With so many rental choices, how can you get students to choose yours?
When searching for off-campus housing, UA students and parents look for a well-maintained environment with high security standards. As a property owner or manager, your participation in the Crimson Choice education program sends a clear message to prospective tenants that you make their security and well-being the highest priority. That message can only enhance your property's value in the eyes of tenants and their parents and perhaps allow you to receive a premium rental rate on that property.
PRESENTING

CRIMSON CHOICE

UA'S PREFERRED RESIDENTIAL RENTAL EDUCATIONAL PROGRAM
Participation in the Crimson Choice program is voluntary and free of charge. Crimson Choice personnel will complete independent reviews of a representative sample of your property. After completing the reviews, inspectors will determine whether the property complies with the Crimson Choice criteria. A yearly inspection is required to stay in the program.

The marketing benefits of partnering with Crimson Choice are plentiful. When your property is enrolled, it will be listed on UA’s Crimson Choice website. Crimson Choice will also be advertised in several media outlets such as newspapers, local apartment guides, and the Crimson White, UA’s campus newspaper. Crimson Choice will be promoted at housing fairs hosted in the Ferguson Center, UA residential communities, fraternities and sororities, and other off-campus housing events pointing students...
to our website where your enrolled property will be presented.

In addition to UA's promotion, property owners will receive signage to post in their rental offices or on the property, and may use the program logo on advertisements and promotional materials.

If a property is found out of compliance, an Action Item list of recommended or required changes will be presented.

Property owners have 60 days to make the required changes from the Action Item list. When the changes have been completed, property owners can contact Crimson Choice for a representative to come re-evaluate the changes that were made. If a property owner disagrees with a line item on the Action Item list, a re-evaluation can be conducted.

In the event that a safety-related event occurs at the property, or a number of safety-related complaints are lodged, Crimson Choice has the option of conducting additional reviews for the property to remain in the program.

For more detailed information property owners are encouraged to visit www.crimsonchoice.ua.edu.
What we look for in a Crimson Choice™ property

Here are some of the over 60 criteria we look for in a Crimson Choice participating property. For a complete listing of criteria, please go to www.crimsonchoice.ua.edu

Exterior doors/locks
- Is the door metal or solid core constructed?
- Door has 180-degree or wide-angled peephole at appropriate height or window nearby.
- No glass panels in door unless double pane glass.
- Door appears to have a securely installed key-operated dead bolt.
- Hinge pins are non-removable or are located inside the residence.
- Doorjambs/doorframes appear securely fastened.
- Strike plates appear secured into the doorjambs.
- Locks appear in good working order and complex states that it will re-key at resident’s request. (Resident may incur expense.)
- Is the door entrance sufficiently lit?
- Is there good visibility with little shrubbery to allow concealment?
- Sliding glass doors appear to have strong working locks.

Windows
- Double hung windows appear securely pinned or appear to have working locks.
- Window locks cannot be readily unlocked from exterior.

Interior
- Smoke detectors near bedrooms and kitchen.
- Handrails appear sturdy and secure.
- Bathtubs and showers have safety strips or non-slip surface.
- Electrical system appears in working order, checked several plugs.
- Emergency exit reasonably available from each bedroom.
- Passage locks appear to work on bedroom doors.

Exterior
- Shrubs are reasonably cut below window level.
- Tree limbs are reasonably cut above window level.
- Residence number is visible from the street (day or night).
- All walkways appear reasonably lit.
- The entire building exterior is reasonably lit.
- There is sufficient, reasonably lit parking for each resident.
- Mailboxes do not display names and appear secured.
Stairways appear to be sturdy and free of obstruction at time of inspection.
Balkories, if present, appear structurally sound at time of inspection.

Overall Appearance
- Roof appears in good condition, no visible leaks detected.
- Foundation appears in good condition with no visible large gaps or cracks.
- Exterior wall treatment (bricks, siding) appear in good condition with no visible missing pieces, no loose siding.
- Drainage appears well maintained and no standing water present.
- Sidewalk appears level and in good condition.
- Parking area appears in good repair.
- Facility appears neat and in order.

Why you will benefit from Crimson Choice™
Crimson Choice is a no-cost program in which you maintain responsibility for and control of your own rental properties, while being included in The University of Alabama’s preferred residential rental education program. When parents and students are looking for off-campus housing that meets the University’s standards for physical security, they will look to Crimson Choice properties.

To learn more about Crimson Choice™ and for a list of approved properties, visit crimsonchoice.ua.edu or call 348-9400.
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Crimson Choice is an educational program of The University of Alabama, intended to encourage students, parents, and rental owners to take personal responsibility for their own security and well-being, and intended to give them tools to do so. Rental owners remain solely responsible for the operation, physical condition and maintenance of their properties. Neither Crimson Choice nor The University of Alabama guarantee or warrant the safety or security of any properties participating in the program. Safety and security in any given situation depends on multiple factors and is the responsibility of all persons to make informed decisions and use safe practices. The reviews that are conducted are limited in nature; do not purport to find every potential hazard or violation; and are based upon conditions at time of inspection.

THE UNIVERSITY OF ALABAMA