



Latest Tech: QR Codes



Larry D. Smyth
Owner/Broker

Our Spring rental season is well under way. This year the competition to fill rentals is very strong. To give our rentals the edge on the market, we have taken several steps to attract more tenants.

First we attended and had a big presence at the Cal Poly Housing Fair. Next we came out early with our 2011-2012 rental list. Finally we have increased the technology side of our marketing by adding an e-mail and twitter account

where tenants can sign up for instant updates when we post new rentals, and we have added a new twist with QR Codes. So what the heck is a QR Code? Well you are looking at one right at the top of the page. This funny looking box is basically a bar code on Steroids. Now potential renters can use their smart phone to scan the QR Code and go right to our rental list.

We are placing QR Codes in our print advertising and on our signs. Now renters can just scan the QR Code, go directly to the rental list instead of having to wait until they get to a computer or have to enter a web address on their phone. In today's world all businesses

have to give the consumers what they want. In our case, our customers want instant information on rentals so we try to provide it. So pull out you smart phone and give it a try. We are constantly adding more technology to give your rentals the best competitive edge we can. Look for more in the future with the addition of our new Face Book Page, a new mobile web site for mobile devices, and a new property search on our www.farrellsmyth.com web site. Check our weekly market updates, our web site and our BLOG for details. We want to keep you informed.

-Larry Smyth



A Message From Our Director



Anthony Flatos
Property Director

Spring has arrived and summer looms just ahead. Plans are already in motion for summer maintenance and turnover. Please address the following concerns if you have not already done so.

Owner's must carry liability, content, and fire insurance policies on any tenant property, house, condo or apartment. We have had two fires in San Luis Obispo this past winter,

both in condos and where owners were not insured for the above. The results, one homeowners association took responsibility for the fire and all of the repairs, lucky, the other, a loss of life and major damage not covered by the association on the owner. The smoke detectors were operational in one but no CO detectors were in either. Such loss could be catastrophic! Please check with your insurance agent immediately to evaluate your coverage or to seek a new policy.

We will be installing CO detectors in all units this spring to meet the July 12, 2011 dead-

line for all rental properties

Please advise Malissa or myself should you have any deferred maintenance projects to be completed. We must address those prior to or after the summer turnover due to our 2 week commitment to turn over all vacating units. In addition, due to the new EPA laws regarding structures built prior to 1978, painting and repair of walls will reflect higher costs due to the new protocol from EPA.

Should you have questions about any of the above information, please don't hesitate to call myself or Malissa.

-Tony Flatos

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Noelani Guy
Senior Bookkeeper

Bookkeeping Update

Here we are, entering another beautiful spring season. What does this mean? Your right it is that time again, when our summer/fall rental list is out.

As you may know we have started re-rent/renewal process. Some of you may have even noticed a larger balance;

this is a result of collection of new security deposits. Also those of you that have new contracts for the upcoming year, there may be a lapse in rental income, don't forget this is between the old contract expiring and the new beginning. As always we look forward to providing you with quality service you have

come to enjoy.

With this being said, those of you not using our electronic banking service and would like to start, please feel free to contact me for more information.

- Noelani Guy

Homeowners' Association Update

Taxes have been filed to meet the deadline of 3/15/11.

As we Spring forward into the warmer weather, Associations will be focusing on the larger projects such as roofing, painting and sealing their parking lots. In addition, reserve studies will also be performed to incorporate all projects and expenses to forecast 2012.

When living in an HOA, it's important to understand that the insurance the Association carries typically only covers the exterior of the unit and the buildings common area. Generally,

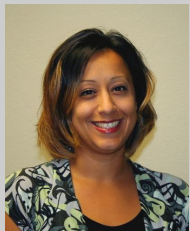
anything inside your unit is an owner's responsibility. You can always refer to your CC&R's for clarification. Having adequate coverage will not only protect your asset but give you peace of mind. Make sure to check with your insurance agent.

Board members should strive at all times to serve the best interests of the Association as a whole regardless of their personal interests. You can do this by visiting www.caionline.org and access the Education for Board Members page.

All this information will increase your confidence as an active Board member in addition to making your Association more valuable to all owners and to the real estate market. HOA's are similar to a small business. Owners that are pro-active and focused on making a positive impact will have a productive HOA.

As always, minutes, agendas and meeting dates are on our website.

-Sonia Lopez



Sonia Lopez
HOA Bookkeeper & Coordinator

Summer/Fall Rental List

The summer/fall rental list came out on March 7th and what a list it was! With almost 150 properties on the rental list, we have been busy renting units out left and right!

Once everything is finalized for each unit, we will be sending out

letters/emails notifying owners whether or not the current tenants renewed, if we have rented out the unit for next year, or if the unit will remain on our rental list for a little longer.

Visit our website at www.farrellsmth.com to view

the status of your rental. It does get updated daily and we will notify you once it does get rented via letter or email. We will keep you posted all throughout the summer the status of your rental unit.

-Kersten Reid



Kersten Reid
Marketing Coordinator/P.R.

Maintenance Reminders

I just wanted to remind everyone that we've begun installing carbon monoxide detectors, as required by Senate Bill 183-Carbon Monoxide Poisoning Prevention Act. We're installing digital models because they offer our tenant's the ability of being able to determine the degree of hazard if the alarm

sounds. They can also help emergency responders in evaluating past levels or on going exposure if the situation calls for it. We've had many appreciative comments from tenants in the units where we've already installed the alarms.

Also, summer move-out season is fast approaching. Any projects

that you might be interested in having done to your unit should be submitted to us now so that we can schedule them out either prior to summer or after. Please don't hesitate to contact me if you have any ideas or questions regarding your rental, I am always happy to help!

-Malissa Corbett



Malissa Corbett
Maintenance Coordinator