



HAPCO NEWSLETTER

Serving Philadelphia's Investment & Rental Property Community

President's Message

Thank you to everyone who attended Hapco Philadelphia's L&I Educational Session on November 20. It was great to see such a strong turnout from both members and non-members. Your presence truly matters, and we appreciate you making the effort to be part of this important conversation.

This session was designed to educate, inform, and help landlords better understand how to navigate the Licensing and Inspections process. We know...



Greg Wertman

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More Philadelphians Are Renting Longer Instead of Buying, Creating Opportunities for Landlords

More residents in Philadelphia are choosing to rent rather than buy homes, and this trend is especially noticeable among people in their late 20s through their 40s. While owning a home has long been seen as a key milestone, many are delaying this step due to financial pressures and lifestyle choices. For landlords, this shift creates opportunities to provide quality housing and build strong, long-term tenant relationships.

Affordability is a major factor. Rising home prices, higher mortgage rates, and other financial obligations make buying a home challenging for many. Renting allows residents to live in desirable neighborhoods without...

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Navigating Ambiguous Laws: What Philadelphia Landlords Need to Know

Philadelphia's landlord-tenant laws are intended to protect both property owners and tenants, but many are written in ways that leave room for interpretation. Ambiguous language can create confusion, risk, and disputes even for experienced landlords. A clear example is how responsibility for issues like pest control can shift depending on circumstances. While the law provides some guidance, terms like "shared responsibility" or "reasonable costs" are not always precisely defined...

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Virtual Tours: A Simple Way to Attract Quality Tenants

In today's rental market, first impressions matter more than ever. One way landlords can stand out and attract reliable tenants is by offering virtual tours of their properties. Virtual tours give prospective renters a clear view of the space without needing to...

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We Want to Hear From You: Tell Us What Educational Sessions You Want Next

Hapco Philadelphia is committed to providing educational opportunities that truly help landlords in the city. To make these sessions as useful as possible, we want to hear directly from you about the topics that matter most...

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MORE PHILADELPHIANS ARE RENTING LONGER INSTEAD OF BUYING, CREATING OPPORTUNITIES FOR LANDLORDS

By Lauren Andreoli, Communications Coordinator

More residents in Philadelphia are choosing to rent rather than buy homes, and this trend is especially noticeable among people in their late 20s through their 40s. While owning a home has long been seen as a key milestone, many are delaying this step due to financial pressures and lifestyle choices. For landlords, this shift creates opportunities to provide quality housing and build strong, long-term tenant relationships.

Affordability is a major factor. Rising home prices, higher mortgage rates, and other financial obligations make buying a home challenging for many. Renting allows residents to live in desirable neighborhoods without taking on a large mortgage or the ongoing costs of homeownership.

Lifestyle preferences also play a role. Many people value mobility for career growth, education, or personal reasons. Renting provides flexibility and allows residents to enjoy urban amenities, walkable communities, and access to cultural offerings without the burden of selling a home if their plans change.

This growing rental population presents opportunities for landlords to maintain high-quality properties. Many renters are looking for well-managed homes with modern features and responsive property management. Landlords who provide safe, clean housing and attentive service can foster tenant loyalty, leading to longer leases and lower turnover.

Renters are often willing to pay slightly higher rents for homes that offer comfort, convenience, and a sense of



community. Landlords who understand these priorities can maintain strong occupancy and make strategic improvements that enhance tenant satisfaction.

At Hapco Philadelphia, we recognize the importance of these shifts in the housing market. Our members are committed to meeting the needs of modern renters while promoting responsible property ownership. By understanding the preferences and motivations of renters across multiple age groups, landlords can position themselves for success, support thriving neighborhoods, and provide safe, comfortable homes.

The rise in renting among people delaying homeownership is more than an economic trend. It is an opportunity for landlords to grow their businesses, improve tenant experiences, and meet the needs of a changing rental market. With thoughtful management and attention to quality, landlords can respond to this demand and build lasting relationships with a new generation of renters.

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PRESIDENT'S MESSAGE: THANK YOU FOR ATTENDING OUR L&I EDUCATIONAL SESSION

By Greg Wertman, President, Hapco Philadelphia

Thank you to everyone who attended Hapco Philadelphia's L&I Educational Session on November 20. It was great to see such a strong turnout from both members and non-members. Your presence truly matters, and we appreciate you making the effort to be part of this important conversation.

This session was designed to educate, inform, and help landlords better understand how to navigate the Licensing and Inspections process. We know how challenging it can be to deal with the City. Many landlords feel overwhelmed or unsure of who to contact, what the expectations are, or how to resolve issues before they escalate. That is exactly why we created this event. The more informed you are, the more confident and prepared you can be when handling your properties.

One of the most valuable parts of the session was the opportunity to meet inspectors face-to-face. Anyone who has tried to get things done in the City knows how hard it is to reach the right person or get clear answers. Building relationships in person is a major advantage. When you attend events like this, you put a face to your name, and that goes a long way. If an inspector recognizes you because you showed up, asked questions, and showed interest in doing things the right way, that is a real benefit. It is like having a feather in your cap. These personal connections matter.

This is why showing up is so important. You want to know the people who work in your city, because they are the ones who can help you when issues come up. Being present at these sessions helps bridge the gap and creates a more respectful and productive working relationship between property owners and L&I staff. It also shows the City that landlords are engaged, responsible, and willing to learn the system. That

message is powerful and helps everyone involved.

The L&I session was only the beginning. We plan to hold two in-person workshops every year to keep building on this progress. These workshops will give us more time to go deeper into policies, requirements, and programs that impact your daily operations. They will also help continue strengthening the relationships between Hapco members and the people who enforce the rules we work under.

The full PowerPoint presentation from L&I is now available on our website for you to view. Please take a moment to look through it, especially if you were not able to attend.

Thank you again for being part of this first session. Your involvement is what makes these efforts successful. We look forward to seeing you at the next workshop and continuing to build stronger connections with the City for the benefit of all Philadelphia landlords.

Sincerely,



President, Hapco Philadelphia



Philadelphia Landlords: With the new Lead Safe laws, get your lead inspections done now. Lead safe Certificates must be given to new tenants.

"The goal is to keep kids safe & have the lowest cost affordable for landlords."

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LEAD DUST INSPECTORS Est. 2013



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About Sherwin-Williams

Sherwin-Williams is a leader in the paint industry. Their network of more than 4,400 company owned stores are conveniently located to provide consistent and timely service. Sherwin-Williams provides a full range of coating solutions to protect and beautify every area of our properties.

Welcome to the Sherwin-Williams Partnership Program for HAPCO Members

All members are required to reference the **specific address, property name, or project** they are working on when making a purchase with the HAPCO Account. This helps us track all member purchases and provides additional benefits to HAPCO and to you as a member.

Maximize Your Membership with Sherwin-Williams

As part of the partnership with Sherwin Williams, members gain access to exclusive benefits through our Sherwin-Williams National Account Program. One of the most immediate advantages is the ability to utilize the **cash account**, which ensures your purchases are properly tracked under the HAPCO umbrella. **This unlocks access to preferred pricing.** Account information- HAPCO PHILADELPHIA #6059-2806-8

For members seeking greater flexibility and purchasing power, Sherwin Williams also offers the option to open a **zero-interest commercial account**. This account provides several key benefits:

- **Consolidated monthly billing** for easier bookkeeping and expense tracking.
- **Easy ordering and Free delivery with \$0 Minimums**
- **Access to job-specific pricing** and volume discounts based on your purchasing history.
- **Ability to assign sub-accounts** for different properties or crews, making it easier to track spending by job.
- **Online account management tools** to view invoices, make payments, and monitor usage in real time.

How to Open a Commercial Account

Opening a commercial account is simple. Please contact Matthew Wrigley at (484) 571-6606 for more information. He can also be reached via email at Matthew.C.Wrigley@Sherwin.com. Once approved, your account will be linked to the HAPCO National Account, ensuring you receive **all associated pricing and benefits**.

Additionally, HAPCO members with their own commercial account are supported by a **dedicated Sherwin-Williams sales representative**. Your rep is your direct line to product expertise, specification support, and personalized service. Whether you're navigating coating options, planning for seasonal maintenance, or coordinating with other property groups, your rep is here to ensure you get the right products, at the right price, with the right support. We're proud to support HAPCO and its members, and we look forward to helping you succeed in every project you take on!

Thank you for supporting our partnership with Sherwin-Williams and being a valued part of our business,

Priya Boben
Executive Director
Hapco Philadelphia
8 Penn Center, 1628 John F Kennedy Blvd
Lower Level C-12, Philadelphia, PA 19103
Phone: 215-684-1684
Email: hapcooffice@hapcophiladelphia.com

VIRTUAL TOURS: A SIMPLE WAY TO ATTRACT QUALITY TENANTS —

By Lauren Andreoli, Communications Coordinator

In today's rental market, first impressions matter more than ever. One way landlords can stand out and attract reliable tenants is by offering virtual tours of their properties. Virtual tours give prospective renters a clear view of the space without needing to schedule multiple in-person showings. This saves time and effort for both landlords and tenants.

Virtual tours help give people a better idea of how the space feels. For example, a property may seem small based on square footage alone, but the kitchen could be beautiful or the bedroom could be large with a closet that makes the layout more appealing. Seeing the space in a virtual tour can make features like these more obvious and attractive.

To create an effective virtual tour, use good lighting to make rooms feel bright and inviting. Keep the property tidy and consider adding a guided walkthrough or captions to highlight special features. Keep the tour



short, three to five minutes, so viewers get a clear sense of the property without losing interest.

Virtual tours are becoming standard among renters. Offering one shows professionalism, saves time, and increases the likelihood of attracting tenants who will value and care for your property.

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NAVIGATING AMBIGUOUS LAWS: WHAT PHILADELPHIA LANDLORDS NEED TO KNOW

By Lauren Andreoli, Communications Coordinator

Philadelphia's landlord-tenant laws are intended to protect both property owners and tenants, but many are written in ways that leave room for interpretation. Ambiguous language can create confusion, risk, and disputes even for experienced landlords. A clear example is how responsibility for issues like pest control can shift depending on circumstances. While the law provides some guidance, terms like "shared responsibility" or "reasonable costs" are not always precisely defined which can lead to disagreements or uncertainty about the proper course of action.

The bed bug law is just one illustration of a broader problem; other areas of landlord-tenant law also contain vague language that can be difficult to interpret. Rules about security deposits, maintenance obligations, and conditions for lease termination often rely on terms and verbiage that are open to interpretation. Even careful and well-intentioned landlords can find themselves unsure of their obligations, which can create challenges in managing their properties effectively.

Ambiguous language contained in many laws can and do have real consequences. Misinterpretation can lead to disputes between landlords and tenants, and result in complaints to city agencies, or unexpected and wholly unnecessary legal and administrative costs. This type of uncertainty makes it significantly harder to plan and manage properties with confidence, especially for landlords managing multiple units or those who may be somewhat newer to the industry.

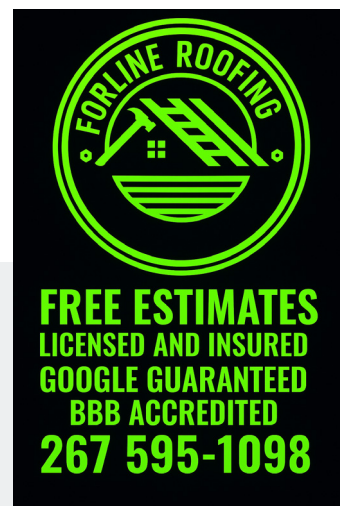
To navigate these challenges, landlords need to be proactive. Documenting communications and actions, creating clear lease agreements, and seeking guidance from attorneys, experienced and knowledgeable property managers, or landlord associations like Hapco Philadelphia are invaluable in helping to clarify each other's right and responsibilities. Staying informed about local law changes and participating in educational sessions can also help landlords anticipate and prepare for areas of uncertainty.

This is why you should absolutely consider joining Hapco's monthly exclusive members-only Ask the Attorney sessions. These sessions have been well-attended and provide a wealth of information, as well as allowing participants like you to ask questions directly to our expert attorney, legal counsel Paul Cohen. The



next session is December 16, via Zoom, and it is an invaluable opportunity to hear guidance that affect your business and livelihood. This is a free benefit of Hapco membership, Only \$190 a year. Practical legal advice at no additional cost as well as all the other benefits of HP membership. It's a deal that's too good to ignore!

Philadelphia landlords face the ongoing challenge of working within a legal system that is often rife with tenant-leaning rules and regulations that are open to interpretation. By taking proactive steps and seeking guidance when needed, landlords can reduce risk, protect their investments, and maintain compliance even when the law is not perfectly clear. Understanding and planning for ambiguous laws is an essential part of successfully managing your rental properties in the city.



OWN A PHILLY RENTAL PROPERTY?

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ENROLL IN PGW'S LANDLORD COOPERATION PROGRAM (LCP) TO RECEIVE:

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- Your property must have an active Philadelphia Housing Inspection License also known as a Housing Rental License.
- The gas service must be in the name of someone other than the property owner.
- Property Owner must agree to cooperate with PGW and allow PGW access to the property upon request.

TO ENROLL OR FOR MORE INFORMATION,

Visit PGWorks.com/LCP

or

Email LCP@pgworks.com

**Properties not eligible for LCP: commercial/industrial; properties with a single meter supplying service to multiple premises; owner-occupied property; and properties where the property owner is, or is legally required to be, the customer of record.*



WE WANT TO HEAR FROM YOU: TELL US WHAT EDUCATIONAL SESSIONS YOU WANT NEXT

By Lauren Andreoli, Communications Coordinator

Hapco Philadelphia is committed to providing educational opportunities that truly help landlords in the city. To make these sessions as useful as possible, we want to hear directly from you about the topics that matter most.

Whether it's the Department of Licenses and Inspections, the rental process, evictions, taxes, navigating City agencies, Section 8, tenant communication, safety standards, maintenance, or any other subject you think would make your job easier, your input will help shape future workshops and online sessions.

Your suggestions allow us to choose the right speakers, bring in the right departments, and create sessions that give you the information and tools you need. The more feedback we receive, the more targeted and valuable these educational opportunities will be for all members.



Please send your educational topic suggestions directly to Lauren Andreoli, Hapco's Communications Coordinator, at Lauren@hapcophiladelphia.com.

We look forward to hearing from you and building a strong schedule of practical, helpful, and engaging sessions for 2026. Our goal is simple: to connect with you, strengthen our community, and make sure Hapco continues to be the resource you can rely on.

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Tankless Water Heater*	ENERGY STAR®	\$400	\$350	\$700	\$350
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*Visit program website to review more details about equipment and income eligibility.

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3

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Exclusive Member Rates

Diversion & Municipal Court Hearing: HAPCO Philadelphia will handle both your Diversion Program and Municipal Court hearing, including one filing and representation by one attorney, for a flat fee of \$775

Writ of Possession: \$355

Alias Writ: \$55

Rescheduling Lockout: \$50

Petition Hearing- Paid directly to attorney.

No refunds after filing.



Serving Philadelphia's Investment & Rental Property Community

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