

The bottom line

Reduce Operating Costs

- Apartment turnover costs can be nearly seven times greater when smoking is allowed. (See chart.)
- Some insurance companies offer discounts for having a 100% smoke-free policy.

Be Recognized

- Nearly 75% of Iowans surveyed said they would choose a smoke-free apartment building. Property owners and managers with smoke-free policies in Iowa can add their name to the Iowa Smoke-free Housing Registry—the place for prospective tenants to shop for smoke-free options.
- Properties with smoke-free policies can request free signage from Iowa's Smoke Free Homes program. Materials include large yard signs to advertise vacancies, permanent metal signs for driveways and buildings, window clings, and more.

Save on Other Expenses

- Reduced insurance claims for fire damage means fewer deductibles and lower premiums.
- Properties with 100% smoke-free policies spend less on litter control.

Take Advantage of Legal Protection

- Lawsuits related to secondhand smoke exposure in housing include those filed under disability laws such as the Fair Housing Act. A smoke-free policy can benefit property owners who might otherwise be subject to legal claims from tenants with pre-existing physical conditions aggravated by secondhand smoke.
- Remember that smoking is not a protected activity or right under any state or federal law.
- Smoke-Free Homes has a free sample policy addendum that you can use for new and renewed leases.

Cleaning and damage to interior fixtures really affects your bottom line. Here's a comparison.

	Non-Smoking	Light Smoking	Heavy Smoking
General Cleaning	\$ 240	\$ 500	\$ 720
Paint	\$ 170	\$ 225	\$ 480
Flooring	\$ 50	\$ 950	\$ 1,425
Appliances	\$ 60	\$ 75	\$ 490
Bathroom	\$ 40	\$ 60	\$ 400
Total	\$ 560	\$ 1,810	\$ 3,515

Data collected and reported by Smoke-Free Housing New England, 2009.

Iowa's Smoke-Free Homes project has experts on smoke-free housing in many areas of the state. Call 1-800-798-0203 to learn more.