



WEBSITE: reiawaynecounty.org
FACEBOOK: Wayne County REIA of Michigan
Wayde Koehler, President 313-819-0919
Fax: 313-386-7600
MAILING: P.O. Box 5341
Dearborn, Michigan 48128

Volume 34

September 2018

Number 8

MONTHLY MEETING

TUESDAY September 4, 2018

NETWORKING & DINNER

*** Leon's Family Dining ***

23830 Michigan Ave, Dearborn
(313) 563-3713

East of Telegraph on Michigan Ave

6:00 - 7:15Dinner & Networking

7:30Meeting Starts

Wayde Koehler, our fearless leader, will be covering the application process, applications, applicants and tenant selection.

He will also cover some of the legal aspects and how to keep yourself out of trouble.

This will be an interactive discussion. The audience is encouraged to participate on their method of tenant selection.

**For More Info, Check the Website:
www.reiawaynecounty.org**

For Any Questions Please Call:
Wayde Koehler, President 313-819-0919

YOU ARE INVITED TO THE MONTHLY INVESTOR GET-TOGETHER!
Hosted by our Vice President , Bill Beddoes
RED LOBSTER • 13999 Eureka Rd • Southgate
3RD TUESDAY MEETING
September 18, 2018 @ 6:00PM
WHEN: 3rd Tuesday of the month
Join us for a casual evening with like-minded individuals to share your stories, discuss your issues and learn more about our investing community!
FREE ADMITTANCE just make sure you pay for your food. :)
We hope to see many of you there, and feel free to bring a friend or two.
For More Info Call : Bill Beddoes • 734.934.9091

Next Meeting
MONTHLY MEETING
Tuesday September 4, 2018
BOARD OF DIRECTORS
(See Website for location)
Tuesday September 11, 2018
Board Elections! See page 6

Membership Application

New Member () Renewal ()

ANNUAL DUES Family — \$135.00 - (One Address — 2 People)

Single meeting fee for non-members is \$20.00 per person, which will be applied to the annual dues if you join the next month.
(we hope this will encourage people to join)

Fill Out Form and Mail or Fax to: R.E.I.A. • P.O. Box 5341 • Dearborn, Michigan 48128

Make Check Payable to: REIA — Wayde Koehler, President 313-819-0919 • Fax: 313-386-7600

Name _____ Spouse _____

Mailing Address _____

City/State/Zip _____

Phone No.: Home _____ Work _____

How did you hear about us??: _____ Referred by a member?? Their Name _____

Business Name(if applicable) _____

EMAIL ADDRESS _____ Can you volunteer some time, talent or information??

Tell us the companies you use and see if we can advertise for them.

FOR RENEWING MEMBERS: Any questions/comments on how to better our organization??

REMINDER!!

Investor Get-Together

RED LOBSTER • 13999 Eureka Rd • Southgate

SEPTEMBER 18TH

3RD TUESDAY OF THE MONTH

Meeting Starts at 6:00pm

Welcome

New Members & Guests

Barbara & Bruce Swan
Manal & Tesneem Nasser
Doug Wochna
Al Sterling
Tom Kasper
Daniel Shipman
Steve & Mariaking Ehrman
David Hall
Glen Cousino

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Real Estate Investors Association of Wayne County

P.O. BOX 5341 • Dearborn, Michigan 48128

24hr recording (313) 437-2945/Fax: 313-386-7600

WEBSITE: www.reiawaynecounty.org

Facebook — [Wayne County REIA of Michigan](#)

** OFFICERS **

President - - - - - WAYDE KOEHLER(313) 819-0919

Treasurer - - - - - WAYDE KOEHLER(313) 819-0919

Vice President - - - BILL BEDDOES(734) 934-9091

Parliamentarian - - - BILL BEDDOES(734) 934-9091

Secretary - - - - - BOB COUSINO(734) 782-1847

** DIRECTORS **

Jerry Kirschner 248-867-0744 Richard Nagy 734-283-1754

John O'Neill 603-848-8689 Mike Brandau 734-231-0400

Rose Papp 313-383-6592 Dave Moody 734-362-3328

Mike Sloan 313-618-5277

Michael Gunderson 313-506-7869

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Do you have what it takes to be a landlord?

No question about it - not everyone is cut out to be a landlord. Landlording requires a lot of skills and a certain state of mind - some not easily learned or adapted to.

Can you say “That’s Me?” to all the following characteristics of a being a successful landlord?

- **I’m a risk taker.** Real estate investment is a risk. You can make a lot of money—but, you can also lose all the money you invested and then some. Being risk-averse will hold you back.
- **I’m not cash poor.** While some investment strategies enable you to dive into the business without extra cash on hand, owning rental properties isn’t one of them. You may need extra cash for vacancies, evictions, unexpected repairs or unpaid tenant utilities—just to name a few.
- **I’m organized.** While being organized may not be as critical when you own one property but, once you get a few more, being organized is essential. Simply forgetting what you put where can be frustrating. But even more important, not keeping files in order, etc. can lead to violations of lead disclosure laws, fair housing laws, etc. and leave you defenseless in case of a lawsuit. Remembering which unit or what tenant needs what is also important.
- **I’m a detail person.** Great! Because those that aren’t detail people find themselves in a world of hurt when they forget to cross a “t” or dot an
- **I’m not a procrastinator.** Everyone will demand your attention once you’re a landlord—your tenants, the municipality, the neighbors to your property, and (hopefully not) the police. Ignoring tenant complaints, repairs, bills, etc. is a formula for failure. Also, not getting on top of repairs needed to resolve city violations can lead to fines, fees and potential prosecution.
- **I’m a people person and don’t mind confrontation.** If you hate talking to people or hate confrontation—being a landlord is probably not for you. While relationships with most tenants are great there are always the one or two relationships that go cross ways—past due rent, parties, unapproved tenants, trouble with the neighbors, housekeeping issues—things happen that involve a need to communicate. You may also have to deal with not so friendly city inspectors, utility personnel, contractors, or bill collectors—or the parents of your tenants.
- **I don’t take things personally.** Like with just about every business, there are likely to be times where someone will attack your integrity or call you unfair or callous or racist or whatever. If you’re the type of person that lets what other people think or say about you get under your skin, then you might not be ready for property management.
- **I learn from my mistakes.** You know what they say about doing the same thing and expecting different results...need we say more?

continued on page 5

R.E.I.A. Membership Benefits

- Socializing, Networking, Networking & Networking
- Monthly Newsletter & Guest Speakers
- Court-Approved forms available-(courts.michigan.gov/)
- Liaisons with Local and State Government
- Referrals and Education
- Discount card for Sherwin Williams Paint & Office Max
(ask and have your membership card.)



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Jane Scarlett

Director of Housing & Homeless Programs

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Trowbridge Law Firm, P.C.

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Cell (734) 673-8658

jcampeau@mspcpa.com

continued from page 4

• **I embrace life-long learning and change.** The landlording business is always changing and evolving—laws change, tenant's demands change, the neighborhood where your properties are located change. Landlords must be able to stay on top of new laws and be flexible in their approach. If you think you're going to buy rentals and do the same exact thing until you retire or die, you'll be sadly disappointed.

I'm not obstinate or hard-headed. Great! Because if a landlord decides to draw a line in the sand with the city or with the justice system, things can go south quickly—very quickly.

I understand that owning rental property is a business. Some folks just never quite figure out that owning rental property isn't a hobby—but a business. It's important to take being a rental property owner and manager seriously. Rental investments are a business. Rental properties are not an extension of our private residence—even if we're house-hacking. Even if you don't look at it as a business, others will and expect you to act accordingly.

With all that said, not everyone can be all things and none of us are perfect. So, what do you do if you couldn't answer "that's me to a tee" for all the above questions? Partner up with someone that has strengths that you don't have. There are many successful partnerships in the business- often split between spouses. The most important thing is recognizing your weaknesses and getting help with those.

Happy Landlording!

Reprinted from MICHIGAN LANDLORD Submitted by Wayde Koehler, President R.E.I.A. of Wayne County

Real Estate Investors Association of Wayne County

WWW.REIAYNECOUNTY.ORG

Time for . . .

BOARD ELECTIONS

If you would like to be a part of the Board of Directors, we'd love to hear from you - We have a GREAT BOARD, but can always use more opinions and helpful members to give a different perspective on all the important things taking place at the present time!

You must attend September or October Board Meeting to be eligible for the election for November



David Moody
President/CEO

Dave@RealtyPS.com
www.RealtyPS.com

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Office: 734.693.5577

Lead Classes

4/18



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Real Estate Investors Association of Wayne County

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Around Town with Real Estate Investor Groups

(call each group for details)

- **OAKLAND R.E.I.A.**
www.Reiafoakland.com
- **Macomb Property Owners Association**
Cocktails/Dinner 6-6:30 pm • Meeting 7:00 pm -
For More Info Call: 586-977-7372
- **Monroe County Landlord Association**
6:30-7:30 pm Social/Dinner •
7:30 pm Meeting
(734) 457-5758
- **American Landlord Association**
Northwest Activity Center
877-247-3372
- **Real Estate Investors Association of Wayne County** (REIA of Wayne Co)
1st Tuesday of every Month
6:00 pm Networking @ **Leon's • (313) 563-3713**
23830 Michigan Ave, Dearborn
7:15 Announcements • 7:30 pm Meeting
(313) 347-1401 • 24 hr Answering Machine
- **Real Estate Investors Association of Wayne County** (REIA of Wayne Co)
3rd Tuesday of the Month
Red Lobster • 13999 Eureka Rd • Southgate
- **Jackson Area Landlords**
6:30 pm Meeting
517-596-2592
- **Toledo Real Estate Investors**
Sullivan Hall @Gescu Parish
2049 Parkside @Bancroft
6:45 pm Meeting
(419) 283-8427
- **Southeast Michigan Real Estate Investor Association**
39555 Orchard Hill Place
Novi, Michigan
(248) 692-1100



Select
7285 Orchard Lake Rd
West Bloomfield, MI 48322
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Jerry Kirschner
Sales Associate

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4/17



RPI MANAGEMENT INC.
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Joy Pedersen
General Manager

3 Parklane Blvd., Ste. 600 W.
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Ph: 313.846.4401 ext. 106
Fx: 313.846.4402

9/18

LANDLORD TO LANDLORD

HOW TO POST RENTAL LISTINGS/ADS PEOPLE WILL ACTUALLY READ

Dear Colleague,

Did you know it takes less than a minute for prospective tenants to decide whether or not they'd like to learn more about your property?

Yup. It's true. When browsing rental listings online, people spend the first 20 seconds looking at the main image of the house, and within two of those seconds, they make a snap decision about whether or not to continue browsing the listing. Now, we've talked about the importance of fine-tuning your listings before, including writing better headlines and taking great photos, but we've never before been able to tell you exactly how a searcher will scan and evaluate your listing.

But now we can, thanks to researchers at Old Dominion University, who found that 60% of the time spent looking at a listing are on photos. 20% is spent on the headline / property description (how many square feet and the price), and another 20% is spent reading the remarks made about the property ("Great views! Charming price!") — that is, if they read that section at all. A whopping 41% of respondents said they skip over remarks or added comments altogether.

The recent study, which also determined that people examine listings in a "Z" shape (left to right, top to bottom), was conducted by Michael Seiler, founder and director of the institute for Behavioral and Experimental Real Estate at Old Dominion. In addition, it was accepted by the Journal of Real Estate Research.

Clearly, crafting compelling listings is critical to your real estate marketing plan. So how do you get people to stick around after they've flipped through the photos of the property? Here are 3 keys to write real estate ads that capture renters' attention. The pros at Zillow recommend:

- 1. Avoid using all caps in the remarks section or headlines.** It's the virtual equivalent of shouting, and is a turn-off to many would-be renters. Go ahead, try to read this and imagine the person speaking to you is calm and quiet: "GREAT PRICE! WON'T LAST LONG!!!"
- 2. Try to limit the abbreviations and "real estate" speak.** Searchers will probably glaze right over something like, "3br/2b, 1800SF, H/HW," but may be more inclined to click on something like, "3 bed/2 bath in Brookline, \$3,000/month."
- 3. Keep it short!** As noted, people may skip over the listing remarks altogether, so there's no need to get overly fancy with them. Use a bulleted list to highlight the best features of the property, and limit the flowery language, (especially if it is somewhat vague to most readers). For example: "3 pristine and quaint bedrooms with windows to let in the morning sun," isn't as effective as saying, "3 bedrooms with big windows."

(Editor's note: Adding key adjectives that appeal to your target market however may be helpful.)

Katrina Langer, allthingspropertymanagement.com

Reprinted from Mr. Landlord and Submitted by Wayde Koehler, President REIA of Wayne County

Timothy Kingsbury
Associate Broker
MI License #6502134512

4/18



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9/16

Stephen M. Guerra
Attorney and Counselor at Law

30140 Orchard Lake Road · Farmington Hills · MI 48334
Tel: 248 254 7600 Fax: 248 671 0100

steve@makowerabbate.com Direct Dial: 248 254 7603

— MEETING AGENDA —

Leon's Family Dining

23830 Michigan Ave, Dearborn

East of Telegraph on Michigan Ave

6:00 - 7:15 ... Dinner and Networking

7:30 - Meeting — (\$20.⁰⁰FOR GUESTS)

January Location on Map w/Address & Above

NEW Member Application

Please fill out our form
when you come to the
meeting. We need your
email address so we can
send you the newsletter
& alerts and updates!!

RECENT SPEAKERS

- June 2018** Annual Picnic
- May 2018** Rob Baumgardner - Lift and Level of Howell, Michigan.
- April 2018** Eric Gunderson - IntroToPoints - (313) 655-5266
- March 2018** Home Depot - David Kahmuza - Mid-West Regional Rep.- (248) 826-8907
- February 2018** Open Forum with President, Wayde Koehler
- Jan 2018** Jeff Campeau is a partner with the accounting firm Mellen, Smith & Pivoz, PLC in Bingham Farms, Michigan.
- Feb 2017** Cara Middleton, Freshwater Vacation Rentals
- March 2017** JOEDY PATRICK Midwest Executive Vice President
- April 2017** Michael Jeffreys
- May 2017** Loren Romain, a certified EPA lead paint instructor,
- June 2017** Picnic
- July** Summer Break
- August 2017** “Everything You Always Wanted to Know About Rentals, but Were Afraid to Ask”
- September 2017** Ask the Experts Forum
- October 2017** Open Forum
- November 2017** Michigan Geriatric Care Management Services
- Michael L. Flannery, 34589 Summers • Livonia, Mi 48154
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Real Estate Agents Association of Wayne County



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(313) 962-0581 fx

- John Payne
(313) 562-5700

- Gary Segatti
(248) 808-2711

- RealChek, Thomas Moorhead
(800) 955-2435
(CHEK)

- Michael A. Gunderson, JD
(313) 259-6900 x113

OUR WEBSITE!!!

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Wayne County REIA of Michigan
LOOK FOR US ON FACEBOOK!

GOOD ADVICE ABOUT BAD TREES - by BreAnn Stephenson

“That tree is going to collapse any day now,” I told my husband last fall. “We really need to get Gary out here, so we can cut it down.”

It took a few weeks of let’s call it focused cajoling to get the wheels of maintenance turning.

I don’t like nagging my better half, but I hear about so many tree-related insurance claims through my work as a loss-prevention specialist. Fallen tree, tree fell on car, tree fell on house, tree fell on neighbors house, tree fell on two neighbors’ houses. I feel like I’ve seen trees commit every type of mayhem short of robbing a bank.

And tree damage is not cheap. I’ve encountered claims ranging from \$13,000 at the low end to around \$87,000.

When our landlord sized up the tree, he saw what I did. Its bark was flaking off- a sure sign of poor health. There were also some big, ugly branches that were itching to crash into our roof or nearby power lines. Gary and his guys cut down the offending tree as soon as their schedule allowed. (At 7 a.m. the day after Thanksgiving - you can’t win ‘em all.)

Now, every night when I park in our driveway, I breathe a lot easier knowing that we don’t have that particular worry literally looming over us anymore. Peace of mind has a price tag that reads “invaluable.”

Signs your tree is headed for trouble

- 1. Its leaves don’t come back in the spring. Or they begin to fall before autumn arrives.**
This could be a sign of disease or lack of moisture.
- 2. You notice cracked stems or branch forks**
Tight, V-shaped forks are more prone to failure than open U-shaped ones.
- 3. The tree’s bark is peeling, or gaping wounds appear in the trunk.**
Both are indicators of structural weakness.
- 4. Dead or partially attached limbs are hung up in the higher branches.**
When they fall, they could hurt someone or damage property.
- 5. You see heaving soil at the tree base—a potential signal of an unsound root system**
- 6. Mushrooms are growing from the bark.**
This is a warning sign of a decayed or weakened stem.

Who ya gonna call?

If you notice any signs of trouble with your trees, be sure to consult a professional, especially one that’s been certified by either the International Society of Arboriculture or the Tree Care Industry Association. Both organizations have accreditation programs, adhere to a code of ethics and require prior experience in the field of arboriculture.

Be sure that any professional you hire has the appropriate liability insurance in place. You could be opening yourself to a large exposure of unnecessary risk that could cost you thousands or even tens of thousands if your contractors do not have coverage for their workmanship or injuries to their workers. Tree trimming can be very dangerous, so call someone who is experienced and properly protected.

To find an arborist in your area, call TCIA at 1-800-733-2622 or run a ZIP code search on treecaretips.org. ISA-certified arborists can be found through a search tool at isa-arbor.com.

BreAnn Stephenson is the assistant vice president of Affinity Loss Prevention Services. breunri@affinityLPS.com

Reprinted from Communityinvestor.com Submitted by Wayde Koehler, President R.E.I.A. of Wayne County

FREE ADVERTISING

The Commercial Segment is just before the regular meeting, at 7:15 P.M.

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11/18



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SPEAKERS COMMITTEE

Jerry Kirschner 248-867-0744

*If you have any suggestions for speakers,
drop us a line at: www.reiawaynecounty.org
or email him at: gkirsch888@aol.com*

HOPE YOU CHECKED OUT OUR LIBRARY!

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our meeting or reserve a book

7:00 pm - 7:30 pm

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Real Estate Investors Association of Wayne County

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WEB SITE CORNER

This new column of useful website addresses is a new addition to our newsletter format. If you wish to have a website featured in this column please email reianews@aol.com

- www.reiaofOakland.com REIA of Oakland.
- www.nationalreia.com National Headquarters
- www.irs.gov IRS Website
- www.bendover.com Govt. Red Tape Help
- www.taxsites.com Tax and Accounting
- www.unclefed.com Online Tax Resource
- www.courts.michigan.gov/ Michigan Courts
- <http://www.michigan.gov/taxtrib> . Tax Appeals
- <http://www.ask-the-rehabber.com>

State Criminal Records:

- www.state.mi.us/mdoc/asp/otis2.html..... Offender Tracking System (OTIS)
- <http://apps.michigan.gov/ichat/home.aspx> Criminal History Check (ICHAT)
- <http://www.oakgov.com/crtsOO04/main> Oakland County District Court Case Search
- www.mipsor.state.mi.us/..... Michigan Sex Offender: (PSOR)

Are You Looking For Houses To Buy???

- www.realtor.com
- www.buyowner.com
- www.fsbo.com
- www.hud.org
- www.historicproperties.com

Are you looking for comps?

- www.homeradar.com
- www.realestate.yahoo.com/realestate/homevalues

Need to find someone?

- www.555-1212.com
- www.anysho.com

Lead Base Paint Pamphlets?

- www.hud.gov.lead

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Need to E-mail any questions or articles or anything for us?? Our web address is

ApPrint1@aol.com

Send us your email for meeting reminders and to get your newsletter sent to you. Or fax your email address to us at 313-386-7600 or reiaawaynecounty.org or



24hr recording (313) 437-2945

BOARD MEMBERS INFORMATION		
NAME	PHONE	EMAIL
. Wayde Koehler313.819.0919housemgt@comcast.net
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