

# **6 SECRETS** TO MAXIMIZING YOUR REVENUE WITH ANY PROPERTY

You've already invested in your property.  
Why not take steps to get the most out of your efforts?

Don't minimize the amount that you could make by not  
properly pricing and preparing your rental property.

These steps will help you maximize your revenue.





## 1) DO YOUR HOMEWORK.

Set your price based on what the market will bear, not what you want to make. Research rents thoroughly and objectively.

Put aside any sentimental attachment to your home and focus on the factors that tenants want, such as size, location and amenities. Then research comparables through multiple sites, not just Zillow. Or, engage a property management firm that has access to the latest local market statistics.

### **ALSO, KEEP THE FOLLOWING IN MIND WHEN PREPARING OR REVIEWING A COMPARABLE MARKET ANALYSIS:**

- For what amount have properties like yours rented? Evaluate only properties that are similarly sized, situated and maintained.
- Keep comparables current. Don't go back further than one year.
- Draw from an adequate sample size. Focus within your neighborhood and surrounding area.

## 2) GIVE THEM WHAT THEY WANT.

Whether it is a \$500 per month or \$3,000 per month property, it must delight the prospective tenant. Prepare the property so that it makes the best impression.

Make your property "hotel clean" inside by wiping down all surfaces so that not a spot or speck of dust is to be found. Spruce up the exterior as well, so that prospective tenants are duly awed from the time they pull up.

### **INCLUDE THE FOLLOWING STEPS IN YOUR PREPARATIONS:**

- Keep your lawn lush and your shrubbery trimmed.
- Patch torn screens and fill holes in the walls..
- Replace blown-out light bulbs and smoke-detector batteries that don't work.





### 3) MAKE SURE YOU KNOW WHO IS MOVING IN.

Credit and background screen all adults without exception. You want to gauge more than just their ability to pay.

A property management firm can alleviate any concerns you may have regarding potential tenants by thoroughly screening them for past problems. In addition to credit checks, the best firms will perform searches for sexual predators, criminal backgrounds and evictions.

#### **FURTHER PROTECT YOURSELF BY DOING THE FOLLOWING:**

- Have tenants sign off on everything down to serial numbers of appliances.
- Inspect the property during the course of the lease.
- Learn what documents to serve if rent is late and how to work through the eviction process.

### 4) KEEP CASH HANDY AND EXPENSES LOW.

Plan to spend a few hundred dollars between tenants. Unless a major renovation is due, wear and tear should not exceed that amount. If tenants were in place for several years, the money required to get your property rental-ready increases.

A property management firm can facilitate repairs and at better prices than you would get on your own.

#### **BUT KEEP THE FOLLOWING IN MIND IF YOU RENT YOUR PROPERTY OUT YOURSELF:**

- Work only with qualified contractors.
- Get competitive rates.
- Require repairs to be made rapidly so that you can quickly rent out the property again.





## 5) PETS MAY COST YOU.

More than 50% of tenants have pets but do not accept the aggressive breeds at your property. While many of them are delightful pets, insurance companies will not appreciate it. Do consider allowing pets with a non-refundable pet fee.

### **ALSO, TAKE THE FOLLOWING PRECAUTIONS IF YOU ALLOW TENANTS TO HAVE PETS.**

- Ensure that they comply with any leash laws or similar provisions.
- Request regular updates on vaccinations or other care as stipulated by law.

## 6) HOLD ON TO THAT SECURITY DEPOSIT UNTIL THEY LEAVE.

Do not allow tenants to use the security deposit for last month's rent. Otherwise, you may end up cash negative if repairs are needed. Do not release the deposit, either in full or in part, prior to confirming that the property has not been damaged.

### **AT THE END OF THE LEASE, DO THE FOLLOWING:**

- Absent normal wear and tear, the property should look as good as it did when the tenants moved in.
- If it does not, file the necessary claim on their security deposit.
- Make any repairs needed to maintain the “wow factor” that will make the property appealing to other tenants.

Renting your property is not as easy as putting a “For Rent” sign in the front lawn. Maximizing the return on your investment requires you to set a competitive rent and maintain a presentable property. You can maximize your revenue when renting out your property if you follow these six steps.

