



# CITY OF BETHLEHEM

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Robert J. Donchez  
Mayor

August 16, 2016

Dear Property Owner:

Our records indicate that you own rental property in the City of Bethlehem. Because of the challenges associated with some rental housing, I am writing to you and other rental owners to invite you to a seminar on how landlords and property managers can keep illegal activity out of their units, better screen prospective tenants and improve neighborhoods and property values.

This program is one part of many efforts to stop activity that threaten the health, safety, and welfare of our residential neighborhoods. While the City of Bethlehem has the option of taking action against property managers and owners who permit the long term presence of criminal activity, building code violations and other harmful behavior on their property, we would, of course, prefer to work with landlords to ensure problems never reach such a level. This program is part of that effort.

To date, tens of thousands of landlords and property managers across the country have attended the Landlord Training Program. Now that the program is being offered for landlords in your neighborhood, we urge you to take advantage of it. We are pleased to announce as well that the upcoming program will be presented by its original author, John H. Campbell of Campbell DeLong Resources, Inc. Those who use techniques from the Landlord Training Program tell us the rewards outweigh the costs, and include:

- A stabilized, more satisfied tenant base, with increased demand for rentals.
- Lower maintenance and repair costs.
- Improved property values.
- Improved level of personal safety for both tenants and neighbors.
- Peace of mind from spending less time on crisis control.

Reactions from those who have taken the course are very positive. Landlords who have taken the course report that the course provided them with screening tips they hadn't heard before, or helped them deal successfully with tenants involved in illegal activity. Surveys indicate that over 90% of landlords who attend the training make changes in the way they manage their property as a result. The program is an effective Community Policing tool.

The attached pages provide information about the training, including the times and locations of upcoming seminars. All locations provide disability access. Please select the dates that fit your schedule, and register by mailing back the enclosed form. If you do not have a registration form, you may sign up by calling the City's Bureau of Community Development at 610-997-5731 between the hours of 8am and 4:30pm. More information can be found on the City's website at <http://www.bethlehem-pa.gov/econdev/index.html>.

Very truly yours,



Robert J. Donchez  
Mayor



Mark A. DiLuzio  
Chief of Police

Attachment