

HOW TO SHOW & MARKET A RENTAL PROPERTY

This checklist of information will help you list and show your rental property to best advantage. A number of these items will also be helpful if you are showing a property for sale.

1. Schedule open houses for those times when you are likely to get the best turnout, e.g. weekends and holidays.
2. Post signs for your open house in prominent high-traffic locations, including places like the local supermarket. Be sure to get the store manager's permission beforehand or your signs may be removed.
3. If you use sandwich board signs on the sidewalks around the building, be sure that they do not constitute an obstruction or hazard to pedestrians. Keep in mind that there may be people in wheelchairs, parents pushing strollers or seniors using walkers.
4. Be sure that the property is clean and tidy. This includes any common areas through which prospective tenants have to walk to enter the property, such as lobbies, hallways, parking areas.
5. If there is insufficient parking near the property to accommodate open house visitors, provide directions to the nearest area where they can park.
6. During inclement weather, be sure that there are floor mats and sufficient space for visitors to remove their shoes and hang their coats, umbrellas, etc.
7. Put together an information sheet containing details about the property and the location which each visitor can take with them. Be sure to prominently display the address of the property, with a photograph if possible, and include the following information:
 - square footage, number of bedrooms and bathrooms
 - monthly rent
 - leasing options, if any
 - utilities included in rent, if any
 - parking spaces included, if any - if none included, whether parking stalls can be rented for an additional charge
 - number, types and ages of appliances included
 - carpeting, hardwood floors, drapes, blinds, etc
 - fireplace, air conditioning, etc.
 - availability of storage lockers, if any
 - trash collection bins, recycling boxes, etc
 - special features of the property (resident manager, security, adults only building, seniors complex, exercise rooms, underground parking, etc)
 - local churches, schools, etc
 - proximity to transportation routes, shopping, grocery stores, etc
8. Greet visitors in a warm and friendly manner, and show them where they can put their coats, etc. before showing them the property. Introduce yourself and get their names as well. Be sure to remember the names so that later you can write down your mental observations about each prospective tenant.
9. Show the property to only one prospective tenant (or tenants, such as a family or a group of roommates) at a time. Request that the others wait at the door until you have had an opportunity to show the property to the current group.

THIS IS A 6-PAGE DOCUMENT.