



SHARE CLEAN AIR

Don't let your Investment go up in Smoke!

- According to Dave Watkins, Chairman of the Board of the National Apartment Association, *"Smoke-free apartment communities not only promote a healthy resident population, but also a healthy bottom line for owners and investors."*
- SMOKE-FREE APARTMENTS ARE THE FUTURE OF MULTI-UNIT HOUSING. Smoke-free developments are being built all around us as a result of the demand for a clean living environment and greater awareness of the dangers of secondhand smoke. Virtually all new rental apartments in this area are completely smoke-free and this is advertised on their websites as an amenity.
- THE MAJORITY OF RENTERS PREFER SMOKE-FREE HOUSING AND SOME ARE WILLING TO PAY MORE OR MOVE TO AVOID SECONDHAND SMOKE. As of 2015, 92% of Montgomery County adults do not smoke and an even higher percentage say no one is allowed to smoke anywhere inside their homes.
- The Promenade became 100% smoke-free in October 2018.
- GROSVENOR PARK II CONDOMINIUMS BECAME 100% SMOKE-FREE IN JANUARY, 2017. They proudly promote their smoke-free status with signage in front of the building on Rockville Pike. Grosvenor management reports that residents are extremely pleased with the conversion and that enforcement problems have been minimal. Their smoke-free amenity has also been an incentive to potential buyers.
- RENTING TO SMOKERS WILL COST YOU. It is estimated that, on average, it is 3-6 times more expensive to refurbish a unit of a smoker than a non-smoker. In order to rid a unit of the lingering smell of smoke, expect to repaint the entire unit including the ceiling, clean and possibly replace carpet and padding, and thoroughly clean baseboards, lighting fixtures, cabinets, appliances, closet organizing systems, and any drapes or window coverings. **Going smoke-free makes a big difference during turnover in your time and money.**
- FIRES CAUSED BY SMOKING ARE THE LEADING CAUSE OF RESIDENTIAL FIRE DEATHS IN THE U.S. One in four casualties of smoking related fires are the children, friends, and neighbors of the smoker who caused the fire.

Smoke-free buildings save money, attract tenants, protect lives & property.