



## Barcroft 2023 Rent Renewal Process

- Renewal notices will be sent to all residents in phases.
- The Gates Hudson team is working on the phased roll out. It is anticipated Gates Hudson will send 80 notices per month on average, with 40 notices each sent on the 1st and 15th of the month. The phased roll out will allow staff to effectively coordinate in person, virtual, or phone consultations as necessary.
- Notices will be sent no less than 90 days before the lease renewal deadline. The renewal letter will be sent in English, Spanish, Amharic, Arabic, Bengali, and Urdu.
- Renewal notices will be slid under doors, emailed, and mailed to each resident.
- There will be five follow ups to ensure residents have enough time to go over their finances and make informed decisions. Three will be completed within the first 30 days.
  - First follow up: 5 days after initial notice; telephone call to ensure receipt followed by an email
  - Second follow up: 15 days after notice given; letter on door and email
  - Third follow up: 25 days after initial notice; phone call, letter on door, email
  - Fourth follow up: 45 days after initial notice; phone call, letter, email; will include a friendly reminder of 30-day required notice to vacate
  - Fifth follow up: 60 days after initial notice; the goal is to have a lease term secured via the resident portal and lease signed.

If no response is received after the first two follow ups, Gates Hudson staff will begin knocking on doors with the third follow up.

### About Lease Renewals

- Rent increases in lease renewals are capped at 3 percent.
- The average rent for “legacy” households is \$1,395/month. based on that average, a 3-percent increase would be \$42. A legacy household is one that was living at Barcroft Apartments before the December 29, 2021, acquisition by Jair Lynch Real Estate Partners.
- The renewal packet includes instructions for households who cannot afford the proposed new rent amount, including who to contact and how to proceed. There also are forms for people with no income or who are unemployed.
- Gates Hudson is committed to working with residents who cannot afford the proposed rent increase and will offer in-person, virtual, and email consultations to discuss options.
- The final the increase determination will be based on the household’s Area Median Income (AMI) level as compared to the AMI level of their rent, following [Arlington County’s AMI](#) limits. For example, if a household’s rent is at a level affordable to a household earning 50% of AMI, but the household only earns 30% of AMI, there will be no rent increase.



## **Items completed/in processes since Gates Hudson Take Over**

### **Property Maintenance**

- Completed in unit preventative maintenance for every apartment in the community
- Implemented online resident portal to submit service requests
- Initiated Pest Control Blitz. Every apartment in the community was treated for pests
- Weekly Pest control treatment and inspections 2x per week, 10 apartments per day (80 per month)
- Initiated weekly Rodent Control services to treat ¼ of the property each week to ensure the entire property gets treated each month. Visual inspections each visit on the exterior perimeter of buildings including flower and shrub beds. Bait stations distributed throughout the property and any visual activity observed is treated.
- Are now increasing bait stations in the community to add an additional 580 rodent bait stations (total of 1180). Monthly service increased to 8x per month.
- Initiated wildlife trapping services for raccoons. Vendor is inspecting the entire property and repairing any possible entry points to buildings along the roof line and basements.
  - Traps being set in areas of activity
- Increased trash service pick-up from 3x per week to 4x per week to decrease trash throughout the community as well as overfilled dumpsters.
- Implemented bulk trash pick-up 3x per week to remove any large items that residents take to dumpsters.
- Replaced laundry room washers and dryers with new machines throughout the property.
- Contracted landscape company to maintain grounds.
  - Removed all limbs on property grounds
  - Updated landscaping at leasing office and bus stops
  - Edged all sidewalks throughout property which had been very neglected
  - Provide snow removal services
- Increased common area and grounds cleaning
- Renovated the Leasing Office to include new lobby furniture
- Have completed major necessary repairs to 4 of the property boilers
- Have replaced 1 water heater and pump as well as 2 heat exchanger coils
- Have reduced vacant unit availability to 69 out of 200+ at takeover
- Have replaced ceilings in 54 apartment homes



- Have completed roof repairs to 16 buildings throughout the community and continue to make repairs as necessary
- Currently in the process of beginning a community laundry room refresh
- Currently in the process of ordering benches for community courtyards

### **Resident Services**

- At takeover PM went door to door introducing new team with a flyer which included the names of our team, contact numbers for the office, office hours as well as an invitation to a virtual meet and greet of entire staff.
- Implemented Resident Resources Team to assist residents with services and provide necessary assistance with application process to housing grants, rent relief and other benefits.
- Initiated resident events program to increase resident engagement. Since takeover we have hosted the following events:
  - Virtual meet and greet of entire property staff
  - 6 Outdoor Movie nights
  - Resident Shred Event
  - New Orleans Sno Ball Event
  - Breakfast on the go
  - Saint Patrick's Day Treats
  - Pop Friday's
  - National Lollipop Day Treats
  - Back Pack Distribution Event-Back packs filled with school supplies
  - Curbside Breakfast in Celebration of National Working Parents Day
- Addition of prospect and resident hospitality bar in office
- Added sign holders at each building entrance above mailboxes for updates on events and community
- Implemented New resident welcome gifts at move in