



THE
PRO
LANDLORDS



THE PRO LANDLORDS
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EMAIL:



Why Should I Hire a Property Manager?

- 1) **Marketing** – By using The Pro Landlords, you get the most exposure to potential tenants through our website and literally thousands of websites.

- 2) **Screening** – By using The Pro Landlords, you get the most qualified and best suited tenants possible to rent your home. Our screening process is the most advanced in this market.

- 3) **Repairs** – By using The Pro Landlords, you get to tap into industry leading technology that will assist in keeping you informed about all matters going on with your home.

- 4) **Rent Accountability** – By using The Pro Landlords, we take the burden of rent collection off your shoulders – then forward rent directly to your bank account!

- 5) **Tax Accountability** - By using The Pro Landlords, we provide you with a year end compiled statement of your account, that will can potentially provide you all tax information needed.



What should I be looking for when hiring a Property Manager?

- 1) Are they Members of NARPM?
- 2) How are their online reviews?
- 3) Can they offer any guarantees?
- 4) Do they have a full disclosure website?
- 5) Do they use a custom lease agreement?
- 6) Do they offer guarantees?
- 7) Do they offer a single point of contact?
- 8) Are their financial incentives aligned with us?
- 9) Can they sell your home when you are ready?



- **Managing Real Estate since 2006**
- **Currently managing a wide range of property types**
- **Average rental home is worth \$1,200 +/- per month**
- **Average days on market less than 21 days**
- **In House Maintenance and Vendors**
- **More 5 Star Google Reviews**
- **Member of NARPM – www.NARPM.org**
- **Many long term clients (10+ years)**



Single Point of Contact – Professional Landlord

By design – Our Pro Landlords will benefit the Owner in these ways:

- 1) Single Owner Point of Contact
- 2) Aligned Financial Interests
- 3) Tenant Renewal Focused
- 4) Consistent On Site Home Visits
- 5) Familiar with Property and Tenant Concerns
- 6) Available for Questions – Direct Line of Communication

Single Owner Point of Contact – One of the biggest reasons we are putting this into place is so owners have ONE person in our office to communicate with for all matters going on with their home. The benefit is obvious – better communication back and forth to owners.

The Pro Landlord's interests are aligned with the Owner's –The compensation package to the Professional Landlord is driven by the collection of rental income. If the tenant does not pay rent, the Pro Landlord does not earn their share of the income for your home. Their financial interests are aligned with yours in rent collection and getting good tenants.

Tenant Renewal Focused – The Pro Landlord is striving to get your tenant to renew a lease agreement which saves the owner lost income from a vacating tenant and roll over expenses. The Pro gets compensated for renewals – and NOT vacating tenants. They want the same thing you do – a long term happy tenant.



Single Point of Contact – Professional Landlord

Consistent On Site Home Visits – The Professional Landlord will be one of the first people from our office to visit your home and assess the condition. They will also conduct several inspections prior to a new tenant occupying the home. When that tenant requests a renewal, or when that tenant vacates – they will walk thru the home again assessing the condition. This consistent set of eyes on the home leads to familiarity with all the distinct little things that each home has which leads to the owner and Pro Landlord being better able to communicate about that home.

Familiar with Home and Tenant Concerns – The Pro Landlord will undoubtedly get very familiar with each tenant that lives in the homes they manage. This will help provide the owner with timely and accurate feedback about rental payments, tenants concerns, and leasing issues that may arise.

Available for Questions with a Direct Line of Communication – Each Professional Landlord has their own extension and cell phone. With that direct line, they can effectively communicate with the owners from any location during regular business hours...such as doing a walk thru of your property while they have you on the phone! Having a direct line of communication means you will be able to reach your Pro Landlord faster and easier!



POINTS OF DIFFERENCE

- 1) Flat rate fee structure – easy to understand
- 2) State of the art video marketing and video walk-thrus
- 3) Electronic payments with email statements
- 4) In house maintenance services and 24/7 capabilities
- 5) We are members of www.NARPM.org
- 6) We Rent Homes In Maine Faster!
- 7) Professional Photography & Video Marketing Available
- 8) We offer Guarantees for our Service
- 9) Standardized 2% Annual Rental Increases



Marketing Your Home

- 7 Step Marketing
- www.theprolandlords.com
- Yard Signs
- Video Tours!

*Reduces Wasted Showings *Rents Faster

**We rent many homes every year faster
than anyone else!**

**Professional Photography & Video
Marketing Now Available! ****



****Optional Add
On Feature for
\$550**



Marketing Your Home



**We will rent your unit in 21 days
or less, or you get two months of
management fees for FREE**

*****We Set the Correct Market Price*****

*****The Unit Must Be Vacant*****

***** Must Allow for up to 2 animals *****



Marketing Your Home



**We Guarantee your Tenant will stay
for 12 months**

**If Tenant vacates prior to 12 months – no
additional leasing fees will be charged**

*****Excludes Military and pre-
arrangements*****



EVICITION GUARANTEE



**We Guarantee to cover the
cost of an Eviction for an
optional \$120 per year**



ANIMALS



Our Animal Guarantee will cover up to \$750 Damage at no cost and up to \$1200 Damage for \$120 Per Year



Tenant Screening

- Review of Complete On-Line Application
- Employment and Income Verification
- National Criminal History and Sex Offender Check
- Credit Check
- Rental History Verification – Past TWO Landlords
- Social Media – Facebook, Twitter, LinkedIn, Instagram, and Google Search





Repairs & Maintenance

- **Zero Surprise Policy** – We want owners to know and understand what is going on with all repairs, and any costs involved in completing in fixing those issues.
- **OWNERS NOTIFIED VIA EMAIL AND PHONE!**
- **Owners Approve Repairs Larger Than \$350.**
Unless Immediate Response Is Required (water leak, HVAC, electrical)
- 24/7 Call Center for Maintenance
- Diagnose and Assess Problems
- Determine if Immediate Action Is Needed
- Dispatch First Responder Vendors
- Free to All Owners



RENTAL PAYMENTS



Tenant payment must clear our account. ---7th to 9th of month---

Tenant's Account



Owner draw via ACH will "Settle" between the 10th – 12th of the month. Owner has immediate access to funds.

Owner's Account



Tenant Payments

- *ACH
- *Automated ACH
- *Credit Card
- *Mail
- *In Person

ACH to Owner

*Owner is sent owner draw initiated between 10th and 25th of the month. Owner should receive payment 2-3 business days later.

PROPERTY MANAGEMENT SOFTWARE

www.APPFOLIO.com



Rental Payments

ZERO TOLERANCE POLICY

Failing to pay rent is not a money problem,
it's a *priority* problem!

1st of the Month = Rent is Due

15th of the Month = End of Grace Period

16th of the Month = Rent is LATE, Fees Applied

17th of the Month = Notice Served, Eviction

Ready to File

This is a regimented and routine process.

Rent Collection IS what we do!

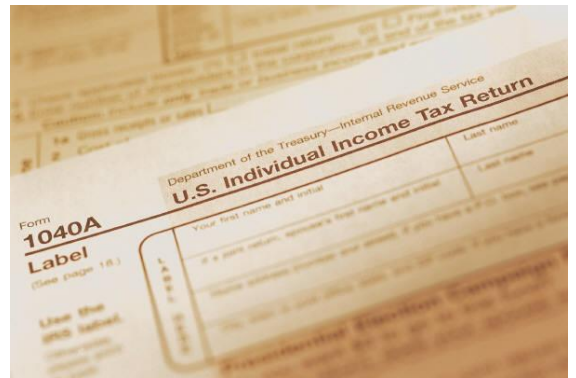


YOUR RENTAL IS A BUSINESS!

TAX ADVANTAGES AND DEDUCTIONS

(Talk to a qualified accountant)

- Depreciation!
- Repairs and Improvements
- Expenses to Visit the Home
- Mortgage Interest
- Property Taxes
- Home Owners Association Fees
- Property Management Fees



TAX PREPARATION

- Owners Receive Monthly Email Statements
- Owners Receive Year End Email Statements
- Annual Technology Fee - \$25-45 Per Unit
(depending on management plan chosen)



Property Management Fees

--SILVER PLAN--

NO MONTHLY PERCENTAGE!

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Leasing Fee of \$700



Property Management Fees

--GOLD PLAN--

Flat Monthly Fee of \$115.00

Leasing Fee \$450



Property Management Fees

--PLATINUM PLAN--

Flat Monthly Fee of \$215.00

INCLUDED AT NO ADDED CHARGE:

**NO Leasing Fee
21 Day Rental Guarantee
Animal Guarantee
Eviction Guarantee
Rent Guarantee
Damage Guarantee
Annual Inspection
Repairs & Maintenance**



PROPERTY MANAGEMENT PLANS

WHICH PLAN IS RIGHT FOR ME AND MY PROPERTY?

SILVER PLAN: The Silver Plan is our "entry-level" plan and is designed to be less expensive than our competition with an easy to understand monthly flat fee.

Best Price Point: Up to \$1,500 per month

GOLD PLAN: The Gold Plan is our step up from the Silver Plan with more features that cost a little less offering a flat monthly pricing.

Best Price Point: \$1,500 to \$2,000 per month

PLATINUM PLAN: The Platinum Plan is designed to offer all of our services in one package for one flat monthly fee with **No Leasing Fee** and **INCLUDED Guarantees!** Everything we offer is built into this plan that covers all leasing fees, marketing fees, eviction guarantee, rent guarantee, damage guarantee, and now with 3d virtual tour included. This plan is designed for the owner of high end property or a large portfolio, wanting a predictable flat monthly charge and to limit up front expenses.

Best Price Point: \$2,000 per month and higher



FEATURES AND COMPETITION

	The Pro	Large Property (1)	Franchise In House	Realtor acting like Property
FEATURES:	Landlords	Management Company	Property Manager(2)	Manager as Hobby (3)
Transition to Selling Home	YES	YES	YES	YES
Owner ACH Payments	YES	YES	YES	NO
Dedicated Portfolio Managers	YES	Maybe	Maybe	NO
Full Time Staffing	YES	Probably	Probably	NO
Established Office	YES	Probably	Probably	NO
Tenant OnLine Payments	YES	Maybe	Maybe	NO
Property Code Compliance	YES	Benefit of the doubt	Most Likely	Usually NO
In House Maintenance	YES	Could, maybe	NO	NO
Home Cleaning Services	YES	Potentially	NO	NO
On Line Form Signing	YES	Probably	NO	NO
NARPM Members	YES	Maybe	NO	NO
Third Party Inspections	YES	YES	NO	NO
Preferred Vendor Program	YES	Likely not	NO	NO
Tenant 24 Hour Drop Slot	YES	Maybe	NO	NO
Year End Electronic Statements	YES	Maybe	NO	NO
Electronic 1099 Delivery	YES	Maybe	NO	NO
Dedicated Website	YES	Probably	NO	NO
Attorney Representation	YES	Probably	NO	NO
Security Deposit Itemization System	YES	Probably	NO	NO
Tenant Dispute Mediation	YES	Maybe	NO	NO
Handle Evicting Tenants	YES	Possibly	NO	NO
24 Hour Emergency Maintenance	YES	YES	NO	NO
Experts in Rental Home Purchase	YES	YES	NO	NO
Professional Photography & Video	YES	NO	NO	NO
Multiple Pricing Plans	YES	NO	NO	NO
Tenant Liability Insurance	YES	NO	NO	NO
Video Marketing & Walk Thrus	YES	NO	NO	NO
Zero Surprise Repair Policy	YES	NO	NO	NO
Single Owner Point of Contact	YES	NO	NO	NO
ACH Owners Funds Quickly	YES	NO	NO	NO
Full Disclosure Website	YES	NO	NO	NO
Custom Owner Portal	YES	NO	NO	NO
Eviction Guarantee	YES	NO	NO	NO
Rent Guarantee	YES	NO	NO	NO
Damage Guarantee	YES	NO	NO	NO
Tenant Renewal Focused	YES	NO	NO	NO
Annual Pet Inspections	YES	NO	NO	NO

(1) Large Property Management Company Example in Maine

(2) Franchise Based Real Estate Company Conducting Property Management to Hold Listings FOR SALE

(3) Licensed Realtor Conducting Property Management Business Small Scale to Hold Listings FOR SALE



CODE COMPLIANCE

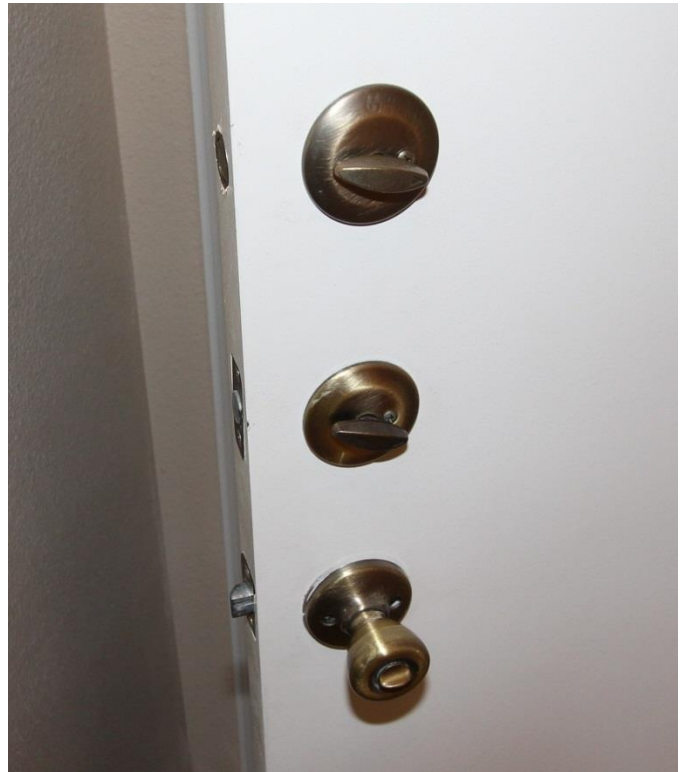
All Homes Must Be In Compliance With
the Maine and Federal Property Code –
IT'S THE LAW!

CHANGE LOCKS

Working CO Detectors

SMOKE DETECTORS

OWNER EXPENSE \$500+/-





LEASE RENEWAL

- **Annual Rental Increase of 2%**
- **Annual Home Assessment Inspection**
- **Lease Renewal Fee of \$350-325**



Owner Move Out - \$795 Cleaning

For a flat fee of \$795, The Pro Landlords will provide

(For most homes):

- 1) Top to bottom – “hotel ready” maid service
 - Clean all bathrooms, kitchen, stove, microwave, counters, refrigerator
 - Wipe down all blinds, ceiling fans, bannisters, light fixtures
 - Sweep and mop all hard surfaces and remove minor trash
 - (Excessive trash removal will incur additional fees)
 - Sweep off any exterior living spaces – front and back porches

OWNERS: We need the home “HOTEL READY” clean and the carpets to be professionally cleaned prior to turn over. The same expectation is put on to the tenant when they vacate!



NEXT STEPS

Choose a management plan below:

[Click HERE to sign the **Silver Plan** Property Management Agreement - Silver](#)

---OR---

[Click HERE to sign the **Gold Plan** Property Management Agreement – Gold](#)

---OR---

[Click HERE to sign the **Platinum Plan** Property Management Agreement – Platinum](#)

Let us clean your home for you!

[Click Here to sign our **\\$795 Cleaning** Service Form](#)

Questions? CALL: [207-991-9800](tel:207-991-9800)