

JOB GROWTH <sup>1</sup>	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 <sup>2</sup>	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 <sup>3</sup>	Units Added/Absorbed		6 Mo	12 Mo	24 Mo
			End 1/10	End 1/10	End 1/10
	<b>Dallas County</b>				
	Added		2,585	6,685	11,127
	Absorbed		(1,414)	160	(392)
	<b>Tarrant County</b>				
	Added		611	4,082	7,600
	Absorbed		(1,177)	2,037	3,006
OCCUPANCY RATES <sup>3</sup>	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%
	<b>Tarrant County</b>				
	2000's		85%	85%	84%
	1990's		92%	93%	92%
	1980's		88%	89%	89%
	1970's or Older		81%	82%	83%
RENTAL RATES <sup>3</sup>	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
	<b>Tarrant County</b>				
	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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