

## **MRLANDLORD.COM TIPS ON MANAGEMENT**

### **4 Super Landlord Tips!**

by Jeff Taylor

**Super Landlord Tip 1:** Include in your lease the following wording: "Resident agrees to pay Landlord a service charge of \$25 if it is necessary to deliver a legal notice for any violation of the rental agreement to this address."

**Super Landlord Tip 2:** Put together a list names and phone numbers of five or ten churches or agencies in your area who are willing to help residents unable to pay rent. Whenever you have a resident with a good track record of paying rent on time, but one month has a "legitimate" problem that is making it difficult to pay, give the tenant the list. They may be able to help out.

**Super Landlord Tip 3:** Whenever you sign on new residents, tell them you look forward to working with them for the next three years as one of your "preferred" customers. Let them know they will receive special service as a preferred customer, such as having their carpets cleaned every year. This will triple the lifespan of your average resident and keep good tenants longer.

**Super Landlord Tip 4:** Ask residents if they would like a ceiling fan, mini-blinds or a color television added to their rental for a small monthly fee. One out of four (or more) will probably say "yes." You should recover your expense for the item within three to six months. From that point forward, the extra payment is extra profit. Plus, your tenant is happy.

### **Follow-Up and Fill Your Vacancy**

Don't give up on a good prospect too quickly. Develop a one-two-three step follow-up system.

- 1) Within the first 12 hours send an email thanking prospects for their visit and reiterating the prospect's hot buttons. (Hopefully you took time to discover their hot buttons during the time you talked on the phone or in person).
- 2) On the second day after their initial visit, send them a handwritten note, also with subtle sales text.
- 3). If you haven't heard back from a prospect a week after their initial visit, call the prospect one last time. At the time of showing, remember to ask prospects for permission to follow-up before starting follow-up process.

### **9 Renter Deal Breakers - Warning Signs**

(Why you would not accept a rental applicant) These are just 9 of over 50 renter warning signs shared by landlords on the MrLandlord.com Q & A forum.

- 1) Applicant states: "So, like, can you work with us on the deposit?"
- 2) After I tell them we check credit and criminal history... the response is something like: "Oh, really? I didn't know landlords could do that. That's kind of private information, right? What exactly do you look for when you pull a credit report/criminal history?"

- 3) Applicant states: "I'm leaving my husband, and I'm getting a restraining order against him, I think he wants to kill me." Like, not in my house, he doesn't....
- 4) Pulling up for the initial showing of the place in a U-Haul always breaks the deal for me.
- 5) I ask: "Do you or anyone who will be living with you smoke?" Prospect: "Smoke what?"
- 6) Greeting me for the first time with a can of beer in his hands
- 7) Applicant states: "I moved here from XX and have been living in a motel for the past two months."
- 8) Someone calls, and says "I'm calling for my son."
- 9) When the applicant comments that they either hate their Landlord OR the Landlord won't fix anything.

*Some of the above article is from contributors to the MrLandlord.com website and newsletter. For a free sample newsletter, call toll-free, 1-800-950-2250, or visit their informative website at [mrlandlord.com](http://mrlandlord.com) to register to win a free landlording book. **Don't miss Jeffrey Taylor in person at the Long Beach Convention Center on May 31, 2007 at AOA's Big Million Dollar Trade Show and Educational Conference. See back cover for seminar times.***