

December 3, 2007



Dear Housing Search Service,

You provide an important tool for renters to use when comparing housing amenities and your service does a great job of listing many amenities that renters are looking for. **Did you know that one of the most popular amenities renters desire is a smoke-free living environment?** Studies show that as many as 75% of renters want smoke-free housing.^{1,2}

In the same way that you inform your readers of amenities such as a pet policy, parking, and laundry facilities, highlighting smoke-free properties will help renters choose the apartment they are looking for. **Simply adding the universal no-smoking symbol in a company's ad or creating a "smoke-free rentals" section would be of great benefit to both your advertisers and your readers.** The local print edition of ApartmentGuide.com in Portland, Oregon is one example of a service that has already done this. The online apartment listing in Michigan operated by Rentlinx.com has listed smoke-free as an amenity, with a no-smoking icon for properties with smoke-free policies. Discussions are also underway with the *Rent411* office in Minneapolis, Minnesota.

We represent the *International Smoke-Free Multi-Unit Housing Coalition*, made up of programs and organizations in over 30 states in the U.S., as well as 11 other countries around the world. The mission of all these programs is to educate landlords and tenants on the benefits of smoke-free housing. The goal is to help property managers adopt policies that make their rental properties smoke-free. Smoke-free properties not only provide good asset management for landlords, but protect renters from the dangers of secondhand smoke. The 2006 Surgeon General's report says it all: "The debate is over. The science is clear: secondhand smoke is not a mere annoyance, but a serious health hazard."³

Consider the advertising market for smoke-free housing:

- 4 out of 5 American adults are non-smokers.⁴
- Apartment owners around the country have discovered the business benefits of owning and managing a smoke-free building and many, both private and public, are adopting smoke-free policies.
- Your service can help renters find the smoke-free housing they are looking for.

Members of the *International Smoke-Free Multi-Unit Housing Coalition* ask you to **consider adding a smoke-free property designation to your service.** Your clients will appreciate the additional advertising option, and renters will thank you for it. We will be delighted to tell renters that they can look to your service to find smoke-free apartments in their area.

If you have any questions, or if you decide to add a smoke-free designation, please contact either Colleen Hermann-Franzen of the American Lung Association in Oregon at 503-718-6145 or colleen@lungoregon.org or Carissa Duke of the Association for Nonsmokers—Minnesota at 651-646-3005 or crd@ansrmn.org. If we do not hear from you, someone from the Coalition will contact you directly to talk with you further about this.

Thank you so much for considering taking this important step.

Sincerely,

The International Smoke-Free Multi-Unit Housing Coalition (members and programs are signed below)

¹As many as 78% of renters living in public housing in Maine say they would choose to live in a smoke-free building.

Source: Maine's Smoke-Free Housing Program, www.smokefreeforme.org


²In Oregon, about 75% of renters would rather live in a smoke-free building and 52% would even pay *more rent* to live in a smoke-free building. Source: Portland-Vancouver Metro Area Smokefree Housing Project, www.smokefreehousingNW.com

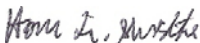
³Source: 2006 U.S. Surgeon General's Report: *The Health Consequences of Involuntary Exposure to Tobacco Smoke*


⁴Source: Centers for Disease Control and Prevention, www.cdc.gov/tobacco

As members of the *International Smoke-Free Multi-Unit Housing Coalition*, we ask you to **consider adding a smoke-free property designation to your service**. Signatures appear in order of country/province/state.


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Ottawa Council on Smoking and Health
Ottawa, Ontario, Canada


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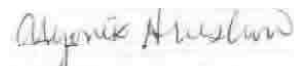

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Serena Chen, Project Director
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Smokefree Air For Everyone
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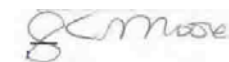

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Tina Petingill, Founder & Chair
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Erin Smith, Attorney
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James Repace, MSc.
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Bowie, Maryland

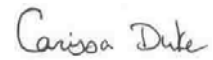

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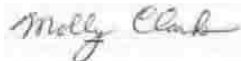

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Carissa Duke
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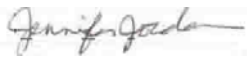
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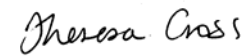


Jo Becker
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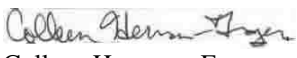
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