

## Greensboro Landlords Association

Meeting Minutes

April 13th, 2021

### Opening:

The monthly meeting of the Greensboro Landlords Association was called to order at 6:15 on April 13th, 2021 on our Zoom Meeting lead by our President, Andrea Neese Pegram.

### Attendance:

21 Members were recorded by 3<sup>rd</sup> Party Vendor, Jennifer Dille with TESS, LLC.

### Announcements:

- **Thank you everyone for joining us for our 4th Zoom meeting in 2021.** You know the drill.
- **You are on Mute when you come in the meeting.** If on a phone \*6.
- **Big “Thank You” to all our members that responded to the family in need of a rental that had poor credit but a years’ worth of rent to pay up front. They are moving into their new rental home this week, thanks to one of our members! (Jenn did not ask who the member was due to privacy rules.)**
- **The City of Greensboro has their Emergency Rental Assistance Program up and running.** Make sure your tenants that are behind on rent are applying – or you can apply on their behalf. If you need the link, please email Jenn at [info@greensborolandlord.com](mailto:info@greensborolandlord.com). It is [Neighborly Software](#).
- **Next month, May 11<sup>th</sup>, we are having an Open Forum meeting on Maintenance and Repairs.** Open Forum meetings are always filled with great info. Make sure to be there.
- **Our Coffee Chat is next Tuesday, April 20<sup>th</sup>.** It is from 4:15 – 5:00 PM. Please be on the lookout for the email from Jennifer with the Zoom details. Still not able to go to Amoroso’s yet.
- **Do we have any sponsors that would like to introduce themselves?** (Que Steve for Deal Makers Sessions).
- **Finally do any members** that have any questions, comments or announcements?

**Now, I will turn the meeting over to our very own Board Member, Chelsea Reynolds.**

She has a lot to go over with us so try to hold your questions if you can. You can always type in the Chat Box.

And reminder that Jenn will post her presentation in the Members Only section next week after she finishes the Meeting Minutes.

(Here is a link to the fully recorded meeting,



Advertising Property, Tenant  
Screening, & Collecting Rent  
in a Digital World



**WHAT SHOULD I CHARGE  
FOR RENT?!**

An Introduction to Rentometer

# rentometer

- <https://www.rentometer.com/> is a website that gives users an estimate of what rent prices are in the nearby vicinity of a subject property.
- You enter the property **address**, a dollar amount for **monthly rent**, and the **number of bedrooms and bathrooms** in the rental unit.
- Rentometer will compare your data with similar rental listings in the area and display some numbers and helpful visual aids showing how your rent amount compares to similar properties in the area.
- 5 free searches before you must have an account (*Subscription is on sale right now for \$39 per month*)
  - I think the free function is sufficient if you just use it once when you have a vacancy come open-- I would not run a search for every property you own to see if you need to up the rent



rentometer Sign up **Login**
Pricing Tools Support - About , Blog Forum
Free Trial

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**Address Rent**

**Look Back** **Search Radius** **Building Type**

12mon Auto (1.50mi) All

**Beds Baths**

\$ 1100 3 Bed Ac. 1% or more


**Report Branding**

Rentometer **Analyze Address**

**2123 Hubbard Street**

Greensboro, North Carolina 27405

**Your rent is reasonable for your area.**



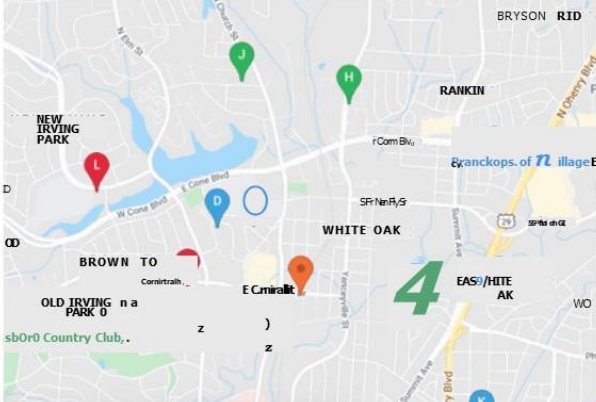
**AVERAGE MEDIAN**

1,126 \$995

**25TH PERCENTILE 75TH PERCENTILE**

\$911 \$1,342

Results based on 13, 3-bedroom, 1 or more bath rentals seen within 12 months in a 1.50 mile radius.





A red circular graphic with a white border and a textured, slightly distressed appearance.

# ADVERTISING YOUR PROPERTY

An Introduction to Facebook Marketplace and Zillow Rental Manager

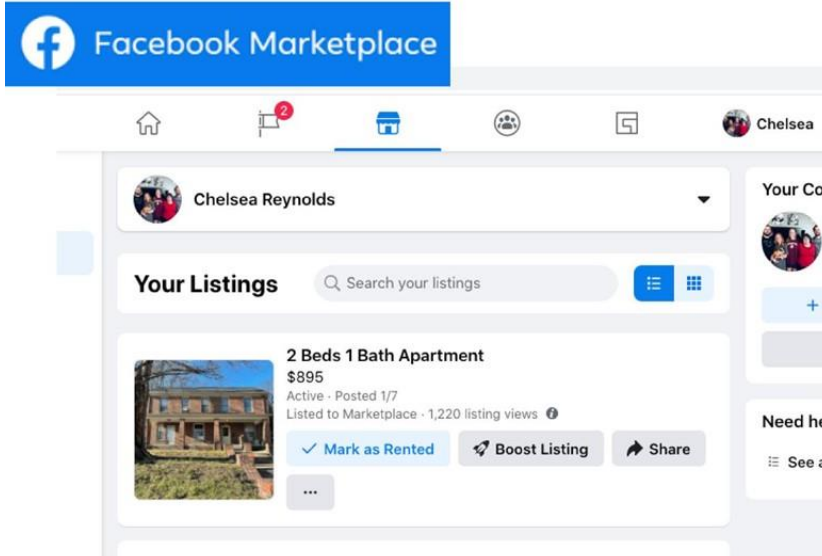
## Facebook Marketplace: Fast, Free, and *Insightful!*

- Anyone with a Facebook account can list a property for **FREE**
- Anyone with a Facebook account can view your property and contact you via Facebook message to express interest in and arrange a tour of the home
- Note: Prospective residents contact you from their personal accounts -- In an age where people overshare online, you may come across photos of your perspective tenants in their homes, and them with their pets...!
  - See how they are taking care of their current home, and be sure to collect a pet fee for the dog you now know they have 😊

## ADVERTISING YOUR PROPERTY

 Facebook Marketplace





## FACEBOOK STATISTICS

- This is the most effective tool I have seen for advertising a property to so many people, so quickly!
- *1,220 Perspective residents viewed this ad in just 5 days*
- Option to pay to “Boost Listing”– but I’ve gotten more than enough response organically- About 200 messages in the first two days of listing.



# CREATING YOUR FACEBOOK AD

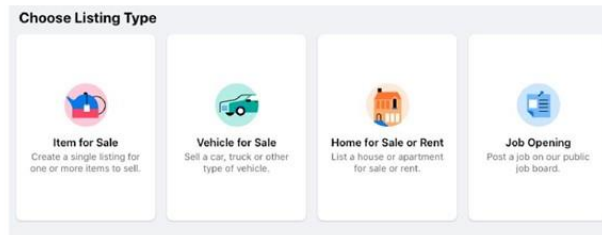
1. From your Facebook Home Page – Click on Marketplace, on the left hand side of the screen

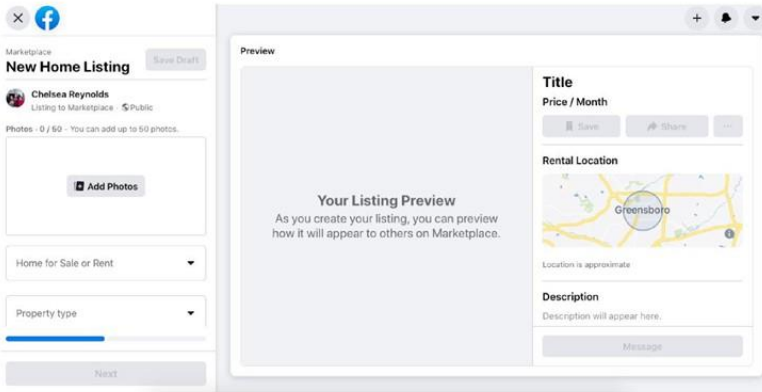


1. Select “Create New Listing”



1. Choose “Home For Sale or Rent”



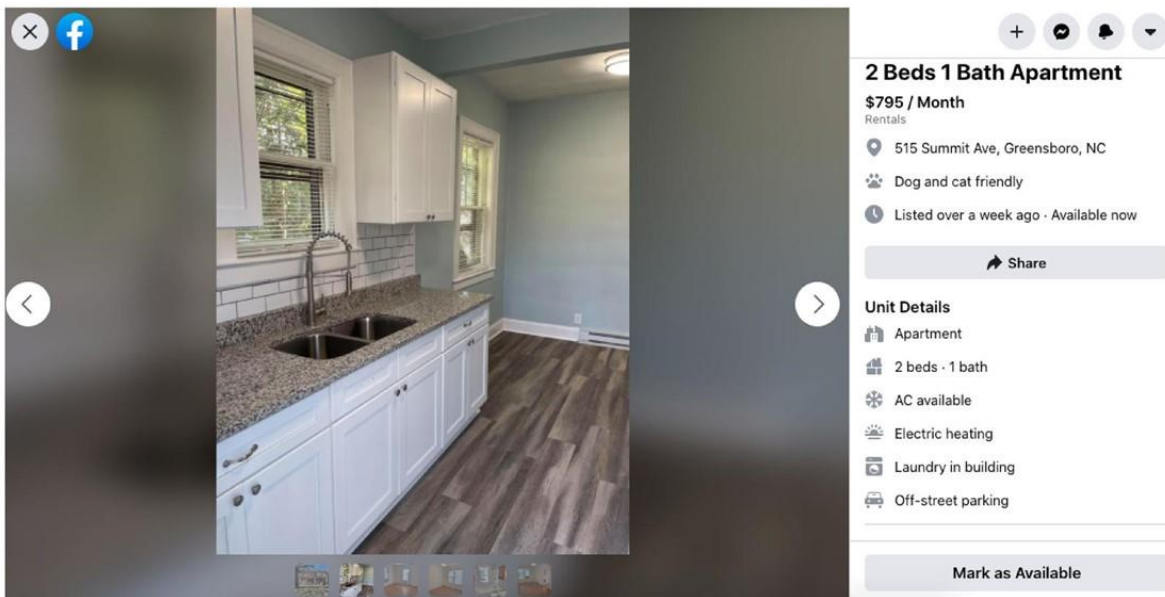


4. Click "Add Photos" to select photos of your property that you have saved on your computer

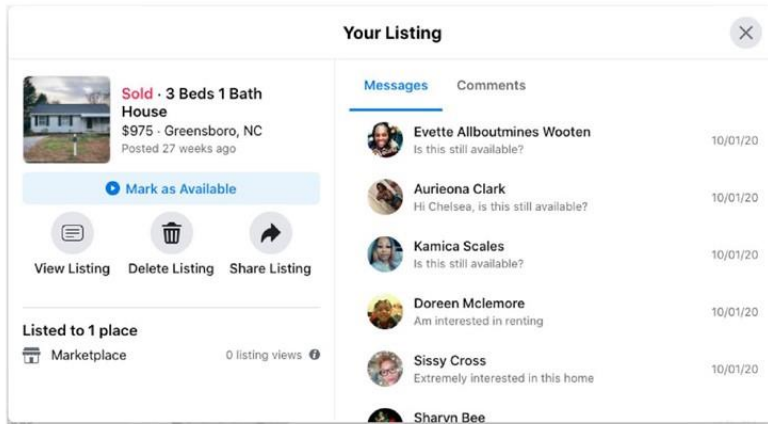
1. Continue to scroll down the left hand side of the page, filling in answers to the prompts

Facebook will generate a preview of your advertisement as you fill in these blanks

6) Once you have added your photos, and filled in the blanks, your completed ad may be Marked as Available!



Facebook Marketplace



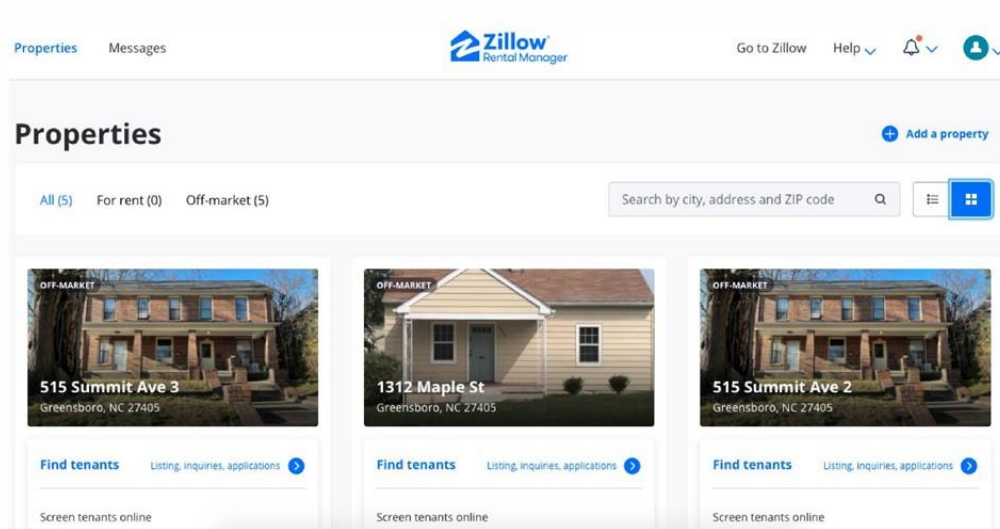
7) Review and respond to inquiries all from your Facebook Marketplace listing

Check out their Facebook Profile, answer questions, and set up showings!

- Zillow is a great tool that incorporates both advertising and tenant screening all in one place!
- Communicate with interested tenants via Zillow internal messaging system – goodbye endless texts from unknown contacts to your cell!
- Create your Zillow Rental Manager account via <https://www.zillow.com/rental-manager/>
- The *weekly* fee to list your property is **\$9.99**
  - This fee has been newly introduced, but I think is well worth it for the combination of advertising exposure and a pretty robust credit and background check for serious applicants
- When you list a property on Zillow, it is automatically cross listed on Trulia and Hotpads

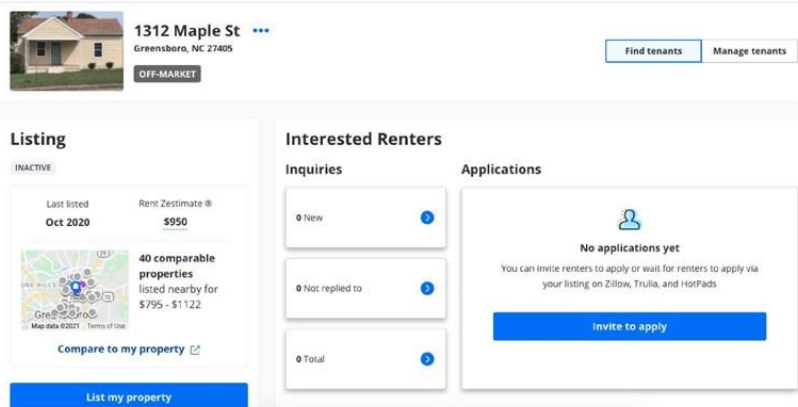


**ADVERTISING  
YOUR PROPERTY  
AND TENANT  
SCREENING**



This is your Zillow Rental Manager Home Page. Here you may add properties you have, including photos and property descriptions, whether the home is currently available for rent or not. (Click on the blue Add a Property on the right hand side of the page and follow the prompts)

Zillow will store the information so it is ready to go as soon as you know of your next vacancy!



- From your home page, you click on one of your properties and it will bring up its own page.

- From here you may click “List my property” to activate the listing and begin receiving inquiries and applications. *–Thus beginning the \$9.99 fee per week per active listing.*

- You can also Invite to apply – so, if you have met someone through your Facebook listing, you can invite them to apply and complete the background and credit check via Zillow.





- Zillow has great screening tools via their credit and background check that Facebook does not offer. **So, it is great to use these tools in conjunction with each other.**

- If you find a potential tenant on Facebook, invite them to apply on Zillow.

- All you need is their **name** and **email address** to do so.

- Zillow offers an easy online application and screening tool that is **FREE for landlords, and only \$29 for the applicant.**

- The tenant can reuse their background and credit check for other properties they apply to on Zillow for a 30 day period



## Example of Background Report from Zillow:

Report Summary	
SSN Trace	Jan 9, 2018 <span>Clear</span>
Eviction Search	Jan 9, 2018 <span>Consider</span>
Sex Offender Search	Jan 9, 2018 <span>Clear</span>
Global Watchlist Search	Jan 9, 2018 <span>Clear</span>
National Criminal Search	Jan 9, 2018 <span>Clear</span>

Report information			
First name	Middle name	Last name	Date of birth
Scott	Kenneth	Jones	Jan 01, XXXX

- Searches for information on Evictions, Sex Offender, Crime, DOB, address, email

- This search came back clear, with the exception of something for us to "Consider" regarding an Eviction



Eviction Search		Consider
EVICTIION RECORD		
Case Number	2012C68165	
File Date	Aug 15, 2012	
Plaintiff	GRAND PEAKS PROPERTY MGMT	
Offense	FORCIBLE ENTRY/DETAINDER	
Court Jurisdiction	COUNTY COURT - CIVIL DIVISION	
Full Name	JOHN SMITH	
Event		
Finding	FILING ONLY	
Event	CIVIL NEW FILING	
File Date	Aug 15, 2012	
Event		
Finding	FILING ONLY	
Event	FORCIBLE ENTRY/DETAINDER	
Judgement Date	Aug 22, 2012	
File Date	Aug 15, 2012	

When you Scroll down for more information, you find that Scott has an eviction filing by Grand Peaks Property Management –You receive the case number, date, plaintiff etc.



Rental Manager My Properties Tokars Pitymas RadnerCOs

### EXAMPLE OF CREDIT REPORT FROM ZILLOW:

Go back to rental application Collections

**Credit report: Shawna.11ianiS Acme Co. \$1,315**

Fair Shanna. Will la ma  
C IE Jul 1, 2017 - Es \*s duo 10. ITU

Credit Score

720

Calculated using [VintageScore 9.11](#)

Financial Summary			
MONTHLY PAYMENTS	EST HO. PAYMENTS	CREDIT UTIL. %	TOTAL DEBT
100%	\$1,116	24%	\$39,529

OPEN ACCOUNTS BALANCE

Nairnet Student Loan \$143,562

Chase auto loan \$115,753 - AmOut 5.0

Chase Card \$2,238

66 nk 0# Armallricai tridit \$1,976 Court US Sank Ct MO Kansas C

Best Buy lease 5859

Average age or coms-counts: 6 yrs. 2 mos

CRE AMOUNT

Spatula City 1590

Credit Inquiries

111QUIRER DATE  
CenturyLink 021=6/2017  
AT&T 10/08/2016

Public records

Addresser  
1164a Spruce St, unit 564 Elm Ave is 12,  
Seattle. WA 913125 Seattle. WA 98125

Empleseart  
University of Washington Starbucks Corporation  
Account overview Seattle. wa 98105 2401 Utah Ave S. Seattle. WA 99134

Bankruptcies  
Bankruptcy chamel...7 discharged

Liability 10

Assets plainti0: SO

Filin date: 06/01.2015

Status clata--09.12/2015

- From an advertisement perspective, Facebook is best for putting your home in front of the greatest number of people for free, and more people use Facebook than Zillow.

- Facebook may receive 1220 views in a few days, when my same listing on Zillow received about 250 views in the same amount of time.

- If you find a potential tenant on Facebook, invite them to complete a background and credit check via Zillow.

- Now, you've seen the photos and types of things they post on social media, as well as a background and credit check. Using these tools together helps to paint a complete picture of a potential tenant.



# E-SIGNING THE LEASE

An Introduction to DocuSign



- DocuSign, Inc. is an American company headquartered in San Francisco, California that allows organizations to manage electronic agreements
- DocuSign offers eSignature, a way to sign documents electronically on different devices – including computers and mobile phones!
- For \$10 per month, you can maintain a DocuSign account and send your tenants lease agreements for signatures electronically
  - This saves you from traveling to them or meeting them at odd times after work for lease signatures 😊
  - You send them the lease to sign and they can do it from anywhere in the world, at any time
- You can upload any lease agreement form that you like, if you have a favorite lease agreement DocuSign can get it signed for you!

**Real Estate Starter**

\$10

per month  
\$120 annually

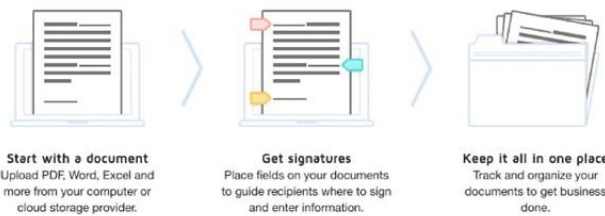
BUY NOW

Single user only
Send documents for eSignature: 5/month
Basic fields
Mobile app
Strikethrough
Includes zipForm® Plus Integration†



## Welcome to DocuSign

Get signatures quickly to get business done faster



START NOW

- Upload any lease agreement you would like to have signed – You simply locate the document on your computer and drag and drop it into DocuSign
- You tell DocuSign where you would like your tenant’s signature
- The lease agreement is emailed to the tenant
- The tenant can open and sign the lease agreement on their computer or cell phone!
- You are both emailed a signed copy of the lease agreement and then all done!



Please DocuSign: North Carolina Residenti... ➤ Add ➤ Select ➤ Prepare ➤ Review BUY NOW

# Add Documents

North Carolina Residential Lease Agreement.pdf  
11 pages

Please DocuSign: North Carolina Residenti... ➤ Add ➤ Select ➤ Prepare ➤ Review

Joe Renter

Search Fields

- Standard Fields
  - Signature
  - Initial
  - Stamp
  - Date Signed
  - Name
  - Email
  - Company
  - Title
  - Text
  - Checkbox

**NORTH CAROLINA LEASE AGREEMENT**

**I. THE PARTIES.** This Residential Lease Agreement ("Agreement") made this [Text], 20[Text] is between:

**Landlord:** [Text] with a mailing address of [Text], City of [Text], State of [Text] ("Landlord"), AND

**Tenant(s):** [Text] ("Tenant").

Landlord and Tenant are each referred to herein as a "Party" and, collectively, as the "Parties."

NOW, THEREFORE, FOR AND IN CONSIDERATION of the mutual promises and agreements contained herein, the Tenant agrees to lease the Premises from the Landlord under the following terms and conditions:

**II. LEASE TYPE.** This Agreement shall be considered a: (check one)

- Fixed Lease. The Tenant shall be allowed to occupy the Premises starting on

I'm the only signer NEXT

- 1 ) Drag and Drop your blank lease into DocuSign
- 2 ) DocuSign automatically knows to have you fill in any blank spots such as Date and Tenant name

Please DocuSign: North Carolina Residenti... ➤ Add ➤ Select ➤ Prepare ➤ Review

Joe Renter

Search Fields

- Standard Fields
  - Signature
  - Initial
  - Stamp
  - Date Signed
  - Name
  - Email
  - Company
  - Title
  - Text
  - Checkbox

- Landlord has no knowledge of lead-based paint and/or lead-based paint hazards in the housing.  
 (b) Records and reports available to the landlord (check one below)  
 - Landlord has provided the tenant with all available records and reports pertaining to lead-based paint and/or lead-based paint hazards in the housing (list documents below).  
 - Landlord has no reports or records pertaining to lead-based paint and/or lead-based paint hazards in the housing.

**3. Tenant's Acknowledgement**  
 - Tenant has received copies of all information listed above.  
 - Tenant has received the pamphlet "Protect Your Family From Lead in Your Home".

**4. Broker's Acknowledgement**  
 - Broker has informed the tenant of the tenant's obligations under 42 USC 4852(d) and is aware of his/her responsibility to ensure compliance.

**5. Certification of Accuracy**  
 The following parties have reviewed the information above and certify, to the best of their knowledge, that the information they have provided is true and accurate.

**Landlord's Signature** [Text] Date: [Text]  
 Print Name: [Text]

**Tenant's Signature** [Sign] [Text] Date: [Text]  
 Print Name: [Text]

- 3) Scroll to where you would like to have the tenant sign, and click "Signature" on the left hand side of the window – this puts in a signature request in this field

Please DocuSign: North Carolina Residenti... Add — Select — Prepare — Review

## Review and Send

**Message to Recipients** [Add Private Message](#)

**Email Subject\***

Please DocuSign: North Carolina Residential Lease Agreement.pdf

Characters remaining: 37

**Email Message**

Hello Joe Future Tenant! Please Docu-sign our lease at your earliest convenience. We will both receive a signed packet upon completion.

Characters remaining: 9865

Send automatic reminders

PREVIEW BACK SIGN NOW

**SUMMARY** OPTIONS

**Documents** [Edit](#)

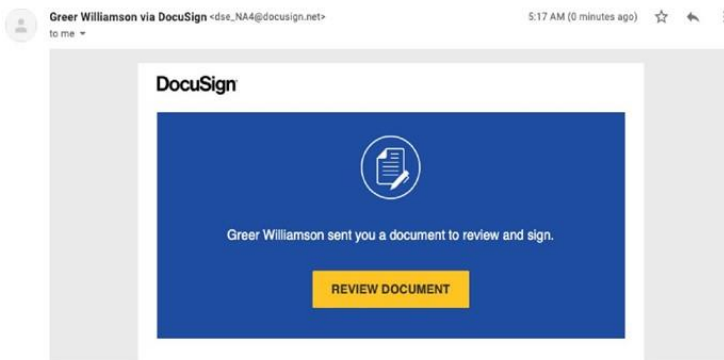
North Carolina Residential Lease Agreement.p

**Recipients** [Edit](#)

JR **Joe Renter**  
greenwilliamson@gmail.com

Once the envelope is completed, all rec the completed envelope.

4) When you are happy with the way your lease looks, and you have signature requests where you'd like them, you go scroll to the bottom of the page to "Review and Send" – all you need is your tenants email address to send to them for signatures!



5. Your tenant receives an email requesting they review and sign your document

1. They click "Review document" - pick out a signature, and press "Adopt and Sign"

**Adopt Your Signature**

Confirm your name, initials, and signature.

\* Required

Full Name\*  Initials\*

SELECT STYLE DRAW UPLOAD

PREVIEW [Change Style](#)

DocuSigned by: DS

7021E42ECF3B409.

By selecting Adopt and Sign, I agree that this mark will be the electronic representation of my signature or initials whenever I use it. I also understand that recipients of electronic documents I sign will be able to see my DocuSign ID, which will include my email address.

ADOPT AND SIGN CANCEL



and the completed document. FINISH

- Known lead-based paint and/or lead-based paint hazards are present in the housing (explain)   
 - Landlord has no knowledge of lead-based paint and/or lead-based paint hazards in the housing.  
 - Records and reports available to the landlord (check one below)  
 - Landlord has provided the tenant with all available records and reports pertaining to lead-based paint and/or lead-based paint hazards in the housing (list documents below).  
 - Landlord has no reports or records pertaining to lead-based paint and/or lead-based paint hazards in the housing.

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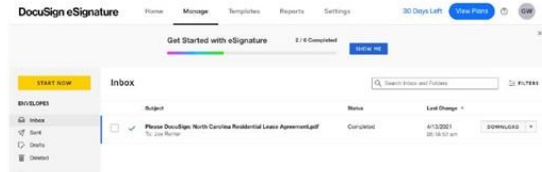
- Broker has informed the tenant of the tenant's obligations under 42 USC 4852(c) and is aware of his/her responsibility to ensure compliance.

**5. Certification of Accuracy**

The following parties have reviewed the information above and certify, to the best of their knowledge, that the information they have provided is true and accurate.

Landlord's Signature:  Date:   
 Print Name:   
 Tenant's Signature: Joe Kuster Date: 6/1/2021

**Signed Document!**



7) Your signed lease document is stored on DocuSign, and an emailed copy is sent to both you and your tenant



# COLLECTING RENT

An Introduction to Venmo and CashApp

# venmo

- Venmo is a mobile payment service owned by PayPal
- More than 60 million people use Venmo! --Your tenants do too!



- Venmo account holders can transfer funds to others via a mobile phone app – compatible with both Apple and Android phones
- Send a payment request to your tenant – they receive and respond to the request – their rent payment is deposited into your Venmo account – then you transfer that rent payment from your Venmo account into your personal bank account
- You can create a Venmo account on the web at [venmo.com](https://venmo.com), or you can download the app from the App Store or Play Store



# venmo

## Fees Examined:

- *No fees for maintaining your Venmo Account*
- **No fee for your tenant to send you money from their bank or debit card**
  - **3% fee paid by tenant if they use their credit card to pay their rent**

Opening and holding an account		
Account setup	\$0.00	No fee to setup an account.
Monthly fee	\$0.00	No monthly fees.
Spending or sending money		
Online purchases	\$0.00	No fee for online purchases.
Sending money to people (using your credit card)	3%	There's a fee for sending money to people using your credit card.
Sending money to people (using your balance/debit card/bank)	\$0.00	No fee to send money to people using your Venmo balance, debit card, or bank account.





Fees Examined: Free Electronic Transfers in 1-3 Biz Days, or Fee for Instant Transfer

Transferring money from your account <span style="float: right;">^</span>		
Electronic withdrawal (standard)	\$0.00	No fee to transfer money from your Venmo account to your bank account with the standard option. The money is typically available in 1-3 business days.
Electronic withdrawal (Instant Transfer)	1% (minimum \$0.25 fee, maximum \$10 fee)	There's a fee to transfer money from your Venmo account to your eligible linked debit card or bank account with the Instant Transfer option. The money is typically available in minutes.

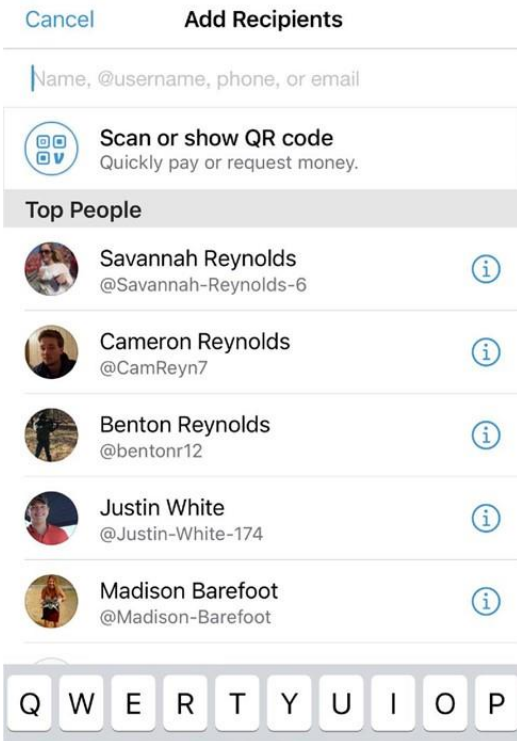


## SENDING A REQUEST FOR FUNDS



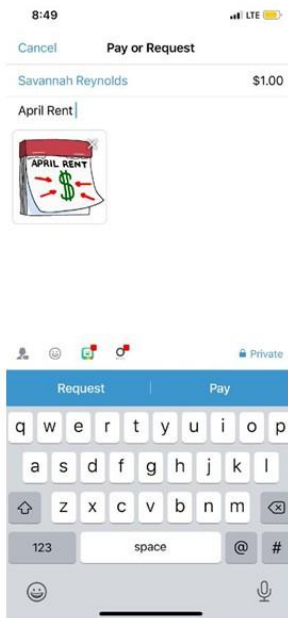
- 1) Open Your Venmo app
- 2) Click on the **blue** Pay or Request Button





### 3) Search for the Recipient of your Request – aka you tenant’s account

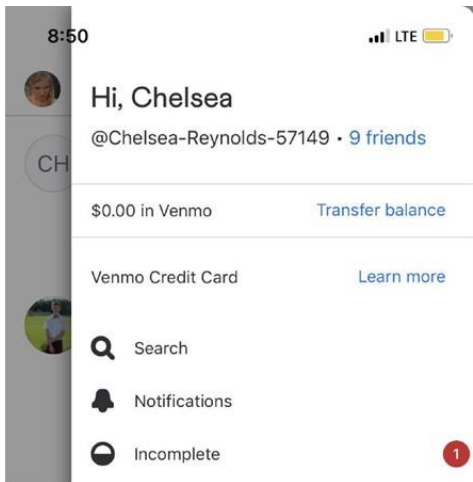
- You can find your tenant’s Venmo account via their Name, Venmo username, phone number, or email address
- Once you have completed a transaction with them, they will be saved in your “TopPeople” for easy access next time- similar to a contact list



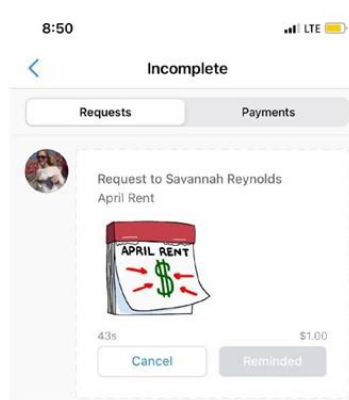
### 4) Generate the Request:

- Type in the dollar amount you are requesting
- Write a description for what you are collecting money for – oftentimes Venmo will try to find a picture to go along with your description ©
- Press the **blue** “Request” Button – your request has been sent!
  - Your tenant will receive both an email and a notification in Venmo that you have requested rent



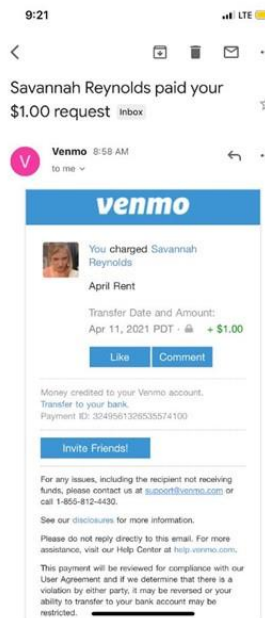


While you wait for your tenant to accept your Venmo payment request, you may go to your Venmo home screen and find the pending transaction under "Incomplete"

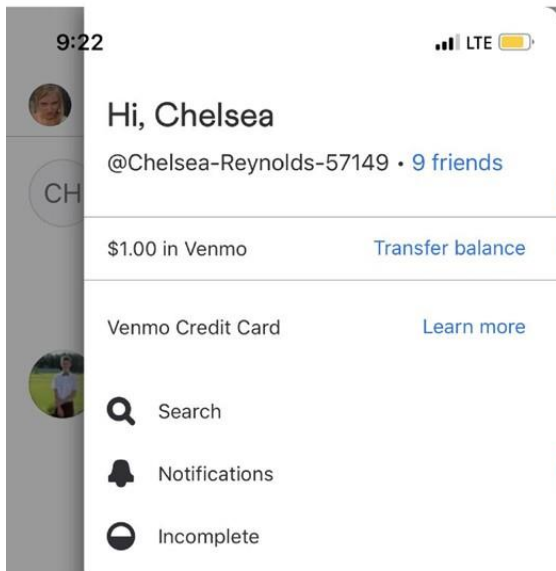


The Incomplete request will show how long ago you made the request, and also give you an option to remind your tenant to pay.

I clicked the Remind button and have reminded Savannah to pay me her \$1 April Rent! 😊



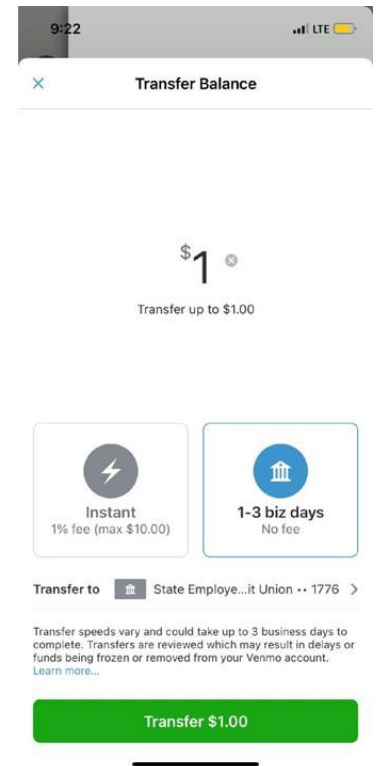
**.Success! My tenant has paid their rent! I received an email letting me know.**



5. Time to get paid! Click on Transfer balance in blue



1. Choose whether you'd like your funds deposited for FREE in 1-3 business days, or instantly for a fee. Press the green Transfer button, and you're all done!



## Cash App

- Cash App is a mobile payment service developed by Square, Inc., allowing users to transfer money to one another using a mobile phone app
- 30 Million Active users – including your tenants!
- Cash App account holders can transfer funds to others via a mobile phone app – compatible with both Apple and Android phones
- Works almost identically to Venmo! If you can learn one, you can learn the other 😊
- Fee Structure the same as Venmo - send and receive money for free, 3% charge to tenant if they're paying with a credit card, free bank transfers to your account, small fee for instant transfer to your account
  - Note: “cash” here does not mean untraceable money, or imply money laundering etc...this is just the name of the app! You're transferring money to and from bank accounts, just like Venmo



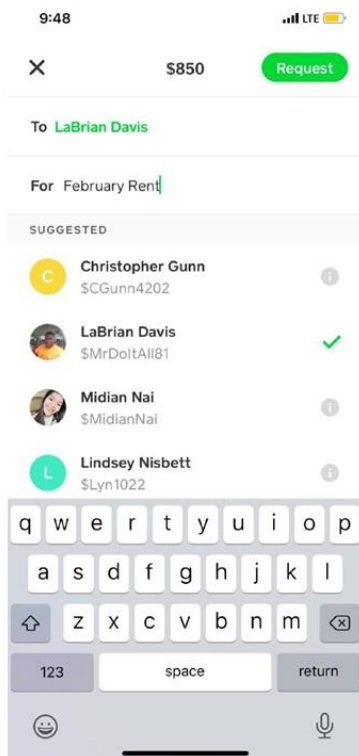
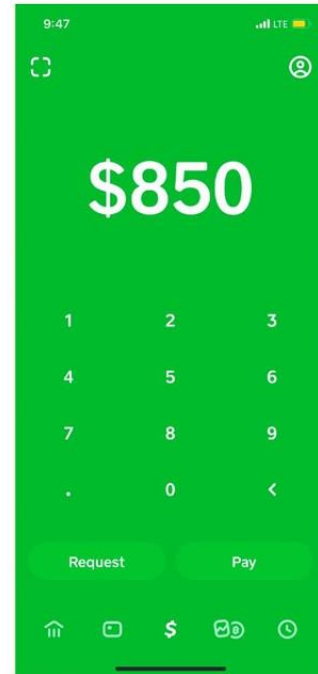
# SENDING A REQUEST FOR FUNDS

- 1) Open Your Cash App



- 2) Type in the amount of rent requested

- 3) Press the “Request” Button at the bottom left



- 4) Type in your tenant’s Name, Cash App username (aka their “\$Cashtag”), their Phone number, or email address in the To field

- Like Venmo, CashApp will save your tenant to your Suggested contacts after you have completed your first transaction for easy access next time

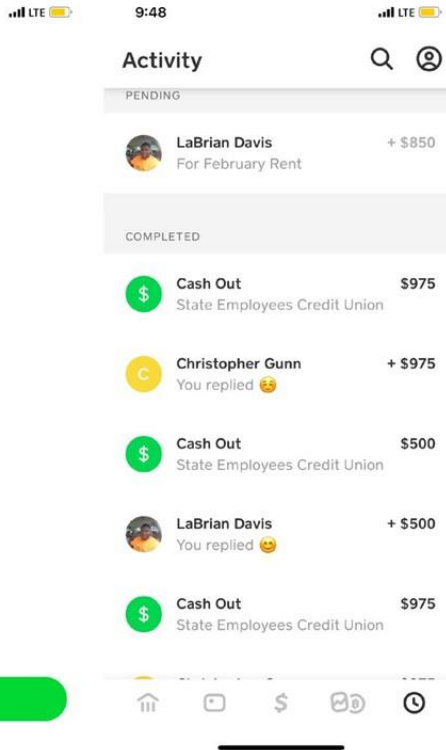
- 5) Press the **green** Request button at the top right hand side of the scree



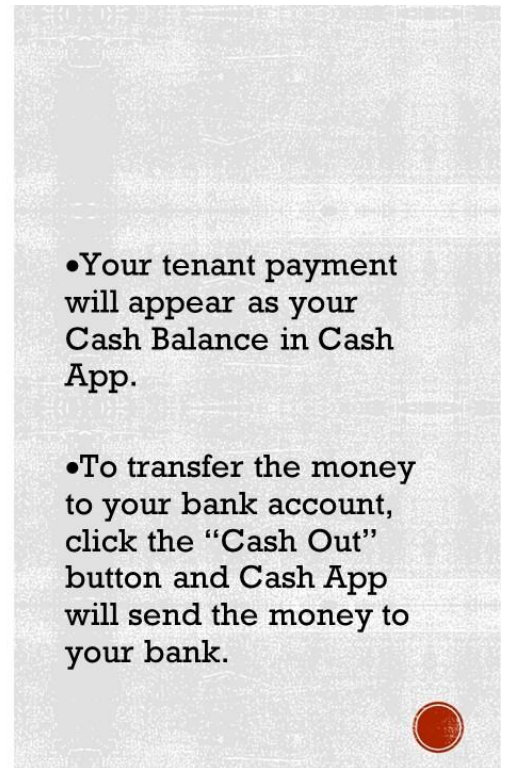
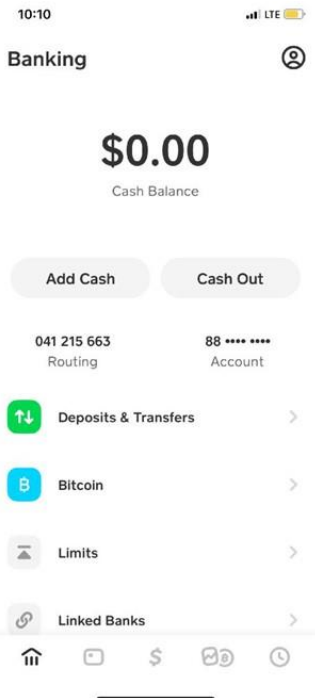
9:48



You requested \$850 from LaBrian Davis



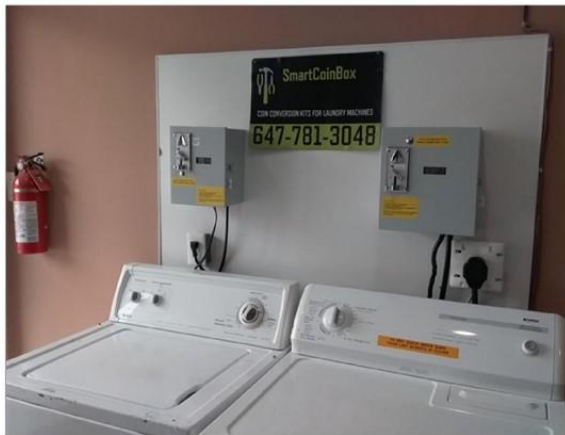
Your Cash App request has been sent, and will appear as pending as you await tenant payment.



# MISCELLANEOUS






## SMARTCOINBOX MADE BY: **MOOTEK INDUSTRIAL SUPPLIES**



- SmartCoinBox converts existing washer and dryer units into coin operated units for multifamily laundry rooms
- The washers and dryers plug into the SmartCoinBox which allows power to the machines after a tenant inserts payment



Your Selected Items

- 1 x  Commercial Washers \$1749.00
- 2 x  Commercial Laundry Accessories \$59.00
- 1 x  Commercial Dryers \$1449.00

Price: **\$3316.00**

**ADD TO CART**

\$3316 for Coin Operated Washer/Dryer. VS.

Home > Appliances > Washers and Dryers > Washer and Dryer Kits > Maytag 851347

**MAYTAG** AUTHORIZED DEAL

**Maytag 851347**  
Top Load Commercial MWWP575GW 27' Gas Dryer Laundry Pair in White

★★★★★ (284) Compare

Selected Dryer Fuel Type Opt

851336 Electric	\$1678.10
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Free list \$1000.00 more opt

**\$1678 for same Washer/Dryer non-coin operated + \$650 for SmartCoinBox**

\$2328 for SmartCoinBox operated machines

**Closing:**

Thank you for a great meeting Chelsea! That was really a lot of great information!! If you would like a copy of the PowerPoint presentation, please email Jenn at [info@greensborolandlord.com](mailto:info@greensborolandlord.com).

- Reminder – Coffee Chat next week Tuesday the 20<sup>h</sup>.
- Get your tenants signed up for the City of Greensboro ERAP (Emergency Rental Assistance Program)
- Stay safe and see you either next week at the Coffee Chat or next month at our Big Meeting.

**Minutes submitted by: Jennifer Dille with TESS, LLC**