

# Dollars and Sense: Implementing a Smoke-Free Housing Policy

## ***Smoking increases your development's operation costs- here's why you shouldn't wait!***

- Studies indicate that for every ten unit turnovers, your development will save a conservative estimate of \$12,500 in maintenance costs (general cleaning and painting; replacement of floor covering and appliances, etc.); if you have 30 turnovers, the savings would be around \$37,500 per year. Why not realize these cost savings starting now?
- Painting a unit (sometimes a minimum of two coats) can increase the make ready time, which can in turn cost your development rental income. If you have 30 turnovers a year and the make ready time is extended by four days for each lease-up because of the need for repainting the unit, your loss of rental income can be thousands of dollars.
- One lawsuit from a tenant or staff member related to second hand smoke can increase legal fees in your budget item by tens of thousands of dollars; moving ahead with a smoke-free policy now sends the message that you care about the health of the people who live in your housing, as well as those who are responsible for operating your development.
- Cigarette smoke makes air handling systems less efficient. According to *Marriott Hotels*, a smoke-free policy results in up to 30% lower utility operating costs, as well as decreased use of air treatments systems.
- Studies show that fire caused by smoking is the leading cause of deaths in residential units, accounting for 7% of all fires in residential units. Upon implementation of a no-smoking policy, your development should be able to negotiate a discretionary credit with your insurance company, based on reduced property and physical injury losses. Also, because you will have a reduced incidence of fires as a direct result of implementing a no-smoking policy, your development will save thousands of dollars in the deductibles associated with property loss due to fire.
- Finally, studies indicate that an increasing majority of residents and applicants prefer to live in smoke-free housing. Initiating a smoke-free housing policy gives your development an advantage in terms of marketing properties, which is particularly important in a competitive rental market. In addition, there is data to suggest that turnover in smoke-free housing is less because the vast majority of residents are happier.



## ***What's Keeping YOU from Moving Ahead To Make YOUR Housing Units Smoke-Free NOW?***

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