

Five Good Reasons to Make Your Properties Non-Smoking

Reason #1: The Market is there for you

In the summer of 2006, a survey* of Portland-area renters was conducted about secondhand smoke:

- 3 out of 4 renters agree that "*other things being equal,*" they would choose a non-smoking building
- 52% would even pay extra to live in a non-smoking building
- 9 out of 10 renters never (or rarely) permit smoking in their units
- Only 19% of renters are daily smokers—a third of these do not smoke inside their units
- 3 out of 4 say it's okay for landlords to prohibit smoking inside rental units to keep secondhand smoke from drifting into other units

Reason #2: Reduce cleaning and maintenance costs

Yellow walls. Burn holes. The smell! If you have ever cleaned up after a heavy smoker, you know how time-consuming and costly it is. Going smokefree will save you money on cleaning, painting, maintenance, and repairs.

Reason #3: Protect your property from fires

Smoking is a major cause of residential fires, responsible for an estimated \$27.7 million in property damage in Oregon from 2001-05 (Oregon State Fire Marshal). Smokefree properties may even be eligible for insurance policy discounts—ask your broker.

Reason #4: It is perfectly legal to prohibit smoking

Prohibiting smoking is NOT discrimination. Whether looking at the Constitution, Oregon laws, the Americans with Disabilities Act, the Fair Housing Amendments Act, the Civil Rights Act, the Housing and Community Development Act, or any other federal, state, or local laws... *there is no right to smoke!*

Reason #5: Avoid liability

Secondhand smoke can seriously damage tenants' health. There have been several successful lawsuits by tenants whose landlords did not protect them from secondhand smoke. Going smokefree will help you avoid liability by keeping your property safe & healthy.

"By being an early implementer of smoke-free policies, a property management company could earn a reputation in the market for doing a better job of recognizing and offering the amenities that tenants want, while at the same time ensuring higher retained earnings as a result of lower maintenance and related costs."

Campbell DeLong Resources, 2006, "Smoke-free Rental Housing in the Portland Metropolitan Area" see the report at www.smokefreeoregon.com/housing

Portland-Vancouver Metro Area Smokefree Housing Project - 3/07
www.smokefreeoregon.com/housing

