

# The Backus Bulletin

*"Your Management, Your Way"*

## What if your resident calls

June 2024

You have employed professional Property Managers because you feel their expertise will give you peace of mind regarding your investment. In particular, this alleviates having to handle difficult resident situations. Then the phone rings and your residents on the line. This can develop from several scenarios:

You and your resident know each other from previous contacts, so the resident calls you directly. They figure they do not have to bother to interact with the Property Management Company despite the fact you have hired them.

You visited the property and the resident now decides to call you because they feel this is a better way to get what they want.

The resident is unhappy with a "no," a notice to pay or quit, or other information they have received from our company and they decide to circumvent the Property Manager by calling you.

The residents want to cut a "new deal" on rent, repairs, or

other issues and decide they have a better chance of getting what they want from the property owner.

### **What to do when the resident calls:**

We ask that you politely give them our number and ask them to call their Property Manager to discuss any issues that they have. Inform them that you hired our service to take care of the property and work directly with the resident. Emphasize that we have authorization to act on your behalf and consult with you.

Call us as soon as possible to let us know that the resident is trying to circumvent our company and deal directly with you. We will then contact them to help with their problems or requests.

If they demand immediate action from you, reiterate with them that you will discuss their call with your Property Management Company but they are to call their Property Manager as soon as possible.

Be calm if the resident threatens you with legal action. Do *not* panic with a threat. Many people feel that getting what they want involves using forceful action. Let them know that you will be discussing the situation with us and if necessary, your attorney.

No matter what the residents have said, please reserve judgment and give us the benefit of doubt if the resident claims unfair treatment and practices.

We will give you the facts and it may differ greatly from the resident.

### **Backus Properties**

P.O. Box 1089  
Salinas, CA 93902  
(831) 455-2052  
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Contact us:

Sally Backus, MPM      Bill Backus  
Broker                      Associate Broker  
Sales

Michele Backus              Cindy Vargas  
Property Manager          Property Manager

Jana Whitlock                Mary Lynn Pinto  
Property Manager          Property Manager

Daisy Puente                Cyndie Scott  
Asst. Property Manager    Admin. Asst.

Celeste Serrano              Sally Ann Mejia  
Admin. Asst.                Bookkeeper

Will Backus                  Daniel Pinto  
Admin. Asst.                Admin. Asst.

Office Hours: Mon-Fri 9am-4:30pm  
Saturday - by appointment

## Announcements & Services

### ON-LINE STATEMENTS

Contact your property manager Michele Backus  
mbackus@backuspm.com or Cindy Vargas  
cvargas@backuspm.com if you would like to receive online  
statements.



**BACKUSPM.COM**



## THINKING OF BUYING OR SELLING?

If you are thinking of buying or selling, we can assist you. We specialize in residential and multi-residential units and are experienced in conventional sales, purchases as well as short sales. Just call and ask for Bill and we will help you with your Real Estate needs. There is no obligation.

Check out your property value today!