



# LISTING YOUR PROPERTY **FOR RENT**



# ABOUT DOLLIE

## Service you can trust

My core values:

- Respect for all Individuals
- The clients' interests come first
- Highest Standards of Integrity & Ethics
- Innovation
- Teamwork

## About Dollie

With over 15 years experience in rental and business management, you can be sure I understand the need to protect your investment and have it handled in an efficient & professional manner.

I first obtained my Real Estate license in the 90's after studying Business and Marketing in CA. Since then, through both good and bad markets, I have helped to build a very successful Property Management Division at Windermere Sunland and currently have a portfolio of over 50 properties.

Current properties managed include residential, commercial and multifamily units, as well as HOAs. In order to protect your investment and guide you smoothly through the process, it is critical that I understand your goals. To that end, I am a great listener and am committed to my core values, using them to guide most of my decisions. I am highly organized, a hard worker, and my clients are satisfied.

Put my work ethic and experience in this industry to work for you. I am happy to provide testimonials and referrals on request. Please contact me for any of your property management, leasing or purchase needs.



## Dollie Sparks

Broker/Property Manager

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# Why Windermere?

## IT'S ABOUT RELATIONSHIPS.

In 1972, John Jacobi set out to change the real estate industry by putting relationships before sales quotas, with an emphasis on service to our clients and our community. Over 45 years later, this mission has helped grow Windermere into one of the largest independent real estate companies in the nation, with more than 300 offices and 6,000 agents throughout the Western U.S. and Mexico.

While the rental market has grown enormously in value and complexity over the years, our core values of relationships, community, collaboration, and professionalism have remained central to how we do business, and will continue to do so for generations to come.

**EXCEPTIONAL SERVICE**

**UNSURPASSED INTEGRITY**

**A STRICT CODE OF ETHICS**

**LOCALLY OWNED AND  
OPERATED OFFICES**

**NEIGHBORHOOD KNOWLEDGE**

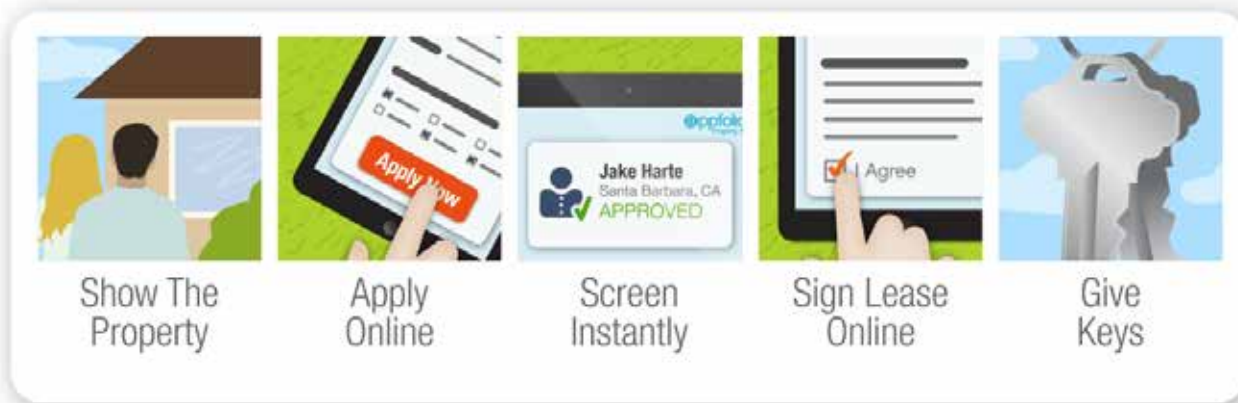
**MARKET EXPERTISE**

**PREMIUM TOOLS AND  
SERVICES**

**GIVING BACK TO OUR  
COMMUNITIES**



# ABOUT OUR SOFTWARE



## Powered by AppFolio

We can efficiently market your properties and fill vacancies faster using **AppFolio's** leasing dashboard, vacancy postings, and website integration.

### Professional Web Presence

Our beautiful website, powered by AppFolio, is 100% integrated, so that we can seamlessly accept rent online, post and update vacancies with a few clicks, and accept online maintenance requests that automatically create work orders. With the ability to immediately post new vacancies to our SEO optimized website, we can help prospective renters easily find our listings and ultimately fill vacancies faster.

### Online Rental Applications

Prospective residents can fill out guest cards and apply online giving us the ability to capture their information in real time and approve these residents even faster. The online application is even mobile friendly!

### Vacancies are filled quickly

We will post eye-catching vacancy advertisements quickly to our website and hundreds of rental listing sites on the internet. Prospective residents can fill out an online application through our postings, our team completes the screening process and fills the unit quickly. The modern renter expects the ability to view property details online and to quickly apply to rent and we offer it!

### We Maximize Rental Rates

AppFolio's built-in rent comparison tool allows us to compare rental prices of similar units in the same geographic location. With this information we can ensure our properties are competitive and we are maximizing rental revenue.

### Appealing to the Modern (Mobile) Renter

With AppFolio, our team provides a seamless online leasing experience for prospective renters. The prospective renter submits an online application, we run a background screen, then we sign the lease -- all electronically! Making this process easy and simple for the modern renter and our team means we can rent properties more efficiently and faster, every time.

### Finding The Best Residents

Resident Screening is centralized in AppFolio. Applicants can easily be screened on the spot while at the property showing and the results are returned within seconds rather than hours.

# APPFOLIO LISTING PARTNERS



AppFolio feeds 81 of the most popular search sites on the Internet

## Premium Exclusive

Only Premium properties are listed on these sites



RentPath Network



RentalAds.com



Move.com

[VIEW REQUIREMENTS](#)



Apartment Guide



Rentals.com



Rent.com



RentalHouses.com

## Basic

All properties are listed on these sites

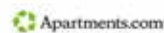


Zillow Rental Network

[VIEW REQUIREMENTS](#)



Lovely



Apartments.com

[VIEW REQUIREMENTS](#)



Apartment List

[VIEW REQUIREMENTS](#)



Listanza



ClassifiedAds



ApartmentLove



Trovit



RentFocus



uCribbs

[VIEW REQUIREMENTS](#)



UniversityParent



RealRentals



CallitHome



Rent MLS



Nestigator



Trulia

[VIEW REQUIREMENTS](#)

# MORE APPFOLIO LISTING PARTNERS

## Premium Featured

Basic and Premium properties are listed, but Premium properties are featured



Zumper

[VIEW REQUIREMENTS](#)



Realtor.com

[VIEW REQUIREMENTS](#)



Homes.com

[VIEW REQUIREMENTS](#)



Show Me The Rent



EveryRent



FRBO



KeyLasso

[VIEW REQUIREMENTS](#)



Abodo



Uloop

[VIEW REQUIREMENTS](#)



Walk Score



RentLingo



Hunt

[VIEW REQUIREMENTS](#)



RadPad

[VIEW REQUIREMENTS](#)



CampusCribz



Condo.com



RentHop

[VIEW REQUIREMENTS](#)



Michigan Affordable Housing Solutions



Low Income Housing Authority



PadMapper

[VIEW REQUIREMENTS](#)



Apartable



USA Today College

[VIEW REQUIREMENTS](#)



Houses321.com

# WHAT'S INCLUDED?



## Protect Your Investment

### Outstanding Service

We do everything required to maintain the property and provide you with the greatest return on your investment including, but not limited to:

- Initial meeting and consultation, including a free appraisal of rental value
- Advertising and showing your home
- Thorough credit screening and rental history report of prospective tenants
- Negotiating and drafting all lease documents
- Thorough move-in inspection
- Inventory and condition reports
- Collecting and disbursing rents
- Deposits to client accounts, if desired
- Coordination of cleaning, repairs and regular maintenance
- Periodic property inspections

### Need help just finding a new tenant?

We offer that service separately, too!



### Our Fees:

- First month's rent
- 10% of each month's rent
- \$300 maintenance account
- Owner is responsible for Homeowner Association Fees.
- Homeowner is responsible for landscape maintenance, unless otherwise agreed upon.
- Short term rental fees for 1-3 month lease: 25% per month

### Run a Homeowners Association?

We manage those, too!



# What Landlords Need to Know About Fair Housing

## OUR GOALS AND OBJECTIVES

All of us at Windermere Real Estate are committed to the principles of Fair Housing practices for all. Fair Housing is a matter of dealing equally with all people as well as a matter of federal, state, and local laws. Fair Housing involves everyone, and we have to count on your being our partners in that effort as we work to lease your home.

We are experts in homes. It is our responsibility to provide you with the information you need to make a wise decision for yourself. Our task is to do our best to locate a tenant that fits the criteria we have established together. It is also our task to provide you with information about current market conditions, including the prices of properties that have recently leased and what is currently on the market for rent, to enable you to make an informed decision about the price you are willing to receive for your home.

You may wish to have available other kinds of information. Many tenants ask questions about the people who live in a neighborhood: "What kinds of people live here?" "Are there many children in the neighborhood?" "Are there any registered sex offenders nearby?" "Is there much crime here?" "Are there any especially noisy neighbors?"

Landlords may ask similar questions: "What kind of people make good prospective tenants?" "Who will fit well in this neighborhood?" "Do unmarried couples make good tenants?"

Such questions are outside the scope of our professional practice. Some of them raise Fair Housing issues, and all of them seek subjective judgments rather than objective information. Such questions are important to landlords and tenants, but you ought to be aware of the laws that restrict the rights of landlords and tenants to make decisions based on such inquiries.

## THE LAW

Federal law prohibits discrimination in a real estate transaction based on race, color, religion, familial status, sex, handicap, and/or national origin. In addition to the federal prohibitions, Washington law prohibits discrimination based on creed, marital status, sensory/physical/ mental disability, use of a service animal (e.g., a seeing-eye dog), sexual orientation, and honorably discharged veteran or military status. Some local laws go even further to prohibit discrimination based on age, ancestry, gender identity, political ideology, and participation in Section 8 programs (for low-income families).

Landlords should be aware of the laws that prohibit choosing a tenant based on legally protected class status. Generally speaking, if a landlord receives an offer or application on a property, the landlord cannot refuse to rent or even refuse to negotiate with the prospective tenant based on the above-mentioned prohibited criteria. Landlords may not falsely represent that the home is no longer for lease nor can they advertise the home with an indication of preference or limitation on what type of people may lease it.

Property managers may not engage in any such practices either. In fact, property managers are prohibited from "steering" prospective tenants to specific neighborhoods based on the abovementioned criteria. Property managers who perform prohibited discriminatory practices on behalf of their principals subject both themselves and their principals to liability.

A victim of discrimination may pursue a civil lawsuit or an administrative claim. The victim may seek a temporary restraining order, permanent injunction, actual damages, punitive damages, and attorney's fees.







# Experts in Leasing and Managing Properties

Windermere Property Management offers professional, full-service management to property owners interested in leasing their houses, apartments or condominiums.

## WE MAKE IT EASY

- › We start by getting to know you and your needs, so we can better represent you in all aspects of the transaction, from marketing to negotiations and lease agreements.
- › We market your rental through Windermere's network of offices, Windermere.com and several rental-related websites, with photographs that highlight its best features.
- › We schedule appointments to show your property any day of the week. We also provide you with helpful feedback from prospective tenants and agents.
- › We handle all the paperwork, including the rental application, move-in inspection reports and lease agreements.

## WE PROTECT YOUR INVESTMENT

- › We provide a complimentary market analysis to help you determine the right price. We also inform you of market changes so you can adjust rent appropriately when new leases are negotiated, to capitalize on market changes and minimize vacancy.

- › We administer a thorough application and screening prior to signing a lease, including credit reports, criminal reports, employment verification and housing references.
- › We collect rents and enforce the terms of the lease agreement.
- › We offer a full range of accounting services, including direct deposit into your bank account, direct debit from tenant bank accounts, administering and refunding security deposits, and monthly and year-end accounting statements.
- › We maintain your property and keep you informed.
- › We schedule all necessary repairs and maintenance, supplying you with comparable estimates when needed.
- › We periodically inspect your property and update you on its condition.
- › We provide complete move-in/move-out inspection reports with photographs of the property's condition.

Whatever your need, you'll have peace of mind that our experienced property management team will provide you with the professional expertise and top-notch service you expect from Windermere.



# Marketing Your Property

Windermere Property Management has a comprehensive approach to marketing your property, to provide the best exposure to the most qualified potential tenants. We'll start by helping you prepare your property so it makes a good first impression, which will reduce market time and help you get the best rental price. Here are some other steps we'll take to market your property:

- › Photographs will be taken to highlight the property's best features. These photos will be used in marketing flyers and websites targeted to the most qualified tenants and agents. This will allow potential tenants everywhere to see the unique features that set your property apart from others.
- › As soon as your property is listed, we will input it into the Multiple Listing Service (MLS), making details and photos of your property available to every agent in the nationwide system.
- › It will also be listed on Windermere.com, which receives an average of one million monthly visits. Here potential tenants can search for rental properties in the areas they choose, view photo galleries and property details, and even print out a flyer of your property.
- › Your property will also be posted on Yahoo!, Zillow and several other rental-related websites.
- › We'll also post Windermere's For Lease sign on your property where applicable, allowing prospective tenants in the area to know it's on the market, and that they can expect Windermere's high standard of service if they choose to rent there. It will provide them with all the information they need to learn more about the property and contact a property manager.

In short, Windermere's extensive marketing resources will give your property the advantage, helping it to lease quickly and for the best price possible.



# Preparing Your Property For Lease

When a house, apartment or condominium is turned over to a tenant, it's assumed that all systems are in working order, i.e., plumbing, electrical, heat, drainage, roof, etc. The law requires that all systems function properly and states that they are the owner's responsibility, unless the tenant creates the problem. We should be informed of any problems and they should be resolved prior to occupancy.

## IMPROVE MARKETABILITY

- › Interior—Professionally cleaned
- › Carpets—Professionally cleaned
- › Windows—Professionally cleaned
- › Drapes, Blinds—Professionally cleaned
- › Fumigation—Professionally done if domestic animals have lived on the premises
- › Dead-bolts—Installed on all outside doors
- › Locks—Re-keyed in accordance with state and city codes
- › Yard—Mowed, raked, trimmed, all garbage and refuse removed
- › Garage—Cleaned and organized
- › Smoke detectors and Carbon Monoxide detectors—Installed, tested and in working order per international fire code.

## RECOMMENDED SYSTEM CHECKS

- › Washer/dryer
- › Range/burners, fan, above-range light
- › Oven/elements, oven light
- › Microwave oven
- › Refrigerator/freezer
- › Furnace/filters changed, baseboard heaters cleaned
- › All interior and exterior electrical fixtures and outlets
- › Plumbing and drainage systems
- › Lightbulbs

## ADDITIONAL IMPORTANT POINTS

We ask that you not give a key to a prospective tenant, as they should only have access to the premises after signing all lease documents.

If your property is a condominium, please supply us with copies of any bylaws, rules and regulations, covenants and/or restrictions.





First Impressions

# Make a Difference

Experience shows that taking time to prepare your income property increases desirability, provides a marketing “edge” and results in shorter market time while assuring the highest return.

## BEFORE PROSPECTS DO A WALK-THROUGH

- › Turn on all inside lights, even during the day. In winter, lamp light is especially nice.
- › At night, turn on outside lights.
- › Turn on soft music.
- › Keep heat at 68–72 degrees.
- › Keep pets in a separate area; change litter boxes daily.
- › Put money, prescription drugs, and other valuables away and out of sight.
- › Keep draperies and shades open.
- › Open all doors inside the home, except closets.

## DURING A WALK-THROUGH

- › A potential tenant will likely spend more time previewing your property and asking questions if you're not there.
- › Don't precede or follow the prospective tenant through your property.
- › Let the property manager show and market your property.





# Timing the Market

A commonly asked question is, “Is there a best time to put your home on the market?” The answer is “Yes.” The best time to market your home is exactly when you are ready.

What is important is to have a good game plan and time for preparation. When you are ready, I will be there to assist you with information that will help you get the greatest return on your investment.

Let’s talk about your personal goals and current market conditions to determine when the time is right for you.

## I WILL

**DETERMINE HOW MUCH  
YOUR HOME IS WORTH**

**PROVIDE INFORMATION  
ON MARKET CONDITIONS**

**PREPARE YOUR HOME  
FOR SHOWINGS AND  
FOR LEASING**



# Pricing Your Property

Determining price is the most critical step in preparing your home for lease, so you can get the highest return in the least amount of time.

## MARKET CONDITIONS, ACTIVITY AND TIME

Current market conditions will determine your rental pricing strategy, which in turn affects the number of tenants your property attracts, and the time it takes to lease your property. A property receives its best exposure during the first one to three weeks on the market.

## GETTING THE BEST RETURN

- › When your rent is too low, you could lose money on your investment.
- › Overpricing is risky. Qualified tenants best suited to the property won't see it because it's out of their price range. Those who can afford the higher price range may not feel that the property meets their expectations.
- › Leasing agents will hesitate to show an overpriced property, unless it will make a competing property look like a better value.
- › Statistics show that the longer a property is for lease, the more it lowers the rental price.

## PROPER PRICING WILL:

- › Attract the maximum number of qualified tenants, within a timeframe that suits your needs.
- › Get your property leased more quickly.

## THE PRICING PROCESS

- › Pricing is based on the amount a renter is willing to pay, as determined by current market value.
- › You'll receive an estimate of value based on an analysis of:
  - › Similar homes for lease now. These show which properties prospective tenants are comparing to your property.
  - › Similar homes recently leased. These tell you what tenants are willing to pay for your kind of property, in your area, at this time.







# Commitment to Community

Windermere Property Management understands the importance of giving back to our community. Enriching the neighborhoods in which we live and work is an integral part of how we do business.



WINDERMERE  
Foundation

## THE WINDERMERE FOUNDATION

- › We donate a portion of our commission from every transaction to benefit the Windermere Foundation.
- › Since 1989, the Foundation has collected and contributed over \$36 million.
- › Assistance is provided to non-profit agencies dedicated to helping homeless and low-income families in our community.



## WINDERMERE COMMUNITY SERVICE DAY

- › Every year since 1984, Windermere agents have dedicated a day of work to those in need.
- › These hands-on projects benefit a wide variety of community-based organizations.
- › Projects have included maintenance at a senior center, construction of a children's playground and sorting duties at a food bank.
- › I am pleased to be a part of such an important mission. It's just the right thing to do.

  
**Windermere**  
PROPERTY MANAGEMENT





.... INVESTING IN ....

# The Residential Rental Market

Rental demand is surging, interest rates are at historic lows, and recent economic activity has erased nearly a decade of housing appreciation. The demand for rentals is predicted to far exceed supply through 2015, with some 4.5 million new renters expected to enter the market in the next five years. The combination of these factors creates a remarkable opportunity for investing in the residential rental market. The long-term financial benefits can be significant, but the first step is to closely analyze the details.

## QUICK TIPS *for Investing in Real Estate*

- Buy residential properties, such as single-family homes, condominiums, and town homes.
- Buy properties that appeal to most buyers and are priced at or below the average sales price.
- Do not buy with partners unless you have to; make sure they have the same goals, values, and financial stability.
- Be committed to staying in it for the long run. Real estate is cyclical, but the long-term trend is positive.
- Take care of your property and it will take care of you. If you do not want to manage the property yourself, consider hiring a property management company.
- Set clear goals and make a plan. Know when you are ready to stop accumulating property and start paying off what you have.
- Work with knowledgeable professionals that you trust.

## WHY REAL ESTATE?

Real estate is an investment that most people can easily understand because shelter is one of our most basic needs. Here are six ways that investing in real estate is financially beneficial.

**Cash flow:** rent provides income and pays for your investment so that you can one day own the property "free and clear".

**Free and clear:** investment properties that are owned "free and clear" are the ultimate investment because the house generates cash flow and there is very little risk because there is no debt.

**Leverage:** the short-term goal is to use leverage to acquire a portfolio of real estate. The long-term goal is to pay the loans off and own your properties free and clear.

**Debt reduction:** real estate is one of the few investments where someone else makes your payments. Your tenant reduces your debt through monthly rental payments.

**Tax savings:** you are allowed to depreciate the house and write off your expenses in order to reduce your taxes.

**Appreciation:** over the long term the value of single-family homes and condominiums has risen.

## THINGS TO CONSIDER

- What are your financial goals?
- How soon do you want to get there?
- What do you need to get started?
- How much money do you have to invest?
- Can you borrow from other properties, sale of stock, savings, etc.?
- How much time are you willing to invest to find, buy, and manage properties?
- Does it make more sense for you to hire a property manager?
- Can you hold the property for at least three to five years?

Because housing is something that most of us can understand, investing in residential real estate can be a very smart choice—especially in today's market. Buying a property for rental purposes poses different challenges from purchasing a primary residence, so you should start by contacting your Windermere agent to discuss how to put the framework outlined here into action.