

# “How You Can Find a New Qualified Tenant for Your Rental Property in 14 Days Without Having to Make One Phone Call!”



Unfortunately, if you own rental properties, vacancies are a normal part of your ongoing management. As you know, vacancies can become very expensive for two reasons:

1. **You're not collecting rent each day your property sits vacant.**
2. **You'll have to pay the various expenses for the property throughout the vacancy.** These expenses may include gas, electric, water, sewer, insurance, property taxes and the monthly mortgage payment.

These various expenses can run anywhere from \$300 to \$1,200 per month for a single family home. Since you don't have any rental income coming in due to the vacancy, you'll have to pay these expenses out of your pocket.

However, there is a possible 3<sup>rd</sup> expense that you may incur with each vacancy. And this 3<sup>rd</sup> expense may be larger than all of your other expenses combined.

After your property has been vacant for a few weeks, you'll probably start to feel some pressure to get it rented. This pressure will come because you'll want to stop the financial loss and the hassle of showing your rental property. This pressure may lead you to select the “wrong” tenant just to get the property filled.

By the “wrong” tenant, I mean someone who is *unqualified* for various



financial reasons. The various financial reasons for a tenant being unqualified include inconsistent income, not enough income, bad credit, previous criminal activity, and previous problems with rent payments in other rental properties.

Letting the “wrong” tenant move into one of your properties WILL become very expensive for you because the “wrong” tenant will...

- Dramatically increase the time required to manage your property as you have to chase the rent and post 3-day notices each and every month.
- You’ll have to call your tenants repeatedly to get them to pay the rent, cut the grass, or clean up the yard. You’ll have to send them 3-day notices and certified letters threatening eviction.
- If they still don’t pay, you may have to hire an attorney to file for an eviction. And then you’ll have to take time off work to attend the eviction hearing in order to get the “wrong” tenant back out of your home.
- Once they’re finally out of your rental property, you’ll have another vacancy on your hands. You’ll also probably have to spend more money getting rid of all of the stuff the “wrong” tenant left in your home after the eviction. And you may have to paint and carpet the property all over again.

This is not a fun experience. In fact, it is quite stressful. Trust me, I know. I’ve been through it myself several times over the last 20 years.

One tenant I evicted left so much garbage and furniture in my rental property that I needed two large dumpsters delivered to the property in order to clean everything out. Not one, but *two* large dumpsters. The two dumpsters cost over \$1,000. ☹

I honestly don’t think the tenant moved out. They simply disappeared in the middle of the night leaving everything behind. I had to move everything out of the home into the two dumpsters. This all happened after I reduced their rent so the payment would be more affordable for them.

I had another tenant cause a great deal of damage to one of my homes because they were mad about being evicted. This was a tenant I felt sorry for because their home burned down and they didn’t have a



place to live so I rented my home to them. Turns out, I got burned too. Another lesson learned.

I could continue sharing stories of actual experiences of the challenges and the large expense we incur by selecting the “wrong” tenant. I’ve made many mistakes in my journey and I’ve learned a great deal about tenant selection along the way.

Selecting the “wrong” tenant can and will become very expensive in terms of your time, stress, and actual dollars you’ll have to invest to get them out.

**Tenant selection is the single most important thing you’ll do as a real estate investor.**

The challenge is it isn’t easy to screen tenants anymore. The “wrong” tenants are very good at making themselves appear to be the “right” tenants. They tell you everything you want to hear. They will offer to pay you a deposit right now to make your life easier so you won’t have to keep showing the home. They may even offer to give you a copy of their credit report so you won’t have to order one yourself.

The only way to learn how to screen tenants properly is through experience. And this experience is very expensive and requires years of hard knocks.

One “wrong” tenant can cost you an extra \$3,000 to \$5,000 after factoring in court costs, attorney fees, and lost rent. This is a real expense and it IS very costly.

With each “wrong” tenant I’ve rented to and each eviction I’ve had over the last 20 years, I’ve learned a little more and have adjusted my screening process accordingly. I’ve also worked hard to improve my lease agreements with each and every costly mistake I’ve made.

As an example, one of the challenges I’ve had is how the water and sewer bill is handled. This bill typically stays in the landlord’s name because if it isn’t paid, it will become a lien on the property. Because the bill stayed in my name, I have had many problems collecting the water bill from the “wrong” tenants. Well, one simple change to the lease agreement has completely eliminated this problem going forward. Since making this change, I haven’t had one problem with a tenant paying the water and sewer bills.



## **Mistake → lesson learned → new adjustment to screening & leasing process**

All of these “wrong” tenants and lessons learned have helped me create a very effective system placing new tenants in rental properties. This tenant placement system is designed to screen through all prospective renters in order to find the “right” tenant who is qualified financially and will take care of your property.

The “right” tenant will make your property management a breeze. You’ll save significant amounts of time, stress and money as your tenant pays their rent on time and takes care of your property.

Since creating this new tenant placement system for my own properties, I’m happy to report a few success stories...

1. A 3-bedroom colonial I own in Eastlake has been rented to the same tenant for the last 3 years and 11 months. This tenant actually moved into this home from another home I managed extending their tenancy with me beyond 5 years.

2. The family living in a 4-bedroom home in Mentor has been with me for 2 years and 8 months. They are about to hit their third year anniversary soon!

3. I have a 2-bedroom rental in Madison where the same family has been with me for 4 years and 4 months.

4. In Geneva, I have a 3-bedroom rental and the same tenant who has been in the home for 4 years and 1 month.

5. Another 3-bedroom home in Geneva has been occupied same tenant for the last 3 years and 4 months.

6. In a 24-unit apartment complex in South Euclid that I help manage, we have several tenants who have been with us for over 7 years.

In each of these properties, I’m grateful to have the “right” tenants. They take care of the homes. I haven’t had any complaints from the neighbors, or the city. They cut the grass, shovel the snow, and handle the landscaping. And more importantly, they pay their rent, water and sewer bills as agreed.



Imagine what it would be like to have the “right” tenant in your property for the next three, or four years. How much easier would your life be? How much more profitable will your rental property become if the same tenant stayed for the next 3 or 4 years?

If you have a vacancy and would like some help, I can handle the entire tenant placement process for you. Over the years of my own investing, I’ve developed a very special set of skills. These skills are not glamorous on any level; however, they’ll be extremely valuable for you, because I’ll help you find a new qualified tenant for your rental property.

I’m a licensed real estate broker who specializes with investment properties. I’ve owned commercial properties, apartment buildings, dozens of single-family homes, over 50 mobile homes, and an ocean front condo used as a weekly vacation rental.

I’ll use my experience and system to help you lease your rental property to the “right” tenant. In fact, here’s what I’ll do for you...

1. I’ll advertise your property to maximize the incoming phone calls helping to increase the pool of prospective tenants.
2. I’ll handle all of the incoming calls and emails.
3. I’ll set showing appointments and will show your property on your behalf.
4. I’ll obtain completed rental applications.
5. I’ll run a credit and background check searching for evictions, felonies and other possible red flags.
6. I’ll verify the prospective tenants income and check their references.
7. I’ll discuss each applicant with you along with my recommendations.
8. I’ll offer suggestions on who to select and who not to select.
9. Once we’ve selected the best applicant together, I’ll handle the lease and collect the security deposit for you.
10. I’ll use my system for the water and sewer bills so you won’t have to worry about this with your new tenants.
11. I’ll give you my list of contractors including handymen, plumbers, roofers, flooring installers, heating and cooling contractors, and electricians.



Once your home is rented to your new qualified tenant, I'll turn the home back over to you. You'll be able to easily manage your home going forward. If your tenant calls for a repair or maintenance issue, you'll simply call the trusted contractors on my list saving you a great deal of time and money.

More importantly, you won't have to pay a monthly management fee for ongoing property management. Most property management companies charge 8 to 10% of your rental income. This ongoing monthly management fee typically runs \$1,000 to \$2,000 per year and you'll save this recurring expense.

The reason why you won't need ongoing monthly property management is because you'll have the "right" tenant in your rental property.

You might be wondering about the fee for this new tenant placement service? The fee is \$1,295, and in most cases, this fee is covered by the security deposit paid by your new quality tenant. This basically means your new tenant will be paying for this tenant placement service.

This New Tenant Placement Service IS for:

- Investors who have properties ready to show. If you're property isn't in showing condition, I won't be able to secure a quality tenant for you.
- Investors who want to manage their properties on their own without having to hire a property management company.
- Investors who do not have time to advertise, show, and screen prospective new tenants for their rental properties.
- Investors who have rental properties in Euclid and Lake County. Unfortunately, I'm unable to help with properties outside of these areas.
- Investors who understand how important tenant selection and screening is to their success as a real estate investor.



This New Tenant Placement Service is NOT for:

- Investors who have properties that are not in showing condition.
- Investors looking for full ongoing monthly property management. I have enough of my own properties to manage and do not have any interest in providing ongoing full property management.
- Investors who price their monthly rental rates above market value rental rates. Finding a quality tenant is challenging enough as it is. This gets virtually impossible when you set your rental rates too high.

If you meet the criteria above and would like to have your rental property considered for this new tenant-placement service, fill out the short application here:

<http://www.DividendRealEstate.com/placement>

Don't worry, it's simple and unobtrusive. I just need to know a little about your property and your time frame. If after reviewing your application for tenant placement services, I don't feel as if I'll be able to help you, I'll send you an email to let you know.

If I feel I can help you, I'll setup a phone appointment to discuss getting started.

Best,

Robert Minton  
Platinum Real Estate

**P.S. If you're home is in showing condition, I should be able to help you find a new qualified tenant within a few short weeks. On average this process takes about 14 days. However, this is no guarantee and it may take additional time. Our goal is to find a quality tenant and it is important to keep this goal as the focus. It is better to wait an extra week or two than it is to accept an unqualified tenant.**



**Fair Housing Statement:** It is illegal, pursuant to the Ohio Fair Housing Law, Division (H) of Section 4112.02 of the Revised Code and the Federal Fair Housing law, 42 U.S.C.A. 3601, as amended, to refuse to sell, transfer, assign, rent, lease, sublease or finance housing accommodations, refuse to negotiate for the sale or rental of housing accommodations, or otherwise deny or make unavailable housing accommodations because of race, color, religion, sex, familial status as defined in section 4112.01 of the Revised Code, ancestry, military status as defined in that section, disability as defined in that section, or national origin or to so discriminate in advertising the sale or rental of housing, in the financing of housing, or in the provision of real estate brokerage services.

It is also illegal, for profit, to induce or attempt to induce a person to sell or rent a dwelling by representations regarding the entry into the neighborhood of a person or persons belonging to one of the protected classes.

