

# Marie Hansen Properties Newsletter

A Quarterly Publication for Our Clients

FAIR HOUSING IS FAIR PRICING

2nd Quarter 2008

In the world of Real Estate and Property Management, April is generally "Fair Housing Month." The industry works to review Fair Housing legislation and recent issues to encourage all persons connected to the housing industry to review their business practices concerning this important issue.

One area that property owners and managers can easily violate is that of "pricing." As your property management company, we are very aware we must provide "equal opportunity for all" when it comes to the amounts offered to all parties and we have a commitment to upholding Fair Housing laws. Therefore, we use the following rules while quoting rents and security deposits

## Advertise Consistently

There are many places and means to advertise rental property – newspapers, local publications, bulletin boards, vacancy sheets, and Internet/web site listings are just a few means available. What is important is NOT to place a different amount of rent in different publications. It is

definitely not acceptable to put one rent in the local newspaper and a lower one on a local bulletin board, such as in a church or community organization. Offering a lower rent because someone is "from a local organization" or "a friend of a friend" is a definite violation of Fair Housing. Instead, anyone renting the property should be a "qualified tenant."

## Show the Property Fairly

Any owner or manager who quotes different rents, and in particular, a higher rent to a different party based on their "looks" or "to deter them from applying" is asking for serious problems. Federal Fair Housing Laws prohibit any discrimination based on race, color, religion, sex, handicap, familial status, or national origin in the sale or rental of housing.

Offer the same rent, security deposit, and terms to all persons when showing properties and there simply are no grounds for a Fair Housing complaint.

## Drop the Terms Equitably

Have you dropped the rent by

\$100? Extend the lowered amount to all parties at the same time and during the same period. Beware of the interested prospect who wishes to "buy" their way in by promising to pay a higher rent. If a property owner rents based on obtaining more rent and not for their qualifying standards, they may be subject to a Fair Housing complaint or lawsuit by another applicant or interested party.

*(Continued on page 2)*



### Marie Hansen Properties, Inc.

615 Piikoi Street, Ste. 811  
Honolulu, HI 96814

Bus: (808) 591-1110  
Fax: (808) 591-9780

### Office Hours

Monday-Friday  
8:30 am - 5:00 pm





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### Assisting You

Cheryl Kunimoto, President  
(808) 591-1110, x 204  
cheryl@mhpinc.net

Connie Oakland, Office Manager  
(808) 591-1110, x 201  
connie@mhpinc.net

Kim Diga, Bookkeeper  
(808) 591-1110, x 202  
kim@mhpinc.net

Liz Ishimitsu, Property Manager  
(808) 593-2780 *direct line*  
liz@mhpinc.net

Sherie Hitchcock, Property Manager  
(808) 593-2735 *direct line*  
sherie@mhpinc.net

Linda Fogarty, Property Manager  
(808) 593-2725 *direct line*  
linda@mhpinc.net

### Our Services

## Are You Looking for Management Elsewhere?

You, or someone you know, may need a property manager in other states. Because of our proud affiliation with NARPM, The National Association of Residential Property Managers, we have contacts throughout the country and may be able to assist you.

## Duplicate Statements

We have been receiving numerous requests to provide duplicate copies of financial statements for third parties as well as for owners who have lost their statements. Due to the many requests and time involved, we will be assessing a small fee when duplicate copies are requested. However, we are happy to inform you that soon you will be able to pull these forms directly from your online account when we implement our new accounting software PROMAS.

*(Continued from page 1)*

## Accept Applications Equally

If there is a rental reduction during the period the property has been on the market, then the lowered amount should be the basis for all applications during the same period. If two applications come in the door, the rental price should be the same, even if one applicant viewed the property when advertised at a higher rent.

Property managers and owners must combine all efforts to list the rent and security deposit equally in all areas. If a property manager is quoting one rent to applicants and a property owner another rent to other parties, there is definitely a conflict and there could be serious fines and penalties for both. This can easily negate collecting a little higher rent! Just remember, every month is really "Fair Housing Month," not just the month of April. By following these four rules, our company supports equal opportunity for everyone and protects your investment.