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Coldwell Banker agents improve their expertise in leasing



Mark H. Kreditor (left) and Debbie Watson hosted a one-day seminar entitled "Pitfalls and Opportunities in Texas Residential Leasing" for agents in Coldwell Banker Paula Stringer Realtors' leasing division.

For many consumers today, purchasing a home isn't currently possible. Unfortunately, these consumers often feel as if their options are limited. As a result, most will stay in a home or an apartment their family has outgrown.

For those attempting to rent a house, the risks can be high: quality of landlords varies dramatically, costs can soar if a lease leaves the tenant responsible for an inordinate amount of the maintenance costs and there are few professional standards for private landlords to follow.

That's why Coldwell Banker Paula Stringer Realtors has for many years maintained a separate division that specializes in residential leasing.

"Because of our large relocation division, we have always felt a need to maintain a reliable leasing division," says Susan Dunn Arnold, president and CEO of Coldwell Banker Paula Stringer Realtors. Many relocating individuals and families need to lease property while they're getting settled in their new job

and finding a new home.

"The whole goal is to give the consumer a professional management structure that they can depend on," Ms. Arnold continues. "In addition, homeowners have an advocate they can rely on when they have a bad tenant."

This commitment to residential leasing has led to an ongoing training program for the Coldwell Banker Paula Stringer agents who work in the department.

Recently, these agents completed a one-day seminar entitled "Pitfalls and Opportunities in Texas Residential Leasing."

The seminar was taught by Mark H. Kreditor, MPM, president of Get There First Realty, a local real estate company specializing in the management and leasing of residential rental properties. Mr. Kreditor is a well-respected speaker on real estate topics, and is national vice president of the National Association of Residential Property Managers (NARPM).

In addition, Mr. Kreditor's "Marketing Tips" column is published each month in

the NARPM publication, "The Residential Resource."

Mr. Kreditor also teaches a course in residential real estate investment as part of SMU's continuing education program.

Mr. Kreditor believes it is important that a professional approach to residential leasing change the way renters view their landlords in years to come.

"For example, the hottest ticket on Broadway is a show called 'Rent,' says Mr. Kreditor. "Of course, the landlord is the bad guy in the show. It's often the same in the media's depiction of property management, so ethical managers with high professional standards have a long way to go in overcoming these images."

Coldwell Banker Paula Stringer Realtors is committed to changing the public's view of residential leasing, says Ms. Arnold.

"We work hard to make sure our associates understand all of the challenges this market presents and that they work according to the highest professional standards. That's why we made bringing Mark in for this seminar a priority."