



Landlord-Tenant Relationships

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A Strategic Perspective

- USDA NASS
- Maryland Farmers
 - Land acres owned – 1,327,239
 - Land acres rented - 855,244
- 64% Rented



Landlords

- 65% landlords are over 60 years old
- Most not actively engaged in farming
- 50%+ live within 25 miles of rented land
- 31% are men
- 40% are women
- 29% joint male and female
- Female landlords expected to increase



Risk - Lease

A recent study indicated that lease preferences are influenced less by risk aversion than by the characteristics of the leasing relationship — namely the threat of opportunism from the landlord and the potential returns to the producer's management ability (Moss).



Communication

- 1.the act or process of communicating; fact of being communicated.
- 2.the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs.

Communication begins by knowing your audience



Give Info, Seek Info,
Test Understanding, Summarize

Give Info, Seek Info,
Test Understanding, Summarize

The further you
need to go in...

- Conversation
- Communication
- Delegation
- Persuasion
- Negotiation
- Confrontation
- Investigation
- Duplication by design

Basic Communications

*The more you need
to clarify the...*

Who?

What?

Why?

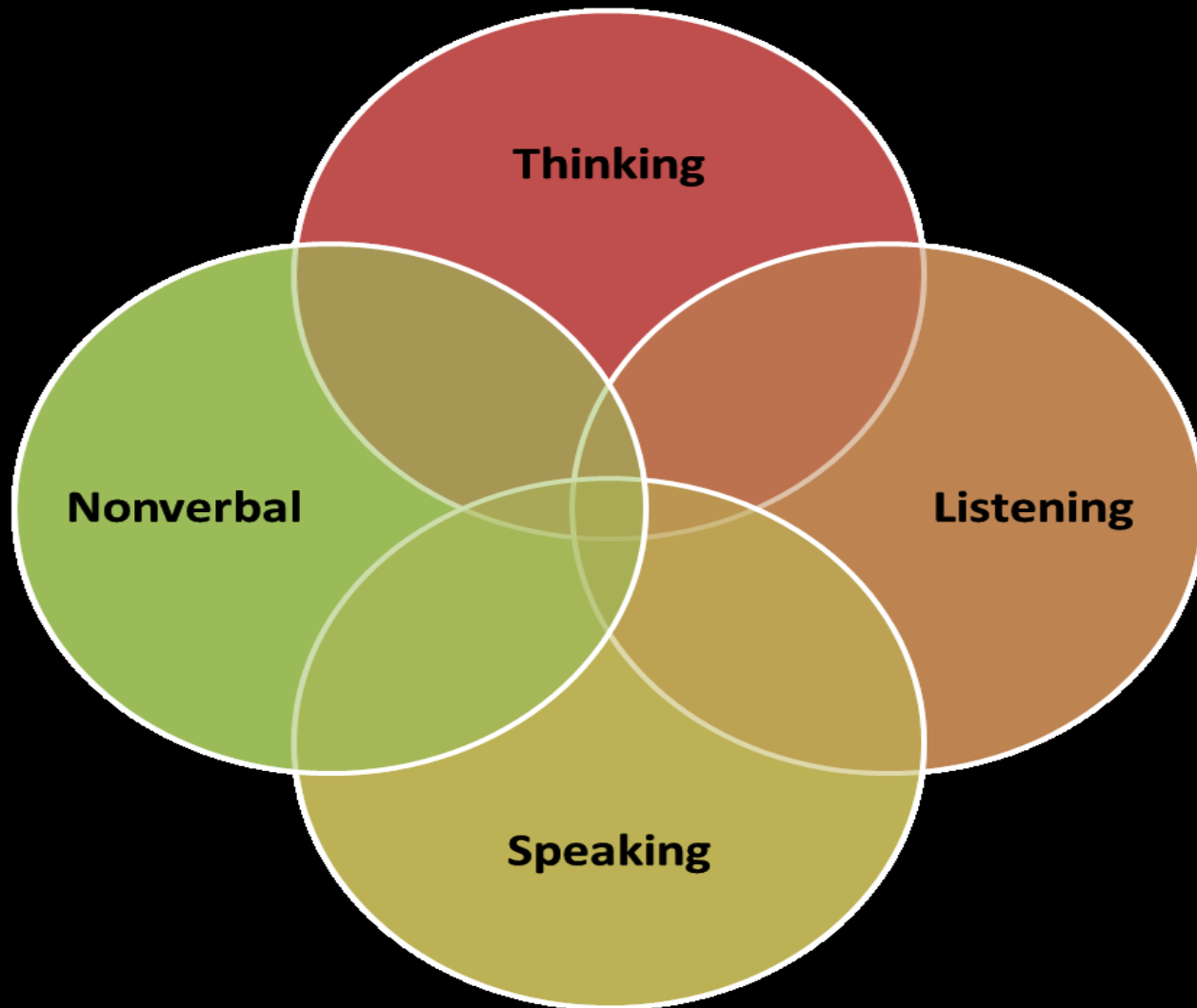
Where?

When?

How?



Four Communication Skills



Communication

- A Critical Skill
 - Effective communication
- The model consists of:
 - Sender
 - Message
 - Receiver
 - Channels
 - Feedback
 - Effect



Types of Communication

- **Verbal**

- Oral
- Written
- E-mail
- Social Media

- **Nonverbal**

- Expression
- Expressive behaviors
- Body language



Communications

- Means of communication
 - Telephone
 - Newsletter
 - Email
 - Texting
 - Person to Person
 - Resume`
 - Website
 - FaceBook
 - Twitter
 - LinkedIn
 - Blog
 - Instragram
 - Google Plus



Styles of Communication

- **The Basics**

Every time we speak, we choose and use one of four basic communication styles: assertive, aggressive, passive and passive-aggressive.

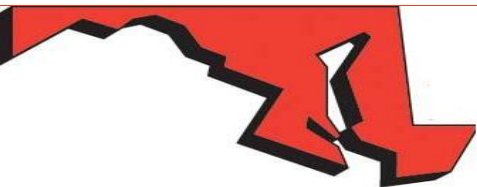


Styles of Communication

- **Assertive Communication**

The **most** effective and healthiest form of communication is the assertive style. It's how we naturally express ourselves when our self-esteem is intact, giving us the confidence to communicate without games and manipulation.

- When we are being assertive, we work hard to create mutually satisfying solutions. We communicate our needs clearly and forthrightly. We care about the relationship and strive for a win/win situation. We know our limits and refuse to be pushed beyond them just because someone else wants or needs something from us. Surprisingly, assertive is the style most people use least.



Styles of Communication

Aggressive Communication

Aggressive communication always involves manipulation. We may attempt to make people do what we want by inducing guilt (hurt) or by using intimidation and control tactics (anger). Covert or overt, we simply want our needs met - and right now! Although there are a few arenas where aggressive behavior is called for (i.e., sports or war), it will never work in a relationship. Ironically, the more aggressive sports rely heavily on team members and rational coaching strategies



Styles of Communication

- **Passive Communication**

Passive communication is based on compliance and hopes to avoid confrontation at all costs. In this mode we don't talk much, question even less, and actually do very little. We just don't want to rock the boat. Passives have learned that it is safer not to react and better to disappear than to stand up and be noticed.



Styles of Communication

- **Passive-Aggressive Communication**

A combination of styles, passive-aggressive avoids direct confrontation (passive), but attempts to get even through manipulation (aggressive). If you've ever thought about making that certain someone who needs to be "taught a thing or two" suffer (even just a teeny bit), you've stepped pretty close to (if not on into) the devious and sneaky world of the passive-aggressive.



Styles of Communication

- **So now what?**
- Clearly, for many reasons, the only **healthy communication style is assertive communication.** Surely you can identify many people in your own life that favor each of the four styles. Most of us use a combination of these four styles, depending on the person or situation. The styles we choose generally depend on what our past experiences have taught us will work best to get our needs met in each specific situation. If you take a really good look at yourself, you've probably used each throughout your lifetime.



Communication Problems

1. Unclear message
2. Stereotyping
3. Incorrect Channels
4. Language
5. Lack of feedback
6. Poor listening skills
7. Interruptions and physical distractions



Guidelines for Tenants

“Keeping the Landlord Happy”

no different from an

“Effective Public-Relations Strategy in any
Business”



Public-Relations Strategy

1. Communicating with landlord
2. Educating landlord about agriculture
3. Explaining farm costs and their change
4. Providing regular crop reports during the growing season
5. Maintaining appearance of property
6. Treating landlord like family



Guideline for Tenants

1. Have a written lease
2. Resume`
3. Objectives
4. Cropping Plan
5. Regular Updates
6. Inform and Educate
7. Cost Information (Budgets online)

www.extension.umd.edu/grainmarketing



Guideline for Tenants

8. Alert landlord of problems
9. Document in writing
10. Improve appearance
11. Acknowledge life events
12. Encourage landlord visits to your farm
13. **PAY EXPLICIT ATTENTION TO THE NEXT GENERATION OF OWNERS!**



Guideline for Landlords

1. Have a written lease
2. Ask questions
3. Provide information about objectives
4. Stay informed
5. Schedule yearly meetings
6. Be rational



Checklist Tenant-Landlord

1. Goals
2. Risk
3. Lease preferences
4. Communication Preferences
5. Attitude toward change
6. Constraints
7. WIN/WIN



Resume`

1. Biographical background
2. Statement of management objectives for the future
3. Experience
4. Environmental statement
5. Risk management strategies
6. Information – insurance coverage & limits
7. References



Resume`

Refer to Resume`



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Newsletter

- Key elements
 - Title
 - Tenant Contact Information
 - Informational Content
 - “What’s Going On”
 - Crop/pasture/livestock conditions
 - Weather update
 - Commodity prices
 - Technology
 - Upcoming events
 - Conclusion



Newsletter

Refer to Newsletter



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FRANK'S FARM



Winter 2009
Volume 1, Issue 1

"What's Going On"

Since my last quarterly newsletter, we have completed the fall harvest. We are finally getting the rain we much needed this past summer. Grain prices have fallen dramatically since the fall of the stock market and oil prices. The corn crop was average this year, but the soybean crop was below average since we didn't have much rain when the soybeans needed it. We have cleaned and waxed all equipment and put it away for the winter. Fannie and I have been busy attending and speaking at the County Commissioners and Planning commission meetings about the new proposed ordinance 08-25

Crop conditions

Our wheat crop is looking good so far. The crop had very even emergence this fall while getting some good growth before it got cold. We planted the maximum amount of acres of cover crop, which is part of the Maryland Department of Agriculture Cover Crop program.

Weather update

Lots of rain so far this winter! The water table is still low, so we hope the moisture will continue in the form of rain.



Commodity prices (as of 12/29/08)
Cash Wheat July 09 \$4.74
Cash Corn Dec 09 \$4.30
Cash Soybeans Nov 09 \$9.19
Call the QAC Extension office daily for prices
410 758 0166 ext 25

Technology update

We are working on printing our yield maps for each field. We had a great deal of deer damage on most of our farms. We are working with Quality Deer Management to develop a plan to manage deer.

Upcoming events

Regional Land Use Policy Forum - Jan 21st, Chesapeake College.
Agronomy Day - March 6th, QAC 4-H Park
See other dates in the Extension Ag Newsletter

Conclusion

This has been an historic year as far as the cost of inputs and the price of commodities. We are working on crop budgets for this year, so far the cost of fertilizer has decreased, thank goodness since the commodity prices have fallen.

HAPPY NEW YEAR!

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Summary

- It is all about Communication
- Be Professional
- Relationships are important
- Find the best means of communication for you and your business



Resources

Grain Marketing Website

www.extension.umd.edu/grainmarketing

Crop Budgets, Custom Rates

Grain Marketing Clubs

References

University of Ohio Extension

University of Iowa Extension

University of Minnesota Extension



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Questions

Thank you

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