



ENSURING YOUR RENTAL PROPERTY IS

“RENT-READY”

Use this handy checklist to ensure your property is leased quickly to the highest quality tenant possible. Remember, we offer high-quality, affordable Rent-Ready Services to help you get it all done faster.



ENSURING YOUR RENTAL PROPERTY IS “RENT-READY”

- Re-Key the Property.** Re-keying the property provides peace of mind to both the owner and the tenant, and is a requirement of Virginia Code. To help prevent any safety concerns, the homeowner is to re-key the property prior to marketing. Re-keying protects you from liability, as it helps prevent any trespassing by those who should not be entering the property (neighbors, relative, previous agents, or previous contactors). This also ensures that all locks and keys are in working order and simplifies access down to one key.
- Conduct Comparative Market Analysis (CMA) and Establish Rental Rate.** Determine an appropriate rent amount that will help to quickly attract a sufficient number of interested applicants to select from. At Specialize Pro's, we combine a robust data analysis, with our extensive local expertise, to advise you on a competitive rental amount. A too high rent rate can result in a longer vacancy time, which can quickly eat away at the profit you are striving for. Some of the variables that we include in our analysis are:
 - Condition of the home (rent-ready, curb appeal)
 - Time of year
 - Area markets
 - Location, and location within neighborhood
- Obtain Landlord Insurance Coverage to Protect Your Investment.** Protection from liability helps you rest easy. Speak with your local insurance provider and seek out the best coverage. Be sure to obtain extended liability coverage and look into an All Risk Provision. Liability coverage of at least \$500,000 is typically advised. You may also want to consider a Personal or Commercial Umbrella Liability policy. As we are not an insurance company, we suggest you consult with your preferred insurance carrier.
- Keep utilities on until the tenant moves in, including water.** All lights should be on when the prospective tenant is shown the property. It's hard for tenants to feel good about a dark, uncomfortably hot or cold property with no running water.
- Ensure the water heater is functioning properly;** check the unit and take necessary replacement actions to prevent flood damage.
- Be sure the air conditioner and heater are functioning well.** Nobody wants to rent a home that is hot and humid in the summer or cold in the winter. Keep it set at comfortable temperature during all showings.
- Inspect the property for safety and security issues.** Electrical wiring, splinters, broken windows, mold, ineffective door locks, etc., all put you, and your tenant, at risk.
- Have the home professionally cleaned.** Use a professional to prevent any misunderstanding of cleanliness expectations.

ENSURING YOUR RENTAL PROPERTY IS “RENT-READY”

- See that all appliances are in working order and clean.** If you have not lived in the property for some time, the appliances must be tested.
- Maintain cleanliness during vacancy,** including lawn care, landscaping, , sprinklers, pest control and routine weekly cleanings
- Remove any odors—do not simply mask them.** Sometimes it requires another person to enter the home to smell odors that you may be accustomed to (pet, smoking, cleaners, etc.).
- Remove any personal belongings anywhere on the property** (attic, crawl space, garage, storage shed etc.). Anything you leave behind you can expect to lose.
- Paint any non-neutral colored walls a neutral color.** DO NOT touch-up paint. If you are going to paint, paint the walls from top to bottom, corner to corner. (Do not leave paint behind, as the paint will age and UV exposure will damage the walls and cause the color to change. Tenants tend to touch-up paint walls, making it worse at move-out.)
- Clean up after any handyperson or maintenance crew has completed any work.** Check for and remove glass, nails, sharp objects that may have been left behind.
- Finally, assess the property’s “curb appeal”** from the street—this is the first impression made by the tenant which gives them an idea of what they can expect on the inside. This is an extremely important part of the rent-ready process, as poor landscaping or an unattractive first impression can prevent prospective tenants from ever viewing the home.
- Install a Lock Box.** This allows leasing agents to securely show the property to prospective tenants while reflecting professionalism. The property remains secure, yet accessible.

THE GOAL: Create a home the prospective tenant can happily imagine themselves living in.

Need assistance getting your rental home “Rent Ready” and best possible return on your investment? Put our team, experience, and ethics to work for you. **Call (210) 686-3090**