

# Property Owner's Handbook



## Rental Home Management Services, Inc.

*Relax . . . We'll take care of it for you!*

*Please keep this in a safe place for future reference.*



## *A Message from Gail . . .*

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Communication comes first at Rental Home Management Services, Inc. Keeping in touch with property owners and residents of rental homes ensures the quality of service you expect for your investment property.

I have developed and taught property management courses throughout Florida and across the country, incorporating these systems and values into our own business procedures. And, the Property Genie™ software we use saves time and money while providing quality task tracking and records all of which we gladly pass along to you.



Our experienced staff is dedicated to fulfilling the promises we make.

We find the tenant, collect the rents and arrange maintenance and repairs so you don't have to.

***Relax, we'll take care of it for you.***

Thank you for taking the time to review this handbook we have developed for you. If you have questions or would like to contact me please do so by:

Email: [Gail@renthomefl.com](mailto:Gail@renthomefl.com)  
Office Ph: 407-261-5610 x 112  
Cell Ph: 407-492-4770



**Gail Moncla, CPM, MPM**  
Broker-owner  
Licensed Real Estate Instructor



## Welcome to Rental Home Management Services, Inc.!

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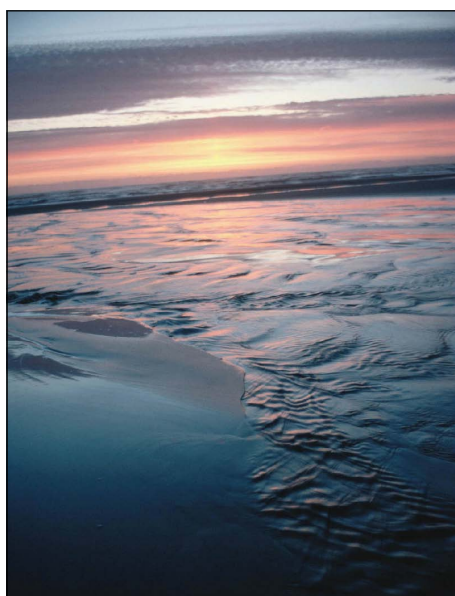
This Property Owner's Handbook is designed to familiarize you with our administrative process. It is our sincere belief that open communication is the key to both success and happiness. We want you to feel confident that we've got everything under control so you don't have to worry about it. We're here to make sure every aspect of managing your property occurs as smoothly as possible. After all, we have more than 25 years of experience in property management. Who better to hand your keys over to!

Please review the following information and retain this copy for future reference. Please also visit our website, [www.renthomefl.com](http://www.renthomefl.com), for the most current information as well as tips and news items we post. And, of course, always feel free to contact your property manager by phone. You can always talk to a real person. And, if you find you have to leave a voice mail, don't worry. Your property manager will call you back as soon as possible! We're here to help and welcome your call.

The following *Table of Contents* outlines the benefits, services, and what you, as our client, can expect from Rental Home Management Services, Inc.

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# Why Choose Us?

## OUR PEOPLE MAKE THE DIFFERENCE

We believe that the key to our success is in the personal relationships we develop with our customers. Rental Home Management Services, Inc.'s team of talented professionals represents some of the best educated, hardest working residential property managers you'll find. Many have attained such notable property management designations as: Certified Property Manager (CPM®), Master Property Manager (MPM®), and Residential Management Professional (RMP®). Our experience and knowledge in managing single family homes means both peace of mind and savings for you.

Our people make the difference:

- ◆ Our employees enjoy their jobs. It's simple:  
**Happy employees = Happy customers**
- ◆ They are qualified Leasing Consultants and Property Reviewers
- ◆ They keep detailed records including video taped property inspections
- ◆ We show rental properties 7 days a week
- ◆ We use a **"PROVEN RENTAL MARKETING PLAN"** for faster leasing
- ◆ Superior tenant screening
- ◆ **PROTECTION:** Attorney prepared leases
- ◆ **ACCURACY:** Computerized accounting
- ◆ **GUARANTEED Tenants:** If our tenants break their lease in the first 6 months, we'll waive our leasing fee and re-rent your property **FOR FREE!** (excluding advertising costs)
- ◆ We do not assess surcharges to property owners for minor maintenance and repairs
- ◆ **OUR SERVICES ARE TAX DEDUCTIBLE:** you can do the work yourself, or, you can have us do the work for you and deduct the cost from your taxes



## LEASING CONSULTANTS

Our leasing consultants are specially trained to assist prospective renters in finding the right property to lease. They focus on showing properties efficiently and are available to show rental homes 7 days a week. This makes the process convenient for qualified renters seeking quality homes and also results in maintaining a high portion of properties occupied — a definite plus for our property owners.

## WE'RE OPEN WHEN YOU ARE AVAILABLE

Rental Home Management Services, Inc. is open for your convenience 6 days a week (excluding national holidays). We realize that many prospective renters work during the week and only have the weekend. Thus, we make a special effort to try to accommodate those needs so that we are able to get your property rented as quickly as possible. We also realize that managing rental properties does not stop at 5:00 pm on Fridays. Therefore, we have property managers on call 24 hours a day, 7 days a week to handle any situation our customers may have.

## VIDEO TAPED PROPERTY INSPECTIONS

If you believe that a picture is worth a thousand words, then *Video Taped Property Inspections* are just one more reason why you should hire Rental Home Management Services, Inc. to manage your single family home, condo, town home, etc. Since we began adding video tape to our home inspections (1997), there hasn't been any question as to "what the property looked like

prior to move in.” This procedure provides peace of mind to both property owners who want to protect their property, AND, to tenants who want to ensure the return of their security deposit.



## A PROVEN RENTAL MARKETING PLAN

Our “*Rental Marketing Plan*” employs a number of proven marketing techniques to promote your vacant property to thousands of prospective renters. Our homes are listed on the top websites for rental properties including: **www.renthomefl.com**, **www.rentals.com**, **www.rentalhomesplus.com**, and **www.rentalhouses.com**. Plus, we market many of our vacant properties on local television such as **Fox News**, the **USA Network**, **Lifetime Movies** and others! We also utilize the **Orlando Sentinel Newspaper** from time to time as needed. And, full color marketing flyers detailing the features of each rental property are provided right onsite. An easy to see yard sign clearly identifies the property as available to rent.

In addition to our own efforts, many realtors also refer renters to us. Likewise, we reciprocate by referring property owners who decide to sell their property to the top real estate firms in Central Florida. At Rental Home Management Services, Inc. you'll never have to worry about extended vacancies due to a lack of marketing!

## SUPERIOR TENANT SCREENING

It is our goal to do the best job we can in screening applicants for the properties we manage. We are knowledgeable of the laws governing both the property owner's rights as well as the potential tenants. Thus, we have an

excellent track record in finding tenants who have shown a history of both maintaining a rental residence and paying their rent promptly. We show them the same consideration in managing the residence they are occupying and the result is good tenants and happy owners.

Throughout the years we've honed our skills in screening applicants to a formal process we refer to as a **6 Step Screening** of each and every adult rental applicant. These steps involve the following:

1. We pull national credit reports on each and every adult rental applicant.
2. We do an “eviction search” to assure that an applicant hasn't been evicted in the preceding 7 years.
3. We contact the former landlord for references.
4. We verify the applicant's employment or income.
5. We do a “Criminal Background Check” on all adult applicants.
6. We do an “FBI/CIA Terrorism List” check to guarantee applicants are not registered as terrorists.

Because of our superior tenant screening process, we have significantly fewer problems with tenants who default on their lease or damage the property.

## GUARANTEED TENANTS!

We are so careful in our selection of renters that we are able to provide our property owners the following guarantee: if a tenant placed by our firm breaks their lease during the first 6 months, we will waive our customary leasing fee to secure new tenants (advertising costs excluded).

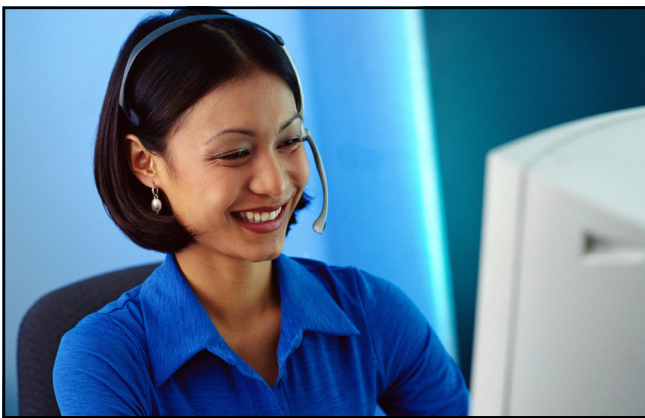


## COMPUTERIZED ACCOUNTING

At Rental Home Management Services, Inc. we use a very sophisticated property management software created with the assistance and partnership of one of the industry's most experienced property management professionals. The result is an efficient system that enables us to perform our responsibilities to both our property owners and tenants.

For instance, we have the ability to **“direct deposit” your rent payments directly into your bank account!** And, our property owners receive detailed monthly statements that show all rental income and disbursements. We also provide a year-end summary statement appropriate to your tax accounting needs.

The accounting portion of our system also enables us to make recurring monthly payments, such as mortgage payments, homeowners association payments, or any other monthly obligation for our owners provided adequate funds are available in their account. *We make property management easy for our customers!*



## THE MOST QUALIFIED MANAGERS

To provide the best available service to our clients as well as maintain our unsurpassed reputation within the residential property management profession, we provide superior ongoing training to our staff. This dedication is evident in the types of property management designations our managers hold such as the CPM® (Certified Property Manager), the MPM® (Master Property Manager), and RMP® (Residential Management Professional). We are second to none in property management achievement in our marketplace.

## COMMUNICATION

We believe that the key to our success is in the personal relationships that we have developed with our customers. Working for owners of rental homes and with their tenants requires good communication skills. At Rental Home Management Services, Inc. we believe that communication is key to the success of any organization and encourage our clients to feel free to contact us at anytime.

## NO SURCHARGE TO PROPERTY OWNERS FOR MINOR MAINTENANCE

We maintain a list of qualified independent maintenance technicians who make necessary maintenance and repairs to the properties we manage. We ask that our tenants submit all maintenance requests in writing. We have found this policy encourages the tenants to make minor repairs on their own and helps to keep your costs down.



## RELAX! OUR FEES ARE TAX DEDUCTIBLE!

The choice is simple: You can spend your time, which is not tax deductible, to manage your property, OR, you can relax. Go on vacation and leave those thoughts behind because you have hired us to manage your rental property.

Our goal is to save you time, money and aggravation in the leasing and management of your single family rental property.

# Rental Marketing Plan

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We market our properties more extensively than any other company in Central Florida, in the most cost-effective and influential manner.

## WEBSITES WE USE INCLUDE:

[www.renthomefl.com](http://www.renthomefl.com)  
[www.rentalhouses.com](http://www.rentalhouses.com)

[www.rentalhomesplus.com](http://www.rentalhomesplus.com)  
[www.rentals.com](http://www.rentals.com)

## TELEVISION MARKETING THROUGHOUT CENTRAL FLORIDA:

We advertise our rental properties on: TBS, USA, Fox News, TNT, HGTV, Channel 13 Local News and others.



## FULL COLOR FLYERS OF EACH PROPERTY:



*Flyers placed in our Office Display*

## Rental Marketing Plan (cont.)

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### OUR ATTRACTIVE “HOME FOR RENT” SIGNS:



**Referrals:** With more than 20 years of experience in Central Florida, we frequently receive referrals from current and past customers, tenants, and Realtors.



## Compare us to the other companies you're interviewing:

<i>Services</i>	<i>Benefits</i>	RHMS	Company B
Professionally trained property managers with CPM <sup>®</sup> , MPM <sup>®</sup> , and RMP <sup>®</sup> Designations	Our education and expertise limits your liability	✓	
Video taped move-in/move-out inspections	Accurate condition records	✓	
Annual property reviews with photos	You can plan for upcoming expenses	✓	
Superior tenant screening, credit checks, eviction search, criminal back-ground check, landlord references, employment history	Over 60% of our residents have been in their home for more than one year!	✓	
Each individual lease is attorney prepared	Correct and enforceable	✓	
A friendly, courteous <b>person</b> answers the phone	Quality care of owners and tenants	✓	
Properties are shown 7 days a week	Convenience	✓	
Marketing plan features properties advertised on websites and local TV stations	Shortest possible time on the market	✓	
State-of-the-art computer accounting system with direct deposit to your bank account	No waiting for information Online statements	✓	
Property Owner's Handbook—services spelled out in writing	Check it out! We do what we say	✓	
Owner has more than 20 years of property management experience in Central Florida	Situations are handled expertly and with care	✓	
Specialize in property management—not sales!	Focus is on you and your properties	✓	

## Meet Our Staff:

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## What's Included For Fees Paid?

At Rental Home Management Services, Inc. our service is called "Property Management." However, it should really be called "People Management" since much of our work is centered around our staff successfully communicating with property owners, tenants, contractors, creditors, insurers, attorneys, code enforcement, planning and zoning, and home owner associations—just to name a few.



### MANAGEMENT FEES

Management fees are charged on a percentage basis of the rent that is collected. These fees cover services we provide such as:

- ♦ Attending to all of the telephone, email and fax inquiries pertaining to your rental property (ies).
- ♦ Collecting rent on a timely basis, imposing a fee when it arrives late, and taking legal action when necessary.
- ♦ A property manager on call 24 hrs a day, 7 days a week, 365 days per year.
- ♦ Lease enforcement with tenants.
- ♦ Hand delivery of notices to tenants as necessary.
- ♦ Coordinating maintenance requests, quotes, repairs and payment of such.
- ♦ Electronic funds transfer to your account.
- ♦ Filing evictions and any corresponding legal actions necessary including court appearances.

- ♦ Preparing monthly statements for property owners.
- ♦ Preparing annual year-end income & expense statements and IRS 1099 Forms.
- ♦ Serving as a liaison with homeowner or condo associations if applicable.
- ♦ Facilitating utilities be turned on and off.
- ♦ Performing annual rent reviews.
- ♦ Periodic visual inspections of the property to ensure lease compliance.
- ♦ Processing notices to vacate or to renew a lease term.
- ♦ Liaison with insurance companies, when authorized.
- ♦ Conducting video taped move-in/move-out inspections.



- ♦ Lodging security deposit claims, when necessary, in accordance with the Florida Landlord Tenant Laws, F.S. 83.
- ♦ Maintaining a staff of highly skilled and trained professional property managers.
- ♦ Maintaining a professional office environment with the latest in technology and property management tools.
- ♦ Continual training of staff.
- ♦ Direct supervision by the company owner who is a Certified Property Manager (CPM<sup>®</sup>), a Master Property Manager (MPM<sup>®</sup>), and a Residential Management Professional (RMP<sup>®</sup>).

## LEASING FEES

Leasing fees cover services in connection with:

- ◆ All tasks involved with placing advertisements and signage for the property.
- ◆ Photographing your property.
- ◆ Creating information flyers for your property.
- ◆ Uploading photos and property information to the various Internet sites.
- ◆ All aspects involved in showing your property to prospective tenants including providing status reports of those activities.
- ◆ Processing lease applications for tenancy including: tenant screening via credit reports, eviction searches, criminal background check, verification of former landlord references and employment verification of applicant.
- ◆ Negotiating the terms of the lease with prospective renters.
- ◆ Preparing the new lease agreement and processing all items necessary for new residency.
- ◆ Conducting the lease closing in person with tenants, processing the lease, including: general information, and providing rules and tenancy regulations to new tenants.
- ◆ Registration and activation of the tenant's rental payment system.



## LEASE RENEWAL FEES

Leasing renewal fees pertain to:

- ◆ Encouraging tenants to renew their lease for an additional year — this saves the property owner the expense of preparing the unit for re-rental.
- ◆ Preparation of lease renewal agreement & paperwork.
- ◆ Review of market rents when a renewing tenant requests an adjustment to the rent rate.
- ◆ Timely renewal notices to tenants, per Florida statute, F.S. 83.

## SALE TO TENANTS

At Rental Home Management Services, Inc. our focus and expertise is in property management. Therefore, we do not list properties for sale. However, for those property owners interested in selling their property to the tenant, we will offer assistance to both our tenants and the property owner in the process of selling that rental property. An appropriate fee is charged for those services.

## ANNUAL PROPERTY CONDITION REVIEW

We provide to each property owner a complete cosmetic property condition review each year for each property we manage. This review includes photos of the property with recommendations regarding upkeep, maintenance and repairs.

The purpose of this annual property review is as follows:

- ◆ Review how the tenant is complying with the terms of the lease agreement with regard to physical care of the property. Perhaps repairs are needed and will be charged to the tenant.





- ◆ Determine any violation by tenants including:
  - a. Pets
  - b. Additional people residing in the property
  - c. Yard maintenance
  - d. Excessive trash in the yard or residence
- ◆ Identify and correct any noticeable safety issues to avoid a potential liability .
- ◆ Identify any potential capital improvement recommendations to report to the property owner for future consideration. This could include replacement of:
  - a. Carpets and/or other flooring
  - b. Appliances
  - c. Plumbing fixtures
  - d. Heating and air conditioning
  - e. Cosmetic improvements

An annual fee of \$125 per property review will be charged to you to help defray the cost of performing this service.

## Frequently Asked Questions

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1. *How long will it take to lease my property?*
2. *How do you qualify potential tenants?*
3. *How quickly does Rental Home Management Services, Inc. process the monthly rent and statements for property owners?*
4. *How often and in what way are property inspections conducted?*
5. *If I want to sell my property can Rental Home Management Services, Inc. help?*
6. *How are rental collections handled?*
7. *Do you guarantee the tenants that you place in my rental home?*
8. *How do your fees compare to your that of your competitors?*
9. *Who handles problems that occur after normal business hours?*
10. *Why should I choose Rental Home Management Services, Inc.?*

### ANSWERS

#### 1. *How long will it take to lease my property?*

The average length of time it takes to lease a home depends on current market conditions. In recent years it has averaged less than 14 days! This is because we begin marketing your rental home the moment it becomes ready to rent, or, as soon as the current tenants give us the 60 day notice of their intent to move out.

We average hundreds of prospective tenant calls each week and strive to excel at matching the right tenant to the right residence as quickly as possible.

#### 2. *How do you qualify potential tenants?*

It is a top priority to provide you with the caliber of tenants that you want in your rental property. We do this through:

- ◆ A complete national credit report on each adult resident.
- ◆ A Central Florida court search to see if

the applicants have been evicted in the past 7 years.

- ◆ Verification from their former landlords.
- ◆ Verification of their employment.
- ◆ A Florida criminal background check on each adult applicant.
- ◆ An FBI/CIA Terrorism List check to verify that the applicants are not registered as terrorists.

In addition to the normal financial qualifications, we also try to assist our applicants in selecting a home that is convenient to their job, shopping, and desired school district. This results in a good fit and has shown to help retain our tenants longer.

At Rental Home Management Services, Inc. we believe that the good residents are worth taking the extra effort to find!

#### 3. *How quickly does Rental Home Management Services, Inc. process the monthly rent and statements for property owners?*

We pride ourselves on quick turnaround of your rent and statements and offer to “electronically direct deposit” your funds to your bank account. You can rest assured your rent proceeds will be deposited into your bank account on the 15<sup>th</sup> day of each month.



#### 4. *How often and in what way are property inspections conducted?*

- ◆ When your property is vacant, we generally inspect it each week.
- ◆ An inspection is done prior to the tenants moving in and is referred to as the “move-in” inspection. At this time we detail in writing as well as video tape the condition of your property.
- ◆ We inspect the exterior of our properties on a periodic basis and we also conduct other inspections when requested to do so or if we determine that checking the property is warranted.
- ◆ Within 90 days of the tenant moving in, we contact them to ensure everything is okay with their new home.
- ◆ We do a mid-lease term annual property condition review including photos.
- ◆ We discuss with the tenant their intent to renew their lease for another year. If they are not planning to renew, we advise our leasing staff to facilitate the process of re-rental quickly to achieve little or no vacancy.
- ◆ When the tenants have vacated your property, we perform a detailed move-out inspection. This is to insure that the tenants have left the home in the same condition as when they first rented it. If damage is found, we will impose a claim against the tenant’s security deposit as required by the Florida Landlord/Tenant Laws (F.S. 83). If no damage is found, the security deposit will promptly be returned to the departing tenants.



#### 5. *If I want to sell my property can Rental Home Management Services, Inc. help?*

Yes. Rental Home Management Services, Inc. has teamed up with leading Real Estate companies in the Central Florida area to sell your property. For information on how we can help you sell your property, call your Rental Home Management Services, Inc. contact at (407)261-5610.



#### 6. *How are rental collections handled?*

Our collections policies are as follows:

- ◆ Rent is due on the 1<sup>st</sup> of each month and considered to be late on the 2<sup>nd</sup> day of the month.
- ◆ All tenants who have not paid by the 3<sup>rd</sup> of the month receive a first notice, a friendly reminder, placing them on notice. We also attempt to reach them by phone.
- ◆ Any tenants who have not remitted their rent timely will be served the legal prerequisite paperwork (a 3 day notice) to file an eviction.

NOTE: All of the above actions are included in the management fee discussed earlier.





While evictions are rarely necessary, due to the careful screening process all applicants are subject to, occasionally a collections situation does arise. Should it be necessary to file an eviction, the following step will be performed in addition to the previously listed items:

- ◆ All paperwork including copies of the lease and the notices served upon the tenants are forwarded to a law firm and they proceed immediately in filing the eviction action.

In our experience, most evictions are settled with the tenant paying all costs incurred and remaining in the property. However, should it be necessary to proceed with the eviction, we will assist you in this action.

NOTE: If you employ our services, but placed the tenant yourself and that tenant becomes delinquent we do offer assistance with eviction proceedings. A one time fee to be determined plus court costs and legal fees will be charged.

**7. Do you guarantee the tenants you place in my rental home?**

**Yes. We offer our property management customers the following guarantee:**

- ◆ If we place a tenant in your rental home and they break their lease (for any reason) during the first 6 months, we will waive our normal leasing fee to re-rent your home to new tenants (excluding advertising costs).
- ◆ Should a tenant break their lease AFTER the first 6 months, we will reduce and prorate our normal leasing fee to you.

At Rental Home Management Services, Inc. you will never pay two full leasing fees in the same 12 month period.

NOTE: All advertising costs are the expense of the property owner.

**8. How do your fees compare to those of your competitors?**

Our fees are very competitive. We charge a fair fee for a tremendous service.

**9. Who handles problems that occur after normal business hours?**

Our property managers take turns being "ON CALL" to handle late night calls from our tenants. Our 24 hour hotline is available to take a tenant's emergency call and then page the manager on call.

We will attempt to solve the problems right over the phone and are often able to avoid an additional maintenance expense.

**10. Why should I choose Rental Home Management Services, Inc.?**

Because you will like doing business with us. It's that simple. We are very fair and enjoy our work. And it shows. We are here to serve you and your tenants and make you glad you chose us! At Rental Home Management Services, Inc. we work to earn your trust and give you peace of mind.

**So relax! We'll take care of it for you.**





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