

HELP US, HELP YOU

GET YOUR PROPERTY RENTED

Tips and Suggestions for the Shore Landlord

1. **Turn Everything On** If you have your cable, hot water, or any other services turned off in the off season, make sure they are turned back on before the rental season starts.
2. **Dining and living room seating** You should have dining room area seating for at least the number of people your unit sleeps. Be sure you provide ample places for the tenants to sit and eat.
3. **Dishes, Pots, Pans, Utensils, tableware, etc.** Look them over before the summer. Make sure there are enough for the number of people who will occupy your unit. Also check your glassware before and during the rental season. Check your pots and pans for excessive wear and grease buildup. Kitchen items are critical to a tenants' vacation.
4. **Televisions with Cable** TV's in bedrooms (in addition to the living room) has become the norm. Many owners offer TV's in all of the bedrooms. Provide 2nd tier cable service (a must!). The cost is low and something requested/required by tenants.
5. **VCRs and DVD Players** All owners now provide them with the main televisions as well as those in bedrooms. Also supply a few movies, particularly ones for children for rainy days. Please make sure you have remotes (with extra batteries).
6. **Wireless Internet Service** More and more tenants are requesting wireless internet access
7. **Cleaning supplies** If you leave cleaning supplies, people will use them. Conversely, you can't expect a tenant to clean the property if they don't have the tools. Many tenants that don't clean after they leave complain that there were no cleaning supplies to use. Good mops, brooms, swifter, buckets, sponges, detergents, Windex, etc. A good vacuum with spare bags will save your rugs much wear and tear. The best way to avoid carpet and upholstery stains is to provide a good spot/stain remover. *Don't forget to leave extra light bulbs and batteries.*
8. **Deck Furniture** is expected. Having a four-bedroom unit with 4 deck chairs is inviting the tenant to bring living room or dining room chairs onto the porch.
9. **Grills** (Not recommended on decks) Most tenants will want an outdoor grill. An outdoor (ground level) gas or electric grill should be cleaned and maintained, with extra gas tanks provided.
10. **Small Appliances** Microwave oven, Coffee maker, blender, toaster oven, mixers, stereo, etc. Tenants expect these items in the unit and they take these items into consideration when looking for a rental.
11. **Beach Tags** We do not recommend supplying beach tags. If you advertise them as being included, the tenant expects them to be there. Tenants may inadvertently take them home, leaving the new tenant extremely upset when

- they are not available. Provide beach chairs and/or beach toys (boogie boards, buckets, umbrella, etc) as a courtesy instead.
12. **Trash Containers** Have ample large trash containers outside (and a couple of extras), in case the trash collection is missed. 1 can and 1 recycling container per bedroom is the minimum. Have a larger size container in the kitchen for convenience. Post the day during the week when trash is picked up along with rules for recycling. Leave plenty of bags.
 13. **Games and Books** Board games, paperbacks & magazines, playing cards, etc are always appreciated and handy on rainy days.
 14. **Service your Air Conditioner** Have your air conditioner serviced every spring. It can save you lots of headache in the summer and expensive emergency repair costs.
 15. **Cleaning People** One of the most important decisions that you will make is hiring a cleaning person. Interview them carefully and if possible get references. Ask them to leave a checklist of the items cleaned at your property after service. Have them leave their name and number at the property, informing the tenant that the property has been cleaned. A quality cleaner will have no problem doing this. Change shower curtains liners midway thru the summer, as mildew tends to accumulate at the shore, giving the appearance of an unclean shower or tub. Ask your cleaner to check the property to look for any obvious damage as our agents are unable to view the property after every checkout. *We highly recommend that you visit the property several times during the season to check on things, perform maintenance as necessary, and do a little "extra" cleaning.*
 16. **Deadbolt, Garage Codes, and Keys** Please make sure that we have garage codes and keys. If you have a deadbolt that you alone have the key for, please give a key to your rental agent. Every year we have lockouts for deadbolts we don't have the keys for.
 17. **Security Deposits** Security deposits are for *damage only*, outside of normal wear and tear. Tenants are only asked to leave the property broom clean, not immaculate. It is the property owner's responsibility to clean the property. Don't rely on your tenants to do the job of the cleaning service. If you are paying a cleaning service to come in and clean after your tenants leave - let them clean. That is what a cleaner is supposed to do - clean. NJ Realty cannot hold a tenant's security deposit for cleaning.
 18. **Pre and Post Season Cleaning** Tenants come down to rent units in the fall, winter, and spring. So units that are cleaned after the summer, always show the best and have a greater chance of being rented. Professionally clean your carpets at the end of every summer. Repaint if necessary. Get ripped screens repaired as needed. Check you property before every summer to make sure it is clean and stocked with all the necessary items tenants expect. Make sure the outside shower is cleaned. A good fall and spring cleaning may make or break you rental season.
 19. **Rates** Do you really know what you should be charging based on your competition? If you raise your rent \$300 a week or don't reduce it \$300 where needed and lose a \$2,000 rental, what have you gained? The lost income from an empty rental week can never be recaptured and can't be made up by raising the rates. This will only create more empty weeks. We notice far too

many open units that are simply overpriced and will most likely sit empty. Please call your agent and discuss your rates.

20. **Make it easy for agents to rent your property** Do you book rentals yourself without confirming it with your agents? Are you hard to reach on the phone? Nothing is more embarrassing and frustrating for an agent than booking a rental and having the owner call him back two days later and inform him that he has already rented it and didn't bother to call. This can leave a lasting negative impression from everyone's standpoint. A double rental is the worst thing that can happen and you don't want a weekly rental to cost you thousands of dollars more in legal costs and fees. Keep in contact with your agent, and inform the agency immediately of any changes in your schedule – we are available 24/7 by phone (voicemail), fax and email.
21. **Owner Rentals** Please report all owner rentals to us immediately. NJ Realty can not provide keys to rentals not done through our office. Owners who rent their own units should make arrangements with the tenants to handle problems and distribute keys.
22. **Treat tenants as you would want to be treated.** Look at your home from the prospective of a potential tenant. Take a look around as if you were a tenant and try to be as critical as possible. First impressions are important. Is the exterior maintained? Is the interior maintained? Upon entering the property the very first thing a tenant may notice is not the carpet or furniture - it's the smell. That musty smell caused by a combination of sea air dampness and odors trapped in carpeting and upholstery in a home closed up for many months. Many rentals have been lost due to the smell. There are many products on the market today to help alleviate musty odors. Look at the carpet and flooring for wear, color, and cleanliness. Look at the walls, doors and trim - Do they need paint? Is the color pleasing? What about the furniture -Is it appealing? Does it need to be replaced? Are the bedspreads, pillow covers, pillows, throw rugs, etc in good condition? If you were fussy would you rent your unit? Remember, even if you consider this property to be “your shore house”, if you are renting it's a “rental unit”. That means you are a landlord and must maintain the property for your customers.