



Pensacola's Most Trusted  
Property Management Company

# Realty Masters of Florida

Pensacola Property Management and Real Estate Investment Specialists  
Our motto is to treat your home as if it were our own!



# Realty Masters of Florida: Full Service Real Estate Company



## Property Management

Full service property management services including leasing, collecting rent, providing routine evaluations, coordinating maintenance, and enforcing the lease.



## Real Estate Sales

Whether you are buying or selling, our agents can help! We specialize in helping investors but we also love to help first time home buyers transition to home owners.



## Investment Specialists

Our team of Realtors are especially trained to help investors buy and sell real estate. From cap rates to proformas, we can help you meet your investment goals.

## Rentals

From one bedroom apartments to four bedroom homes, we have the largest inventory of rental properties in Escambia and Santa Rosa counties.

***We offer Investor and Active Duty Military Discounts!***



## We are the Pensacola Rental Market Experts

### How a professional property manager eases the stress of being a landlord:

- We understand all the laws to limit your liability.
- We have solid processes for screening, leasing, rent collection, maintenance and routine evaluations.
- You have limited to no contact with your tenants so we handle any craziness *instead of you*.
- Our team has placed more tenants than any other in the Pensacola area. We have the knowledge that only years of experience can give you. Let us make this process as smooth as possible for you.



Real estate agent Nicole St. Aubin talks with an investor in front of a property he purchased.

Real Estate ↓

### Rental Impact

High sales prices are taking many homes off the rental market.

of days it takes to sell a property continues to fall in most northwest markets.

The market is seeing a steady stream of first-time home buyers, lured by low interest rates and 5% down payment requirements, says Tim Ekelund with The Agency in Pensacola. "The market here is very strong."

One minor trend, say brokers, is the return to the market of some who defaulted on mortgages during the recession but have re-established their credit.

or rent houses after living with parents.

That trend, however, has put pressure on the rental market, he says — demand for rentals is increasing just as higher home prices are leading some landlords and investors to sell homes rather than rent them.

Some looking to rent get frustrated, says Nicole St. Aubin with Realty Masters of Pensacola. "We're getting multiple applications when rentals come on the market, and people are waiting weeks

# Manage Yourself or Hire a Property Manager?

01 Do you know Florida Landlord Tenant Law?



02 How do you pull credit and background checks on tenants?

03 Do you have relationships with contractors that can handle emergency situations at your property when they arise?

04 Do you have an attorney prepared lease agreement?

05 Do you know how to evict a tenant? Do you have the proper paperwork to do so?

01 It's over 25 pages long!



02 Having a thorough credit screening on each of your tenants is very important.

03 After hours and weekend emergencies can be a nightmare if you don't have the proper network of licensed contractors.

04 Having a solid lease agreement will help prevent legal troubles.

05 To ensure a smooth eviction, you must follow the exact procedures outlined by the county.



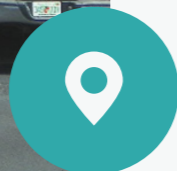
# Are you ready to be a landlord?

Ask yourself these questions.



## Do you have cash reserves to care for your home?

Owning a rental property is not profitable in the first few years. Long term wealth is built with investment real estate as renters pay down your mortgage over time. If you do not have the financial reserves to handle routine vacancy and maintenance, you should not be a landlord.



## Is your property in good condition & free of liabilities?

We have strict condition requirements for our property owners and take safety very seriously. When is the last time your home has been professionally inspected? Do you know if your home has a rotted deck board that could collapse, a mold problem in your air ducts, or a structurally damaged fireplace? With so many issues that could arise, we must make sure properties we manage are free of any apparent issues.



## Do you understand FL Landlord Tenant Law?

It's okay if you do not, as long as you are willing to follow our recommendations to stay within the extensive laws we advise you on.



## Would you rather sell your property?

If becoming a landlord is not for you, we can help you sell your home too. Ask us for a free market analysis to gauge current rental and sales market rates.



# Government agencies affecting property management

Our relationships with Chesser & Barr, the National Association of Realtors and the National Association of Residential Property Managers keeps us in compliance with all local, state, and federal laws and governing bodies.



## Florida Landlord and Tenant Law

The Florida Landlord Tenant Statutes are constantly changing and govern all aspects of the relationship between landlord and tenant. Having thorough understanding of this complex statute is necessary for landlords to be in compliance.



## Equal Opportunity Housing Act

Fair Housing protects tenants against housing discrimination on the basis of sex, age, race, gender, religion, familial status, or disability. Fair Housing outlines and dictates guidelines regarding number of allowed occupants and approving and denying tenant.



## Privacy Act & Fair Credit Reporting Act

These acts regulate how we collect and distribute personal information about our clients.



## Americans with Disability Act

Provides that landlords make or allow for reasonable accommodations as defined under the law and allow service animals in no pet properties.



## City/ State Laws and Ordinances

Local ordinances require certain items from homeowners. For example, permits must be pulled when doing major repairs. County code enforcement can provide notice and fine you if your property is not maintained.



## Environmental Protection Agency

Requires LBP disclosure for all units built before 1978. It also requires homes built prior to 1978 to employ LBP certified contractors to work on their properties.



**Leasing and tenant screening**



**Drafting and enforcing the lease**



**Conducting routine property evaluations**

## **Major Roles of a Property Manager**



**Facilitating communication with landlord and tenant**



**Collecting rent**



**Handling routine and preventative maintenance**

# Leasing & Tenant Screening: Placing quality tenants in your home



## Advertising

Our proven marketing strategy will get your home leased fast!

Our team leases over 450 rental homes and apartments each year making us the #1 leasing agent in the greater Pensacola area!

We promise high quality advertisements that yield a higher rent and lower days on the market for your home.

step1



## Showings

Our staff and leasing agents screen and vet potential applicants for your home to ensure an extra level of security when showing your home by requiring all prospective viewers to register with our office prior to entering your home.

We only allow licensed realtors to show your occupied home. We allow easy and convenient lockbox showings for vacant homes.

step2



## Tenant Screening

We partner with Resolve Credit Partners to help screen potential renters for your property. Using access to their nationwide database, we are able to run a full background and credit check on each applicant. Our team also verifies income and previous landlord histories on all applicants to ensure only qualified residents are placed in your home.

step3



## Leasing

Finding a qualified tenant who loves your home is only half the battle!

Our attorney prepared lease agreement is extensive and ensures you are continuously in compliance with ever changing Landlord Tenant Laws. Your tenants are required to watch a 20 minute lease video to ensure they understand the lease agreement prior to signing!

step4



# Where does Realty Masters Advertise your Property?

99% of renters find their rental property online.

We make sure your home is seen regardless of where renters are looking.



## Pensacola MLS

This exposes your home to all area realtors and offers them compensation **at no extra cost to you** to assist with leasing your home.



## Zillow & Trulia

Zillow and Trulia are two of the most popular real estate websites. Your property will be advertised on these sites to reach the most renters.



## Our Website

As the largest rental company in the area, we reach thousands of prospective renters each month.



## Craigslist

We post on Pensacola craigslist 6 days a week to ensure maximum exposure for your properties.



## Current Tenants

As the largest property management company in the Pensacola area, we have a net work of current and prospective tenants a sign up for new rental alerts on our website.



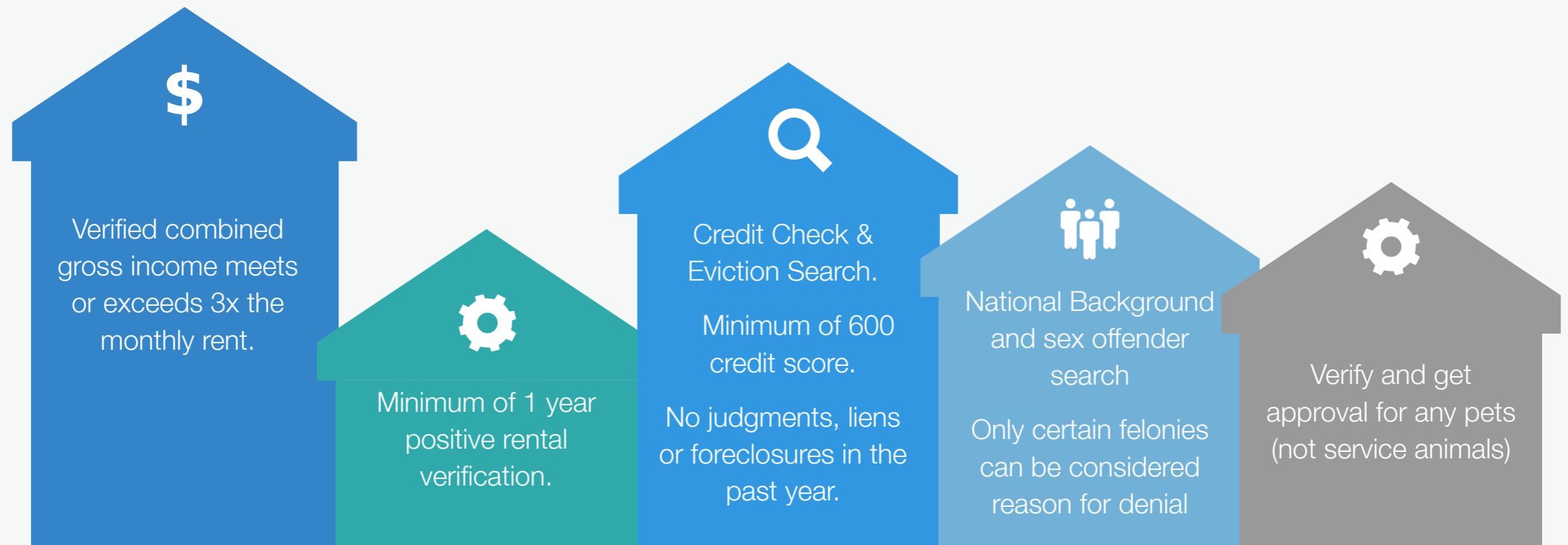
## Network 50+ sites

Our website and the Pensacola MLS sync our properties out to all the major players and more including [realtor.com](https://www.realtor.com), FloridaRentalAds, and 50 other sites.

# Realty Masters Tenant Screening Criteria

All residents occupying the property must complete an application, pay a \$20 (active duty military) or \$35 application fee, and provide the required documentation for processing.

If tenants meet all criteria, they will be accepted at your property regardless of age, sex, race, religion, national origin, familial status, or disability.



If the tenants fall below criteria, landlord will be notified of condition shortfall and given option to approve or deny tenant. Landlord can approve tenants unconditionally or with a higher security deposit. Due to fair housing laws, management is not allowed to disclose personal information about your prospective tenants outside of the scope of the criteria above.

# Accepting Pets at your Rental Property



## The majority of renters have pets.

Pet friendly properties experience **lower days on the market and rent for more!** If pets are not allowed, then this pets cuts you off from the majority of renters in the market place and increases days on the market.

Regardless, **you have the right to approve or deny pets\* as a whole or on approval.**

We recommend approving pets on a case by case basis. You can dictate certain pet guidelines for us to market with. Examples include no pets over 50lbs, up to 2 small pets, only cats, etc.

## Accepting pets will decrease vacancy time.

We collect for you **a \$250 nonrefundable pet fee per pet** at move in. You receive this fee after move in! If multiple pets are approved, landlord can request an additional \$250 refundable pet fee.

## \*Assistance animals are not pets.

All service animals and emotional assistance animals must be allowed by law regardless of size or breed. These animals are allowed when accompanied by a letter from a medical professional and no pet fee can be obtained. Let us know if you have any questions.

# Is your House Ready for Move in?



**Landlord Tenant Law dictates that your property be returned in similar condition at their move in minus ordinary wear and tear.**

This means that if your house is not professionally cleaned upon the tenants move in, we may not be able to charge them for cleaning at move out.

This also means that you must absorb some costs at move out and cannot charge the tenant for all of the turnover expenses.

# Other Considerations for Property Condition

## Florida Landlord Tenant Law Requirements

The basic requirements under Florida Landlord Tenant law include but are not limited to working plumbing, heating, and electrical. Walls and flooring should be clean and in good condition.

## Appliances

All appliances present must be in good working condition. We require a refrigerator is supplied. Washers and dryers are not required, but are recommended in certain circumstances.

## Smoke Detectors

Must be replaced every 10 years. Look at the date on the back of your detector! New alarms must be the 10 year, tamper proof detectors. We require more than one detector.

## Carbon Monoxide Detector

If you have a gas heater, water heater, stove or fireplace, your home must have a carbon monoxide detector for the safety of your tenants!

## Remedy Potential Liabilities

Walk through and around your property with fresh eyes and repair those items you see. Even the most minor infractions can cause a serious issue. Our team will evaluate your home and provide recommendations to limit your liability. Be willing to make repairs as deemed necessary.

Remove any outside furniture or playground equipment, and check for holes in the yard.

Look for trip hazards inside and out.

Ensure proper ventilation to limit mold growth.

## Window Screens

Florida Law dictates that landlords must supply all window screens and maintain them yearly.

# Rent Collection and Accounting



Enjoy automatic bank deposits into your bank account on or by the 10th of each month.

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## **IRS** Reporting Requirements

Don't worry, we file the required IRS paperwork to 1099 contractors who complete any repairs on your property. We also send the rental income amounts collected to the IRS yearly as required.

## Monthly Statements

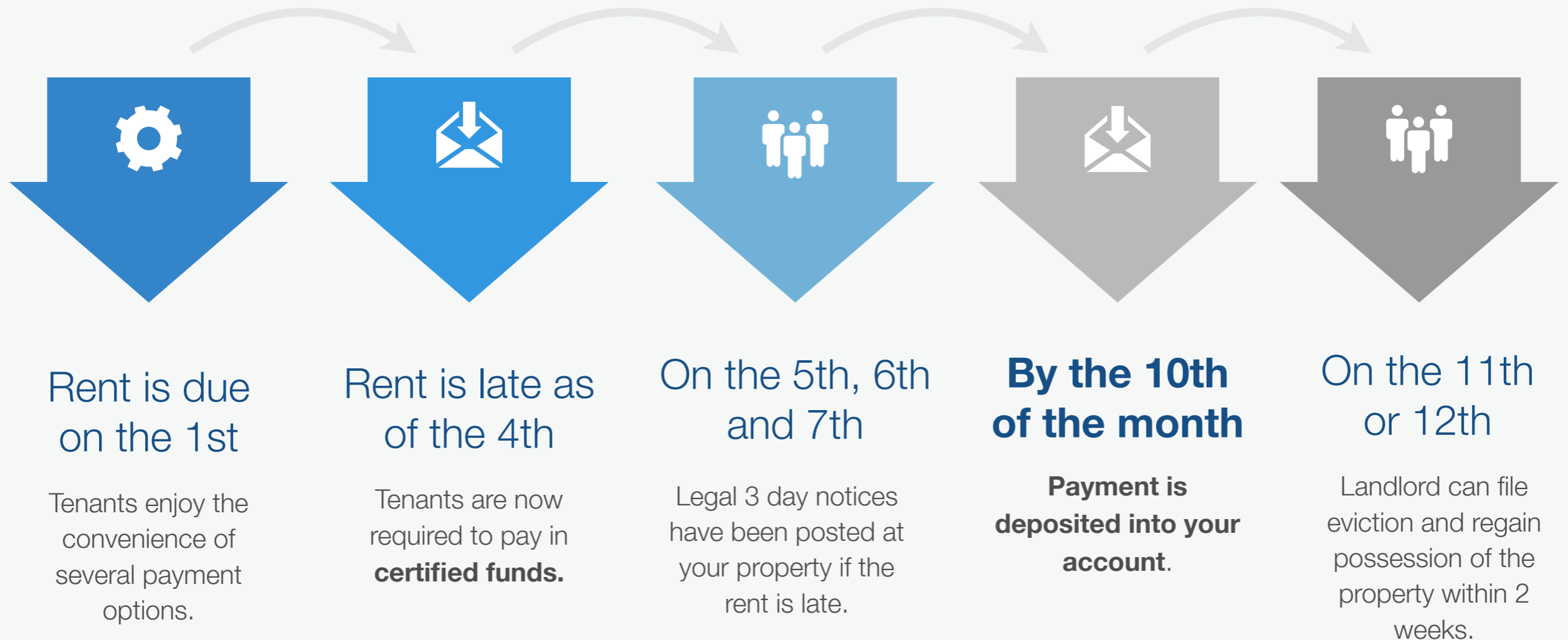
Show transactions on your account and are stored in your online portal along with copies of your bills, leases, and other important documents. We offer transparent accounting and you can trust us with your funds.

## Year End Statements

We also provide annual statements showing a summary of all income and expenses during the year. Keep in mind, our management and leasing fees are 100% tax deductible!

We use Rentvine, a cutting edge property management accounting software that keeps your financial information secure and makes accounting easy.

# Rent Collection Processes and Timeline



## Florida Law requires:

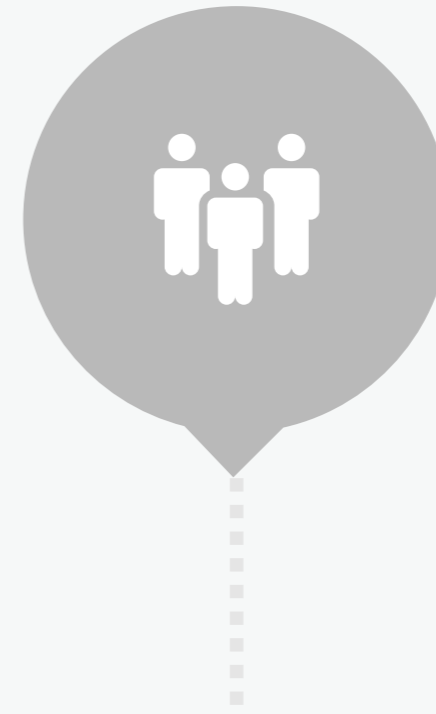
that we wait a reasonable amount of time for a personal check to clear before we can send the proceeds to your bank account. Rents reach your bank account by the 10th of each month.

## We have less than a 1% eviction rate.

Luckily, most tenants pay on time or move. In the unfortunate event of an eviction, property owner must pay eviction fees which vary per county but average a total of \$425 in the area.

# Scheduling and Conducting Routine Property Walk Throughs

Our evaluation team provides the following reports of your property:



## New Property Evaluation

A new property evaluation occurs when we begin managing your home. Whether vacant or occupied, our team completes a thorough evaluation with photos.

## Move In Evaluation

We document the condition of your home prior to move in to ensure it is ready for your new tenants and documented for legal purposes!

## 90 Day Evaluation

Approximately 90 days after your new tenants move in, we evaluate to ensure your tenants are understanding and abiding by the terms of the lease agreement.

## Renewal Evaluation

Prior to offering a renewal to your tenants, we evaluate again to ensure the home is being properly maintained!

## Move Out Evaluation

Equally important, when your tenants vacate, a comprehensive move out evaluation is completed with 200-400 photos and a report.



# New Property & Move Out Evaluations

## Comprehensive Reports

Our team completes a comprehensive four page evaluation for all new properties and move outs. The evaluation contains 200-400 property photos documenting the condition of the property and any discrepancies found.

## New Property & Move Out Evaluations

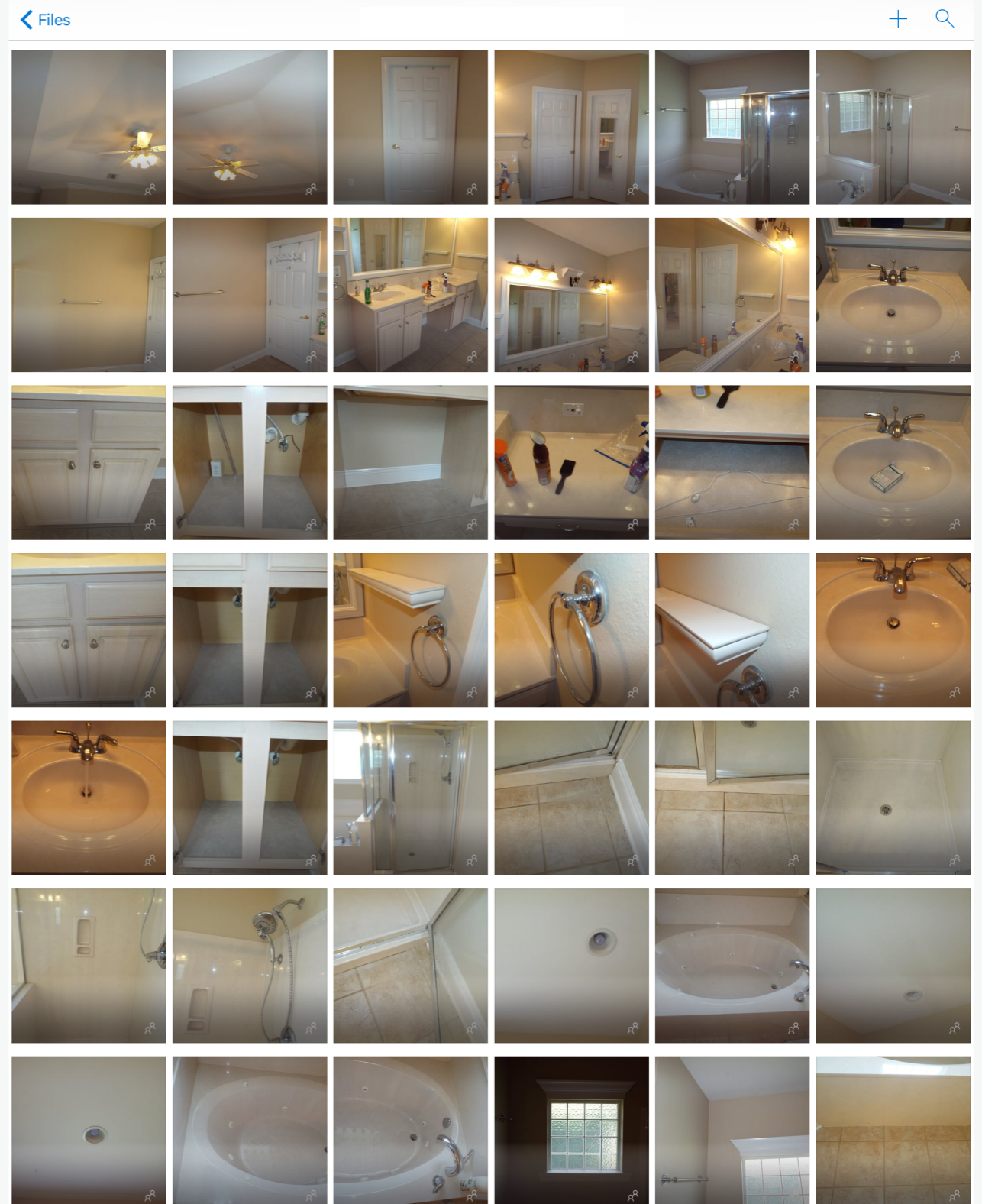
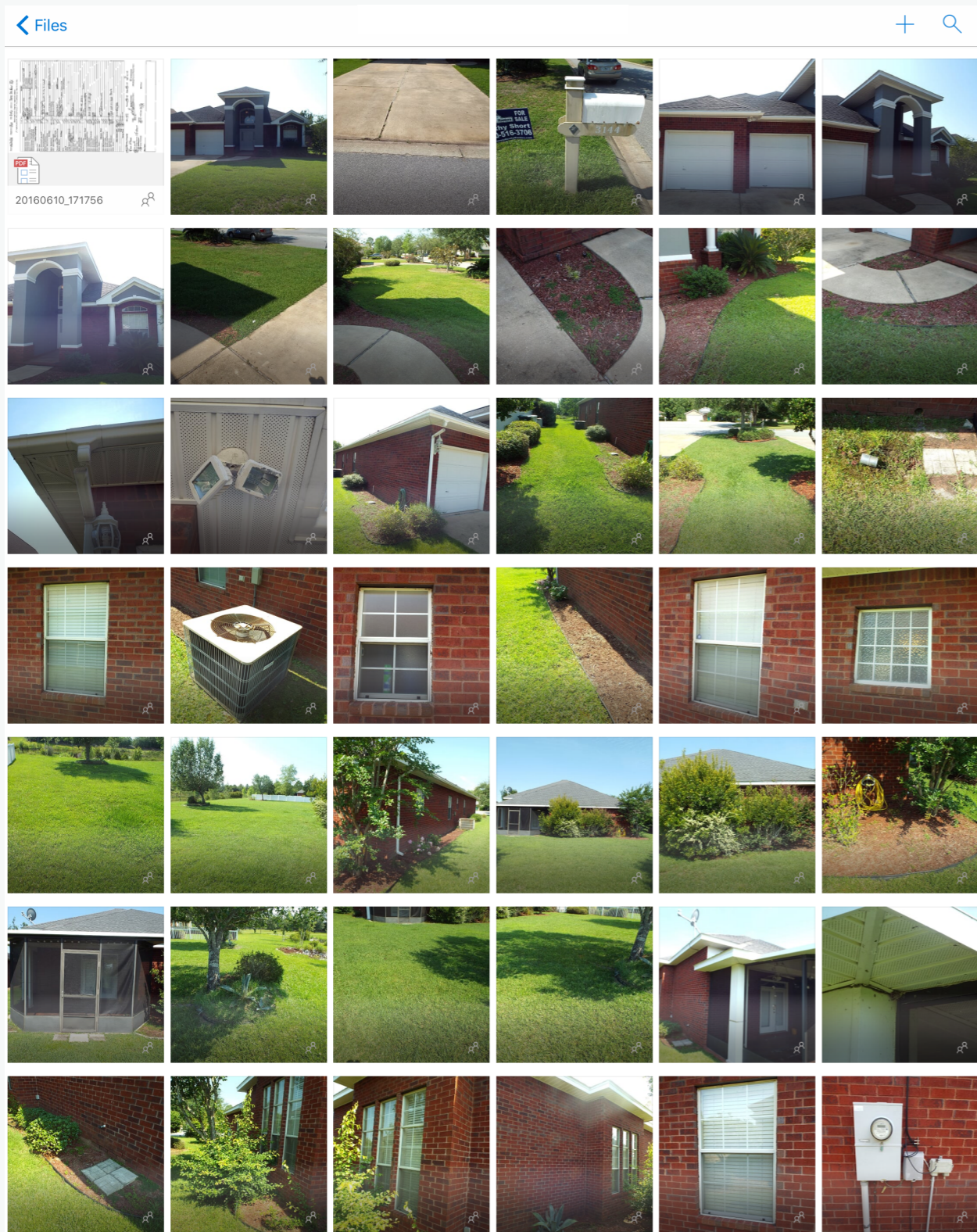
- o Comprehensive Report covers every part of the home: Exterior siding, Front and Back Yard, Interior Walls, Ceiling, and Floors, Testing of Appliances, Cosmetic damages, and more!
- o We make sure tenants have followed our move out guidelines and fulfilled their responsibilities when vacating.
- o Documentation format is applied to every report so the condition of the property can be evaluated over time.

## We are not Professional Home Inspectors

Please note that our evaluators are not licensed home inspectors. If you are unsure of the condition of your home, it is best to hire a professional home inspector. Our evaluators do not go on the roof, go in the attic, or perform structural inspections of your property.

	✓	X		NOTES
<b>Entrance - Foyer</b>				
Walls	✓		(Dirt/Stains)	(Marks/Nail Holes/Damage)
Baseboards	✓		(Dust/Dirt/Stains)	(Marks/Damage)
Flooring - Carpet/Tile/Wood/Vinyl	✓	X	(Dirt/Stains)	(Damage)
Ceiling - AC Vents	✓		(Dust/Stains)	(Marks/Peeling/Damage)
Light Fixture - Cover/Ceiling Fan	✓	X	(Dust/Dirt/Stains)	(#) Bulbs Out/Damage
Outlet/Switch - Plate Covers	✓		(Dirt/Stains)	(#) Missing/Broken/Loose
Closet - Door/Frame/Handle/Doorstop	✓			(Marks/Damage)
Closet - Wall/Trim/Ceiling/Floor/Shelves	✓		(Dust/Dirt/Stains)	(Marks/Damage)
<b>Living Room</b>				
Walls	✓		(Dirt/Stains)	(Marks/Nail Holes/Damage)
Baseboards	✓		(Dust/Dirt/Stains)	(Marks/Damage)
Flooring - Carpet/Tile/Wood/Vinyl	✓	X	(Dirt/Stains)	(Damage)
Ceiling - AC Vents	✓		(Dust/Stains)	(Marks/Peeling/Damage)
Window - Frame/Glass/Sill/Locks	✓		(Dust/Dirt/Stains)	(Damage)
Window - Screen	✓		(Dirt/Stains)	(Missing/Torn/Frame Bent)
Window - Blinds/Curtains/Shades	✓		(Dust/Stains)	(Brackets/Turn stick/Rod)
Light Fixture - Cover/Ceiling Fan	✓	X	(Dust/Dirt/Stains)	(#) Bulbs Out/Damage
Outlet/Switch - Plate Covers	✓		(Dirt/Stains)	(#) Missing/Broken/Loose
Door - Surface/Frame/Handle/Doorstop	✓			(Marks/Damage)
Fireplace - Mantle/Curtain/Doors	✓	X	(N) Gas/Wood/Electric	w/put spiderwebs
<b>Family Room</b>				
Walls	✓		(Dirt/Stains)	(Marks/Nail Holes/Damage)
Baseboards	✓		(Dust/Dirt/Stains)	(Marks/Damage)
Flooring - Carpet/Tile/Wood/Vinyl	✓		(Dirt/Stains)	(Damage)
Ceiling - AC Vents	✓		(Dust/Stains)	(Marks/Peeling/Damage)
Window - Frame/Glass/Sill/Locks	✓		(Dust/Dirt/Stains)	(Damage)
Window - Screen	✓		(Dirt/Stains)	(Missing/Torn/Frame Bent)
Window - Blinds/Curtains/Shades	✓		(Dust/Stains)	(Brackets/Turn stick/Rod)
Light Fixture - Cover/Ceiling Fan	✓	X	(Dust/Dirt/Stains)	(#) Bulbs Out/Damage
Outlet/Switch - Plate Covers	✓		(Dirt/Stains)	(#) Missing/Broken/Loose
Door - Surface/Frame/Handle/Doorstop	✓			(Marks/Damage)
<b>Dining Room</b>				
Walls	✓		(Dirt/Stains)	(Marks/Nail Holes/Damage)
Baseboards	✓		(Dust/Dirt/Stains)	(Marks/Damage)
Flooring - Carpet/Tile/Wood/Vinyl	✓		(Dirt/Stains)	(Damage)
Ceiling - AC Vents	✓		(Dust/Stains)	(Marks/Peeling/Damage)
Window - Frame/Glass/Sill/Locks	✓		(Dust/Dirt/Stains)	(Damage)
Window - Screen	✓		(Dirt/Stains)	(Missing/Torn/Frame Bent)
Window - Blinds/Curtains/Shades	✓		(Dust/Stains)	(Brackets/Turn stick/Rod)
Light Fixture - Cover/Ceiling Fan	✓	X	(Dust/Dirt/Stains)	(#) Bulbs Out/Damage
Outlet/Switch - Plate Covers	✓		(Dirt/Stains)	(#) Missing/Broken/Loose
Door - Surface/Frame/Handle/Doorstop	✓			(Marks/Damage)
<b>Kitchen</b>				
Walls	✓		(Dirt/Stains)	(Marks/Nail Holes/Damage)
Baseboards	✓		(Dust/Dirt/Stains)	(Marks/Damage)
Flooring - Carpet/Tile/Wood/Vinyl	✓	X	(Dirt/Stains)	(Damage)
Ceiling - AC Vents	✓		(Dust/Stains)	(Marks/Peeling/Damage)
Light Fixture - Cover/Ceiling Fan	✓	X	(Dust/Dirt/Stains)	(#) Bulbs Out/Damage
Outlet/Switch - Plate Covers	✓		(Dirt/Stains)	(#) Missing/Broken/Loose
Window - Frame/Glass/Sill/Locks	✓		(Dust/Dirt/Stains)	(Damage)
Window - Screen	✓		(Dirt/Stains)	(Missing/Torn/Frame Bent)
Window - Blinds/Curtains/Shades	✓		(Dust/Stains)	(Brackets/Turn stick/Rod)
Sink - Bowl/Plumbing	X		(Dirt/Stains)	(Damage)
Sink - Faucet/Spray Hose	X		(Dirt/Stains)	(Damage)
Countertop - Surface/Molding	X		(Dirt/Stains)	(Marks/Damage/Caulking)
Cabinets - Doors/Drawers/Hinges/Knobs	X		(Dirt/Stains)	(Damage)
Refrigerator - Drawers/Shelves/Gasket	X		(N) Ice Maker/Box	Full of food (Working) - (Damage) Not clean
Model#	6055HA1L002			
Serial#	SM2447472			
Dishwasher - Door/Racks	✓		(Dirt/Stains)	(Working) - (Damage)
Model#	WDF510PMSA			
Serial#	F33213130			
Range - Surface/Drip Pans	X		(Dirt/Stains)	(Working) - (Damage)
Oven - Door/Glass/Inside/Display	X		(Dirt/Stains)	(Working) - (Damage)
Range Hood - Fan/Light	✓		(Dirt/Stains)	(Working) - (#) Bulbs Out/Damage
Model#	6R39GAL69			
Serial#	RL0012880			
Microwave - Range Vent/Light	✓		(N) Wipe down	
Pantry - Walls/Trim/Door/Shelves	✓		(Dirt/Stains)	
Garbage Disposal	✓		(N)	

# New Property & Move Out Evaluations



# 90 Day Evaluations

## Snapshot PDF Report

Easy view of condition with pictures and a PDF report to give you a look at your occupied property.

## Determine Tone for Tenancy

We find that 90 days is just enough time to determine if tenants have been maintaining the home properly, and to take corrective action if not.

## Opportunity for Tenant Feedback

Evaluation notes in report are input by team members during evaluation and are able to notate from tenant(s) any issues or concerns they have with the property.

## Peace of Mind

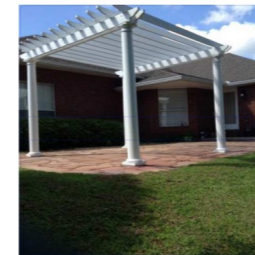
Landlords who manage themselves often fail to complete scheduled occupied evaluations.

2016

Inspection Report



### External



Exterior (1/7)  
05/19/2015 9:44 AM



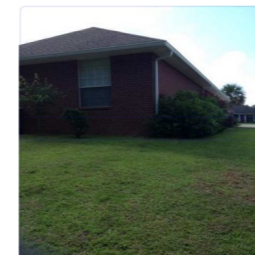
Exterior (2/7)  
05/19/2015 9:43 AM



Exterior (3/7)  
05/19/2015 9:44 AM



Exterior (4/7)  
05/19/2015 9:44 AM



Exterior (5/7)  
05/19/2015 9:45 AM



Exterior (6/7)  
05/19/2015 9:43 AM

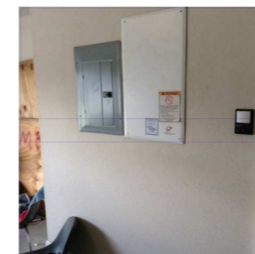


Exterior (7/7)  
05/19/2015 9:44 AM

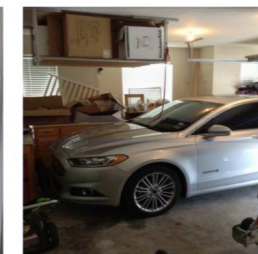
### Garage/Carport

Walls **Good, Clean**

Flooring **Good, Clean**



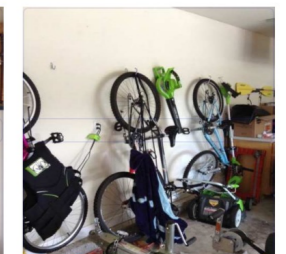
Walls (1/4)  
05/19/2015 10:01 AM



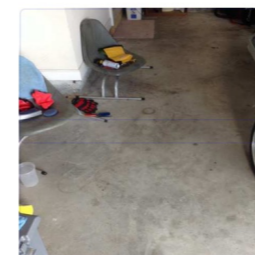
Walls (2/4)  
05/19/2015 10:01 AM



Walls (3/4)  
05/19/2015 10:01 AM



Walls (4/4)  
05/19/2015 10:01 AM



Flooring (1/2)  
05/19/2015 10:01 AM



Flooring (2/2)  
05/19/2015 10:02 AM

# Yearly Renewal Evaluations

## Compare and Contrast

Format same as 90 Day Evaluation for easy comparison with early reports.

## Better Documentation

Have a yearly report for long-term tenants to better understand the condition of your property over time.

## Enforce the Lease

What good is a great lease if you don't enforce it? Our team is tasked with keeping your tenants accountable.

## Contact Point with Tenants

Knowledge of how the property is taken care of with occupied property evaluations gives you an opportunity to engage long-term tenants with how they treat your property.

The screenshot displays a comprehensive inspection report for the year 2016. The report is organized by room, with each room having a summary table and a grid of photographs. The rooms shown include the Hall, Bedroom 1, Master Bedroom, Master Bathroom, Office, and Kitchen. Each room's summary table lists categories like Walls, Flooring, and Appliances, with their respective status (e.g., 'Good, Clean'). The photographs provide visual evidence of the property's condition at the time of the inspection, with timestamps for each image.

**Hall**

Water Heater	Heater Closet	Filter	Smoke/Co2 detect
05/19/2015 10:02 AM	05/19/2015 9:58 AM	05/19/2015 9:58 AM	05/19/2015 9:59 AM

**Bedroom 1**

Walls	Good, Clean
Flooring	Good, Clean

**Master Bedroom**

Walls	Good, Clean
Flooring	Good, Clean

**Master Bathroom**

Walls	Good, Clean
Flooring	Good, Clean
Cabinets	Good, Works, Clean
Sink	Good, Works, Clean
Toilet	Good, Works, Clean
Bath/Shower	Good, Works, Clean

**Office**

Walls	Good, Clean
Flooring	Good, Clean

**Kitchen**

Walls (1/4)	Good, Clean
Walls (2/4)	Good, Clean
Walls (3/4)	Good, Clean
Walls (4/4)	Good, Clean
Flooring (1/1)	Good, Clean
Sink	Good, Works, Clean
Stove/Oven	Good, Works, Clean
Refrigerator	Good, Works, Clean
Dishwasher	Good, Works, Clean

**Living room**

Walls	Good, Clean
Flooring	Good, Clean



## 10 Reasons to Routinely Inspect your Property

- 01 Document property condition over time
- 02 Establish expectations for care for the property and potential consequences.
- 03 Reveal and address any maintenance or safety concerns
- 04 Ensure tenants are properly maintaining the property
- 05 Ensure your property is not in violation of landlord tenant laws
- 06 Set precedence for tenant that landlord is actively involved
- 07 Ensure tenants are abiding by all lease terms
- 08 Changing a/c filter and smoke and CO detector batteries
- 09 Ensure lawn is being cared for
- 10 Protect you from potential liability or condition from deteriorating without your knowledge

# We Facilitate and Coordinate Repairs

Handling repairs and maintenance can be such a headache! Who do you call? Are they properly licensed and pulling the right permits? How do you supervise them during and after the job and coordinate with your tenant?

**We do not profit off of your maintenance.** We work strictly with local companies who meet our strict criteria to perform work on your home.

Our list of local, qualified vendors are properly licensed, have adequate liability insurance, and meet worker's compensation requirements so you are protected.

We take care of reporting income to the IRS for you!

Your tenant reports maintenance, we troubleshoot, and then call a quality vendor for service.

## Emergency Repairs

There is no greater headache than dealing with an emergency during your weekend family dinner from afar. Finding vendors to provide emergency services can be stressful. Even determining whether or not you have a legitimate emergency and how best to handle it can be challenging. We provide emergency services for your tenants.

There are 4 major categories of repairs you should anticipate with your rental property:

- Routine Maintenance
- Preventative Maintenance
- Turnover Repairs and Updates
- Capital Improvements

**\$200 Maintenance Authorization Limit**

The management agreement allows us authorization to authorize up to \$200 on repairs for your property at a time.

# Routine, Emergency, and Preventative Maintenance

Properly maintaining your home is key to a long term cash flow investment property

## Exterior of Home

Items such as pressure washing, cleaning the gutters, trimming trees, repairing siding and wood rot are common expenses.

## Trends Change

Your wallpaper, paneling, colored counters and carpets are no longer in style. Hence, trends in the future will drive the demand for other such improvements to keep your rental rates in line with the market.



## Paint and Flooring

You should expect to paint your home every 3 years and change out flooring every 5 to 7 years between renters.

## Appliances, HVAC, Plumbing

The items in your home will wear and need to be updated. A new heating and cooling system is very expensive, but necessary in Florida. Plumbing, electrical, and appliance repairs are common and necessary.

## Be Prepared to Invest in your Property

Especially if you plan on being a long term investor, you must invest back into your property. The components in your home need to be replaced and updated over time. The sad truth is that the majority of tenants do not care for your property the way that you would care for it or the way they would care for their own. The law allows tenants to be charged above normal wear and tear, but over time, you will be paying the costs of normal wear and tear.

# Realty Masters Property Management Fees

**10%** Management fee of monthly rent  
**or**

**8%** Active duty military & investor rate  
*Investor discount applied at 3 or more units*  
**and**

**\$48** For attorney protected lease per year  
billed at \$4 a month  
**and**

**50%** of first month's rent as a leasing fee  
**or**

**20%** after 12 months if existing tenant signs a  
new rental lease (includes monthly  
management fee)

Your fees for professional property management and  
leasing are tax deductible.

Equally important, here's what we don't charge for  
as our fees are all inclusive:

- We do not charge a fee while your property is vacant. If you don't get paid, we don't get paid.
- We do not charge any maintenance fees or premiums on work done on your property.
- We do not charge inspection fees.
- We do not charge any new property or occupied property takeover fees.
- We do not charge for advertising or charge extra for paying local realtors to help rent your property.
- We do not add surcharges on our security deposit claims.
- We do not charge first month's management fee on rent due to the leasing fee.





## Testimonials from Valued Property Owners

"I love this company! My property they manage is out of state. Erica Parker is my property manager. She has been really great about working with me and going above and beyond to help me out. Any time I've had an issue, she's very quick to respond and do a great job of handling request and communicating between the tenant and myself." -Kelly S

"This review is from an owners perspective. An owner who has tested the waters with a few other management companies in the area prior to working with Realty Masters. As an owner, one of the largest concerns when researching PM's is cutting through the BS and finding someone who will truly treat your property as one of their own rather than it being just another property they have to fill ASAP. I have dealt with those kinds of PM's in the past. It didn't end well. Lacey from Realty Masters, on the other hand, has been great to work with. Great attention to detail, she's attentive, and extremely knowledgeable. Looking forward to future business!" -Rich C.

***And our personal favorite, "Why manage yourself? Are you crazy?" -Andrew***

# Ready to get your property leased or sold?

*Reach out to our team today to get started!*

## We Lease Properties Fast



On average, it takes our team 14 days on the market to secure a qualified tenant to move in.

## 5,500+ Tenants Placed



That's our best guess on the number of tenants we've placed since 2005.

## Satisfaction Guarantee



We guarantee your satisfaction, or we will release you from your management contract with no penalty at any time.

## Less than 1% eviction rate



Throughout our 25 years in business, we've maintained an eviction rate of less than 1%, even through COVID.



**Main Office (850) 473-3983**

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