

ENSURE YOUR PROPERTY IS “RENT-READY”

Being “Rent-Ready” is critical for landlords and property managers. Presenting a home that is not ready for a renter can cost you valuable time and money. Showings are extremely time consuming for a landlord and showing a home that is not “Rent-Ready” wastes time. The showing sets the tone for the entire relationship and that first impression is critical! Make it count by presenting a well maintained, clean home that a renter can imagine themselves in the moment they walk in. Clean, Fresh, and Bright!

Here is a check list to make it easy.

- Re-Key the Property.** Re-keying the property is always a good idea to do after each tenant. We recommend using KwikSet Smart Keys® lock sets that allow you to easily change the key at any time without the need of a locksmith. This is great DIY project and a quick “how to” video can be found on our [YouTube page](#) if you have never used one before.
- Conduct a Comparative Market Analysis (CMA) and Determine Rental Rate.** This can be done several ways. Ask your property manager for one or a real estate agent who has access to the MLS. The other way is look on web sites like Zillow® or Trulia®. The goal of a CMA is to find out what you should rent your property for and what the market value is. The second reason is to see what the competition looks like. Find out what renters see when they start searching. Try and make you home more appealing than the other homes either with price, amenities, or condition of the home.
- Make Sure Your Utilities Are On.** This may sound obvious but many landlords try to keep costs down by not turning on the power and water. This is not recommended. First of all, you don’t want to be in a dark home with a person you don’t know and the tenants feel the same way. Second, a dark home is just not appealing to anyone, day or night, a dark home will stay on the market longer than a light and bright home. Make sure all your light bulbs are working and on during the showing.
- Inspect Your Appliances.** Make sure your Fridge, Range, Microwave, Water Heater, and any other included appliances are working properly. It’s much easier to fix things before tenants move in.
- Repairs.** Walk the house and create a punch list of repairs. Look for light bulbs out, loose cabinet doors, leaky sink valves, check smoke detector batteries, etc. Remember, Florida requires landlords to maintain screens on all windows so make sure there are no tears or missing screens.

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- Make Sure Your Air Conditioner and Heater are Working Well.** Make sure it’s working and that the coils and filters are clean, you don’t want surprises when you go to show the home. The temperature in the home should be kept to a comfortable setting during all showings; its ok to turn it up (or down) when you leave but make sure it’s not turned off. We recommend setting it to 78 degrees. Air circulation is important to prevent mold growth and stagnant air. You want to be able to get to the home 10min early and turn the AC down so it’s cool for the showing.
- Inspect Your Property for Safety and Security Issues.** You want to make sure that exterior motion lights are working, there are no broken windows, exposed electrical wiring, the doors lock properly, and there is no water leaks or mold. Safety should not ever be overlooked.
- Clean Up Any Personal Belongings and Repair Leftovers.** This means “left over paint”, yard equipment, cleaning supplies. First anything you leave behind, assume your not getting it back. Second, moving usually involves getting rid of things and purging a bit, the last thing a renter wants is someone else’s leftovers. Clean and Empty is the key!
- Paint any Non-Neutral Colored Walls a Neutral Color.** DO NOT TOUCH UP. Touching up never looks the way you think its going to look. Remember “Clean, Fresh, and Bright”! Color can be a deal breaker. Think neutral and “boring”. You want ANY potential renter to walk into the house and be able to envision their own furniture and décor in the home.
- Assess the “Curb Appeal”.** Curb appeal is often overlooked by property managers and landlords. Its part of that “Fresh” look that draws people in. Mulch is an easy and inexpensive way to freshen up a yard. Many prospective tenants will see a home online then drive the neighborhood well before calling. You want the house looking good from the road. The first impression often is the difference between getting your home rented and getting your home rented today!
- Finally, CLEAN THE HOUSE.** Showing a home that is not clean is the best way to lose a prospective tenant. No one wants to live in a dirty home and if their first thought is “Oh, I am going to have to clean the house before I move in”, your home will likely sit on the market until you do clean it. In our experience the professional cleaners are well worth the money.

THE GOAL: Create a desirable home that appeals to as many people as possible.
The prospective tenant **MUST** be able to happily imagine themselves in your home.

Is it time to hire a property manager to handle all this for you?
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