

The pursuit of smokefree rentals in La Crosse by the county health department has netted a really big landlord.

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Three Sixty Real Estate Solutions has over four hundred rental units. The company says it goes smoke free in all of those rentals with leases signed in May. Makes sense largely because that's where the demand is, says Three-Sixty director of operations, Jeremy Novak. And it's not as expensive

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There's also the safety benefit, says Novak

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Big Landlord Joins Smokefree Ranks

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The health department says there are now 14 bigger La Crosse landlords in 43 buildings that have agreed to go smokeless since the county began a push to for smokefree rentals.