

**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.

A Guide for Property Owners & Managers

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 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>

