

# Reid Rental Management



# Why Choose Reid Rental Management?

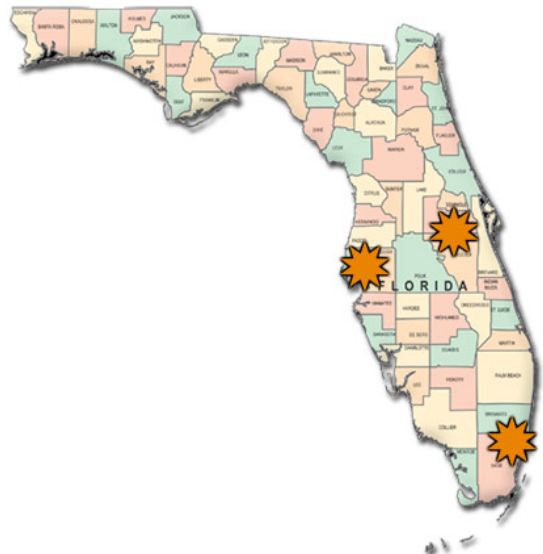
With an abundance of property managers throughout Florida, you might wonder what sets **Reid Rental Management** apart from all of the rest. The answer is simple...**VALUE**. Our property management division is based on this important cornerstone which translates through every aspect of our services. We strive to offer convenience and ease to make the transition of being a homeowner to a landlord as seamless as possible. We offer a full service, “one-stop-shop” property management package that covers all aspects of rentals, including:

- ◆ Easy, straight forward contracts / agreements
- ◆ Aggressive marketing tailored towards getting your property rented
- ◆ Complete tenant screening
- ◆ Rent collections and depositing of funds to owner accounts
- ◆ All-inclusive maintenance services
- ◆ Friendly and knowledgeable staff

## OUR STAFF

Owning a property can bring up many questions and our friendly and knowledgeable staff is always here to help. Led by Broker Scott Reid, our ever growing team is comprised of leaders in their areas (property management, leasing, finance, marketing, and maintenance), gathered to provide superior service to each and every owner we work for. We understand the importance of effective management and its role in improving your bottom line. This includes years of experience, a tremendous time commitment, and in-depth local market knowledge.

Reid Rental Management has offices located in **Orlando, Tampa, Miami, Ft. Lauderdale, and West Palm Beach**, so no matter where your home is, our staff is just a short distance away!



## MARKETING & WEB PRESENCE

Our dedicated and experienced marketing professionals understand the importance of making an impact, and our advertising and marketing plan reflects this. As the Internet becomes an increasingly effective tool for reaching the most people in the quickest amount of time, it is only natural that our branding campaign consists of a very web based concentration. Reid Rental Management has its flagship site, **www.ReidRentalManagement.com**, as well as an interwoven network of other keyword specific sites, all optimized to put your property at the top of the search engines. We use advanced tracking techniques to evaluate the return we are getting on marketing for all properties to ensure we are getting the best rate while assuring your units get the quality rental leads we are paying for.

In addition to our network of sites, we utilize bi-weekly email blasts to prospective tenants as well as other Realtors and Agents. Our main website receives over **25,000** unique visitors each month, and our leasing team is always standing by to convert these prospects into your next tenant.



## WHERE TO FIND US ONLINE

**Rent.com**

**OrlandoRentalAds.com**

**Realtor.com**

**Apartments.com**

**Rentals.com**

**RentalHouses.com**

**Craigslist**

**Backpage.com**

**MySpace.com**

**Facebook.com**

**And 40+ Additional Sites!**

## GETTING YOUR PROPERTY RENTED...AND KEEPING IT RENTED

Equally as important to the sustainability of your investment is finding and keeping a tenant in your property. **Reid Rental Management** has a proven track record of securing tenants in just **3 weeks** or less from listing and currently maintains an occupancy rate of nearly **95%** with an **85%** renewal rate! In addition to finding the tenant, our staff also takes the necessary measures to ensure that we maintain the client in the property, thus reducing delinquency and turnover rates. By finding quality tenants, we are able to maximize your income and minimize your headaches.

### RENTAL ANALYSIS

Prior to listing each property, our staff will analyze neighborhood and market trends and make recommendations on pricing based on your property's current value in relation to both. By pricing aggressively yet reasonably, we are able to deliver a quality product at a valued price, thus generating demand for your property. In addition to the initial Comparative Market Analysis for listing price recommendation, we also do weekly reviews of pricing and traffic for each property and make necessary updates to our owners to get their properties rented even quicker!

### TENANT SCREENING

Each tenant that wishes to rent from **Reid Rental Management** must undergo an extensive screening process. This includes, but is not limited to, credit checks, employment verification, national criminal background checks, and previous rental verification. While we understand that the present economy has landed good people in bad situations, our screening allows us to pinpoint any potential concerns (i.e. skip outs, late payments, etc.) and plan accordingly. We compile what is known as a "Tenant Report Card" which provides our owners with critical information on their tenants, including debt to income ratios, housing expense ratios, cautionary items (bankruptcy, foreclosure, eviction, or repossession), and our recommendations for move-in monies to secure the property. [\[See Appendix A for a sample Tenant Report Card\]](#)

### FRIENDLY, RELIABLE, & HOSPITABLE CUSTOMER SERVICE TEAM

Building relationships with our tenants as well as our owners is critical to ensuring each property attains its maximum potential. Once someone becomes a tenant of **Reid Rental Management**, they are assigned an account manager who will be their direct contact for any questions and concerns. Our property management specialists are available online, via phone or in person from 9am-6pm at any one of our offices. We take everyone's needs into consideration and will always make the best possible decision in every situation. Our only goal is complete satisfaction.

# OWNER BENEFITS

In addition to finding and maintaining clients in the properties, Reid Rental Management's property management program also offers a variety of additional benefits to our owners.

## LEASE PREPARATION

After finding a quality applicant, our staff works diligently to complete the leasing process and convert them from prospect to tenant. We handle drafting all leases, which include important stipulations about utility responsibilities, security deposit refunds, community related items, and more. Our leases are standard FAR / BAR contracts, which were written by attorneys and are legally binding in the State of Florida. After the tenant signs the lease, we will execute the agreement and send a finalized copy to you for your records.

## MAINTENANCE

Whether you are looking to make a recent purchase "rental ready" or your tenant needs daily maintenance, our licensed and bonded maintenance division is on call and ready to serve! By bringing maintenance in-house we were able to save owners an unbelievable 25% on repairs. By doing this we have also eliminated sub-par cleanups and paint jobs that were typical with sub-contractors. This helps us ensure all tenants are comfortable and satisfied with their unit from the first day on.

## WHAT YOU SEE ... IS WHAT YOU GET!

At **Reid Rental Management**, we pride ourselves on a direct, no hassle management approach. Our management agreements are straight forward and concise, and you will never find any “hidden” costs up front. There is never a need to try and read between the lines, and if ever a question should arise, all you have to do is ask!

## FREQUENTLY ASKED QUESTIONS

*Here are a few Frequently Asked Questions about our services. If you have additional questions, please do not hesitate to contact us!*

**Q: What is the tenant application fee?**

**A:** Our application fee is \$50 and covers the credit report, background check, rental verification, and employment verification. Other companies charge upwards of \$100 *per applicant*, so our fee is extremely reasonable. Our cost to run these reports is actually more than the application fee, but we do not want to set the fee too high to deter a potential applicant.

**Q: What happens in the event that a tenant doesn't pay their rent?**

**A:** Fortunately this does not happen very often as we spend a great deal of time investigating potential tenants before signing a lease. In the event that a tenant still does not pay, our staff is familiar with the evictions process and will work to have the tenant out as soon as possible. We also work with an attorney and debt collections company, and report to all major credit bureaus.

**Q: How long does it take to get started once we sign up with you?**

**A:** Once we receive the signed management agreement, we begin listing your property immediately (Note: Due to data feeds it may take up to 24 hours for a property to go live on our website). We can literally have showings starting the next day!

**Q: What are your fees?**

**A:** Our management fee is 8% of the gross lease amount plus a \$495 new lease fee, and is collected upon signing of the lease with the tenant(s). No money is due until we get your place leased for you. Our management fee is all inclusive and includes the initial advertising and marketing, conducting showings, screening tenants, assisting with move-ins and move-outs, coordinating maintenance requests, collecting rents and enforcing late fees, direct deposits into your bank account, and other miscellaneous day-to-day tasks that arise when effectively managing a property.

**Q: Do you offer any guarantees?**

**A:** Yes, we guarantee tenants for ½ of their lease term which will be issued as a management credit on the following lease. It is very rare (less than 1%), that we select bad tenants. We take every effort during the initial screening process to ensure that we select good tenants for your property.



# Tenant Screening Form

TENANT NAME: John Smith

PROPERTY ADDRESS: 123 Main Street, Orlando, FL 32835

MOVE-IN DATE: February 7, 2010 MONTHLY RENT: \$895

## CREDIT PROFILE & SCORES:

TransUnion 610

EQUIFAX

Experian

## TENANT BACKGROUND:

Check all that apply:

Bankruptcy [ ]

Eviction [ ]

Foreclosure [ ]

Repossession [ ]

\* If yes to any, especially Eviction, tenant automatically qualifies for first, last, and one month security.

Has the potential tenant ever had a felony conviction? YES  NO

If yes, what is the charge?

## TENANT FINANCIALS:

Monthly Income: \$ 3200 Savings: \$

How Verified: **PAY STUBS** **BANK STATEMENTS** **OTHER (Specify):**

Debt To Income Ratio (Recommended Below 50%) 48.0%

Housing Expense Ratio (Recommended Below 32%) 27.9%

## NOTES AND RECOMMENDATIONS:

Security Deposit Plus First Month's Rent = \$895 + \$895 = \$1,790 To Move In

APPROVED BY: J. Schildkraut



For more information or to sign up with Reid Rental Management, please feel free to contact us today!

**REID RENTAL MANAGEMENT**

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**ORLANDO**

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Reid Rental Management is a division of Reid Resort Realty, Inc.

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