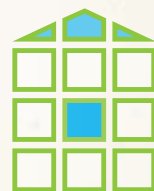


FACT: Changing to a smoke-free housing policy will reduce damage to your bottom line.



gosmokefree

Get more value out of your investment.

Go smoke-free and see reduced maintenance costs and enhanced property value retention.

You know that smell. It lingers on the walls, in the carpets and throughout the ventilation system. Secondhand smoke makes units harder and more expensive to clean—taking money and time that your business cannot afford to lose.

Smoke-free is easier to live with in more ways than one.

Realtors already know that smoke-free housing is easier to move. More importantly, smoke-free housing policy is easier to set up than you might think.

Download your FREE Landlord Toolkit.

Visit **SmokeFreeHousingNY.org** or call us for a free copy.

Our coalition can also provide policy support and free signs to landlords interested in going smoke-free.

(631) 265-3848

Nassau: [ext.11](#) Suffolk: [ext.15](#)

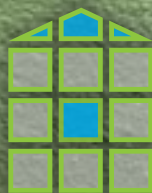


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FOR RENT

FACT: Going smoke-free can greatly increase your rental or resale success.



gosmokefree

Smoke-free housing is in demand.

Make it easier to rent or sell residential units. Go smoke-free.

You've seen warnings about smoking. But do you know the benefits of smoke-free policies at your multi-unit residential properties? The difference can mean a nice boost to the health of your business. Smoke-free housing is easier to rent or sell, meaning less time on the market and more money in the bank.

Going smoke-free is easier than you think.

"Smoke-free" is an amenity that most new renters, buyers and existing tenants already want. The best part is that going smoke-free is certainly cheaper than adding stainless steel appliances and easier than ridding a dwelling of smoking damage.

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FACT: Converting to smoke-free now can significantly reduce your risk for fires and higher insurance premiums.



gosmokefree

Enjoy a healthier bottom line.

Go smoke-free to cut your risk and trim your insurance premium.

As important as it is to your tenants' physical health to live smoke-free, your business health has much to gain as well. Approximately 9,000 home fires resulting in 450 deaths and \$303 million property loss each year are caused by cigarette smoking.* Cigarettes are a leading cause of fires in the home.

Institute a policy that most tenants want anyway.

Smoke-free housing is less of a fire risk, which can mean lower insurance premiums and a nice selling point for renters and buyers. Go smoke-free. It could be the easiest and healthiest decision you make all day.

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* US Fire Administration 2010 report,
"Smoking-Related Fires in
Residential Buildings"



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**NOTICE: Adopting a smoke-free policy
is legal and non discriminatory.**



gosmokefree

Your property. Your call.

Go smoke-free. It's legal and easier than you think.

Policies prohibiting smoking are legal and non discriminatory, meaning it's up to you to decide what to allow.

Make it simple. Make it smoke-free.

Considering that the demand for smoke-free housing is growing and the number of smokers is shrinking, the healthiest choice is to go smoke-free, all the way.

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**FACT: Smoke-free housing policies
will reduce conflict among tenants.**



go smoke free

Clear the air, literally.

Smoke-free policies reduce conflicts between tenants.

If you think that allowing some tenants to smoke in your building is a good compromise, consider this: 60% of the air in an apartment comes from other units in the same building. In fact, secondhand smoke is a major trigger of conflicts between neighbors.

Happy tenants = Good business

When people are happy where they live, they tend to stay put and attract others like them, keeping demand up and costs down. Plus, putting a smoke-free policy in place is easier than you think.

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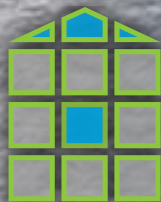
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NOTICE: The government has determined that smoke-free housing is better for your business.



gosmokefree

HUD and LEED are on your side.

Going smoke-free is better for business and better for everyone.

HUD is encouraging smoke-free housing policies in order to reduce health risks for tenants.

Plus, "smoke-free" is now one of the qualifications for LEED certification.

Good news for tenants. Even better news for your business.

With HUD behind you, you have even more leverage for transitioning to a smoke-free housing policy.

Plus, we can help you make the switch easier than you might expect.

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100 EAST MAIN STREET



SECTION: 4 BLOCK: 22 LOT: 2.5

UNITS: 4 STATUS: RESIDENTIAL FIRE RISK: YES



WARNING: Secondhand smoke can be hazardous to your business's health.



gosmokefree

There's still time to reduce your risk.

Go smoke-free and reduce your exposure to liability over secondhand smoke.

Secondhand smoke does more than cause problems for tenants. Secondhand smoke puts you at risk for lawsuits brought by tenants in multi-unit housing where smoking is allowed.

All you have to do is adopt a smoke-free policy.

As the hazards of secondhand smoke become more widely known and more tenants push for smoke-free housing options, you could lessen potential liability and gain an edge in offering an amenity that most New York residents want.

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WARNING: Changing to a smoke-free housing policy is easier than you think and could become habit forming.



Making the change is easier than you think.
Especially when you've got so many reasons
to get hooked on smoke-free.



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Get hooked on smoke-free housing policy.

Once you see the benefits to your bottom line and what it takes to implement, you'll want to institute smoke-free policies at all of your properties. Go ahead. This is one habit that is healthy to indulge.

Take it from landlords who have already made the switch.

According to a recent survey,* landlords found that going smoke-free was much easier than they thought it would be.

97% of landlords who switched said they were satisfied.

78% had no complaints from tenants.

61% received positive feedback from their tenants.

* "Survey of Property Owners, Tobacco Use Policies":
Siena College Research Institute, 2010.



What's good for them is good for you, too.

Landlords and property owners know the personal health benefits of going smoke-free. But the real catalyst for most landlords is business health. More specifically, landlords went smoke-free in order to:

- **Lower maintenance costs and improve value retention.**
- **Make units easier to rent or sell.**
- **Reduce fire risk and insurance premiums.**
- **Set policy that is legal and nondiscriminatory.**
- **Significantly lessen tenant conflicts due to secondhand smoke.**
- **Follow HUD guidelines and help earn LEED certification.**
- **Reduce potential legal liability from secondhand smoke.**

With so many benefits and the support of state and federal institutions behind you, making the transition to smoke-free housing policy is just good business.

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