

4-STEP LEASEUP! PROGRAM



Del Val Realty & Property Management

*The company to call when you are tired of the 3 "T's" – Tenants,
Toilets and Townships...*

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Del Val Realty & Property Management ("Del Val") manages over 400 rental units throughout Philadelphia and the surrounding western suburbs. As a result of this volume of rentals, we have developed an aggressive and effective marketing plan to rent properties quickly and at the highest possible rental price. Through an extensive trial and error process, we have honed our marketing skills to generate a large volume of calls through our "**4-Step LeaseUP! Program.**" This unique LeaseUP! Program uses the power of both on-site marketing and internet marketing to maximize the number of people that see your property. It also allows prospective tenants to disengage themselves if they are not a good fit for the unit, reducing the amount of "time wasters" and allowing us to focus on the tenant(s) that can be approved to rent your unit.

Our 4-Step LeaseUP! Program includes the following steps: **Step 1: Pre-Marketing; Step 2: "On-site" Property Marketing; Step 3: Internet Marketing; and Step 4: Application Process.**

STEP 1

PRE-MARKETING



- **Property Inspection:** We will inspect the property prior to marketing to be absolutely sure that the unit is clean and ready to show prospective tenants. A property that is "almost clean" or "almost ready" does not rent quickly or at the highest possible price.
- **Video Virtual Tour:** We will do a 3 to 5 minute video virtual tour of your rental property that will be uploaded to YouTube.com and used in our internet marketing. We have found that a video gives the potential renter a much better feel for the property versus photos. If the person has seen our virtual tour and then makes an appointment to come see your property, there is very high likelihood they will fill out an application.
- **YouTube.com:** The video we have prepared will be uploaded onto YouTube.com with a preselected set of key words to help the prospective tenants find your property during their internet searches.
- **Still Photos:** We also do a complete set of 20 to 40 photos of the exterior and interior of the property in HD quality to be used in our internet marketing and flyers.
- **Flyers:** We prepare a marketing flyer that includes property details and price, photos and information on how to apply for every property we manage. This flyer is placed on numerous websites, at the house, in our office and emailed to local REALTORS and corporate relocation specialists.
- **QR Codes:** All of our signs and flyers contain QR Codes ("Quick Response") so they can be read with a cell phone and direct people to our website for more information.



STEP 2

“ON-SITE” PROPERTY MARKETING

- **Yard/House Signs:** Upon owner approval, we will place a “FOR RENT” sign on the property, or in a window, to attract car and pedestrian traffic to call our hotline or go to our website to get more information. Yard signs can be a very powerful marketing tool and can drive a lot of traffic to your property and, when combined with Pointer Signs, can increase results by 3-5x more calls than just “FOR RENT” signs.
- **Pointer Signs:** We also place pointer signs at nearby traffic intersections and key high traffic areas to “point” to your property. You may be familiar with these signs for new home developments. We have found that pointer signs at high traffic spots can have a dramatic increase in traffic to your property.
- **Flyer in Window:** We will place a flyer in the window for urban homes so pedestrian traffic can see the details and, if interested, have a phone number or website to get more information or set an appointment to see your property.
- **Lockbox:** We will place a lockbox on all available properties so that all local REALTORS can show our available properties to their clients.



STEP 3

INTERNET MARKETING

- **Del Val Website:** Your property will be advertised on <http://www.delvalproperty.com/> where we get over 100 unique visitors per day. Potential tenants can complete an application while on this site to expedite the process.
- **MLS/TREND:** Your property will be advertised on the Philadelphia MLS website (called TREND) that exposes your property to over 5,000 realtors in the area.
- **Realtor.com:** As part of being on the TREND network, your property is automatically advertised on Realtor.com – currently the 165th most visited site in the US.
- **Listhub.com:** Listhub.com is a partner site to TREND and syndicates MLS listings out to 100's of other real estate and rental sites.
- **craigslist.com:** We advertise your property on Craigslist like most other property managers. But we have learned many of the secrets to getting your property found on craigslist, including reposting daily, well thought-out key words to get your property found in searches, good photos and a clean layout.
- **Classified Ads Sites:** We will also post your rental on another 5 to 10 classified ad sites including OLX.com, Oodle.com, Vast.com, Backpage.com and others that we believe will drive traffic.
- **Real Bird.com:** The Real Bird Listing Publisher is a powerful online, social media and mobile listing marketing platform. We enter your listing on a simple form, upload the photos and a stunning single property website, MLS-friendly virtual tour, property widgets, Craigslist ads and other embed codes are created.
- **Rentlinz.com:** We will post your property on Rentlinz.com and they will push the information out to another 20 to 25 top rental sites.

Recent Survey Results

- **72% of people say they start their search on the internet**
- **Over 93% of people visit at least 2 different rental sites during their search**

- **Postlets.com:** Postlets.com is a tool that makes advertising properties across a variety of sites quick with a syndication tool to post your property on 10 to 12 other rentals sites.
- **Hotpads.com:** HotPads.com is a map-based apartment and rental home search engine, listing homes for rent, apartments, condos, and real estate. We have purchased a **“Featured”** position within this site to make your property always appear at the top of each person’s search. We have found that the Featured position gets 10x to 12x more views and calls versus not having a featured position.
- **Zillow.com:** Zillow.com is one the leading real estate websites with over 1,000,000 listings.
- **Yahoo.homes.com:** We will post your property on Yahoo.homes.com
- **Trulia.com:** We will post your property on Trulia.com.
- **Social media:** We will place your rental on many of the largest social media sites including **Facebook, Twitter, YouTube** and real estates sites such as **ActiveRain** to create buzz about your property.

Unfortunately, no one website attracts all real estate search traffic, and most not more than 10% of the search traffic. This means that real estate searchers end up browsing through a laundry list of websites when searching for an available rental.

Del Val also uses many of the above sites to syndicate our listing on other sites including the following sites such as:

- Real Rentals
- Apartment Fetch
- Apartment List
- Lovley
- Low Income Housing Authority
- MapLiv
- Enormo
- DotHomes
- FrontDoor
- Mitula
- National Housing Locator System
- Padmapper
- RentJungle
- Show Me The Rent
- Trovit
- Yakaz
- Google base
- RentalHomePros
- Local.com
- eBay Classified
- Social Service
(low Income properties only)
- Lycos
- Military.com
- Wal-Mart
-and others that we keep to ourselves for competitive reasons

NEWSPAPER/PRINT MEDIA

A classified ad may be placed in the rental section of local newspapers (but only with owner’s written approval, at the owner’s request and their own expense). Amazingly, we generate more responses than a newspaper ad using little known but highly effective websites for advertising rentals. We have not found print ads to be as effective, except in special circumstances and they can be very costly.



STEP 4

APPLICATION PROCESSING

The calls, emails and text messages we receive from potential renters are sent to our Leasing Agents. Each Leasing Agent will talk to the potential renter to do pre-screening to be sure they are a good fit and can meet our income qualifications. They set a time to meet the person(s) to see the property. Once a prospective tenant has seen the property and wants to rent, we go through the following steps:

- All persons over 21 who will be living at the property are required to complete an application with photo ID and other supporting documents such as paystubs or tax returns to support their income
- We then review and process the application including pulling the credit scores, criminal background checks, employment and eviction history, and social security number verification on each applicant
- We contact the current and past landlords for payment history and any problems
- Verify employment and rates of pay and determine Income-to-Rent Ratio (look for 3.0 or higher)
- Interview all serious applicants to fill in any missing information
- Negotiate rent and lease terms
- Submit all screened and qualified applications to the property owner for approval
- Execute a lease agreement and other required documents
- Collect first, last and security deposits
- Provide a Move-in Inspection Report