

RENTING YOUR HOME





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ABOUT RMS TEAM AT RE/MAX CENTER

RMS Team at RE/MAX Center has changed a lot over the last 25 years. RMS Team evolved from a management company known as RMS Management Services. We joined RE/MAX in 2012 to provide better services and offer a larger advertising platform for our clients. We have expanded our reach to offer not only Property Management services, but also offer sales services to our Investors looking to sell their properties or grow their portfolios. In 2014, RMS Team was honored as the #2 Mid-Size Team for Northeast Atlanta Metro Association of Realtors and RE/MAX of Georgia's #6 Real Estate Team for total sales volume.

RMS Team is a member of the National Association of Residential Property Managers (NARPM) as well as the National Association of Realtors®. Belonging to these professional organizations shows our dedication in continuing our education and our commitment in following their code of ethics, which is essential in providing you with the most up-to-date laws and requirements when it comes to managing your property.

RMS Team represents properties located in the following county areas: Cobb, South Cherokee, Gwinnett, Hall, Barrow, Forsyth, North Fulton and DeKalb. We are confident that we can help you with all of your real estate needs.

MEET THE TEAM

MEGAN ZELLERS, DIRECTOR OF OPERATIONS

Megan came on board with RMS Team in April of 2017. She has been in the Property Management industry since 2009 and was in Sales prior to that. Megan is a member of the Atlanta REALTORS® Association and the National Association of Residential Property Managers® (NARPM®) where she sat on the Board of Directors in 2011, 2013 and 2014. She has earned the Master Property Manager® (MPM®) and the Residential Management Professional® (RMP®) designations from NARPM® as well as the Accredited Residential Manager® (ARM®) designation through the Institute of Real Estate Management® (IREM®). She earned her Bachelor in Elementary Education with a Certified Minor in Special Education from Miami of Ohio. Megan oversees the Property Management operations at RMS Team.





LINDA LEONETTI, **PROPERTY MANAGER**

Linda began her real estate career in new construction, working with developers of golf courses and country clubs. Linda joined RMS Team in 2013 with 18 years' experience in the real estate industry. Her strong communication skills are a tremendous asset to our team. Linda provides detailed information to the clients she serves and is committed to helping each owner find the right tenant for their rental property.

JOHN DURHAM, **PROPERTY MANAGER**

John joined RMS Team in September of 2018 as a property manager. He has been in the Metro Atlanta Property Management industry since 2007 and was in Sales prior to that. John is a member of the Atlanta REALTORS® Association and the National Association of Residential Property Managers® (NARPM®) where he sat on the social events committee. He earned his Bachelor in Communications specializing in broadcast news/radio with a Minor in graphic design from Gardner-Webb University.



LESLEY CRIDER, **ACCOUNTS MANAGER**

Lesley has been a part of RMS Team since 2009. Lesley received her Bachelor of Business Administration in Marketing from Georgia State University. She specializes in accounts payable and accounts receivable; including processing invoices, rental payments and deposits as well as sending monthly statements and year-end 1099's. She sends contracts, coordinates the eviction process, oversees the applications and facilitates communications between the property managers, owners, and tenants.

OUR **FOUR LEVELS** OF PROPERTY MANAGEMENT SERVICES

FULL SERVICE MANAGEMENT

RMS Team provides full service management which includes placing the tenant and managing the property from the time a tenant moves in until they move out. RMS Team charges a one-time property set-up fee of \$150 due upon signing up, one month's rent to place the tenant, 8% for monthly management, 8% repair coordination on all repair invoices, a flat \$300 renewal fee when a tenant continues in the lease, and when it comes time to replace the tenant only 50% of one month's rent to place all subsequent tenants.

TENANT **PLACEMENT** ONLY

RMS Team provides Landlords who want to manage their own properties with the ability to find a quality tenant using our proven marketing services to place a tenant. The fee to place a tenant is a set-up fee of \$150 at the time of signing up plus one month's rent when the tenant is placed. RMS Team will provide a recommendation on applicant approval based on our credit screening process and will prepare a lease as part of the service.

MANAGEMENT ONLY

RMS Team will take on management of properties with a Tenant in place. In order for us to provide the most effective management, before we can begin management on a property, we must be able to view the home and review the current lease in place. If the tenant is behind on rent and you are looking for help in processing an Eviction, see Landlord Rescue service below. The cost for RMS to begin management of the property is a \$150 set-up fee, 8% monthly for management, 8% repair coordination on all repair invoices and a flat \$300 renewal fee when the tenant continues in the lease. When it comes time to place a tenant, RMS Team will charge one full month's rent for the first tenant placed by RMS Team and 50% of one month's rent to place all subsequent tenants.

LANDLORD **RESCUE**

It can be stressful and time consuming to deal with a tenant that isn't paying their rent. Our Landlord Rescue program was developed to help landlords through the eviction process. Before we can begin, we must be able to view the home, review the current lease in place and be given all details regarding the situation. Once we decide if we can assist you, we will have you sign a management agreement and RMS Team will take over management of the property and begin the eviction process. In order for RMS Team to provide this service, you must provide a retainer fee of \$1200. This is an estimate of the amount that it will cost to evict a tenant. Any remaining funds after eviction will be dispersed back to you. RMS Team charges \$400 to coordinate this Service, Court Fees are typically \$150-200, Attorney's Fees are typically \$100-200 and one Eviction Crew is typically \$185 per hour. The owner is responsible for paying any additional amounts due if the cost exceeds these estimates.



MARKETING YOUR RENTAL PROPERTY

At our initial meeting, we will review pricing and look at comparable rentals in your area. We will take photos of the interior, exterior and neighborhood amenities to be used for our marketing campaign for your property. Our goal in marketing your property is to create the most exposure through a combination of sources so that your property is leased faster. We target the rental market community by strategically placing internet advertising on sites that deliver the greatest number of prospective tenant leads. There are a number of "Free" advertising sites that we use; however, most of our direct tenant leads come from the additional advertising sources whom we pay to promote your property online. We continually monitor and update our internet marketing to ensure that we are receiving the best outcome for our efforts.

Not only do we target the prospective tenant directly, we also target other real estate agents that are working with tenants by placing your property into both the FMLS and GMLS systems. Not all management companies are members of both systems. By placing your property in both systems, we get a higher number of prospective tenants looking at our properties.

We generally start receiving calls from prospective tenants about your property before the property even hits the multiple listing services. Our streamlined marketing process works quickly to get your property out and visible on the internet within minutes of entry into our system.

QUALIFYING PROSPECTIVE TENANTS

We offer an application to each prospective tenant that looks at your property. Our application process involves screening the applicant's credit history, eviction record, criminal background, previous rental/mortgage verification and income verification. We use a scoring system in evaluating the applicants to determine if they will be approved. Anytime we have a higher risk applicant, we could accept them offering a change in terms such as allowing a co-signer or additional deposit. Applicants that are approved based on our qualifying criteria will not need your approval; however, you will be informed once an applicant is approved. We follow the fair housing and fair credit reporting laws and we may not be able to answer your specific questions about an applicant. For example, if you ask us a question that falls into a Fair Housing Protected Class category, we will tell you that we are not permitted to answer your question. If you would like to view our Application Process and Rental Policy or if you are interested in knowing more about our late pay and eviction percentages, your Property Manager will be able to provide this information to you. Our goal is to keep our eviction and late pay percentages low by being thorough in our applicant screening process.

LEASE PREPARATION AND MOVE-IN

Once an applicant is approved, we will prepare a Lease Agreement and schedule a move-in inspection. Although we have the authority to sign the lease on your behalf, we require that our owners sign the leases. You can sign by mail, fax or electronic signature. Our contacts are continually updated to reflect changes in the law and real estate commission requirements.

At the time of move-in, we will conduct a move-in inspection to notate the condition of the property prior to the Tenant taking occupancy. We use this inspection when the Tenant moves out to compare the property condition and to determine charges due from the Tenant should there be any damage caused to the property. We also keep a backup of our marketing photos that show the condition of the property prior to occupancy as well as move-out photos of any damage to the property.



MANAGING YOUR RENTAL PROPERTY

ONLINE PORTALS

We provide a secure online portal which gives you 24 hour access to information regarding your property. The online portal provides you with the ability to update your contact information, view your monthly statements and invoices, review maintenance requests and see a copy of your current management agreement and lease agreement.

HANDLING REPAIRS

Tenants are required to submit their maintenance requests in writing with the exception of emergency repairs. RMS Team is available 24 hours a day to handle Emergency Repairs. When a tenant submits a maintenance request through their online portal you are automatically notified of the request through your email. Any other requests received for maintenance by the tenant are entered into our system and you are notified of their requests. Any repair over \$500 will require your authorization. It is required that you make repairs to the home per Georgia Landlord Tenant law. The duty of repair cannot be transferred to the Tenant. Our goal is to make repairs on a timely basis; a non-emergency repair should be made in ten days or less. One of the most expensive lessons to learn with an investment property is saying no to making a repair and having a Tenant move out as a result. Tenant turnover is expensive and keeping the tenants happy is one way to keep your cash flow positive. In the event the repair cost exceeds your expected rental income, you will need to be prepared to send in payment for those repairs.

LEASE VIOLATIONS

When a tenant is in violation of their lease, whether it is due to an unauthorized pet, unauthorized occupant, lawn care issues, etc., RMS Team will address these violations promptly. We send the Tenant a written notification of the violation with an opportunity to make the correction. If a correction is not made by the tenant, we will discuss the options you have in curing the violation depending on the type of violation that has occurred.

UNPAID RENT

Tenants that do not pay rent on time will be sent a late letter, also referred to as a demand letter, demanding that rent be paid or possession of the property be returned. If the Tenant does not pay rent by the 12th of the month or the following business day, RMS Team will file a dispossessory warrant against the tenant to start the eviction process. RMS Team will keep you informed if a dispossessory is filed. Unfortunately from time to time, we do have to evict a tenant. We try to work with the tenant and owner to make this process as simple and smooth as possible.

PROCESSING OWNER PAYMENTS

RMS Team processes owner payments systematically throughout the month based on when the tenant pays rent. A direct deposit will be processed to your account or a check mailed 7-10 business days after a tenant pays rent. Although technologies have made check processing faster, it still takes at least seven business days to be notified of a check returned for non-sufficient funds. RMS Team requires that tenants pay using certified funds, money order or cashier's check when they are late. This helps us in processing funds to you faster. When a check or direct deposit is processed, a monthly statement is also generated and either emailed or mailed. We offer direct deposit and monthly emailed statements as part of your monthly management fee; however, paper checks and mailed statements incur a cost of \$5.00 per mailing.





WHY LEAVE YOUR PROPERTY IN OUR HANDS

We encourage you to compare us to others in the industry. We are confident that we provide the best value for the service in the Atlanta area. RMS Team is a strong competitor in the industry and we strive to provide the best service for our clients.

Some Advantages of using RMS Team as your Property Manager:

- We use Targeted Marketing to get your Property Leased Quickly
- We conduct Thorough Applicant Screening
- We prepare all Lease Agreements
- We perform Move-In and Move-Out Inspections
- We manage Tenant Maintenance Requests with 24 hr. availability for Emergencies
- We handle Collection of Rent
- We are responsible for Collection of Security Deposits and Pet Fees
- We manage Dispersal of Security Deposits
- We handle Lease Violations and Difficult Tenant Issues
- We are a Member of the National Association of Realtors
- We are a Member of the National Association of Residential Property Managers
- We are experienced in the Property Management Industry

GETTING STARTED WITH RMS TEAM AT RE/MAX CENTER

When you contact RMS Team about your property, you will be directed to speak with a member of our Leasing Team, who will conduct a brief survey to understand your needs and schedule a personal meeting to view the property. This meeting is a good chance to get to know you and see if RMS Team will be a good fit as your property manager. At this initial appointment, we will tour your home, go over our property management services and answer any of your questions.

In order to effectively and efficiently manage your property, there are a number of forms that we will need to go over with you and have completed in order to sign up with RMS Team.

New Property Forms:

- Exclusive Lease Management Agreement
- Owner's Property Disclosure Statement
- ACH Direct Deposit Authorization Form
- W-9 Tax Form
- Owner's Pet Policy Exhibit

Your property manager will be able to provide you with copies of these forms and answer any questions you may have about signing up.



GETTING YOUR PROPERTY RENT-READY

There are a number of things to consider when getting your house ready to lease. Although price is a very important factor, the condition of the home often determines how quickly your property will lease. A house that is priced correctly and is in good condition will lease quickly.

To help get your home ready, we will provide you with a copy of our Shining Home Checklist. With the market being so competitive, the condition of your house could be the edge over another property listed on the market.

Other than condition, one of the questions we are asked frequently is about utilities. In order to effectively show and market a property, the utilities need to be turned on at the property. Showing a house in extreme heat or cold, without having the utilities turned on, not only causes the prospective tenant to not spend much time looking at the property due to being uncomfortable, but it also comes across as a red flag to prospects. In order for RMS Team to property market your property, we require that you have the utilities turned on at your property.



WHAT HAPPENS NEXT?

Once your property is rent-ready and we have marketing in place, your assigned Property Manager will contact you to introduce themselves, go over their duties and explain their role in the management of your property. Your Property Manager will now be your primary point of contact should you have any questions.

You can expect to receive a weekly report of showings and feedback, which will be emailed to you. This report shows the number of potential tenants looking at your property online as well as the number of showings scheduled and completed for your property. Any feedback that we receive from potential tenants or outside agents showing your property will also be attached.

30 Days:

Our goal is to lease your property in the first 30 days. If your property has been listed for 30 days and has not leased yet, we will conduct a review of the pricing, marketing and the feedback we have received. We will send you a recap and let you know if there are any improvements that could be made that would help your property get leased more quickly.

60 Days:

If, after 60 days, your property has not been leased, we will again review the comparables, marketing and feedback. We will make suggestions for improvements that could improve the marketability of your home. Our goal is to get your property leased quickly in the thirty days that follow.

90 Days:

There is no guarantee that every Property Manager and property will click and that every property will be leased in the expected timeframe. If, after 90 days, your property is still on the market, we will review where we are with pricing, marketing and feedback. We may suggest changes to the rental rate as well as improvements to the interior or exterior of your home based on the feedback received. Our suggestions at this point are vital to getting your property leased.

Americans Believe Real Estate is the **BEST LONG-TERM INVESTMENT**



ADDITIONAL **REAL ESTATE** SERVICES FOR **INVESTORS**

RMS Team at RE/MAX Center offers a full range of real estate services tailored to you as an investor. We help investors identify the best locations for their next rental property purchase and find properties that best fit into their investment portfolio. Whether you are a buy and hold investor, prefer to fix and flip or you are an asset manager, we are able to use our proforma to determine approximate rehab costs and tell you what kind of return you can expect on your investment. We are experienced in helping investors search through multiple listing services, for sale by owner, foreclosures, short sales, and bank-owned properties.

We understand your goals as an investor and want to make sure that your portfolio remains profitable. We perform annual Portfolio Reviews with our investor clients. We will work with the investor to identify the best exit strategy should it come time to sell a property. We are experienced in 1031 Exchange strategies and can help investors move funds from one property to another when appropriate. We offer full service sales assistance and can advise on sales price, staging your home and educating you on what can be expected in regards to offers in today's sales market. We work with you to sell your home at the highest possible price, in the shortest amount of time, and with the most favorable terms.

OUR EASY EXIT GUARANTEE

When you list your home for lease with RMS Team, we take the pressure off of you and put it on ourselves. With the Easy Exit Guarantee, if we have not procured a tenant within 60 days, you have the option to cancel the listing. No Hassles and No Questions Asked!

Here is how it works:

- You can cancel your listing at any time after 60 days with a written seven-day notice. No reason necessary.
- Enjoy peace of mind knowing that your agent is motivated to produce results.
- Feel confident that everything possible is being done in order to get your home leased.
- Know that talk is cheap, but a guarantee is priceless!

The reason why we offer the Easy Exit Guarantee is because our business is built upon referrals from our clients. We believe that if a client is unhappy with their agent, they should have the right to fire them.

It takes supreme confidence in the way you treat your clients and in the results you can produce to offer this type of guarantee. We are confident that you will be 100% satisfied leasing your home with us.

Our goal is not only to get your house leased at an acceptable price and in a timely fashion, but to insure that you are comfortable and well-informed of the progress during the process. We know that if you are satisfied with our service you will refer us to your friends and family members, and that is what we are truly working for.

FREQUENTLY ASKED QUESTIONS

How do I learn more about RMS Team's services?

It's simple, if you want to learn more about our services you may fill in our request information form located on our website at www.rmsteam.com, give us a call 678-804-2468 or email us (rms@rmsteam.com) and we will send an information packet to your email. We will follow up with you to answer any questions and set an appointment to view your property. If you are not living in the area, we are more than happy to make arrangements to view the property and schedule a follow-up call with you. Once we have viewed the property, we will discuss the contract details with you, provide market rent/sale estimates, and let you know of any needed repairs to get the property ready for the market.

Can I reach you after hours?

We are available after hours to handle maintenance emergencies. Anything else should wait until our normal office hours that are Monday through Friday 9am – 5pm.

Do I get to see the lease or sign it?

Yes. You will receive a sample copy of the lease before you sign up for management services with RMS Team and a signed copy of the lease will be provided to you as well.

Do you sell real estate too?

RMS Team is only involved in Property Management to avoid any conflict of interest. We do work with several trusted REALTORS® that we would be happy to refer you to take care of your specific sales needs.

How and when do I get my monthly rental funds?

You can expect to receive your funds and monthly statement between the 12th and 15th of the month as long as your tenant pays timely. Georgia law requires RMS Team to hold tenants' personal check payments to allow reasonable time for the checks to clear the bank. RMS Team does offer Direct Deposit of your funds as a convenience for our owners.

How is rent collection handled?

We accept rent payments via our online portal, in person at our office, or by mail. Rent is due by the 1st and is considered late at 9:00 am on the 4th. After that time, a late fee will be assessed according to the terms of the lease.

FREQUENTLY ASKED QUESTIONS (cont.)

How long of a lease do you sign?

Our lease term is typically twelve months. Occasionally we have tenants that wish to sign longer-term leases. This is handled on a case-by-case basis and requires landlord approval.

How soon can you start managing my property?

We can begin managing your property once the Management Agreement has been signed and the property is ready to rent. If repairs are needed, we will delay marketing of your property until all repairs have been completed and the home is cleaned.

What type of properties do you manage?

We manage single-family homes, townhomes and condominiums.

What type of reports do I get and how often?

When your property is on the market for lease, you will receive weekly property feedback reviews from the showings at your property. Owners are able to see how many times the property was viewed online, the number of showings scheduled and a summary of feedback received. While your property is leased, you will receive a monthly statement report showing you the income and expenses for each property. We also provide an annual review which includes a property inspection with photos and updated comparable rental rates. The reports we send you help you to stay on top of any maintenance needs for the property as well as help make the decision on renewing the lease each year easier.

Who holds the tenant security deposit?

When RMS Team manages your property, we hold the tenant's security deposit.

Are you the least expensive company in town?

It seems there is a new property management company starting out every day, trying to beat everyone else's prices. Some offer "guaranteed" tenants or "flat rate" pricing. RMS Team's fees are very competitive and we certainly are not the most expensive. We charge a fair price for excellent service. For example, we believe that tenant screening is very high on the list of priorities. A poor tenant can cost you thousands of dollars. We are experienced and committed to finding the best tenant for you at a competitive market rent. When ALL expenses are considered, we are affordable and beyond valuable.