

## A COMPLETE PACKAGE OF PROPERTY MANAGEMENT SERVICES

### **RENTALS ARE ALL WE DO .... SINCE 1962!**

This allows us to dedicate 100% attention to your investment property. *We are not out chasing the next big house sale.* We work everyday marketing and caring for your property. Our property management staff is thoroughly knowledgeable in all aspects of the local rental market. We utilize the most current and sophisticated property management software. We are happy to team up with Realtors throughout the community should you need assistance when buying or selling.

### **THE MOST COMPREHENSIVE WEB-BASED MARKETING PROGRAM**

**RentStAugustine.com:** Our Exclusive St. Augustine Metro Area Rental Properties Web Site: An easy to remember, highly attractive and heavily visited website showcasing your property with description and multiple pictures for national and worldwide exposure and links to key St. Augustine Metro Area websites (i.e. school system).

**WeRentSunshine.com:** Our Exclusive Corporate Rental Properties Web Site: showcasing all our rental properties in the four Walter Williams offices throughout the First Coast area with descriptions and multiple pictures for national and worldwide exposure.

**National Rental Websites:** In addition to our exclusive websites; we also list your property on numerous national rental websites. As this list expands and contracts based on marketing conditions, please ask us for our most current Web-Based Marketing List.

**Multiple Listing Service (MLS):** We list your investment property in the local county/city MLS System with links back to our website, as well as links to multiple real estate websites . Our properties are available to all real estate companies and housing referral offices nationwide.

**PROFESSIONAL REFERRALS:** Our success over the years has earned us a word-of-mouth reputation throughout the realtor, investor and professional trades' communities ensuring a steady pipeline of Owner and Renter prospects. We happily pay referral fees to any real estate agent that helps get your property rented.

**PERSONAL SERVICE:** We personally escort Renters to your property. This allows us to sell them on lifestyle (shopping, dining, schools, community amenities), as well as the benefits to renting your property. *We never hand the keys to prospects and send them off on their own.*

**REALISTIC PROPERTY ASSESSMENT:** The two key components of our success in obtaining a Renter sooner than later are comprehensive marketing and competitive rental rates. Over time we have come to know our community and what makes properties desirable and easily rentable.

We will present you with a real world rental value. At times, this may not meet your expectation. But, we choose to be honest with you, even if it costs us your business. We are constantly researching the competition's pricing to stay ahead of the field and we adjust pricing in consultation with you, so we can secure a Renter in the shortest time possible

**LAWN, POST or WINDOW SIGN:** We still utilize a Realtor's tried and true method of placing signage on your property (where permitted) as one of the most effective means of attracting renters.

### **CONSERVATIVE TENANT PLACEMENT**

We take a conservative and realistic approach to tenant screening. In addition to the obvious credit, employment, criminal and past rental investigations, we take the time to interview prospective renters for that little extra comfort and confidence level that they will make good tenants.

**Our philosophy is simple: *Would I want this person as my tenant?***

Our lease agreements are prepared and updated by a law firm specializing in Owner/Tenant Law. This allows us to stay abreast of the latest changes to the Florida Landlord/Tenant Act. The leases are thorough and fair, but strict to protect your investment property.

Tenants pay for house keeping and carpet cleaning and any repairs above and beyond normal wear and tear (i.e. wall paint touch up) from their security deposits.

We also provide Lease Renewal Negotiations to preserve your on-going rental cash flow and ensure your rental income is maximized to market conditions.

### ***WORRY FREE DAY-TO-DAY MANAGEMENT***

Finding the right property, buying it, promoting it, selecting a tenant may be the least painful part of your investment. Now that you are comfortably back home; what do you do when your tenant calls at 11:00 p.m. telling you the hot water tank just sprung a leak or your rent check doesn't show up and the tenant doesn't return your calls .... Get the picture? Ask yourself this: "***What is my time worth? Do I need this grief?***" We have dealt with all kinds problems over the years and we FIX all kinds of problems for our Owners. The tenant deals exclusively with us as your property manager.

*p.s. For Owners wishing to manage their own properties, we do offer a complete **Tenant Placement Only** Service as well.*

### ***YOU CAN NOT LIVE HERE FOR FREE!***

We deal with the most uncomfortable aspect of being a landlord ... collecting the rent from a difficult tenant. We have a simple approach to No-Pay or Late-Pay Renters; "You can't live here for free!" We are understanding about personal emergencies but we are strict about rent day.

Our lease terms and our approach to collections allows for a very high percentage of on time rent payments and when needed a quick and successful removal of the uncooperative tenant.

### ***RELIABILITY IS KEY***

We screen and develop very solid vendor relationships in the community. We don't necessarily believe the cheapest is the best for our Owners. We believe that reliability is the key to a successful vendor; whether plumber, lawn service or maintenance. We want the vendor who will be there for us today not two days from today.

### ***One Step Ahead of the Rest!***

- Rentals are All We Do .... Since 1962!
- Personal service to Owner and Tenant.
- Comprehensive Marketing Program.
- Realistic Property Assessment.
- Conservative Tenant Placement.
- Worry Free Management.
- Reliability and Trust.

***If you feel our services meet your needs, we would love to be your property manager. Call today ... our Property Managers are happy to answer any questions you may have about our Owner Services Program.***