

LEASING YOUR HOME

With over 800 rental homes managed, Realty Masters leases more homes than any other Pensacola property management company!



Strategic Marketing Plan



Realty Masters strategic marketing plan uses quality marketing which attracts tenants to fill your vacancy faster.

- Average less than 30 days on the market
- Advertising on most social media and home search websites



Maximum Online Exposure

95 % of renters find their future homes online. Through years of experience and marketing expertise, Pensacola renters find our homes first!

- Professional Photography and editing
- We advertise to over 50 different real estate sites
- Pensacola MLS



Superior Tenant Screening

Realty Masters uses proper tools to thoroughly screen a prospective tenant's creditworthiness and their ability to properly care for your investment.

- Full credit screening
- National background check
- National eviction search
- Previous rental history
- Income and rental verification





MAINTAINING YOUR HOME

Maintenance and Repairs



Our long-term relationships with specialty vendors provide affordable and reliable repairs when needed.

- 24/7 trained emergency staff to troubleshoot and dispatch when emergency situations arise
- Maintenance software to record and monitor maintenance issues
- Educating your tenants on maintenance items
- We only use licensed, insured vendors with proper workers compensation

Enforce your Lease



With extensive knowledge of landlord-tenant law, our agents know how to handle any situation that may arise!

- Attorney prepared lease ensures you are protected
- Educate and enforce your tenants on requirements under the lease
- Rent collection with electronic deposits monthly in your account
- Prepare and deliver three day and seven day notices

Routine Inspections



Properly documenting your home's condition with photos and detailed reports is one of the most important reasons to have a professional manage your home.

- Move-in Evaluation
- 90 day Evaluation
- Renewal Evaluation
- Random drive-bys
- Move-out Evaluation



SERVICE ANIMAL POLICY



New changes to service animal policies have some confused about both tenants' and landlords' rights when pertaining to service animals. While you may prefer not to accept pets at your rental home, federal law prohibits you from refusing to allow service animals as part of reasonable accommodations required by the ADA and Fair Housing Act. Even when a strict no policy is in place, size, age, weight, and even breed restrictions are not enforceable for service animals.

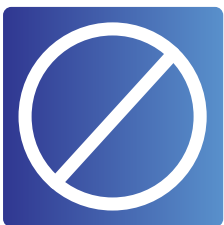
Disability is defined by the ADA as a person who has "a physical or mental impairment that substantially limits one or more major life activities, a person who as a history or record of such impairment, or a person who is perceived by others as having such impairment."

Your liability under these laws is too great to deny a qualified applicant with a service animal.



What Can We Require?

- Statement from a medical professional to document disability
- Tenant to pay any damages that an animal causes to the property
- Animal to abide by the terms of the lease and animal addendum



What We Cannot Require

- Documentation on the service animal
- Details about the disability or services provided by the animal
- pet rent or pet fees

Case laws have shown that landlords were sued when denying service animals even when breeds were restricted by insurance or homeowners. There are no exclusions to the no-pet policy- even when homeowners have serious allergies to pets.





PROTECTING YOUR INVESTMENT

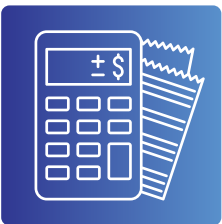
Experience Matters



As members of the National Association of Property Managers and the National Association of Realtors, we are versed in all laws that govern leasing your home. Are you?

- Florida Landlord-Tenant Law
- Local and State building codes
- Fair Housing Act.
- Americans with Disability Act
- EPA concerns including carbon monoxide and lead-based paint

Accounting Services



We maintain accurate financial documents and store them in your online account that is accessible 24/7

- Full accounting software with monthly statements
- Year-end statements for tax purposes
- Report your income to the IRS
- Leases, bills, and statements are stored online.
- Our management fees are Tax deductible

Real Estate Attorney



Because laws are constantly changing and we are not real estate attorneys, we partner with Chesser and Bar, PA to provide a real estate attorney on retainer.

- FL Landlord-Tenant Law Experts
- Attorney prepared leases
- Protect your best interest
- Assistance with 3 and 7-day legal notices
- Consult on daily matters





Realty Masters Minimum Property Expectations

In order to attract quality residents who have a high level standard of care, we need your property to meet the following minimum condition requirements. If you are unable to complete these items prior to turning your property over to our team, please be prepared to pay vendors to complete the minimum requirements set forth below. Additionally, please be aware that in order to keep your property up to these expectations, it will require routine financial investments on your part to do so.

Exterior Property Standards

- All buildings must be structurally sound. The roof must be without leaks and free of debris.
- All debris and personal items must be removed from the premises including the interior, yard and any outbuildings such as garages and sheds. If you would like to leave personal items on the property, they should be stored in the attic and access should be restricted.
- Fencing and gates should be sturdy and secure without missing or damaged planks/ sections.
- The exterior should be free of safety hazards such as large holes, damaged wood, yard debris, exposed wires, or trip hazards.
- Exterior deck wood must be free of wood rot and properly maintained. Railings must be adequate, secure and present on any surface above 3 feet off the ground.
- Any playground equipment must be approved by management as these items can easily become liabilities. It is best to remove exterior furniture and playground equipment upon vacating.
- Lawn should be mowed and edged. Trees/ shrubs should be cut away from the home. Shrubs must be cut below four feet and limbs should not be approaching the roof or power lines.

Other Safety Items

- Hand Railings should be present, free of rust, and in suitable condition.
- Bathroom doors should have locking passage door knobs that are not keyed.
- Interior doors & closet doors must be in good condition and open/close easily and properly.
- For multi-family units, a fire extinguisher in each unit is required as well as a 10 year tamper proof smoke detector in each bedroom and in the hallway. For single family homes, an extinguisher is not required; however, working smoke detectors are required by code. Check the dates on your detectors and replace any expired detectors with a 10 year, tamper proof detector.
- If there is gas service, the unit must have a working carbon monoxide detector on each level.
- Label the breakers appropriately. Make sure the main line water valve is not buried.

Windows, Screens, and Doors

- Exterior doors must function, lock properly and must have a deadbolt. Keys must be provided for all locks on the premises. All door locks are preferred to be keyed to one key.
- Per FL Landlord Tenant Law, screens must be present on each window and free of large tears.
- Window blinds or window coverings must be present on each window.
- Windows should open/ close and lock properly. If windows are unable to open and close, this presents a fire hazard. Windows should glide up and down easily and be able to stay in the open position without falling. Sliding glass doors should open/ close with ease and lock properly.
- If windows are fogged, this indicates the seal is broken and the glass & seal should be replaced.
- Weather stripping should be present and in good condition without any gaps in the doors.

HVAC, Plumbing and Electrical Systems

- Heating/cooling systems must work properly and be free of mildew.
- New a/c filter of proper size should be installed.
- Property must have functional hot water as well as heating and cooling at all times through tenancy.
- Sewer and septic systems must be well maintained. Septic tanks may need routine cleaning or pumping every few years.
- All plumbing fixtures should be in good working order with no clogs, leaks, runs, or drips.
- Electrical work must be up to par with no exposed wiring or other electrical issues that could present a liability to your residents or become a fire hazard.
- All light fixtures must be working and equipped with the proper light bulbs.
- All electrical outlets and light switches must have the appropriate cover intact.

Household Appliances

- A fridge and stove are required in order to lease your property. These and any other appliances (except for a washer/ dryer) will need to be maintained throughout the tenancy.
- All appliances need to be clean, in working order, and free of any missing and broken shelves, handles, etc.

Cleanliness, Floors & Walls

- Property must be cleaned according to Realty Masters tenant and vendor cleaning checklist.
- Carpets must be professionally cleaned and owner must provide a copy of the receipt. Consider a pet enzyme treatment if you have animals as animal odors can linger in carpet after cleaning.
- Paint and any wall coverings need to be in good condition or should be painted or removed. Walls must be free of excessive nail holes.
- Flooring must be free of trip hazards and in good condition. Loose tile/grout should be repaired.
- Property must be free of pests including roaches, fleas, bedbugs, spiders, termites, and more.



Realty Masters of Florida

4400 Bayou Blvd Ste. 58B

Pensacola, FL 32503

90 Day and Renewal Property Evaluation

1234 John Doe Ln Pensacola, FL, 12345

Inspected on October 25, 2017 11:30 AM

| Report Created on October 25, 2017 12:26 PM

Exterior

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Exterior	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Back Yard	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Fencing				✓	Broken	Boards broken as well as some stains. Needs pressure wash soon.

Photos



Exterior (1/3)



Exterior (2/3)



Exterior (3/3)



Back Yard (1/2)



Back Yard (2/2)



Fencing (1/3)



Fencing (2/3)



Fencing (3/3)

Kitchen

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Walls	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Flooring	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Ceiling	✓					
Faucet				✓		Faucet head is broken and will fall off if water is turned on too high. Needs to be replaced.

Photos



Walls (1/2)



Walls (2/2)



Flooring



Ceiling



Faucet (1/2)



Faucet (2/2)

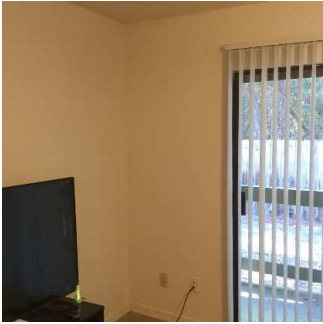
Living

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Walls	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Flooring	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Ceiling	✓					

Photos



Walls (1/4)



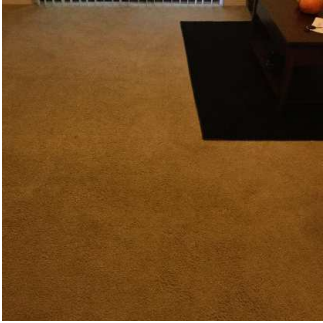
Walls (2/4)



Walls (3/4)



Walls (4/4)



Flooring (1/2)



Flooring (2/2)



Ceiling (1/3)



Ceiling (2/3)



Ceiling (3/3)

Hall

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Filter	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Heater Closet	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Condensation line	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Water Heater	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Smoke Alarm		✓				Battery needs to be replaced

Photos



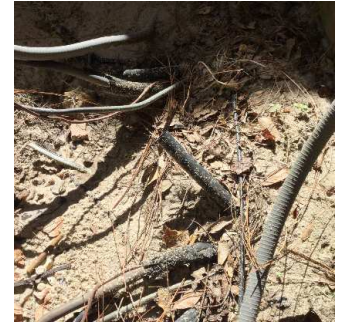
Filter (1/2)



Filter (2/2)



Heater Closet



Condensation line



Water Heater



Smoke Alarm

Master Bedroom

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Walls	✓					

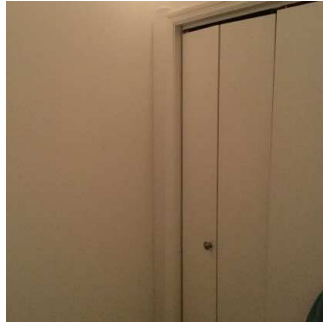
Items	Good	Concern	Fail	Maintenance	Issue	Notes
Flooring	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Ceiling	✓					

Photos



Walls (1/4)



Walls (2/4)



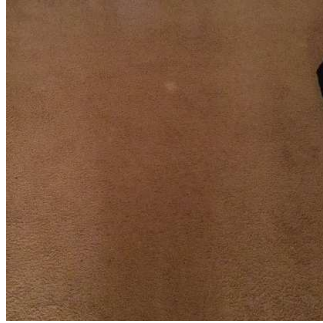
Walls (3/4)



Walls (4/4)



Flooring (1/2)



Flooring (2/2)



Ceiling (1/2)



Ceiling (2/2)

Master Bathroom

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Walls	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Flooring	✓					

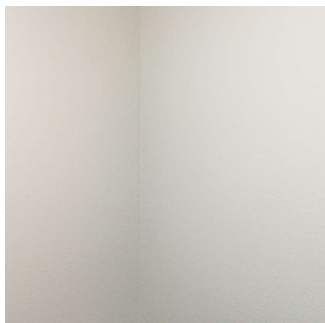
Items	Good	Concern	Fail	Maintenance	Issue	Notes
Ceiling	✓					

Items	Good	Concern	Fail	Maintenance	Issue	Notes
Sink	✓					
Bathtub/Shower	✓					
Toilet	✓					

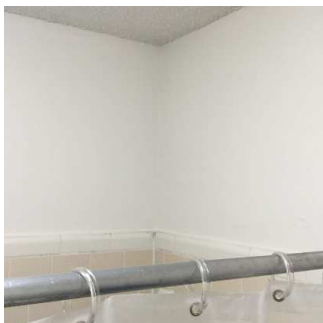
Photos



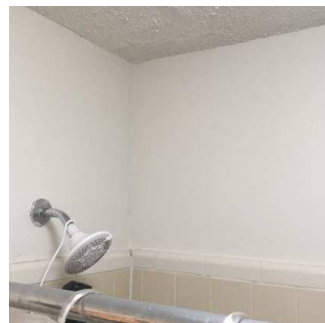
Walls (1/4)



Walls (2/4)



Walls (3/4)



Walls (4/4)



Flooring (1/2)



Flooring (2/2)



Ceiling (1/3)



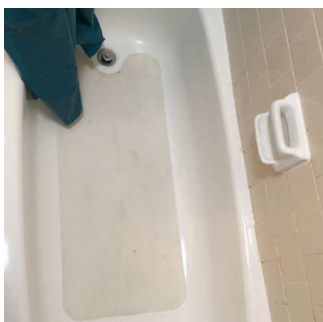
Ceiling (2/3)



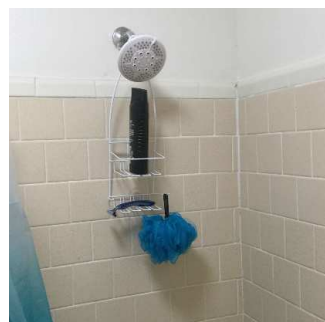
Ceiling (3/3)



Sink



Bathtub/Shower (1/2)



Bathtub/Shower (2/2)



Toilet

Overall Cleanliness

Items	Condition	Notes
Cleanliness	4	

Important Information Regarding This Report

Important Information Regarding This Report

Let it be known that the sole purpose of the evaluation is provide the Owner(s) with a brief summary of the condition of the property as it pertains to the Tenant(s). The evaluation is also used to visually confirm that the Tenant(s) are following the parameters set by their lease and are not causing any damage to the property. The evaluation pictures are to be used only to document the aesthetic condition of the property. The evaluation does not represent the condition of the property structurally and any mention of the integrity of the building made in the report would be solely based on the opinion of the Realty Masters Employee or Tenant(s). The Owner(s) are encouraged to hire a licensed professional vendor to evaluate any issues noted. The Realty Masters Employee conducting the evaluation is in no way licensed by the state of Florida to conduct official property inspections.

THE EVALUATION CONDUCTED BY REALTY MASTERS IS NOT INTENDED FOR USE BY OR TO BE CONSIDERED AS A GUARANTEE OR ANY WARRANTY FOR INSURANCE PURPOSES, EXPRESSED OR IMPLIED, AS IT RELATES TO THE CONDITION OF THE PROPERTY, OR ADEQUACY, PERFORMANCE, AND CONDITION OF THE ITEMS, MATERIALS, AND SYSTEMS INSPECTED AND SHOULD NOT BE RELIED UPON AS SUCH. IT IS THE OWNER'S SOLE RESPONSIBILITY TO HAVE THE PROPERTY INSPECTED ROUTINELY BY THE APPROPRIATE EXPERT(S).