

Straight Talk On Real Estate For The Clients and Friends Of Arrowpoint Realty Inc.

The BIG STORY this month is that we have rebuilt our website from the ground up. At first it may look less colorful, but we will spice it up more over time.

Our intent is to focus on content and navigation ease, so the home page is primarily a directory of links to features and articles on pages throughout the site.

All the links are live, but many go to areas still lacking content, although we are adding more information and features every day.

We brought this new site on-line a bit early, with much of it still under construction, for two reasons:

1st, there are important resources that we needed to make available immediately, such as downloads of the Tenant Application Form and our Management Agreement -- these forms are accessed daily.

2nd, because we want your input, suggestions and even criticisms and complaints.

In the months ahead we hope to make the site more interactive for rent collections, and as a place where owners and tenants will be able to access their statements.

Please check us out at www.ArrowpointRealty.com and let us know what you think.

(Direct Edition revised)

WOW, HAS IT BEEN HOT IN ARIZONA THIS YEAR OR WHAT?

I don't know if we have broken any records, but I don't remember so many days with weather above 110 degrees. My car thermometer consistently has been showing 115 - 117, and dry heat or not, that is just unbelievably hot.

Of course the big challenge for us every year when temperatures climb up over 90, let alone when they run this high, is air conditioning repairs. Tenants arrive home in the evening and the ac isn't just blowing warm -- the ac is blowing HOT air -- really hot. Unless you have lived in Arizona -- recently -- for an entire summer, it may be difficult to appreciate how intolerable it is to deal with no a/c.

Adding to that situation, some of our tenants are elderly or infirm, or there is an infant in the property, and our concerns multiply.

To make it STILL more of a problem, at the height of the summer cooling season, home warranty firms and air conditioning repair people are backed up as much as a week getting to properties needing service. Believe me, you could not stay in a house over night, let alone a week with temperatures.

And ceiling fans don't matter when the temperature is this hot. All they do is circulate really hot air -- picture sitting in front of your oven with the door open and a little fan blowing hot air directly in your face.

We have been very fortunate because we have a subcontractor named Harry Roud who has done heating and air conditioning repairs for us almost since we began in business, nearly 25 years. (I think he began with us when he was 5 years old!) At least 90% of the time, Harry gets out to service units pretty much 7 days a week, and is usually available from morning until dark. His prices are fair, and, he honors manufacturer's warranties. he is an honest guy, and he goes back and makes things right if the problem doesn't get solved first time around.

We have some back up vendors whom we think of highly as well, or we are always happy to use someone else the owner wants, BUT, when air conditioning breaks down in the summer in Arizona there is no option as to whether or not it is going to be fixed, nor is there time to get bids (we will always guarantee our prices are at fair market rates), the issue is simply WHO CAN WE GET TO THE PROPERTY NOW and HOW FAST can they get the air conditioning working again?

WHAT'S NEW At Arrowpoint?

We were torn between featuring news about our website reconstruction or our new technology as the feature article of this issue of the **Arizona Sunlands** newsletter, because we are very excited about both.

Even though we are a “mature” and small boutique company, serving a niche market in the real estate industry, we have always prided ourselves on being “cutting edge.”

But let's begin first with what is “old.” We were one of the first residential real estate and property management firms to begin using faxes in the 1980s. We put our first computer into operation by 1988, and bought our first computerized property management and accounting software shortly thereafter.

In 1991, we upgraded all of our computers and software programs to the new Windows® versions, and we've been using E-mail since the late 1990s.

We put up our first generic website about the same time, and then built our own custom site about 2002.

In 2006 we upgraded our management software to the current PROMAS system – you can visit their website at www.Promas.com to learn more about their program, and better understand why we chose them.

In 2007, we purchased and installed a state-of-the-art telephone and messaging system.

This year, 2009, we purchased a new Ricoh digital scanning, fax and copier machine and a new dedicated server, and are now in the process of hooking all that technology up to a new wireless network in our office.

Plans down the road are to install a multi-user version of our management program, each of our agents will have easy immediate access to their clients' account information, rather than waiting for the office manager to access the information for them.

We are currently looking installing a check scanner, which will greatly speed up posting rents and help insure greater accuracy.

We are also looking at a Transaction Management platform, where we will be able to store all of our files on-line, and give clients access to their own files and documents such as leases. We may be in our 25th year, but we are not coasting on our laurels!

Once all of this is in place, there is still more on our wish list of things we would like to accomplish, hopefully by the end of 2009:

We want to explore the possibility of taking rent payments and reservation deposits via credit and debit card, hopefully on line via our website.

And one last thing – electronic transfers of funds from your trust account at Arrowpoint to your bank account. No more waiting for a check to arrive in the mail. For most owners, this could mean getting a disbursement check as much as 5 days sooner.

We greatly appreciate the confidence and trust you place in us, allowing us to manage your rental property. And as always, we welcome your feedback, comments, suggestions, and even complaints. Just send an e-mail to Michael@ArrowpointRealty.com

Odds and Ends

My wife, Linda, now has her real estate active with Arrowpoint Realty. Although she has a “real job,” as a department manager with one of the local retail stores, in the days ahead she will be helping out more in running the business.

Our new agent, **Joan Andrusko**, has been a terrific addition to Arrowpoint – she has amazed us all with what a hard worker she is. Joan is on the job!

Thanks to **Aaron Sak** and **Susan Hoose**, who will be watching the store here, while Linda and I attend the San Diego Comic Book convention this weekend, July 24th, and while Tamra is away at a Church Retreat.

Arizona Sunlands content and logo © 2009 Arrowpoint Realty Inc. 9414 E San Salvador, #227, Scottsdale AZ 85258. Phone 480-947-1499 Fax 480-947-9525 www.ArrowpointRealty.com