

**FOR LANDLORDS WITH PROPERTIES
IN CENTRAL FLORIDA**

THE ULTIMATE CHEATSHEET TO

ATTRACT

RELIABLE

& GOOD PAYING

TENANTS

**Scripts & Checklists To Avoid High-Risk &
Demanding Renters For Your Property**



DISCLAIMER

The information provided below is intended to offer guidance and should not be construed as legal advice.

Each *Central Florida Landlords* is responsible to follow all of the rules in accordance with the "***Fair Housing Act and Florida Fair Housing laws***".

Non-compliance with fair housing rules **can result in legal issues and consequences**.

It is recommended that landlords consult with a legal professional or real estate expert to ensure their practices align with the equal housing rules in Florida and any other relevant jurisdictions.

Note: This Cheatsheet is for landlords with properties in Central Florida, we can not ensure that the same process will have same performance out of Central Florida location.

7 Rules to: **ATTRACT RELIABLE & GOOD PAYING TENANTS**

BIG PICTURE

As you may have experienced, **bad renter can cost more than the mortgage payments.** That's why I've assisted thousands of clients in Central Florida using these 7 clear rules to Attract & Sign Reliable Tenants. Following These rules will **save you time, money, and headaches by guiding you to do the right things in the RIGHT ORDER.**

These rules are the same that I apply **to my own properties and those of my clients** to quickly rent to the right tenants, those who pay on time and treat the property as if it would be their own.

By following and implementing the seven rules below, you'll be able to get the most out of your rental process.

Enjoy!

RULE



THE MARKETING OF YOUR PROPERTY

This rule is crucial! This is where everything begins. What you put into listing platforms like **Zillow**, **RealState.com**, **Facebook Marketplace**, etc., really matters. *Honest landlords want reliable tenants, and reliable tenants want honest landlords.* Reciprocity is the key.

The quality of your photos and the detail in your property description are key factors in attracting the right renters. **Here's why:**

First Impressions Matter in Attracting the Perfect Tenants: High-quality photos of your property make people eager to live there. Just like a good selfie, your photos should be clear, bright, and showcase all parts of your property.

Good pictures help attract the right people who will love your place just as you do. They also help you avoid attracting people who aren't a good fit.

Our suggestion is, if you don't know how to take quality pictures with your phone, consider hiring a photographer. It may require a small investment, but you pay once and can use the same photos to promote your property over and over again. (as long as nothing had changed on it).

Detailed Description: Provide an honest, comprehensive description covering all the essentials, such as the number of bedrooms, bathrooms, square footage, location, and amenities. Don't forget to highlight any unique features of your property.

Transparency: Be honest in your photos and description. This helps your potential tenants know exactly what they can expect. Think of it as playing a game with all the rules explained upfront.

Saves Time and Effort: High-quality photos and a great description act as a shortcut. They allow people to see if your place fits their needs, saving you time by not having to show it to people who aren't genuinely interested.

Online Presence: Since many people search for homes on the internet. Having great photos and a compelling property description helps your listing stand out from the crowd.

RULE

#1

SCREENING THE INTERESTED TENANT

Once you receive contact from potential tenants through Zillow, email, or phone, it's essential to give them a call back. This step is critical as it helps avoid wasting time by showing the rental property to unqualified candidates. To perform this screening effectively, you can check their information on social media platforms like Facebook, LinkedIn, and Instagram, using their names. Additionally, you may want to conduct a phone history check using free online tools such as Forewarn.com.

Important: Never mention to an interested tenant that you had checked them on Forewarn.com, this information is internal and confidential.

Name of interested Applicant

Phone number/s

Acceptable results from Forewarn.com?

- YES
- NO

Important notes:

Social media links:

Social media acceptable results?

- YES
- NO

Important notes from their social media:

RULE

#2

THE PRE SHOWING INTERVIEW

Rule 2 involves conducting a thorough tenant interview **before** scheduling a showing of the rental property. **This step ensures that only suitable candidates** proceed to the showing stage, saving time to everyone.

You must use the exact words to avoid misunderstandings. (For example, Never ask for credit score or social security numbers over the phone. Just ask them is they have it or not)

Important: You can utilize the following interview script by calling or sending it to the interested candidate email.

PRE SHOWING INTERVIEW SCRIPT

(Start talking) **Thanks for your interest. Before we schedule a showing...**

- **When are you looking to move in?** _____
- **Why are you moving?** _____
- **What is your current living situation? I.e., Renting/Homeowner/Other?** _____
- **Could we ask for references from your former landlords and employer?** _____
- **If the property fills your needs, after the showing, will you submit a rental application and authorize a credit and background check?** _____
- **How many adults are applying?** _____
- **Do ALL adults have a Social Security Number?** _____

(Never, ever ask for the social security number over the phone, this should be only a YES or NO question)

- **Do ALL adults have 650+ credit score?** _____

(This should be only a YES or NO answer, don't ask for specific credit number)

- **The move in moneys are:** _____

First month rent, security deposit, last month rent; pro-rations and pet deposit if required.

Are you able to cover those move in expenses once you get approved? YES NO

- **Tenants must purchase Renter's Insurance, are you ok with that as well?** YES NO

- **Do you have pets? YES NO How Many?** _____

- **What type?** _____ **What Breed?** _____ **Weight of Each?** _____

- **Do you or anyone in your family smoke?** YES NO

THE PRE SHOWING INTERVIEW - page 2

IMPORTANT: If the answers align with your rental criteria, proceed to schedule a showing using the script below. However, if the answers are not satisfactory, conclude the call by saying, "Based on your answers, it seems the property may not be the right fit for you. We appreciate your honesty, and we don't want to waste your time. Best of luck in your rental search."

SCHEDULE A SHOWING SCRIPT

- We are glad to schedule a showing for you on this day_____ and this time _____
- What is the most important feature you are looking in the rental:_____
- Please confirm the best phone number to send you a text now?_____
- Please send us a picture of your Driver License and Pet (if they have not, yet.)
(This is an important safety tool; you want to match face on ID to the person seeing the property)

After this interview you I'll have almost the 80% of the job done, so make sure you have carefully followed each of those questions!

RULE

#3

CHECKLIST: HOW TO SHOW THE PROPERTY

This rule offers clear directions to create a positive experience for the potential tenant, fostering a favorable impression of the rental property and increasing the likelihood of a successful rental.

WARNING: Before proceeding with the showing, make sure to verify that the individual who arrives is indeed the same person as the one whose identification was provided earlier. In-person confirmation of the information they shared with you in the form is crucial. You may be surprised by how the "story" can change when meeting face-to-face.

HOW TO SHOW THE PROPERTY

- Once time and date have been agreed upon, be on time
- Make sure the property is in pristine condition
- Share directions to the property, including any access details.
- Give the tenant space and time to explore the property at their own pace.
(Emphasis the feature they mention that are important to them)
- Gather their feedback and discuss the next steps in the application process.
- Invite them to apply, make it easy to apply.
- Follow up with any additional information or documentation they may require.

By checking mark each of item in this checklist, you can effectively showcase the property to a well-qualified prospective tenant.

RULE

#4

TENANT APPLICATION SCORE CARD

After completing the rental showing with a qualified tenant and receiving their rental application, it's essential to have a structured evaluation process in place. The Tenant Candidate Application Scorecard serves as an internal checklist to assess the suitability of the candidate for becoming your new tenant.

APPLICATION SCORE CARD

Time Period

- | | | |
|-----------------------------------|-----|----|
| • Needs to move in within 30 days | YES | NO |
| • Ready to sign 12-month Lease | YES | NO |

Credit Status **(Critical Metric):** If No is Marked is NOT your best applicant.

- | | | |
|---|-----|----|
| • ALL adults have Social Security numbers | YES | NO |
| • SSN required. | YES | NO |
| • Credit Score FICO above 650. | YES | NO |
| • Applicants without derogatory remarks in the past 5 years | YES | NO |

Financial Stability **(Critical Metric):** If No is Marked is NOT your best applicant.

- | | | |
|--|-----|----|
| • Applicant(s) gross Income at least 3X rent | YES | NO |
| • Ability to provide: Last 3 bank statements | YES | NO |
| • Will Purchase Renter's Insurance | YES | NO |

Employment **(Critical Metric):** If No is Marked then applicant is NOT your best candidate.

- | | | |
|--|-------|----|
| • Currently employed | YES | NO |
| • Employed Locally | YES | NO |
| • Years employed: | ----- | |
| • Ability to provide last 3 Paystubs | YES | NO |
| • Ability to provide current job information/contact | YES | NO |

TENANT APPLICATION SCORE CARD - page 2

APPLICATION SCORE CARD

Current Housing

- | | | |
|---|-----|----|
| • Ability to Provide Current landlord contact information | YES | NO |
| • Ability to provide proof of payment of rent | YES | NO |

Character/Lifestyle

- | | | |
|---|-------|----|
| • How many adults: | ----- | |
| • How many children: | ----- | |
| • Consent to Background check for all adults | YES | NO |
| • All adults criminal background is acceptable? | YES | NO |
| • Is social media Acceptable? | YES | NO |
| • Ability to contact References | YES | NO |

Pets:

- | | | |
|------------------------|-------|----|
| • How Many: | ----- | |
| • Breed: | ----- | |
| • Weight: | ----- | |
| • Pet picture provided | YES | NO |

DENIAL QUICK Note: (Critical Metric): If "No" is marked on any aspect of the Tenant Candidate Application Scorecard, it indicates that the applicant may not be the best candidate for your property.

ACCEPTANCE QUICK Note: If the application is approved, communicate the decision in writing to the tenants. Additionally, proceed to collect move-in funds electronically, with a payment deadline. Please refrain from accepting cash or personal checks as move-in funds. Before delivering keys, ensure that all move-in funds are collected and have cleared the bank. Also, make sure to draft and sign a new lease agreement with both the landlord and tenants. This step is of utmost importance.

RULE

#5

CHECKLIST: APPROVING THE CANDIDATE

You can only select and approve one tenant from all your applicants at a time. If the approved applicant is no longer interested, please confirm their denial and move on to the next applicant.

Once you have reviewed all applicants and approved ONE application, proceed with the following checklist:

APPROVING THE CANDIDATE

- Communicate the decision in writing to Tenant
- Draft the Lease Agreement
- Have Landlord and Tenant sign the lease agreement
- Collect move in funds (Do not accept cash or personal checks as move in funds.)
- Place security deposits in an Escrow Account
- Confirm the Tenant has proof of a new Renter's Insurance for your property
- Confirm the number of residents, make sure all adults are in the lease.
- If the property is located in HOA community, make sure Tenant fulfills all requirements dictated by the HOA.
- Do not deliver keys without collecting all the move-in funds first, make sure funds clear the bank
- Do not deliver keys before the start of the lease agreement.
- Advise on how and when to connect Tenant utilities
- Communicate clearly how you, as a landlord, will collect rent

Once all the items in this checklist is marked, then follow rule 6.

RULE

#6

CHECKLIST: DELIVERING THE PROPERTY

This rule facilitates a thorough walkthrough of the property by both the landlord and tenant together. It ensures that any existing damages or issues are documented and acknowledged by both parties.

DELIVERING THE PROPERTY

- Schedule Move in date and time
- Ensure property is clean and all essential utilities are functional.
- Walkthrough property with tenant, room by room, and take note of any existing damages or issues. Take pictures and videos.
- Show the tenant how to operate appliances, heating/cooling systems, security features, and any other essential components of the property.
- Point out important safety features, such as fire extinguishers, smoke detectors, emergency exits, and security systems. Educate the tenant on proper usage and emergency procedures.
- Explain the process for reporting maintenance requests and provide contact information for emergency repairs.
- Share your contact information and availability for any questions or concerns
- Provide Copy of Move in Inspection. requirements dictated by the HOA.

With This step, now you already have your perfect tenant in place! And is time for the rule 7

RULE

#7

RENT YOUR PROPERTY WITHOUT LIFTING A FINGER

I understand that **you might feel overwhelmed** with all the tasks involved in finding a tenant and the various legal regulations you need to keep in mind to **avoid costly mistakes in the process**. It's a simple task, but not necessarily an easy one.

Considering all the responsibilities you have in your own life, it's likely that you don't have the time or energy to deal with these things. However, you also recognize the importance of **finding a reliable and stress-free tenant for your property to avoid bad experiences and unwanted expenses**.

That's why I want to offer you **something UNIQUE to promote** my rental services.

Swipe !!

The 30 Day Package

RENT YOUR PROPERTY RELIEF



We'll Find A **Reliable Tenant** And Rent Your Property At The **Highest Possible Price** In The Next **30 Days or Less**, Or We'll Keep Working For FREE Until We Do.

(No upfront payment, and only pay if you are 100% satisfied with us)

This is everything we'll do for you:

- We Invest In The Marketing Of Your Property
- We Price The Property At The Best Value Possible
- We Find A Reliable & Stressless Tenant
- We Meet In Person With Applicants & Do The Property Showings
- We Take Care Of The Lease Agreements That Protect Your Interests
- We Assume Any Legal Considerations About Rental Process

So You Can Rent Your Property Without Lifting A Finger!

[CLICK HERE to Book a 1:1 Free Analysis Session](#)

To Keep The Quality Of Our Service
We Only Accept 3 New Landlords Every 10 Days.

WHY CHOOSE TO PARTNER WITH US?

After successfully assisting over **2,000 property owners** in our more than **20-year career**, we have honed our expertise in selecting reliable renters with a 0% margin of error. Our tenant selection process focuses on individuals who fall into the following two categories:

- 1) **Tenants who add value and treat your property as if it would be their o their own.wn.** These individuals contribute to increasing property value and significantly reduce property expenses.
- 2) **Individuals who value your property more than the cost of rent.** This implies that they consistently pay rent on time, rarely need to contact you for issues, and understand the need of rent adjustments when the economy changes. This approach ensures a long-lasting and harmonious landlord/tenant relationship.

We'll Find A **Reliable Tenant And Rent Your Property At The **Highest Possible Price** In The Next **30 Days or Less**, Or We'll Keep Working For FREE Until We Do.**

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WHAT IS NEXT?

As you may already know, the rental process is just the first step in building a long-term relationship with a new tenant. Here are some facts you would like to know in advance:

- According to Zillow's survey data, **almost all landlords (92%)** said repairs or maintenance were among the top three most demanding responsibilities of managing a rental property, and 40% considered it **the most laborious task**.
- **Screening tenants** (reading applications, completing background checks and credit checks) was a close second, with 71% of landlords reporting it among their **top three most demanding activities**.
- Interestingly, more than one-third of landlords (36%) **said they wished they would have known how hard it would be to find reliable renters**, and managing the rental (communicating with tenants, accounting, etc.) was more time-consuming than they had anticipated.
- 34% **also noted that they wished they would have known the leasing process** (processing applications, scheduling tours, writing a lease, etc.) would take more effort than expected.

Being aware of these challenges can help you prepare and plan for the next steps in managing your rental property effectively.

[CLICK HERE to Book a 1:1 Free Analysis Session](#)



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