

**SMOKE  
FREE**

**MULTI-UNIT  
HOUSING**  
NORTH-CAROLINA

## *A Guide for Property Owners & Managers*

### **Why Take Your Property Smoke-Free?**

#### **Good for Business**

Smoke-free policies reduce maintenance and turnover costs.

*“It’s ridiculous how much it cost us to convert smoking units – it cost us three times as much to rehab the smoking units as the non-smoking ones.”*

*--Rose Stevens, a manager for RPM in Reidsville*

#### **Saving Lives**

It all comes down to saving lives. Secondhand smoke affects all residents and employees--including nonsmokers, the elderly, children, and those with asthma. There is no safe level of exposure to secondhand smoke, which kills about 50,000 adults in the U.S. each year.

#### **Industry Trends**

Smoke-free policies are becoming the industry standard as more and more property operators go smoke-free.

*“It’s heading in the direction that smoke-free policies are more mainstream.” -- Ken Szymanski, Apartment Association of North Carolina*



Sterling Town Center, by Grubb Properties, is smoke-free.



A smoke-free Landura Management Associates property

**Smoke-free policies are good for business and good for health. It’s a win-win situation.**

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### How to Take Your Property Smoke-Free

#### **Respect All Points of View**

Involve residents by using surveys, letters, and meetings as ways to get your residents' feedback.

#### **Support Residents**

Support residents who want to quit. Many smokers have tried or are currently trying to quit smoking. In fact, 62% of adult smokers in NC tried to quit in 2011.

Call the NC Quitline (1-800-QUIT-NOW) or visit [www.quitlinenc.com](http://www.quitlinenc.com) for resources for quitting.

#### **Implement the Policy**

Make sure policy language is clear and enforce the policy consistently for all residents.

Scott Alderman,  
President  
of Landura  
Management  
Associates



*“It’s like anything we look for—drugs unauthorized guests, pets, now cigarette butts. It just becomes part of routine checks.”*

**Together we can  
clear the air.**

Learn more about why other property owners and managers went smoke-free and how they did it.

**Visit the NC Smoke-Free Housing Website  
at <http://www.smokefreehousingnc.com>**