



DECEMBER 2024

## NAVIGATING THE CHILL Newsletter of Iowa Realty Commercial

Dear Esteemed Clients,

As the winter season unfolds, real estate investors must adapt their strategies to the unique challenges posed by colder weather. Here are some essential tips to help you safeguard your investments and thrive during the winter months:

1. **Conduct a Winter Property Check Before the temperatures drop,** conduct a thorough inspection of your properties. Ensure that roofs, gutters, and insulation are in good condition. Address any potential issues to prevent costly damage from snow and ice.
2. **Weather-Resilient Landscaping** Protect the curb appeal of your properties by investing in winter-resistant landscaping. Trim branches that could pose a risk during snowfall, and consider adding salt or sand to walkways for tenant safety.
3. **Heating System Maintenance** Schedule a professional inspection of heating systems to guarantee they are operating efficiently. Not only does this ensure tenant comfort, but it also helps prevent emergencies during cold spells.
4. **Review Lease Agreements** Take a closer look at your lease agreements and clearly define responsibilities regarding snow removal and property maintenance. Communicate expectations with tenants to ensure a proactive approach to winter upkeep.
5. **Emergency Preparedness** Equip your properties with winter emergency kits containing essentials such as blankets, flashlights, and information on local emergency services. Being prepared minimizes potential risks and demonstrates a commitment to tenant well-being.
6. **Energy Efficiency Upgrades** Investing in energy-efficient upgrades like improved insulation and smart thermostats not only cuts utility costs but also positions your property as an environmentally conscious choice for tenants, adding long-term value to your real estate investment.
7. **Stay Proactive with Insurance Review** and update your property insurance to account for potential winter-related risks. Understand your coverage and ensure it aligns with the specific challenges posed by colder weather conditions.
8. **Monitor Market Trends** Stay informed about market trends during the winter season. Some areas experience increased demand for rentals due to job relocations or temporary housing needs, presenting potential opportunities for investors.

By implementing these winter-wise strategies, you can navigate the chill with confidence, ensuring the resilience and profitability of your real estate investments throughout the colder months.

Happy New Year,

Joanne Stevens, Dan Dempsey, and Ben Stevens

# MULTIFAMILY NEWSLETTER

www.apartmentbrokersofiowa.com



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## Save The Date

### RetCon

Established in 2020, now the leading innovation event of the U.S. real estate market.

March 10-12th 2025 | MGM Grand  
3799 S. Las Vegas Blvd. Las Vegas, NV 89109

[www.retconconference.com](http://www.retconconference.com)

### CRE Converge

Networking and educational conference specializing in multifamily, mixed-use, and more.

Sept. 8-10th 2025 | Sheraton Centre  
123 Queen St. W. Toronto, Ontario M5H 2M9

[www.naiop.org/events-and-sponsorship](http://www.naiop.org/events-and-sponsorship)

## Useful Websites

### [www.servicemasterrestore.com](http://www.servicemasterrestore.com)

Specializing in property restoration after fire, weather, mold, and more.

### [www.moodyys.com](http://www.moodyys.com)

Find commercial properties for lease and sale, as well as informative articles on business, finance, and real estate.



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### WHAT IS YOUR MULTIFAMILY PROPERTY WORTH?

I am always happy to do a **FREE, NO OBLIGATION**, Real Estate Review for your multifamily property. You ought to know today's market value of your real estate investments.

If this is something you would like, simply give me a call at 319-378-6786, email me at [joannestevens@iowarealty.com](mailto:joannestevens@iowarealty.com), or visit [www.apartmentbrokersofiowa.com](http://www.apartmentbrokersofiowa.com)

Joanne Stevens is a specialist in listing and selling multifamily housing communities throughout the U.S. With her 20 plus years of experience in developing, zoning, owning, retailing, managing, turning around and brokering multifamily communities, she can maximize your sale price.

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