

| JOB GROWTH ¹ | Area New Jobs | | 1 Mo | 6 Mo | 12 Mo |
|------------------------------|---|--------|---|-----------|-----------|
| | Estimate | | End 12/09 | End 12/09 | End 12/09 |
| | Dallas/Plano/Irving | | 5,700 | 7,100 | (42,100) |
| | Fort Worth/Arlington | | 1,400 | 16,700 | (8,000) |
| | | | 7,100 | 23,800 | (50,100) |
| INTEREST RATES ² | Rates | | 1/14/2010 | Yr. Ago | |
| | 10 Year Treasury | | | 3.76% | 2.24% |
| | 11th District COFI | | | 2.09% | 3.16% |
| | 1 Mo. LIBOR | | | 0.23% | 0.33% |
| | Spreads over the above indexes have been increasing as rates have decreased. Best all in rates for the best properties are just below 6%. | | | | |
| SUPPLY/DEMAND ³ | Units Added/Absorbed | | 6 Mo | 12 Mo | 24 Mo |
| | | | End 1/10 | End 1/10 | End 1/10 |
| | Dallas County | | | | |
| | Added | | 2,585 | 6,685 | 11,127 |
| | Absorbed | | (1,414) | 160 | (392) |
| | Tarrant County | | | | |
| | Added | | 611 | 4,082 | 7,600 |
| | Absorbed | | (1,177) | 2,037 | 3,006 |
| OCCUPANCY RATES ³ | Dallas County | | 1/10 | 6 Mo Ago | 12 Mo Ago |
| | 2000's | | 84% | 83% | 85% |
| | 1990's | | 91% | 93% | 92% |
| | 1980's | | 87% | 88% | 89% |
| | 1970's or Older | | 86% | 88% | 88% |
| | Tarrant County | | | | |
| | 2000's | | 85% | 85% | 84% |
| | 1990's | | 92% | 93% | 92% |
| | 1980's | | 88% | 89% | 89% |
| | 1970's or Older | | 81% | 82% | 83% |
| RENTAL RATES ³ | Dallas County | | 1/10 | 6 Mo Ago | 12 Mo Ago |
| | 2000's | | \$1,200 | \$1,203 | \$1,175 |
| | 1990's | | \$1,005 | \$1,023 | \$1,069 |
| | 1980's | | \$649 | \$665 | \$671 |
| | 1970's or Older | | \$664 | \$675 | \$676 |
| | Tarrant County | | | | |
| | 2000's | | \$945 | \$971 | \$959 |
| | 1990's | | \$897 | \$900 | \$909 |
| | 1980's | | \$624 | \$638 | \$638 |
| | 1970's or Older | | \$597 | \$604 | \$605 |
| HISTORICAL JOB GROWTH | Average year change of the combined DFW MSA's | | 1 Texas Workforce Commission | | |
| | 2004 | 32,800 | 2 Banxquote.com | | |
| | 2005 | 68,300 | 3 ALNsys.com - Rental rates are before any concessions. | | |
| | 2006 | 91,600 | Approx. 25% of 70's or older are all bills paid. | | |
| | 2007 | 82,200 | | | |
| | 2008 | 46,000 | | | |

Information obtained from sources deemed reliable, but not guaranteed.

Six Tips for Communication

Clarity with Residents

By: Heather Blume, Behind the Leasing Desk

- Write in a voice that is appropriate for the audience you're speaking to.** If you are writing a notice about kids, write it so that even a child could understand. If your demographic is made up of highly educated working professionals, then it is okay to use "aquatics center." If not, stick with "the pool".
- Never underestimate the importance of proofreading.** No one takes a notice seriously that is littered with spelling, grammatical or factual errors. Do not write, "The BBQ will be on Wednesday, July 16," if July 16 is a Thursday.
- Eliminate "Dear Resident" and "From the Management" from your vocabulary.** Connect with residents by learning their names. Likewise, don't refer to yourself in the connotative and somewhat intimidating term of "The Management."
- If you know you're not a writer, then don't pretend it's one of your strengths.** If you are a manager, but your written communication skills are lacking, then don't hesitate to delegate.
- Send out the proactive notice, not the reactive one.** If you think something is going to become a problem in the near future, or there is a policy change that is looming, get the word out. It's always better to be able to write, "With days getting longer, more kids will be outside playing in the evening. We want to remind you to obey the community's speed limit.." rather than, "We have had a tragic accident this week and will now be enforcing the speed limit in the community..."
- Push the positive.** When enforcing the rules, try to do so with a smile and a pleasant tone. The last thing people want to see from their community manager is something that is (a) written angrily; (b) treats them like a child; or (c) always negative.

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