



## Empire Impact



*Awards for Excellence*

Winner of Distinction  
2015



### Empire Partners Up With Camp Hope to Help Our Veterans

Our employees kept asking us “**How are we giving back?**” Empire had donated money to some causes last year and even had an Empire day at Habitat for Humanity. We took it a step further in 2016 and have decided to create a continued partnership with Camp Hope.

Camp Hope is a self-funded non-profit organization (no government help) that helps veterans struggling with PTSD or Post-Traumatic Stress Disorder. We were touched when we heard two young veterans in the early 20's speak of how they were battling suicide thoughts and how they would not be here today if it weren't for Camp Hope.

Empire has donated money to Camp Hope and we hope that our residents and owners get behind this incredible worthy cause. Every dollar donated goes to the support of a military family. There are no administrative expenses taken from the donation.

For more on Camp Hope please go to <http://www.ptsdUSA.org> or go to our website and click on "About Us" and Select "Our Charities".

Some of the team went to Camp Hope for the unveiling of their new living space for some of the veterans.



## Empire Industries Has Just Created the **EASY** Button for Prospective Tenants to Lease Your Property!

### ShowMojo

The #1 complaint from prospective tenants is the time it takes for a realtor to get back with them. It is well known in the realty industry that if you do not contact a resident within 15 minutes your chances of doing business with that prospect goes down over 80%. Prospects want immediate satisfaction and Empire has given them exactly what they wanted and MORE!!!

Our **New Online Showings System** allows prospective tenants to schedule a showing anytime right from their smart phone. The prospect will answer pre-qualifying questions and then can schedule a showing during any available time.

Our robust system sends reminder text messages and emails to the prospect leading up to the scheduled showing. If the property gets rented prior to the showing our system sends the prospect other homes that we manage in their area and price range giving them a better renting experience.

Our new system went live on January 11, 2015 and within an hour already had our first online showing!

We have hired a professional call center that deals specifically with tenants looking for rental properties that will now answer phones from 8 a.m. - 8 p.m. Monday through Friday and 8 a.m. - 6 p.m. Saturday and Sunday. This way, if a prospect wants to speak to a live person instead of scheduling a showing online, we can guarantee the phone will get answered within 3 rings! Expected Go-Live date for the call center is Feb 12, 2016.

Even though Empire is the leader in getting properties leased on average 20-25 days faster than the industry average, along with our award winning 20 point Tenant Selection Process which has afforded us a 1% eviction rate, we now fully expect your homes to get leased even quicker with our new systems in place.

We are really excited to bring this to our clients in 2016.

Not only will your properties get leased quicker which will put money in your pocket sooner, but there is **NO COST** to our clients for these additional services!

**As our client and partner we strongly believe that your success is our success and this is a Home-Run!!!!**

## Schedule Your Property Manager

Empire continues to utilize technology to innovate the property management industry. In keeping up with our vision of being the highest customer service rated property management company in Houston, Empire has rolled out their online scheduling software.

Now owners and residents alike can simply click on the scheduling link in the property managers email signature to schedule a call with their property manager. This allows our property managers to research any challenge you are having and have an answer for you at the time of the call. By scheduling phone calls our property managers become much more efficient. Our customers never have issues with the property manager "getting back to them" or feel there is a "lack of communication" as all calls will be scheduled.

Our scheduling system is scheduled to Go-Live February 15, 2016.

### Pete Neubig Asked to be Panelist at NARPM Texas Conference

Austin, TX – Pete Neubig, co-founder of Empire Industries, was a panelist for Non-Resident Tax Advisers CPA firm on their presentation entitled – Managing Properties for Foreign Owners. Pete discussed the compliance challenges that a property management company has, as well as the challenges that the foreign investor has when investing in the U.S. If you are a foreign owner and have not contacted nonresident tax advisers for a free compliance check please call Chris Piccuro at **586.630.3042**.



## New Client Referral Program

Empire Industries knows we would not be growing at the rate we are without the generous clients we manage for. To thank our existing clients, Empire Industries Property Management has created a very exciting referral program that rewards our clients by saving them money.

Any existing client that refers a new client to Empire Industries Property Management where we obtain a new management agreement to manage that referrals property, the referring client will receive:

**\$50 Gift Card**

Contact Empire Industries Property Management for more details @ 888-866-6727

## The Eviction Process in Houston

<http://blog.empireindustriesllc.com/how-the->

[eviction-process-works-in-houston-by-empire-industries/](http://blog.empireindustriesllc.com/how-the-eviction-process-works-in-houston-by-empire-industries/)

## New Legislative Changes

Pete Neubig attended the NARPM Texas Style conference and the Texas Association of Realtors conference in February in Austin. Because Pete is on the TAR property management committee he is privy to information before other realtors and property managers. There were a few changes. Here are a couple that will affect our property owners:

### **House Bill 2489 - HOA's & Leasing**

Any property subject to a mandatory HOA is no longer required to send the lease application or credit report for a potential lease holder. The HOA can still ask for a copy of the lease but any personal data can be blacked out. This change does NOT apply to condo associations.

HOA's can still decide if they allow properties in their association to be leased or not.

BE CAREFUL WHEN BUYING A HOME. Make sure the HOA allows for the home to be rented out!

### **Senate Bill 267 – Source of Income**

As investors we are glad this one passed. The proposed bill was that a landlord could not use source of income to discriminate. Basically this would have meant you HAD to take a section 8 tenant. I am happy to say that this bill was NOT passed. The exception is you CANNOT deny military veterans accepting military

assistance.

### **TAR Lease Form Changes**

The lease has changed regarding the cost of rekeying a property. The cost to rekey a property when a resident is evicted or breaks the lease can now be charged back to the resident. You still cannot charge a resident who is on the old lease. These changes are for new leases moving forward. Empire has already implemented the new lease and it will be used for all leases moving forward and for all lease renewals.

## **EMPIRE LEASING CALL CENTER IS NOW OPEN FOR BUSINESS**

On February 11th Empire Industries Leasing Call Center went live. Now prospective residents can reach a live person Monday – Friday from 8:00 a.m. – 8:00 p.m. and from 9:00 a.m. – 5:00 p.m. Saturday and Sunday. The leasing call center is NOT an answering service. Our call center operators pre-qualify the resident, can answer any questions about your property and schedule a showing. The #1 complaint from prospects is that they cannot get in touch with anyone. Our call center guarantees 97% of all calls will be answered. The chances of Empire missing a prospect for one of our rentals is minimal.

## **Property Managers Receive Pre-Service Diagnostic Certifications**

In an order to save both our property owners and our residents' money, Empire property managers took a field trip to one of our properties and were taught basic trouble shooting skills by our lead maintenance technician, Pedro Diazgranados and one of our premier partners, Elite Comfort owner Chris Avirett.

There are times when maintenance is dispatched to a call and the solution is simply resetting a breaker, a GFCI or the garbage disposal. The resident gets charged their maintenance deductible fee when the issue could have been resolved over the phone. Other times water needs to be shut off to prevent further damage to the home. This could be completed by walking the resident through this over the phone instead of having to create an emergency work order for a plumber to go out and shut water. The time it takes for someone to get to the property can result in damage and more cost for the owner.

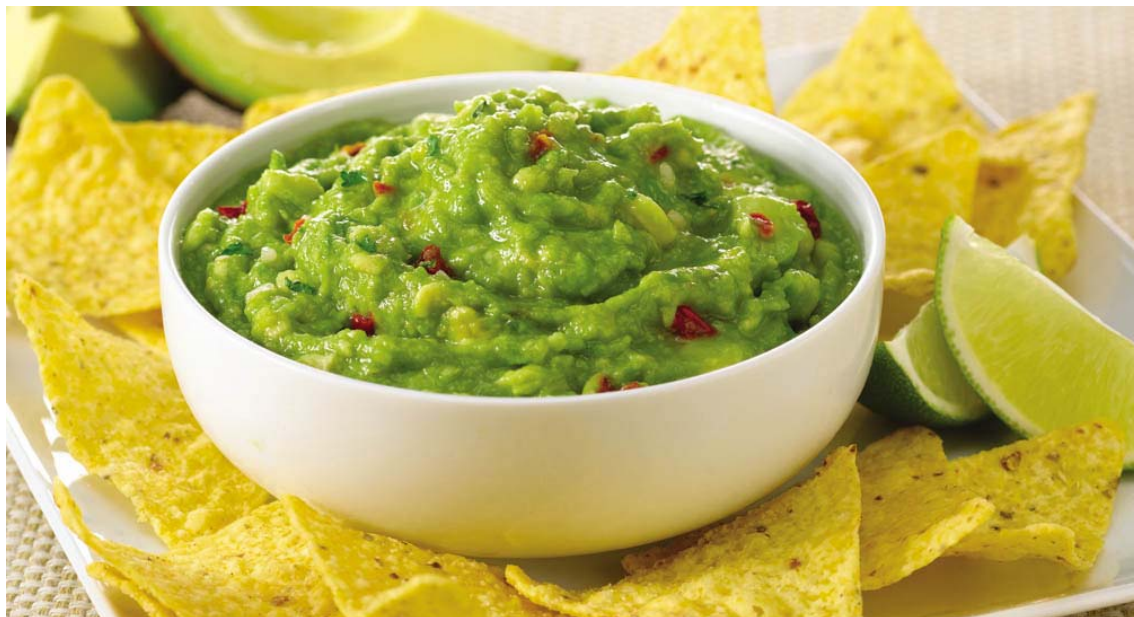
By having our property managers certified on diagnosing common issues will result in cost savings for both our residents and our owners!





Pictured - Kelly, Rachel, Carla, Mackenzie and Paige

## Lisa's Kitchen - Guacamole



### **Creamy Guacamole**

#### **Ingredients:**

- 3 Avocados - peeled, pitted and mashed
- 1 Lime Juiced
- 1 Teaspoon Salt
- 1/2 Cup Diced Onion
- 3 Tablespoons Chopped Fresh Cilantro

- 2 Roma Tomatoes Diced
- 1 Teaspoon Minced Garlic
- 1 Pinch Ground Cayenne Pepper (optional)

**Directions:**

In a medium bowl, mash together the avocados, lime juice, and salt. Mix in onion, cilantro, tomatoes, and garlic. Stir in cayenne pepper. Refrigerate 1 hour for best flavor, or serve immediately.

## Employee Spotlight

**Brian has 8 years experience in building maintenance. He believes in great customer service and a great customer experience, along with fast and friendly service.**



*Brian Graves*

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