



Kathryn King, P.C.
1603 NE 16th Avenue, Suite A
Portland OR 97232
503-772-8825 office
503-997-9035 cellular
503-772-0351 fax

Marketing 101 for the Rental Home Owner

You have heard the news...recessionary times are upon us. Landlord Study Hall attendees this month learned how these economic times can impact the rental owner. Tenants double up on housing, tenants move to downsize in bedrooms or rent amount, or tenants move for loss of work. These changes stand to impact the bottom line for you the rental owner.

What can you do to prevent turnover in these times? Tune up your marketing before and during the residents stay!

- Set rents appropriately the first time – compare the amenities of the rental competition, read advertising on comparable units, read industry publications to be informed.
- Post advertising with the nearby schools, sport clubs, hospitals, county and city facilities, supermarkets, the newspaper, and online.
- Offer “Referral Rewards” to current residents
- Have prominent signage on the site and a clean up to date flyer in the window
- Make your marketing materials memorable – expose access to schools, shopping, transportation, and highlight amenities such as yard, garage, or fireplace. Make sure you distinguish yourself from other homes!
- Include directions and a map on flyers you distribute
- Follow up and ask for the application
- Always care more for your existing tenants than you think necessary!
- Answer and resolve maintenance issues quickly to prevent turnover

Never forget, there is a silver lining in these times! Join us for more tips on how you might fine tune your marketing efforts, March 11th at 6:30pm.

Landlord Study Hall welcomes Kris Tanaka of The Oregonian, who will talk about effective advertising online and in print.

Jo Becker of Fair Housing Council of Oregon will add additional resources available through the City of Portland’s popular website,

HousingConnections.org. Jo will touch on advertising that avoids fair housing violations and other resources available through their organization.

To finish off the night I will demonstrate the use of Postlets © to add professional touch to your online advertising and increase your exposure as we do as a rental management company. I will touch on additional tips to attract the most attention.

To RSVP please contact me directly at 503-772-8825 or Kathryn@kjkproperties.com For more information visit our website www.kjkproperties.com We look forward to seeing you.

e: Kathryn@kjkproperties.com

Twitter: catincluded

Facebook: Kathryn@kjkproperties.com

P: 503-997-9035

Kathryn King, KJK Properties, 1603 NE 16th Avenue, Suite A, Portland, OR 97232.

Kind regards,

Kathryn King
Principal Broker