NEOC the matter could be settled for \$1,600.00. Remember, there was no actual applicant and no actual dog involved.

No doubt there is a need for fair housing rules and regulations, but with our state government in a \$900,000,000.00 budget shortfall, why are we paying NEOC investigators to facilitate these little schemes?

Kudos go to MOPOA board member, Ryan Basye, for organizing our February 13th Lenders Night event. An ample number of banks and credit unions were on hand to explain their offerings to a large enthusiastic crowd of real estate investors. I loaded up on pens, message pads, refrigerator magnets and bite sized snickers bars.

Capital is essential to any business and these lenders have it. If

Article continued on the next page . .

your payments are made on time and you cooperate with your lender, real estate financing should not be a problem. It's an old fashioned concept, do what you say you will do.

Board member, Mike George, has been gracious enough to share his military expertise in strategic planning with MOPOA. Any organization needs to vision and plan, and the need for planning never ends. MOPOA's strength lies in its closeness to the grass roots. We operate almost entirely with volunteers. At this point in our strategic planning we're focusing on the following committees: Advocacy (legal and public policy), Operations and Finance (budget, newsletter and website) and Membership (growth of membership and membership benefits). At the March 13th meeting Col. George will be asking for your involvement in these committees.

Mark your calendar for the Statewide Property Owners Association Spring Seminar on April fools' day (see flyer on page 5 of this newsletter to register). The program will focus on Real Estate Management Strategies in three areas: Realizing your Financial Dreams through Real Estate Management, Back to the Basics of Real Estate Management and Fire Safety Management for Landlords. The half day seminar includes a scrumptious lunch and a legislative update with our lobbyist, Kent Rogert. Don't miss out!

For Mic Heinneman and his family on the passing of their son Ryan.

In Sympathy

We would like to extend our sincerest sympathy to you and your family.

Please accept our deepest sympathy.

Our heartfelt thoughts are with you.

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Events of Interest

Monday Night Meeting:
March 13th, 2017

6:45 p.m. Meeting held at Westside Conference Center 3534 S. 108th St.

2nd Monday of Month Sept-May

Early Bird Breakfast:
Saturday, March 18th, 2017

7:00 a.m. Farm House, 84th & Grover

(Saturday after the MOPOA Monday Night meeting)

MOPOA Happy Hour:

Thursday, March 16th, 2017

5-7 p.m. Fox and Hound, 120th and Dodge St.

(Thursdays after the Monthly Monday Night meeting)

NE Taxpayers for Freedom:

Wednesday, March 15th, 2017

Millard Library 132nd St. and 1/2 mile So. of West Center Rd.

(3rd Wednesday of the month)



March 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13 MOPOA Monday Night Meeting 6:45 p.m.	14	15 NE Taxpayers for Freedom 6:30 p.m.	16 MOPOA Happy Hour 5-7 p.m.	17	18 Early Bird Breakfast 7 a.m.
19	20	21	22	23	24	25
26	27	28	29	30	31	

Starting the end of February Lowes will be discontinuing the 2% discount connected with Community Buying Group (CBG). CBG hopes to get one of the other vendors to take the place of Lowes.



Statewide Property Owners Association April 1st, 2017 Rental Real Estate Seminar

Morning Session:
REAL ESTATE MANAGEMENT STRATEGIES

**9:00 a.m. Realizing your Financial Dreams
through Real Estate Management**

with Mary Jo Bousek, Josh Scott and Mike Dennis

**10:00 a.m. Back to the Basics of Real Estate
Management** with John Chatelain and Molly Zavitz

11:00 a.m. Fire Safety Management for Landlords
with Lynn Fisher and Rick Campos

12:00 noon, Lunch Provided

12:30 p.m. Legislative Update
with Kent Rogert

Date: Saturday, April 1st, 2017

Time: 9:00 a.m. to 1 p.m.

Location: **Westside Community
Conference Center, 3534 S. 108th St.,
Omaha, NE 68144**

Cost:

- \$35 per person, includes lunch.
- Continuing education pending approval offered by: Mr. Real Estate Seminars, Paul Vojcheshoske 402-660-0395
- \$50 Sponsor registration, includes lunch

Questions: **Sherry Kunz 402-850-3313**

Seating is limited – Don't delay



----- Registration Form -----

Name _____ Company Name _____

Real Estate License Number for Continuing Education Credits _____

Phone # _____ Cell# _____ Email _____

Address _____ City _____ State _____ ZIP _____

Number attending: _____ \$35 per person, includes lunch _____ \$50 Sponsor Registration, includes lunch

Total Enclosed: \$ _____

**Must be Received by March 27th, 2017. Mail to: John Chatelain, Statewide Property Owners Association,
14707 California St. Suite 1, Omaha, NE 68154**

MOPOA STRATEGIC PLAN

By Mike George, MOPOA Board Member

Members, as you know, your Board has been working for nearly a year on a Strategy to carry our organization forward into the future. Now is the time to put that Strategy into action.

To do this, we need your help. At the March monthly Meeting, the Board will present the Strategic Implementation Plan to you. We'll give each Committee Chairman the opportunity to briefly discuss how their Committee will operate, it's goals as listed in the draft Plan, and what help it may need to achieve those goals. Then, we'll break up into three groups by Committee, and give you the chance to talk to us, answer questions, see where you might leverage your expertise to carry us forward.



We ask that you review the Implementation Plan, and between now and the monthly meeting on March 13th think about where you might be able to help MOPOA. Keep in mind this Plan is still in draft form, we will change it based on your input. Bottom Line: We can't get this done without YOU! Hope to see you on March 13th!!

Thanks, Mike George

Legal and Political Advocacy Committee

Phase I:

- Leverage our website to link our membership to pertinent government websites, as well as direct communication between members and government officials
- Create a dedicated legislative watch program, charged with weekly oversight of city and county governments in Douglas and Sarpy Counties, and governmental entities such as the Land Bank

Phase II:

- A. Provide Members with timely feedback regarding the voting records of pertinent local officials via the MOPOA website
- B. Identify City, County, and State Officials and Departments to target for future relationship-building activities

Phase III:

- Develop a proactive, long-term relationship with Omaha, Douglas County, and Sarpy County Planning Departments and selected government officials/City Council Members
 - Educate government officials on the MOPOA Mission, suggest ways to work cooperatively together
- Consider publishing selected articles written by city/county officials in our newsletter

- Invite local officials to MOPOA functions on a regular basis

Membership Committee

Phase I:

- Track/maintain the Membership database
- Create a Marketing Plan to communicate with the public via newspaper, radio, our website, and scheduled meetings with the local media to improve the image of MOPOA and property owners writ large

Phase II:

- Launch a dedicated Campaign to expand Membership by 50% by 2020
- Draft the Annual Young Professionals Engagement Plan
- Continue to build a long term relationship with the Community Buying Group (CBG), as well as other cost-savings and discount programs for the Membership
- Create a mutually beneficial strategic partnership with an established tenant screening company/business

Phase III:

- Brand the “MOPOA” name as a symbol of excellence in the Omaha real estate industry
- Continue to build a long term relationships with Omaha businesses that provide value to MOPOA Members (Lowe's, etc.)
- Develop a pool of vetted, affiliated Contractors for the Membership
- Explore long term relationships with sister organizations, as well as the National Association of Rental Property Managers (NARPM)
- Attend the monthly Omaha Housing Authority Empowerment Meeting
- Partner with Restore Omaha

Operations and Finance Committee

Phase I:

- A. Track MOPOA Finances on a monthly/annual basis to insure solvency/sound financial stewardship
- B. Supervise collection of annual dues and the timely payment of Association debt.
- C. Create a robust website/blog/technology plan to:
 - Facilitate the use of standardized administrative tools
 - Serve as a forum for Q&A – allow members to easily converse with one another, as well as Board Members, etc.
 - Serve as a catalog of best practices (compile the lessons from past newsletters)
 - Allow members to advertise services to a wider audience
 - Serve as the hub of a network for the property owner community of interest

- Incorporate social media
- Enhance capability for mobile apps
- Incorporate responsive design/improved navigation and search functions
- Automatically solicit feedback (“Survey Monkey/Mind-Mixer”)

Phase II:

- Draft the Annual Training Plan for Monday night Membership Meetings, to include recommended speakers, for approval by the Board
- Draft the plan for the Spring Seminar for approval by the Board
- Select 1-2 community organizations to support in a dedicated way over the long term

Phase III:

- Sponsor town hall meetings with neighborhood associations by District
- Develop recommended syllabi for external training
- Develop a Strategic Partnership with the Randall School of Real Estate/like organizations to sponsor external continuing education for MOPOA Members at a discounted rate
- Teach landlords how to run their real estate operations as a business with a focus on long term profitability
- Develop a free courses open to the public on “How to be a Good Tenant,” and “Understanding My Rights as a Tenant”

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FROM MR. LANDLORD.COM

FILLING VACANCY TIP - 5 TIPS TO SCREEN PET OWNERS

Scared of possible property damage from pets? I like how one landlord responded to that concern on LandlordingAdvice.com - "How much rent are you losing while you 'protect' those floors?"

Good pet owners make good long-term residents. The same landlord, and regular contributor to MrLandlord.com, who has 100% occupancy, shared the following five screening tips for renting to pet owners:

You can tell a good pet owner pretty easily:

1. Is the animal spayed or neutered? (NO flexibility on this one.)
2. Do they have a regular VET and will the owner provide their name and number?
3. Is the animal friendly - Absolutely NO aggression?
4. Is the animal clean, on a nice leash (not a piece of rope around the neck)
5. Is the animal properly registered with the state, with all shot records updated?

The tips are shared by regular contributors to the popular MrLandlord.com Q&A forum, by real estate authors and by Jeffrey Taylor, Founder@Mrlandlord.com. To receive a free sample of Mr. Landlord newsletter, call 1-800-950-2250 or visit their informative Q&A Forum at LandlordingAdvice.com, where you can ask landlording questions and seek the advice of other rental owners 24 hours a day.



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From The Costco Connection
September 2016 by Rhonda
Abrams from the article
Gain an Hour a Day

2. Just Say No

The easiest way to keep thing off your to-do list is to not put it on there in the first place. Before you take on a clearly difficult client or new project, stop and ask yourself, "What's this going to do for my workweek and my bottom line?".



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A special THANK YOU to lenders from the MOPOA Lender Night Event

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F & M Bank

Jeff Cogswell (402) 332-2699 jcogswell@fmbankne.com

Access Bank

Mack La Rock (402) 763-6015 mlarock@accessbank.com

Omaha Federal Credit Union

Kim Thompsen (402) 951-8708 kimthompsen@omahafcu.org

Lincoln Federal Savings Bank

David Oseka (402) 474-4200 x 248 doseka@lincolnfed.com

Pinnacle Bank

Jordan Zach (402) 234-2155 jordan.zach@pinnbank.com

Why won't your old username and password work at www.MOPOA.com anymore? Because we have a new password. Member's Contact us at info@mopoa.com for access.

WELCOME TO THE EARLY BIRD BREAKFAST

By Ryan Basye MOPOA Board Member

MOPOA Early Bird Breakfast

Saturday,
March 18th,
2017

Farmhouse
Café, 84th &
Grover.

7:00 a.m.
Order off the
menu.

7:30 a.m.
meeting starts

The big new for property owners has been the increase in tax assessed values. We tried to discuss your options and most owners should know how to appeal their new valuations if they seem too high. Several members shared their stories about prices, especially land evaluations going up by 100-200%! It seems the best way to fight an unfair valuation is to come prepared with solid documentation to support your value.

Although a qualified Realtor can provide you with a CMA (Certified Market Analysis), it appears that the County Assessor office is more willing to make changes in your favor with a full appraisal from a NE licensed appraiser. This may cost you more to get done (\$350-500), but the savings on your tax bill should more than offset the cost for you in year 1 and beyond.

Check the County Assessor website to make sure you are able to meet the dates for appeals and remember most appraisers are booked out at least a week. The sooner you start the process, the better chance you have of winning.

The other side of property taxes is the "mill levy" assessed on each property. Depending on where your property is located that levy can be anywhere from 2.15% to 3.25%. Several (unelected) government agencies and school associations can set these prices. This is an area MOPOA will be looking to address with our political action. More info should be in other sections of this newsletter. Always contact your local elected officials when you think these taxes are unfair. Your voice needs to be heard or they will continue to increase taxes!

Real estate market trends (Feb 2017 versus Feb 2016);

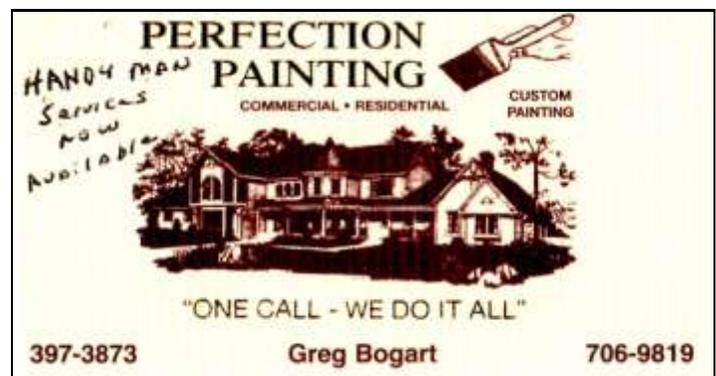
- Number of homes on the market - 1,865 (2017) vs 2,420 (2016) – down nearly 24%!
- Existing home sales prices - \$158,000 (2017) vs \$146,000(2016) – up 8%!
- New construction sales prices - \$323k (2017) vs \$275k (2016) – up 17%!!

The average home being built is approximately \$100k higher than just 8 years ago! For more market stats, go to www.omaharealtors.com, click on Market Stats



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As tax season is here, we had some questions regarding taxes, LLCs, S-Corps, and other ways to protect your business and provide the best tax structure. As always we recommend you speak to a qualified tax advisor. We suggest you work with one that specializes and/or owns rental property. This gives you the best plan for your business. It is a business and you need to protect yourself while provided the best tax structure for what you do.

On a lighter note, we will be looking for a NEW breakfast emcee. If you like getting up and sharing with other landlords this would be a great opportunity for you to volunteer in MOPOA. Please contact me with any questions of volunteer with any Board Member.

Have a question for the Group? Our breakfast meeting is the best way to get answers from the landlords of Omaha who have been through similar situations. If you are unable to attend, you can send me the question and I will print the answer in the next newsletter. We want you to succeed!

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Memorandum to Landlords

Re: 14/30 Day Notice for Breach of Lease

Enclosed is a form for giving the tenant 14 days to cure the breach or breaches of the rental agreement. Complete and mail or deliver to the tenant. It may be sent by regular mail. Of course, keep a copy for your records.

The tenant has 14 days after RECEIPT of the notice in which to cure the breach. If the tenant fails to cure after 14 days of receipt, then the tenant must move within 30 days AFTER receipt of the notice. If the tenant fails to move, you may then file to evict the tenant without any further notice. See example below.

If the tenant cures the breach within the 14 days, you may not evict the tenant. However, if there is a substantially similar breach again within six months, you can then send the tenant a notice terminating the lease after 14 days of receipt of the notice without giving them an opportunity to cure the breach.

After the 30 days after receipt have expired, you can then evict the tenant (assuming the tenant has not moved).

Example: You give the tenant a notice on May 1st giving them 14 days after receipt to remove the junk car from the parking lot. On May 15th (which is the 14th day after service—FOR THE PURPOSE OF THE COUNTING, YOU ALWAYS DISREGARD THE FIRST DAY YOU HAND DELIEVER IT, AND THE FIRST DAY YOU MAIL IT PLUS THE NEXT DELIVERY DAY. THE TENANT ALWAYS GETS A FULL 24-HOUR DAY IN THE COUNT—the tenant

has not moved the car. Now you wait for the 30th day after the first day of the delivery notice. If the tenant has not moved, you can file to evict the tenant.

If this is the second time in six months you have given tenant notice to move out a junk car, you could then give the tenant a notice terminating his lease 14 days after delivery and requiring the tenant to move. You do not have to give the tenant a chance to cure the breach if it is the second time within six months the tenant has substantially breached the lease for the same thing.

-This is a classic memorandum originally by the Past MOPOA president and late Thomas P. McNally, Attorney at Law. It's information is still relevant as it was graciously reviewed prior to this publication by our current MOPOA President John C. Chatelain, Attorney at Law.



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**FOURTEEN/THIRTY DAY NOTICE
OF TERMINATION OF RENTAL AGREEMENT
FOR BREACH OF LEASE**

You are in breach of your lease by: _____

You have 14 days from the receipt of this notice to [MARK BOX WHICH APPLIES]
 cease or begin this activity or your lease is terminated at the end of 30 days. If
this violation or one substantially similar to it should occur again within six months I can
terminate your lease with 14 days notice.

Date: _____

Landlord/Agent/Owner
 Mailed Delivered

9 EASY STEPS FOR BUILDING THE PERFECT RENTAL LISTINGS

By Lucas Hall, www.Landlordology.com Dec. 28th, 2015

It's difficult to know what kind of rental listings will get the most inquiries.

The key is to build a advertising template, and follow it every time.

1. Headlines

Grab the reader's attention by stressing unique features and benefits in a compelling title.

"Beautifully Refurbished Apartment Close to Beachfront"

"Spacious Apartment, 2 blocks to Metro, Amazing View, Available May 1"

"Super Cute Apartment, Best Location in Aiken, Near Restaurants and Coffee Shops"

2. Images

Use high quality image – taken in natural light – to attract the reader's attention, increase trust and reduce the bounce rate.

At the very least, pictures should cover:

Bathroom, Kitchen, Living Room, Bedroom

3. Captions

An important part of the advertisement is to personalize the images with captions so they tell the story you want.

"Relax on the sofa as you watch the sun set over the city"

"Wake up late and still make it to work on time"

"Enjoy your weekend mornings at any of the 3

coffee shops located nearby"

4. Truthful Copy

Avoid exaggerating the features and using trite adjectives to describe your property. Your listing should reflect the uniqueness of your property.

Use bullet points to lead with the key features and location perks that will incentivize renters to make inquiries.

5. Optimized for Search Engines

When putting your listing together, always be aware of how search engines will view your listing. Include relevant information that renters will search for in the title and don't overuse keywords. Key it descriptive, engaging and audience-appropriate.

6. Specs and Amenities

Always list the property's dimensions and the number of bedrooms and bathrooms. If possible, include a floorplan as an image. List the specifics of the rental and expand on their key features.

New washer and dryer (2015 models)

Double-glazed and soundproofed windows

Charming exposed brick decor

7. Pet Policy

Almost 50% of the population is estimated to be pet owners. Clearly outlining your pet policy in the advertisement will prevent any misunder-

standings and headaches for both parties.

If you allow pets but have breed or size restrictions, or don't allow reptile terrariums, then just say so. Likewise, if you would charge a premium for pet owners to cover potential damages.

8. Utilities

You should provide an Energy Performance Certificate in your advertisement to improve trust and allow the reader to make an informed decision.

Clearly explain which bills are included in the rent, for example, "rent include water bills". If all additional costs are the renter's responsibility, then make sure it's obvious in the listing.

9. Call-to-Action

End your listing on an affirmative note by including a call-to-action. Compel prospective renters to apply online, call or email to act now or they might lose the opportunity to rent your fantastic property.



NEED A FORM?

If you are looking for a lease, 3 day notice, pet agreement, and other common forms, email MOPOA and we might have one!

Many forms are available on the member's only section at www.mopoa.com. Need the password? Contact us at info@mopoa.com



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Address _____ City _____ State _____ ZIP _____

Please Check one:

1. () I am a New Member How did you hear about us?
 _____ () I am a Renewal Member

New member pack of forms included with membership: Check one only

_____ Electronic version (Microsoft Word and PDF) email address: _____

_____ printed out paper version of forms

Business Card Advertising is \$125 annually. This space is limited and is only available to members of MOPOA—we retain the right to refuse to advertise for any reason) Attach business card to be used or email it to info@mopoa.com)

Business Card Ad: Type of Business _____	\$ _____
Membership Fee*	\$120
Total Enclosed	\$ _____

***Note: Membership Dues \$120. Membership is from May 1st to April 30th Annually.** (*New members who join after May 1st, will pay \$120 for initial annual membership and pro-rated first renewal dues on May 1st of the following year.)

BENEFITS OF A PAID MEMBERSHIP OF METROPOLITIAN OMAHA PROPERTY OWNERS ASSOCIATION:

- Discounted Services: To Tenant Data—discounted cost to MOPOA members is only \$49 payable to Tenant Data at P.O. Box 5404 Lincoln, NE 68505. www.tenantdata.com 402-934-0088.
- Free membership to Community Buying Group for discounts and services. www.communitybuyinggroup.com
- Our educational organization has 450 plus memberships, representing around 1,000 persons and businesses active in the rental real estate field. We are dedicated to increasing the professionalism of the rental business through education.
- New Member Forms Packet, which includes a Lease Agreement and a Three Day Notice. The Tenant Data tenant application and EPA Lead Disclosure and pamphlet and the 3rd party notices from OPPD and MUD, Fair Housing Rules, and NE Landlord/Tenant Act Brochure and more, so you have all the important forms in one packet.
- A Monthly Meeting (Sept-May) is held which is both informative and educational. We will strive to keep our members up to date on matters that affect us in the rental property business. Second Monday of the month Sept-May. Westside Community Center at 3534 S. 108th St. at 6:45 p.m.
- A Monthly Early Bird Breakfast Meeting is held year round on the Saturday following the Monday night meeting. 7:00 a.m. Monthly Happy Hour on the Thursday after the Monday Night Meeting. These are great times to learn from and network with other landlords.
- Monthly Newsletter, which is chock full of valuable information.
- Advertising opportunities for your rental related business in our Monthly Newsletter and Website. As well as discounts from some of our advertisers, ask them directly if they have any offers.
- Access to the Member's Only section of our Website at www.MOPOA.com



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