

# Right Direction Real Estate & Property Management

## EXCLUSIVE RENTAL LISTING OUTLINE

When you hire us to list your rental, we handle everything from marketing to move-in. Our goal is to protect your investment, maximize your income, and deliver qualified tenants.

## What We Do for You

### Property Evaluation & Pricing

- ✓ Market analysis to determine competitive rent
- ✓ Advice on improvements to maximize value

### Tenant Inquiries & Showings

- ✓ Quick response to prospective tenants
- ✓ Pre-screening before showings
- ✓ Flexible showing options

### Lease Execution

- ✓ Draft and review legal lease agreements
- ✓ Collect and account for all move-in fees
- ✓ Ensure compliance with HOA/community rules

### Marketing & Advertising

- ✓ Photos & Videos along with listing write-up
- ✓ Exposure on MLS + major rental sites
- ✓ Social media and local promotion

### Move-In Coordination

- ✓ Detailed move-in inspection with video
- ✓ Provide keys, access, and community info
- ✓ Set tenant up for success from day one

### Tenant Screening

- ✓ Credit & background checks
- ✓ Employment & income verification
- ✓ Rental history & landlord references

### Our Fees:

We believe in transparent pricing with no hidden costs. Our fees are competitive and structured to align with the value we provide. Our standard listing fees equal 8.34% of the total lease which equates to 1 months rent for a 12 month lease. We offer ½ of that fee to any cooperating brokerage so that any realtor working with a client can be fairly compensated for their services.

### Cancellation Policy

At Right Direction Real Estate & Property Management, we believe in earning your trust, not locking you in. While our goal is always a long-term partnership, we understand that circumstances can change. That's why we offer a simple, worry-free cancellation policy:

Provide just 24 hours' notice, and we'll remove all marketing and cancel the listing agreement — with no cancellation fee. This gives you the flexibility to test the market with complete peace of mind.

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# FAQ:

## **How do you determine the rental price for my property?**

We start by conducting a comparable rental analysis, looking at similar homes in your neighborhood that have recently rented and those currently listed on the market. This gives us a baseline for what tenants are willing to pay in today's market. From there, we factor in the specific details of your property that can increase or decrease rental value. Features such as upgraded kitchens and bathrooms, flooring, outdoor spaces, lake or golf course views, or access to community amenities (pools, gyms, clubhouses) can add appeal and allow your property to command a higher rent. On the other hand, items like deferred maintenance, outdated finishes, or limited parking can impact the price tenants are willing to pay. Our goal is to position your home where it attracts strong interest quickly, while still maximizing your return on investment.

## **How do you screen tenants?**

Our tenant screening process goes far beyond just running a credit report. We use a comprehensive background check that pulls - Criminal history - Credit profile - Rental history and evictions - Employment and income verification - Personal and professional references. But our evaluation starts well before the paperwork. From the very first inquiry, we pay close attention to how an applicant presents themselves. Are they polite and respectful? Do they communicate clearly? Do they show up on time for their appointment? These small details can reveal a lot about how responsible they will be as tenants. We also notice practical indicators — like how they dress for a showing or the condition of their vehicle — which often reflect how they will treat and maintain your home. While no screening process can predict the future with certainty, our experience in the rental market allows us to stack the odds in your favor. By combining thorough background checks with real-world observations, we aim to secure a tenant who is not only qualified on paper but also demonstrates the qualities of someone who will respect your property and fulfill their lease responsibly.

## **How long does it take to rent my property?**

Rental demand does follow a seasonal cycle, and timing can make a difference. The summer months are typically the busiest season for rentals, as many families prefer to move while school is out and job relocations often peak during this time. Homes listed during this season often rent more quickly due to higher tenant demand. On average, most well-priced homes in our market rent within about 30 days. Of course, the exact timeline can depend on factors such as location, condition, price, and market competition. What we do to minimize vacancies is focus on maximum exposure and strong marketing. We use high-visibility advertising across multiple platforms, and targeted local promotion to get your home in front of as many qualified renters as possible. Our strategy is to cast a wide net, generating multiple showings and applications so that you not only fill the vacancy quickly, but also have the ability to choose the best tenant from a strong pool of applicants. Our goal is simple: reduce downtime, protect your cash flow, and help you secure a tenant who is the right fit for your home.

## **Why should I choose you over another agent?**

The biggest difference between us and many other agents is simple: rentals are our primary focus, not a side service. While most real estate agents concentrate on sales, we specialize in rentals of all kinds — long-term leases, short-term vacation stays, and corporate housing. This specialization allows us to understand the rental market inside and out, giving your property a competitive advantage.

Because we handle both long-term and short-term rentals, we have the flexibility to convert short-term guests into long-term tenants when it makes sense. This creates additional opportunities to keep your property occupied and generating income.

We've built a growing property management company that values long-term relationships — not just with owners, but with tenants too. Over the years, as tenants' housing needs change, we're often able to relocate them into another property under our management. By working with tenants who have already proven themselves to be reliable and respectful of their homes, we can place them with confidence into new rentals.

This creates a unique cycle of trust: tenants trust us to find them quality homes, owners trust us to place responsible tenants, and both sides benefit from relationships built over time. Our approach doesn't just fill vacancies — it builds a rental community where renters want to stay under our management "family," which ultimately reduces turnover, protects your property, and strengthens your return on investment.

Let us know if you have any other questions.

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