

WARNING: Changing to a smoke-free housing policy is easier than you think and could become habit forming.



Making the change is easier than you think.

**Especially when you've got so many reasons
to get hooked on smoke-free.**



SmokeFreeHousingNY.org

A grant funded program to help NY landlords.

Get hooked on smoke-free housing policy.

Once you see the benefits to your bottom line and what it takes to implement, you'll want to institute smoke-free policies at all of your properties. Go ahead. This is one habit that is healthy to indulge.

Take it from landlords who have already made the switch.

According to a recent survey,* landlords found that going smoke-free was much easier than they thought it would be.

97% of landlords who switched said they were satisfied.

78% had no complaints from tenants.

61% received positive feedback from their tenants.

* "Survey of Property Owners, Tobacco Use Policies":
Siena College Research Institute, 2010.



What's good for them is good for you, too.

Landlords and property owners know the personal health benefits of going smoke-free. But the real catalyst for most landlords is business health. More specifically, landlords went smoke-free in order to:

- Lower maintenance costs and improve value retention.
- Make units easier to rent or sell.
- Reduce fire risk and insurance premiums.
- Set policy that is legal and nondiscriminatory.
- Significantly lessen tenant conflicts due to secondhand smoke.
- Follow HUD guidelines and help earn LEED certification.
- Reduce potential legal liability from secondhand smoke.

With so many benefits and the support of state and federal institutions behind you, making the transition to smoke-free housing policy is just good business.

Download your FREE Landlord Toolkit.

Visit SmokeFreeHousingNY.org or call us for a free copy.

Our coalition can also provide policy support and free signs to landlords interested in going smoke-free.

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