

**The
choice
is simple.**

If you've been wondering whether adding a smoke-free policy for your rental properties is a good idea, think about this: It's simple, it's what renters prefer, and it's great for your bottom line.

Not sure where to start? MOTAC is here to help. We offer free resources and technical assistance to help you develop and implement your smoke-free policy. Tools such as model lease language, signs, and sample tenant letters are available to make going smoke-free an even easier process.

Once you've made the choice to rent smoke-free, be sure to register your property at RentSmokeFree.org. It's an easy, no-cost way to get the word out about your smoke-free property.

**Go to RentSmokeFree.org
to learn more and to register
your smoke-free property today.**



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ABOUT MOTAC

The Metro Omaha Tobacco Action Coalition (MOTAC) is a dynamic coalition comprised of over 50 health-related individuals, organizations, and educational groups.

MISSION

To prevent and reduce tobacco use and the accompanying health and economic consequences in the Omaha area via prevention through public policy and education.

GOALS

MOTAC works to reduce tobacco use, reduce exposure to secondhand smoke, and increase capacity from diverse groups and stakeholders.

This project is supported in part by Region 6 Behavioral Healthcare through funding provided by the Nebraska Department of Health and Human Services/Tobacco Free Nebraska Program as a result of the Tobacco Master Settlement Agreement.



A better choice for everyone.

**IT'S
YOUR
CHOICE**

**Make the
switch to
smoke-free
rentals.**

RentSmokeFree.org

THE BEST CHOICE FOR EVERYONE.

A look at the benefits of renting smoke-free.

Adding a smoke-free policy to your rental properties is quick and easy, and the benefits can be big.

It can help you save money.

It's a fact—tenants who smoke inside their homes cause higher cleaning costs than tenants who don't smoke. The cost of removing nicotine stains, eliminating smoke odors, and repairing damaged, burned, or singed materials can be significant. According to one study, the cost of rehabilitating a smoke-free unit can be up to seven times less than that of a smoking unit.¹

In addition, some insurance companies offer discounts for smoke-free policies. Check with your agent to see if you qualify.

It's what renters prefer.

There is demand for smoke-free housing in the community. A recent survey of Douglas County residents found that more than 70 percent of renters are likely to choose nonsmoking housing over a similar option that allows smoking.²

And that's not all. The same survey found that more than a third of Douglas County renters would be willing to pay more for smoke-free housing.

It helps reduce the risk of smoking-related fires.

Smoking-related fires cause significant damage to properties every year. From 2005 to 2008, 221 fires in Nebraska were caused by cigarette smoking, resulting in over \$2.9 million in property damage.³ By adding a smoke-free policy, you can help protect against property damage and loss.

More importantly, you'll also be protecting your tenants and employees. According to the U.S. Fire Administration, the fatality rate in smoking-related fires is nearly four times higher than that in fires unrelated to smoking.⁴

It may add value to your property.

According to real estate experts, homes in which smoking was allowed have lower resale value, are less desirable on the housing market, and have higher cleaning costs.⁵ By making your property smoke-free, you may have a higher resale value should you decide to sell.

FYI

Smoke-free policies are legal.

Smokers are not a legally protected group. As the landlord, you have the choice to prohibit smoking in your properties.

It protects the health of your tenants and employees.

Smoking affects the health of smokers and nonsmokers alike. Commercial air filtering systems are designed to remove the odors caused by secondhand smoke, not the cancer-causing substances. Therefore, the only way to truly protect your tenants and employees from the health risks of secondhand smoke is to prohibit smoking from all indoor spaces within a building.⁶

Want to learn more about how renting smoke-free can help your business? Visit RentSmokeFree.org today.

¹ Smoke-Free Housing New England, 2009.

² 2005 MSR Group survey of Douglas County residents.

³ Nebraska State Fire Marshal.

⁴ U.S. Fire Administration, *Residential Smoking Fires and Casualties*, June 2005.

⁵ "On Tobacco Road, It's a Tougher Sell," *New York Times*, February 8, 2004.

⁶ American Society of Heating, Refrigeration, and Air Conditioning Engineers, *Position Document on Environmental Tobacco Smoke*, 2005.