

Omaha's Largest Real Estate and Rental Agency

Service Is the Link
That Binds the Tenants and
Owners Together

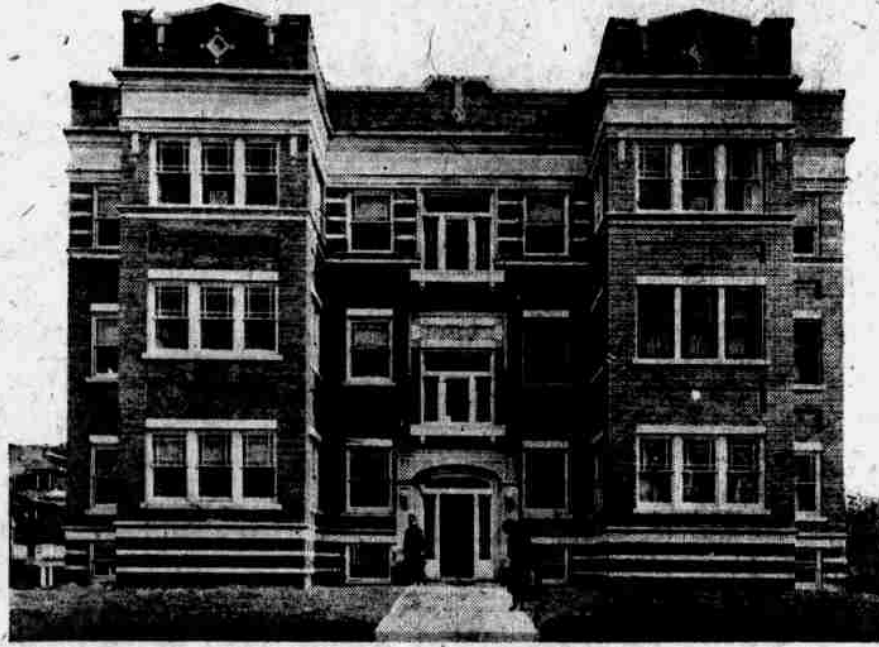
Everything being Equal---
SERVICE

is the only thing that you have to sell in the Rental Business.

In the past anyone could open an office—obtain a list of houses for rent and property for sale and do a general Real Estate business.

Today it is different. To be a successful operator requires the highest kind of human ability, with specialists in charge of every department.

A Rental Agent fills as important a place in the Real Estate profession as does the man who has the ability to convince others that the possession of a home is the ideal state of every family.



IDALIA APARTMENTS

Five Buildings Recently
Constructed by Us.

There are many things that have brought about the development of the Real Estate profession.

The demands of the tenants make it necessary for the agent to have the most improved conditions for housing people, and you must be progressive in order to keep in advance and supply the highest type of home conditions, as are exemplified in the latest type of apartment houses.

We have kept in the front ranks as Rental Agents. Our Rental Department has grown from a modest beginning to a business enterprise of considerable magnitude.

It is true that we have given years of study to the building and managing of apartment houses. We have studied the science of modern housing from every angle.

We have charge of fourteen apartment houses; and also have the management of some 500 houses, flats and terraces.

Among the many apartment houses are the five shown on this page, illustrating the science of building apartment houses. Four of these were completed in 1916 and one during the latter part of 1915. Each of these buildings have incinerators, refrigerators and gas stoves, and each apartment has from one to two built-in "Murphy In-a-Door" beds. The size of the apartments range from 2 to 5 rooms.

The growth of the Rental Department of this firm has been remarkable, and in order to take care of our clients' accounts we have minimized the cost of maintenance and systemized our method of taking care of the accounts, so that it has not only been profitable to them, but also to the owners of the property.



MELROSE APARTMENTS



MILTON APARTMENTS

In charge of the Rental Department is Miss Catherine Shields, who has gained an enviable record for her ability in this particular line. She has two able assistants, one of whom is assigned to office work, and the other takes care of the details on the outside. She also has charge of a staff of repair men, who are thoroughly familiar with the desires of the clients, and who do not spend money when it is not necessary.

It is interesting to talk with Miss Shields and learn from her the many things that the tenants desire and what you must give them at the least expense possible and yet satisfy them, as well as the owner of the property.

Miss Shields made the following comments on "Modern Apartment Houses":

"Modern methods of living have made the building of apartment houses a science. As we have become modern and fastidious in dress, so we have become in our home life, until it is almost impossible to rent an apartment unless it is equipped with all of the details necessary to satisfy the most exacting tenant. The architecture of an apartment house has changed, and does change as quickly almost as fashions and amusements. The demands of yesterday are forgotten in the desires of tomorrow. A few years ago people were highly pleased with flats, of which the St. Louis was the most popular. In these they furnished their own heat, water (took care of it themselves), and were apparently quite con-

tented with this mode of construction. Then came the apartment house, which has been changed, exterior and interior, until today an apartment house is not complete unless it has sun rooms, sleeping porches, gas dryers, laundries, vacuum cleaners, refrigerators, gas stoves and built-in beds. In fact, a modern apartment house today is so complete that it takes very little furniture to furnish it. Everything is at your finger's end, no matter what you may want.

"If you study the cost of construction and value of land, there would be no occasion for the remark that landlords are asking too much rent. Not only must the building be complete in all of its details, but a tenant expects so much more in an apartment house than he would think of putting into his own home. The builder of apartment houses has but little choice as to what his own ideas may be. He must always bear in mind what the tenant will expect and demand from him if he wants to fill his building and keep it rented."

We have constructed many apartment houses for clients, and while we always try to please the tenant, we never lose sight of the fact that the investor must have an equitable return on the money he invests. It is pleasing to know that you have rendered service worthy of consideration and the relations that should exist between tenant and owner can only be reached through successful management.

You must always bear in mind two things in apartment building. First: Apartments that supply the needs of the tenant and apartments that pay. When you combine the two you have the ideal investment and you should consult successful managers before you build or buy an investment. If you have money to invest you cannot find any safer or better field than apartments, and when you understand all the conditions you will be pleased to place your money in this form of an investment.

If your property is not bringing the returns it should, a call at our office, consulting our specialists will be beneficial to you. If you want any information regarding the renting, building or buying of apartments, come to us and we will be glad to advise you.



DEWEY APARTMENTS



VICTORIA APARTMENTS

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HASTINGS & HEYDEN

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