



Upside Allentown Press Release
(Through the City of Allentown)



Free Landlord Seminars in Allentown

Upside Allentown, the volunteer-driven comprehensive community revitalization initiative for center city, will host a succession of free seminar opportunities for residential rental property owners/landlords and managers at the Sacred Heart Hospital Auditorium on June 22, 24 and 25, 2016.

The Community Action Development Corporation of Allentown sponsors the seminars and has engaged John Campbell of Campbell DeLong Resources, Inc. to administer the eight-hour training sessions. Mr. Campbell authored "The Landlord Training Program" manual in 1989 and has customized versions of it for cities across the country with a goal of improving the problem solving ability of each and the ability of all to coordinate their efforts to achieve their common goal.

The sessions will begin promptly at 8:30 a.m. and continue until 5:00 p.m. with a one-hour lunch break in-between. Registration begins at 8:00 a.m. on seminar days. Pre-registration, however, is encouraged to confirm one's attendance and reservation as seats are limited.

The training curriculum helps rental property managers, owners and landlords maintain a safe and attractive property while taking steps to reduce the opportunity for crime and related problems. Information about tenant screening, physical elements such as landscaping and maintenance, warning signs of drug dealing and usage, as well as fair housing are included in the training. This training is helpful to anyone who rents residential property -- especially newcomers who may be unfamiliar with the recommended measures needed to avoid headaches later.

Although open to all residential landlords and tenants in Allentown, the seminars are intended to benefit small landlords in center city where more than 1,800 small landlords have modest "mom and pop" operations of typically one to 10 rental units, either in one structure or in several structures in scattered sites. In 2015, these small operations aggregately owned more than 4,200 registered rental units in center city alone, providing housing to at least 18,000 people. That number of people represents more than 70 percent of the population in center city.

The Allentown Police Department particularly encourages property owners and managers, especially those operating rental units in and around center city Allentown, to attend. Space is limited, so advance registration is requested. For information and to pre-register, please call the City of Allentown Planning Department at 610-437-7613 during office hours, or send an email to Landlord.Seminar@allentownpa.gov.