

# EFFECTIVE MARKETING OF A RENTAL PROPERTY



GET THE FACTS FROM A  
PROPERTY MANAGEMENT  
COMPANY WITH OVER  
35 YEARS OF EXPERIENCE

Compliments of John Tiner, Jr., G.R.I.  
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## About The Author

John Tiner Jr. became a Realtor and joined his parents in the family business in March 1987. Shortly after acquiring his real estate license, he took the coursework necessary to earn the designation of GRI (Graduate of Real Estate Institute). John has been a continuing member of NARPM (National Association of Residential Property Managers) since 1994. His extensive background and experience in property management and sales, plus his very competent assessment of rent values makes him a very credible and reliable source of property management information. During John's tenure in the property management profession he has earned the respect of his peers and the admiration of his clients.

## We Are Specialists!

Highly professional property management companies usually specialize in the kind of properties they like to manage. There is enough demand for their services that they no longer accept any and every property. An outstanding record of professional management for over 35 years has allowed us to specialize in the market we like the most: **Upper end properties and owners that care about and for their investments.**

## Serving The Sacramento Area With Distinction

Your Sacramento property management solutions and asset management team, specializes in upper end single family home rentals, duplexes, and condominiums. Are you looking for homes for rent or to buy in Sacramento California? We are a family owned and operated business and have over 35 years experience in property management services and sales. We are uniquely equipped to help investors make a wise purchase because **we know both sales and property management.**

# EFFECTIVE MARKETING OF A RENTAL PROPERTY

## STAGE THE PROPERTY FOR MAXIMUM RESULTS

Over many years, we have been managing rental properties we have learned a thing or two about effective marketing. We are sharing this information with you so you will know exactly what to do. You cannot attract “Great Tenants” to a marginal property. The first step is to get the home ready to show and ready to rent. We call this “staging”. This involves a number of steps:

- 1. Leave the gas and electricity on** in the Owner’s name, so any work can be completed properly (it’s hard to clean properly in a dark house with no hot water). It is also important to be able to show properties with the lights on and the heat or A/C operating.
- 2. Hire a gardener.** A gardener can shape up the yard as needed and then maintain it until the rent starts with the new tenant.
- 3. Update and re-key the locks.** The law requires all main swinging doors that go between heated and non-heated areas to have a dead bolt lock. Re-keying should always be done between tenants. This prevents any prior tenants (or their friends) from the possibility of coming back into the property. Re-keying the locks is a critical way to limit an owner from the possibility of being found negligent in a lawsuit.
- 4. Clean the carpets.** We have made it our policy to clean carpets after every tenant moves out whether they lived there for 6-months or 6-years. Some have argued that carpet cleaning is “normal wear and tear” and thus cannot be charged to the tenant. We have argued successfully in court that carpet cleaning is to remove dirt: thus it is cleaning

not wear and tear. Cleaning is an allowable deduction from security deposits. Our tenants agree to pay for the cost of carpet cleaning when they sign their lease. It is rarely an issue.

**5. Clean the house.** We use a cleaner's checklist, which includes all the expected cleaning items, plus: clean under stove burners, no crumbs in the cupboards or drawers, clean light fixtures, and clean the windows inside and out.

**6. Paint.** Painting is not required between every tenant. It does go a long way toward making the house attractive to prospective renters. We are often able to touch-up the paint rather than a full interior paint job. As much as possible, "depersonalize" the house by painting only a neutral color. Make plans to remove wallpaper as much as is economically possible.

**7. Repairs.** Replace any broken or missing windows, screens, doorstops, and/or electrical faceplates (we document that these items are in good working order in the Move-in Condition Report and then hold tenants responsible to replace them when they move out). Be sure smoke detectors and carbon monoxide detectors are present and functional as per code. Make sure all appliances are in good working order, plumbing does not have any leaks, and fixtures don't drip.

**8. Fireplaces.** If the fireplace has been used but not cleaned in the past year, it is good policy to have it cleaned. Fireplace fires are more common than most owners realize.

**9. Window coverings.** It is the owner's responsibility to provide privacy for the tenant. Be sure there are drapes or blinds and that they are clean and in good working order.

**10. Pest control.** If the last tenants had pets, fog the house for fleas. Even when it seems like there are no fleas, 2 weeks later they get hungry and come out of the woodwork – just in time for the new tenants to move in and be eaten alive! Also, there is no greater turn-off than showing a house that has "bugs" of any kind – be sure there are no infestations.

# Marketing And Advertising

## 6 Key Methods Tiner.com Uses:

**1. Website:** Tiner Properties, Inc. spends a substantial amount of money on internet (search engine optimization) work to ensure that our website is continually near the top of search results. Our website home page alone receives over 100,000 visits annually by prospective renters.

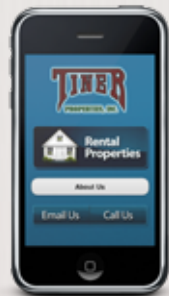
**2. Online Classifieds:** We utilize the upgraded color version of Craigslist.com which is a widely recognized resource for rental properties. We also use other online ad sites including, Rental Homes Plus, Rentals.com, vFlyer, HotPads and dozens more!

**3. Signs:** We place a professional FOR RENT sign in the yard or a prominent window. Our signs point tenants to our web site.

**4. Other Realtors:** Many are aware of our specialty in UPPER END properties and they refer prospective tenants to us.

**5. Social Media:** Facebook, Twitter & LinkedIn. Listings for rental properties may be featured on these websites.

**6. Mobile Website App:** We are the only property management company in the Sacramento area that has this technology. Our website can be viewed on a prospective tenant's iPhone or similar device. This accounts for about 50% of the traffic to our website. Prospective renters can get vital information about one of our properties while they are out viewing homes for rent.



## Answer The Phone And Make It Easy To View The Property

The number one complaint Tiner Property Management hears about other management companies or owners is, "No one answers the phone". Prospective tenants are busy. If they cannot get the information they need or schedule an appointment to see the property, they will look elsewhere.

Tiner Property Management has a full time Leasing Agent answering the phone and scheduling appointments to see the properties. Our in-office Leasing Agent schedules all the showing appointments for another full time Leasing Agent who does our showings.



### TINER PROPERTY MANAGEMENT'S RECOMMENDATIONS FOR MANAGEMENT RELATED VENDORS

**Appliances (New):**

Manual Joseph Appliance Center, Inc. (916) 923-5646

**Appliance Repairs:**

Fred's Appliance (916) 761-2774

Gianelli's Appliance (916) 366-0650

**Blinds & Drapes:**

McKenry Drapery (916) 649-9991

**Carpet Cleaning:**

Dan's Carpet Cleaning (916) 920-4742

**Carpet & Lino Replacement:**

Floor Covering Services (916) 338-1949

**Commercial Property Management:**

Tiner Properties, Inc. call Ben Tiner (916) 974-6011

**Electrical Repairs:**

Independent Electric (916) 308-7737

**Evictions:**

Thomas Hogan (916) 929-2255

**Fencing:**

Aguilar Fencing, Inc: (916) 990-0124

**Garage Door Service:**

Carmichael Overhead (916) 944-4455

**Glass & Screen:**

Neighborhood Glass & Screen (916) 987-9001

**Handyman:**

Carmichael Handyman (916) 709-6262

Helping Hands of Sacramento (916) 224-0344

LP Maintenance (916) 247-2843

**Hauling:**

Ken Wittsell (916) 344-8953

**Home Inspections:**

Randy Stoker (916) 752-1816

**Home Loans:**

Allen Hughes (916) 355-1662

**HVAC (Heating & Air Conditioning):**

Hoyt Mechanical (916) 201-9494

**Insurance:**

State Farm, Peter Schiro (916) 444-9787

**Locksmith:**

Aero Mobile Lock (916) 531-2875

Pacific Locksmith (916) 988-1736

**Moving:**

Allied Mee Moving & Storage (916) 591-3606

**Painting:**

Rodine Construction (916) 708-6665

Mike Basich Painting (530) 305-5167

**Pest Control:**

Pest Control Center (916) 344-4400

**Pest / Structural Inspections:**

Dave Harris (916) 733-0520

**Plumbing:**

Lance's Plumbing (916) 296-4060

RP Plumbing (916) 225-9869

**Property Management:**

Tiner Properties, Inc. call John Tiner Jr. (916) 974-6003

**Roofing:**

A-1 Affordable Roofing (916) 991-6119

**Tree Trimming & Removal:**

Suburban Tree (916) 729-7749

Tree Tech Services (916) 386-1780

**Window Cleaning:**

S&J Window Washing (916) 630-9330

# What Are The Results From Over 35 Years Of Successful Property Management? The Proof Is In:

## 99% Eviction Free!

Eviction rate has been less than 1% for over 25 years

## Over 230 Years Experience!

Combined years of property management experience for all of our staff

## Low Vacancy Rates!

Consistently under 2% while our market is running 6-8%

## Long Term Tenants!

Most tenants renew their lease after the first year

## Hundreds Of Happy Owners!

## A+ Rating!

With the Better Business Bureau

We want to thank you for the opportunity to provide this information. We sincerely hope that you find it useful. If you would like more information or you have questions about our property management services please call John Tiner, Jr. at [\(916\) 974-6003](tel:9169746003). John will take the time to answer all of your questions with patience, care and honesty.

**“Professional management doesn’t cost...  
It pays!”**