



A majority of Coloradans (**83%**) do not smoke and even more (87%) have no-smoking rules for their homes.¹

vs.

Fill Market Niche



However, **only 56%** of properties in Jefferson County, CO reported having any kind of no-smoking policy.²

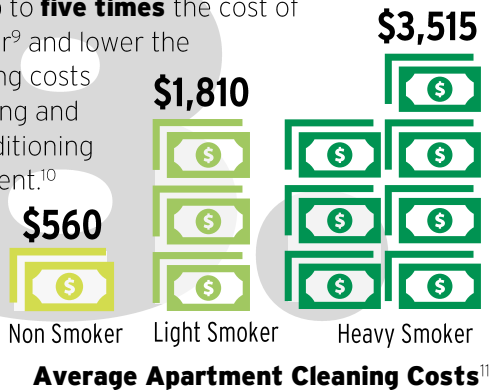


Owners' Liability

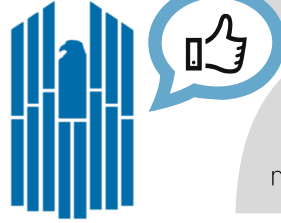
Apartment owners may be **more liable** by allowing smoking than by restricting it,⁷ especially if exposure to smoke impacts breathing, which is a protected activity by the **Fair Housing Act**.⁸

Save Money

Save up to **five times** the cost of turnover⁹ and lower the operating costs of heating and air-conditioning equipment.¹⁰

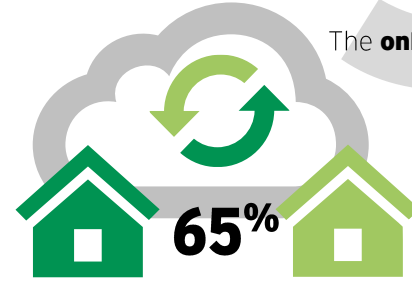


HUD Approves



The U.S. Department of Housing and Urban Development (HUD) **strongly encourages** no-smoking policies in their multiunit housing properties.³

Cleaner Air



Up to 65% of air can recirculate between homes in multiunit housing.⁴

The **only way** to eliminate secondhand smoke exposure is to ban smoking activity.⁵

Fill Market Niche | HUD Approves | Cleaner Air | Owners' Liability | Prevent Fires | No Right to Smoke | Marijuana & E-Cigarettes | Save Money | Attract Residents

9 Benefits of No-Smoking Policies

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Attract Residents

Prospective residents want smoke-free housing.

One survey found 4 out of 5 prospective residents were **immediately less interested** if they smelled smoke in an apartment.⁶

Smoking is **not protected** by the U.S. Constitution, so no-smoking policies are legal and do not infringe on rights of individuals.¹²



No Right to Smoke

Marijuana & E-Cigarettes

No-smoking policies can **include** marijuana and vaporizers in addition to prohibiting use of tobacco products in private units and public areas.¹³



Prevent Fires

Cigarette smoking is a leading cause of fires in multiunit buildings.¹⁴



No-smoking policies reduce fires and may even **reduce your insurance** premiums.¹⁵

Want to know more? Free information and resources to help you implement a smoke-free policy in your building are available. Visit www.JeffcoSmokeFreeHousing.com or contact Rebecca at rhebner@jeffco.us or 303-239-7007



Citations

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