

AASEW OWNER

Apartment Association of Southeastern Wisconsin, Inc. E-mail: membership@AASEW.com
Website: <http://www.aasew.org>

Representing the Interests of the Rental Housing Industry in Southeastern Wisconsin

AASEW March Meeting: “Eviction Essentials”

Monday, March 16, 2020 Networking 5:30pm Program 6:15pm
Crowne Plaza Hotel 10499 W Innovation Dr Wauwatosa, WI 53226



Maria Dorsey is the presiding court commissioner of Milwaukee County. She joined the judiciary in 2012 and was appointed presiding court commissioner in 2014. Commissioner Dorsey supervises the 10 judicial court commissioners, four of which are assigned to Small Claims court and preside over the eviction and collection calendars every week day.



Raphael Ramos is the Director of Legal Action of Wisconsin’s Eviction Defense Project. Throughout his career, Raphael has emphasized the pro bono component of his practice through clinic work and extended representation in volunteer prisoner rights and landlord-tenant cases.



Amy H. Koltz, J.D. is President, Executive Director and Mediator for Metro Milwaukee Mediation Services, Inc. (d/b/a Mediate Milwaukee), a 501(c)(3) non-profit organization. The non-profit administers housing mediation programs including the Landlord-Tenant Mediation Program, the Metro Milwaukee Foreclosure Mediation Program, and the Wisconsin Foreclosure Mediation Network.

AASEW Mission Statement:

“The Apartment Association of Southeastern Wisconsin is your primary resource for education, mutual support and legislative advocacy for the successful ownership and management of rental property.”

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CORNER

For the past two years, I have taken the opportunity to work with The Eviction Prevention Coalition. I am pleased that this past year Attorney Heiner Geise was able to join the process. The goal is to reduce evictions, but first, an understanding and better education of the problem was needed. We all now have a better understanding of the complexity of the problem, but the education continues. This Coalition is composed of people living and working in the community with representatives from the Police Department, City Government, Court systems, Community Advocates, District Attorney's office, neighborhood groups, churches, soup kitchens, and other community groups and nonprofits. In addition to this, the health and medical field is well represented on a number of levels, as well as the United Way.

What have we learned?

1. The rise in evictions is complicated and is more than a landlord & tenant problem, but a multilevel problem (jobs, wages, education, resources, etc). Therefore, rather than a linear approach (blame the landlord), a multilevel approach is needed to reduce evictions.
2. Small community groups and nonprofits tend to operate independently. Historically like landlords they have not networked well and tend to work in their own space or silo.
3. Stephen Covey in his book *The 7 Habits of Highly Effective People* has an interesting quote. "Two people can see the same thing, disagree, and yet both be right. It's not logical; it's psychological."
4. The AASEW like other groups have been given the opportunity to have our concerns and frustrations heard. If we want to be a contributing part of the solution we must first understand the different interacting groups within the community we work in.
5. At the present time, the only tool landlords have for collection or bad behavior is the evictions process. Yet evictions are frowned upon by the community and courthouse.
6. I do not believe I am naive in thinking that working together will lead to greater success. Working together gives us a face and a voice which leads to collaboration and an opportunity to prevent laws that create unintended consequences. I see bad landlord tenant laws popping up all over the country. In many cases these laws are sponsored by the grass root non profit organizations that we share a table with today. These groups tend to only hear and see one side of the problem, and then communicate their understanding of the problem to local politicians.

There is great value in education for landlords and tenants. Good tenants and landlords are worth their weight in gold. It just doesn't happen; it requires continued education, training and support.

Would you Hire a Task Rabbit?

By Dawn Anastasi, AASEW Board Member

In February's newsletter, an article by Landlordology contributor Sarah Block talked about the idea of outsourcing in your business. It went into figuring out what your time is worth and determining what you hate to do.

As landlords, we have a seemingly never-ending list of small things that need to be done for our rentals -- from small repairs, tenant communication, routine maintenance, bookkeeping, and more.

What I have learned over time is that I don't need to do all these things myself -- if you pay people, they will do things for you.

Enter a service that has popped up called "Task Rabbit". (www.taskrabbit.com) The idea behind the service is to connect people who need tasks done with people who are willing to do tasks for money. These tasks range the gamut -- everything from standing in line for you, to cutting the grass, furniture assembly, decorating, cleaning, and more.

Taskers are able to handle one-off jobs, some on short notice (same-day in some cases). Before booking someone, you can read reviews from other people who have hired the Tasker as well as a profile they've written about themselves.

I recently tried hiring a "Tasker" (as they are called on Task Rabbit) and found it to be a positive experience. I needed someone to do some small tasks for one of my rentals -- hanging a towel bar, a mirror, and a curtain rod. The tasks got done in the time needed and I was able to schedule these tasks on a weekend.

Overall, I feel that Task Rabbit is a worthwhile service for a landlord to use for those tasks that you just don't want to do or don't feel are worth your time.



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Milwaukee Properties that are Used Only as Airbnbs Would Need a Special Permit Under City Proposal

By Sarah Hauer, Milwaukee Journal Sentinel

People who own properties they don't live in and use exclusively as short-term rentals would need a special-use permit from the city, under a proposal being considered by the City of Milwaukee.

The proposal would amend an ordinance and would affect properties listed on short-term rental websites such as Airbnb or Milwaukee-based Frontdesk.

Requiring a special-use permit would give nearby residents input into how a residential property was being used and provide options when issues arise, said Ald. Bob Bauman, who sponsored the amendment and represents most of downtown.

"The bulk of complaints come from properties that are 100 percent Airbnb," Bauman said.

Bauman did not have an estimate as to how many properties in Milwaukee are used exclusively as short-term rentals.

Properties that are used as residences and sometimes rented out would not be affected.

"When it's your home and you want to rent it out for a week or weekend or rent out a room from time to time, you have a natural incentive to police your tenant because you don't want your house trashed," Bauman said.

Rooming houses, commercial hotels, residential hotels and bed and breakfasts are not considered short-term rental facilities under this amendment.

"Airbnb will work with the city on the amendment and is currently working to determine how it would affect our host community in Milwaukee," a company spokesperson said in a statement.

The ordinance will be taken up by the Common Council's Zoning Code Technical Committee on March 24.

How to Rent Your House: The Definitive Step-by-Step Guide

By Brandon Turner, BiggerPockets.com



Chances are you've heard horror stories from accidental landlords about costly evictions, destroyed rentals, "tenants from hell," and all the reasons why you should not rent out your property. The fact remains that you may still want or need to turn your home into a rental property.

- Perhaps you've tried selling but the investment property market is weak.
- Perhaps you've been temporarily transferred out of the area for work.
- Perhaps you owe more than your house is worth and can't sell it but could cover the mortgage by renting it out.
- Or perhaps you've realized the incredible wealth-building opportunities that a rental property can provide for your financial future.

While the bad stories receive the most press and attention, the fact is, every day millions of landlords are renting out houses to good tenants all over the world. There are ways to minimize the hassles and turn your home into a profitable venture.

Should You Rent Your House Out?

The first thing to consider is: should you rent or sell your home? I'd like to make the case for why renting out your house is the best decision. After all, the benefits of a rental property are numerous. Thus, here are some things to consider: Your primary home, while a necessity in life, is not typically an asset or investment. An asset is something that makes you money, whereas a liability is something that costs you money. By renting out your home, you are able to transform your liability into an asset.

Continued on page 6

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Continued from page 5

By renting your house, you can continue to hold onto your property while the tenant's monthly rent pays down your mortgage. During this time, rental property values (hopefully) will climb and build wealth for your future. You may also begin to experience additional monthly cash flow if you can rent your house out for more than what your monthly expenses are. This should be the goal for all potential landlords.

Renting your house out may also help start your investment career with no additional costs—since you already own the home. This could be the first step in a tried-and-true method for building wealth. Many real estate investors start this way—renting out their homes as they upgrade to bigger or better properties throughout their life. This may also help fund your retirement, as you may end up owning multiple properties “free and clear” by the time you are ready to retire, providing monthly rental income or a lump sum if you sell.

Finally, by renting out your house, you retain the possibility of returning to that home. This is especially helpful if you've been forced to move quickly because of a temporary job relocation.

Finding Rental Tenants

When it comes to attracting tenants to rent your house, marketing is key. You will want to reach as many potential tenants as possible so you have the largest pool to choose from. The following are three easy ways for marketing a property:

- **Newspapers:** Though a quickly fading and expensive marketing technique, your town's local newspaper may be a great way to attract tenants. I recommend NOT putting the address in the newspaper, so people are forced to call (no text or email either) and talk with you first.

Continued on page 7

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Continued from page 6

- **Craigslist:** This is one of the internet's largest resources and easiest places to find tenants. Perhaps the best part? Craigslist is free—unless you are in a few select cities. (Pro tip: Don't list the address here, though. Just give a general vicinity for safety purposes.) You can also place your ad in other online rental submission sites, like Trulia, Zillow, or PadMapper.
- **Yard Signs:** One of the oldest but most successful ways to market your rental is with a simple "For Rent" sign in the yard. The biggest drawback to a sign, however, is instant notification of a vacant house to anyone driving by.

Pre-Screening Rental Tenants

When you receive a call or message from a prospective rental tenant, always pre-screen ahead of time. The easiest way to do this is by setting rental criteria and explaining that criteria over the phone. My criteria prior to a typical rental application process looks like this:

- Applicants' gross monthly income must equal approximately three times or more the monthly rent.
- Applicants must have a favorable credit score.
- Applicants must be employed and able to provide acceptable proof (i.e., pay stubs) of the required monthly income.
- Applicants must have good references concerning rental payment, housekeeping, and property maintenance from all previous landlords.
- Applicants must agree to the total number of occupants allowed (e.g., two per bedroom per state law).

You can read this list over the phone to the prospective rental tenant and ask them if they meet these qualifications. If they don't, don't rent the home to them or waste your time screening them further or booking a showing.

Continued on page 9



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How to attract long-term tenants?

By Holly Welles, *Landlordology.com*, a service of Cozy



Fresh out of college with the intention to move from my hometown to a new city, I was searching for an apartment. And when I finally found the listing of my dreams—okay, a listing I could afford—I first had to make sure the landlord was someone I trusted to respect my living situation as much as I respected their property.

For a young renter, meeting with a new landlord can be intimidating. I was nervous about apartment hunting on my own, but even more nervous about failing to see eye-to-eye with my potential landlord.

Fortunately, from our first meeting, my landlord made it clear that my interests were as important as his business. I live in a small building with my landlord residing on the first floor, which makes a healthy rental relationship crucial. Happily, my landlord has a great attitude that has attracted and kept multiple long-term tenants.

I've renewed my lease since that first year and have every intention of doing so until my living needs change. How did my landlord inspire this, and how can you follow his lead? From moving in to living in harmony, here's how you can inspire long-term rental relationships with tenants.

1. Consider a compromise

The day I signed my lease, the landlord was showing the listing to two other potential tenants. I had lined up a few viewings and was hesitant to jump on signing without finding out my options. Rather than pressure me to grab the listing while I could, my landlord granted me a grace period—he would not lease the space that day without hearing from me first.

I appreciated that this potential landlord was willing to work with me.



His gesture showed me that he valued me as a potential tenant and was understanding of my situation.

If you want to make a good first impression on your tenants, laying the foundation to build a long-term relationship, making even a small gesture can do the trick. A flexible policy can go a long way.

2. Offer a warm welcome

When I moved in, my landlord provided me with a list of his favorite community hotspots and a few restaurant recommendations. His friendliness alleviated all my earlier anxieties about living in a new space, and he established himself as a go-to contact for questions about our neighborhood.

If you want to start off on the right foot, a small welcome gift or some cultivated advice can go a long way. It doesn't have to cost a lot, but a welcome package is a kind gesture that shows you care. Besides free advice, here are some inexpensive items you might want to include:

- Coffee beans
- Baked goods
- Cleaning supplies
- Map of the area
- Coupon or gift card for a local favorite
- Your contact info on a notecard
- Note that if you provide consumables, make sure your tenant is aware of the ingredients.

Continued on page 10

Continued from page 7

Monthly Rent

Your house will generally rent for about the same amount as other rental properties that are similar location, size, and condition. Here are a few resources to help you conduct market research:

- Craigslist
- Zillow
- Trulia
- PadMapper and other online rent services

Also consider:

- Driving around, looking for “For Rent” signs
- Calling property management companies
- Asking other local landlords
- Browsing local newspapers

Security Deposit

A security deposit is a sum of money paid by a tenant to ensure they fulfill the terms of their lease. Remember, though—this is a deposit, not a fee. This money should be held in a separate bank account and returned to the rental tenant when they move out, less any damages that need to be repaired.

Many states restrict the amount you can charge, so make sure to check to find any local limitations. I typically charge the equivalent of the monthly rent for a security deposit, though I may charge more than that if the rental tenant has anything in their background that worries me.

Accepting or Denying a Rental Applicant

To avoid discrimination complaints, always process rental applications on a first-come, first-served basis. Process each rental application until you discover the applicant does not qualify. When you deny a rental applicant, it is important that you clearly document your reasons for why you are denying the renter to avoid discrimination complaints. Always inform the rental tenant with written notice. When you find a rental applicant who meets all your requirements, you can verbally let your future tenant know that they are approved.



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Continued from page 8

Welcoming your tenant opens a line of communication early on, encouraging your tenant to call you in case something happens. A welcome package is a perfect first step.

3. Maintain the “little” things

Neglect can drive a wedge in your rental relationships, particularly if the tenant believes you don't care for their comfort. Landlords should respond to maintenance requests as soon as possible, and this can include more than apartment maintenance.

Parking was an issue during my first week of moving in because I struggled to perfectly maneuver into my tight space. When I mentioned it to my landlord, he guided me into the spot. He even sent me an appreciative text once when he noticed I had parallel parked like a pro. He took time out of his day for this small act, and I felt appreciative.

4. Make the area safe

With today's technology, installing security measures in your complex is simpler than ever.

Browse through the broad selection of modern tech and determine which cameras and locks are most suitable for your building. If you make the adjustments to your property, brief your tenants on new procedures and protocol. You can send out an email or place notes on the doors, but make sure to keep them informed.

My landlord has never compromised in this area. Between a security camera by my parking space and his diligence in maintaining my exterior locks, I feel secure living alone as a young woman. His respect for my security contributes to my decision to renew my lease each year.

Continued on page 11

“Worrying is like a rocking chair, it gives you something to do, but doesn't get you anywhere.”

Continued from page 10

5. Show respect for privacy

I never have to worry about surprise inspections. That’s not a healthy way to approach the landlord-tenant dynamic, not to mention that the practice is illegal in most jurisdictions. Though you own the property, you should show some tact when navigating a renter’s space.

If you’re planning to enter a tenant’s unit for whatever reason other than an emergency, let them know in advance. Schedule a date and time that won’t inconvenience them, and try your best not to break from it. They should feel happy to see you, not horrified at the prospect you might appear at any given moment for an impromptu check.

In this area, like many others, your relationship rests on your ability to communicate. Maintain a regular back-and-forth where you discuss these things. Tenants deserve privacy, so it’s essential you give them their personal space.

Building long-term rental relationships

My concerns about navigating my new rental relationship were swept away by the respect my landlord has shown for both the apartment I leased and my living situation. None of his actions take much time or money, but they add up. Not only am I more likely to continue this long-term rental relationship, but I’m also encouraged to do everything I can to make my landlord’s life easier as well.

Your tenants can share my positivity. Start with a small gesture, and go from there.



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t: 414-702-1989
www.Milwaukee Carpet.net

FORMS / LEASES

WI Legal Blank

Steve Russell/Rick Russell
749 N 37th St
Milwaukee, WI 53208
info@wilegalblank.com
t: (414) 344-5155
www.wilegalblank.com

HARDWARE

Home Depot

Michael Dwyer
2% Cash Back On All Purchases
Michael_dwyer@homedepot.com

INSURANCE

P&C Insurance

Bob Dummer
405 N Calhoun Rd #203
Brookfield, WI 53005
bdummer@pc-insurance.net
t: (262) 784-0990
www.pc-insurance.net

LIGHTING & ENERGY

Energy House LLC

Doug McFee
N52w27222 Elizabeth Dr.
Pewaukee, WI 53072
dmcfee@wi.rr.com

LIGHTING & ENERGY

WE Energies

Missie Muth
231 W Michigan P488
Milwaukee, WI 53290
Missie.Muth@we-energies.com
T: 414-221-3290
www.we-energies.com

PAINT & PAINTING SUPPLIES

Sherwin Williams

10931 W Mitchell St
Milwaukee, WI
swrep6301@sherwin.com
t: (262) 549-9007

REAL ESTATE BROKERAGE

Graig Goldman Group, RE/MAX Lakeside Realty

1200 E Capitol Dr,
Milwaukee, WI 53211
ggoldman@remax.net
t: (414) 788-0449

ROOFING

SJS Roofing & Construction, Inc.

Steven J. Swenson
9825 S. 13th Street
Oak Creek, WI 53154
SteveS@SJS-Construct.com
t: 414-899-7043 (cell)
t: 414-304-5089 (office)
www.SJS-Construct.com

SEWER / PLUMBING & DRAIN CLEANING

ABC Sewer & Drain

Bill Peretz/Tammy Hammond
4359 S Howell Ave #108
Milwaukee, WI 53207
bill@abcsewer.com
t: (414) 744-6060

Mattox Plumbing

Harold Mattox
1634 s 108th st
West Allis, WI 53214
hmattox@mattoxplumbing.com

TITLE & SERVICES

Land Title Services

Jacky Brown
7700 West Bluemound Road
Wauwatosa, WI 53213
jbrown@landtitleservices.net
<https://landtitleservices.net/>

TOWING & RECOVERY SERVICES

Always Towing & Recovery, Inc

3700 W Wells St
Milwaukee, WI 53208
melgagione@icloud.com
t: (414) 933-7666
www.alwaystowingandrecovery.com

WATER HEATERS

Reliable Water Services

2400 S 102nd St, Suite 103
Milwaukee, WI 53227
info@reliablewater247.com
t: (800) 356-1444
www.reliablewater247.com

WINDOWS & DOORS

Milwaukee Windows

Ihsan Atta
PO Box 638
Milwaukee, WI 53201
t: (414) 375-2020



AASEW Business Member Directory



AASEW CLASSIFIEDS

Do you have a property for sale?

Are you looking to buy rental properties?

Do you have equipment to sell, or something you are looking for?

Do you have a job opportunity to offer?

AASEW Classifieds can help!

Bring a quarter page ad to the next meeting and post it on our board or use one of the forms provided at the meeting.

PROPERTY MANAGEMENT

Affordable Rentals

Tim Ballering
Wauwatosa, WI 53212
tim@apartmentsmilwaukee.com
t: (414) 643-5635

Aspen Crossing Apartments

Layne Hurst
9239 N 75th St. #1 Milwaukee, WI 53223
LHurst@wallick.com
614-552-5647
www.wallick.com

Bartsch Management LLC

Brian Bartsch
PO Box 26915
Milwaukee, WI 53226
info@bartschmanagement.com
t: (414) 763-7160

Benefit Realty

Tamara Towns -Pozorski
N1571 County Road H
Palmyra, WI 53156
T: (262-470-2300)
tamara@benefit-realty.com
<https://www.benefit-realty.com/>

Fiduciary Real Estate Development, Inc

Steve Ciesielski
789 N Water St, Ste 200
Milwaukee, WI 53202
sciesielski@fred-inc.com
t: (414) 226-4535

Forest Green Realty & Management

Sarah Auer
Greenfield, WI 53228
sauer@forestgreenrealty.com
t: (414) 425-3134

PROPERTY MANAGEMENT

MPI Property Management, LLC

6700 W. Fairview Ave
Milwaukee, WI 53213
t: (414) 933-2700
www.mpiwi.com

Nimius LLC

Dennis Schramer
815 S. 9th St
Milwaukee, WI 53204
dennis@nimiusllc.com
t: (844) 464-6487
www.nimiusllc.com

Performance Asset Management

Gino Passante
2658 S. Kinnickinnic Ave
Milwaukee, WI 53207
gino@pammke.com
t: (414) 622.1296
www.pammke.com

Porch Light Property Management

info@porchlightproperty.com
t: (414) 678-1088

Prospect Management Company

224 N. 76th Street
Milwaukee, WI 53213
help@pmcwi.com
t: (414) 540-0004
www.pmcwi.com

Real Property Management Greater Milwaukee

Kristin Rehbein
2312 N. Grandview Blvd., Suite 210
Waukesha, WI 53188
T: 262-409-2050
krehbein@rpmgreatermilwaukee.com

Wisconsin Lakefront Property Management LLC

Eileen Robarge
info@windwardcovellc.com
t: (866)542-5851
www.lakefrontpropertyllc.com

**“Isn't it funny how day by day, nothing changes,
But when you look back, everything is different.”**

-- C.S. Lewis

Please note:

All Business Members listed in this directory are current business members in good standing with the AASEW and are offered only as such.



PETRIE PETTIT

250 E Wisconsin Ave, Suite 1000
Milwaukee, WI 53202

Tristan R. Pettit
ATTORNEY AT LAW

414.276.2850 TEL
414.276.0731 FAX
tpettit@petriepettit.com

**“The most important step a man can take. It's not the first one, is it? It's the next one. Always the next step.”
— Brandon Sanderson**



Would you like to submit an article for publication in the AASEW monthly newsletter?

Here are the current submission guidelines:

- Deadline for all submissions is the first of each month.
- The newsletter will be delivered electronically to the membership on the 10th of the month.
- Limited print copies of the newsletter will be available at the General Membership Meeting following its publication.
- We are happy to accept one article per author per newsletter.
- Please keep article to approximately 500 words in length.
- Any edits made to an article (generally for length) will be approved by the contributor before it is published.
- All articles must be properly attributed
- The Editorial Staff reserves the right to select articles that serve the membership, are timely and appropriate.

Upcoming Changes to Zillow Rental Manager Listings in Wisconsin

Information from Zillow.com

Beginning on March 31, listing properties in Wisconsin with Zillow Rental Manager will cost \$9.99 per week while that property is actively listed for rent. Previously, this service was free.

Zillow offers its first listing free until it expires. Each subsequent listing costs \$9.99 per week.

Your first listing expires 30 days after the initial activation of your listing or when you deactivate it. You can prevent your first listing from expiring by reactivating your first listing for an additional 30-day period before it expires. Any activation of your first listing after it expires is considered a separate listing and will require payment.

Only one account is eligible per household for the free first listing offer.

You will not be charged for properties in your account that are not actively listed for rent.

Listings on Zillow are also syndicated to the platforms Trulia and HotPads.

Listings can be paid online with a credit card (Visa, Mastercard, American Express or Discover) or a debit card through Zillow's third-party payment processor. Your card will be charged when you first activate your listing and then again every seven days for as long as the listing is on the market. Zillow will notify you 48 hours before each renewal. Credit cards entered at checkout will be saved as your default payment method for renewals and for future listings.

 **Zillow® Rental Manager**



INCLUDED: 100 plus page manual to help you put what you learn into practice.

Landlord Boot Camp is taught by Attorney Tristan Pettit, who drafts many of the landlord tenant forms for Wisconsin Legal Blank.

Landlord Boot Camp covers everything that you need to know about residential Landlord Tenant law in Wisconsin, as amended in March 2012 by Act 143, in March 2014, in March 2016 with the passage of ACT 176, and again in March 2018 with ACT 317.

This event has SOLD OUT in the past, so please be sure to register your seat for this event.

<https://www.landlordbootcamp2020.com/>

You may also register by calling 414-276-7378.

Landlord Boot Camp 2020

WHEN: Saturday, April 25, 2020

WHERE:

Four Points by Sheraton
5311 S. Howell Avenue
Milwaukee, WI 53207

TIME: Registration opens at 7:10 am. The seminar is from 8:30 am to 5:00 pm with a 30 minute break for lunch. There will be a one hour question and answer session afterwards, ending promptly at 6:00 pm.



Attorney Tristan Pettit has given similar landlord-tenant law seminars to fellow attorneys, landlords, and property manager organizations that charge their members \$400-\$500.

This is your opportunity to learn all of the same information at a huge discount through the AASEW.

Judgments No Longer Included on a Credit Report

Experian.com

Dear Experian,
I am a landlord that has been awarded a small claims judgment in excess of \$5,000. Can this be reported to a credit bureau? If so, how?
- RDT

Dear RDT,

Civil judgments like the one you describe are a debt owed through the court. In the past, the judgment would have become part of your previous tenant's credit report with no action on your part.

However, Experian no longer shows judgment and tax lien information as part of a consumer's credit history.

Bankruptcy is now the only public record information that is collected routinely by the national credit reporting companies, including Experian.

What's Not Included a Credit Report

Similarly, a credit report does not include information about income, banking relationships such as checking or savings accounts, or assets such as certificates of deposit, retirement accounts, stock holdings, or real estate.

There are organizations that may collect some or all of that information, such as debit bureaus that maintain checking account histories, or background checking companies that may collect information from a variety of sources and compile it into a comprehensive report, but they will no longer appear in a credit report.



Eric Swanson
 General Manager

erics@giertsenco.com

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National Apartment Investor Grows Presence in the Badger State

By Annamaria Sanders, CoStar Research

Weidner Apartment Homes has purchased the 222-unit Waldorf Astoria Apartments in Fitchburg, WI. With the acquisition, the Kirkland, Washington-based company owns and operates 13 communities and close to 2,400 apartments in the Badger State.

In late 2019, Weidner acquired the 200-unit Park Apartments and the 164-unit Van Buren Place. The 586-unit, three-property deal was a collaboration between Weidner and Madison-based Cascade Development.

Berkadia served as investment broker for the transactions, and procured financing for the transaction, which totaled more than \$97 million.

"These Madison-area acquisitions are further proof of our commitment to the Wisconsin market, and solidifies our intent to continue to grow our presence in this region," Greg Cerbana, vice president public relations with Weidner, said in a statement.

Waldorf Astoria Apartments at 5123 Central Park Place includes a mix of studio to three-bedroom units ranging from 564 to 1,735 square feet in two, three-story buildings. Completed in 2019, the low-rise property is less than 5 miles from downtown Madison.

Ralph DePasquale, broker with Berkadia, said working with both Weidner and Cascade Development made the transaction happen within record time.

Luke Stauffacher, CEO of Cascade Development, said in a statement that the "properties are some of the best in the area and they all needed a different approach and flexibility to move forward."

As of January 2020, Weidner Apartment Homes owns and self manages a portfolio consisting of 279 multifamily communities representing just over 56,000 apartments throughout 12 states in the U.S., and 4 provinces of Canada, according to its website.



Source: Jim Benton Cartoons

**"Integrity is doing the right thing even when no one is watching."
-- Jim Stovall**

What is a Ring Doorbell and How Does it Work?

By Dawn Anastasi, AASEW Board Member

Ring Inc. is a home security and smart home company owned by Amazon. Its flagship product is the Ring Video Doorbell. The Ring Doorbell is a doorbell with a video camera inside that can transmit real-time video to a PC, smartphone, or tablet. The device can also detect motion and transmit alerts that someone is at the door. The Ring Doorbell allows you to speak to the person at the door over your phone, tablet, or PC, and hear their responses.

More information on what a Ring Doorbell is and what it does can be found at <http://www.ring.com/>.

I recently had a Ring Doorbell installed at my home and thought it would be helpful to share my experience. Overall, the installation of the device was pretty straight forward. At first, I had been concerned about integrating new technology on a 1955 ranch home where the existing doorbell was mechanical, but this did not pose a problem.

A small device got put into the mechanical doorbell on the wall. This device would receive transmissions from the Ring Doorbell mounted outside and would activate the mechanical chime.

The Ring Doorbell was installed outside, similar to a regular doorbell. While the doorbell was being installed, I downloaded the Ring app on my phone and used this to setup the doorbell.

Through the app, I created an account and registered the doorbell's serial number to my account. I tied the doorbell to the house's address and input my name. I instructed the doorbell how to connect to the house's Wifi. The entire process took about 15 minutes from opening the box to having an operational video doorbell.

The app is easy to use, and can show me a live view of the front door through a fishbowl eye lens. The video is in color, and pretty sharp for how small the lens is. I can also use the app to scroll back in time and see snapshots from when the camera detects motion, which is all the way to the street.

Note that if you wish to save videos, you need to be subscribed to a Ring Protect plan, which starts at \$3 per month (or \$30 per year paid annually).

Also included in the app is a community feature where neighbors in your area can share news reports and video of suspicious activity in the area. These comments are anonymous, and are posted as "Neighbor 22" (for example). I also saw someone from the Milwaukee Police Department comment on several of the threads.

The Ring app allows you to give authority to add authorized users to your device by inviting them via email. Authorized users on the app receive notifications for who is at the door, view live video, and video history. However, they are not allowed to make changes to the device settings.

The Ring Doorbell and the app can be seen as a benefit for your tenants, because it gives them the ability to monitor their house while they are away. As a landlord, you could also see the activity at the house. If a tenant leaves, you can revoke their access to the doorbell, and invite a new tenant. The ability to save videos can be helpful as a video can be turned over to law enforcement to aid in catching criminals.

Save \$20 on Your Next Bagster Bag Collection

In December's edition of The Owner, there was an article about the Bagster collection service. Through 3/31/2020, you can save \$20 on your next Bagster Bag Collection by using this coupon code:

100-NEW20





Apartment Association of Southeastern Wisconsin, Inc.

PO Box 4125
Milwaukee WI 53204
(414) 276-7378
<http://www.aasew.org>

Upcoming Events ...

AASEW General Meeting

Monday, March 16, 2020

Crowne Plaza Hotel
10499 W Innovation Dr
Wauwatosa, WI 53226

AASEW General Meeting

Monday, April 20, 2020

Crowne Plaza Hotel
10499 W Innovation Dr
Wauwatosa, WI 53226

Table of Contents:

Page 2 -- President's Corner

Page 3 -- Would you Hire a Task Rabbit?

Page 4 -- Milwaukee Properties that are Used Only as Airbnbs Would Need a Special Permit Under City Proposal

Page 5 -- How to Rent Your House: The Definitive Step-by-Step Guide

Page 8 -- How to attract long-term tenants?

Page 10 -- Advertising Rates for The OWNER

Pages 12-14 -- AASEW Business Member Directory

Page 15 -- Upcoming Changes to Zillow Rental Manager Listings in Wisconsin

Page 16 -- Landlord Boot Camp

Page 17 -- Judgments No Longer Included on a Credit Report

Page 18 -- National Apartment Investor Grows Presence in the Badger State

Page 19 -- What is a Ring Doorbell and How Does it Work?



Landlord Bootcamp
Saturday, April 25, 2020

Register Now!

<https://www.landlordbootcamp2020.com/>