



PROPERTY OWNER HANDBOOK

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HOME Rentals of Manatee Owner's Manual

This Property Owner's Handbook is designed to familiarize you with HOME Rentals of Manatee, our processes and introduce you to our staff. It is our sincere beliefs that through communication and a clear understanding of our processes we can best serve your needs.

All relationships are established by written agreement between you and HOME Rentals of Manatee. All terms, conditions and provisions outlined in this handbook are subject to change or withdrawal at any time without notice. The most up to date version of this handbook may be found through our website and your owner portal at www.homerentalsofmanatee.com

Why Choose Us?

We opened for business in 2002 as Keller Williams Property Management. In 2014 we decided to rebrand ourselves as Home Rentals of Manatee to highlight what we do. We are proud to continue the affiliation with Keller Williams Realty of Manatee as their preferred vendor for property management services.

Our mission statement is to provide superior property management services, modeled on extensive and ongoing knowledge of the industry, quality customer service and integrity.

Through our active participation with The National Association of Residential Property Managers, the top leaders in our industry, and our affiliation with Keller Williams of Manatee, and their outstanding corporate culture, we have established proven policies, procedures and technologies into our business. The result is our ability to provide exceptional property management services, minimizing your stress while maximizing results. You deserve nothing less.

PEOPLE MAKE THE DIFFERENCE

Barbara Mayo is the **Broker** of record for HOME Rentals of Manatee. Barbara received a RMP®, (Residential Management Professional) designation in 2007 and a MPM®, (Master Property Manager) designation in 2009 through the National Association of Residential Property Managers. There are less than 200 MPM® designees worldwide. Barbara was a founding member of the Sarasota Bradenton chapter of NARPM® where she served as president for 2 terms. Barbara was the 2014 president of The Florida State Chapter of NARPM®. She has written and published articles on property management for several trade magazines. Barbara has over 25 years of experience in property management.

Alexis Gunn, Property Manager, brings over 15 years of management and customer service experience. Alexis holds a Florida Real Estate Sales Associate License and was previously licensed in New Jersey. She is looking forward to expanding our presence in Manatee and Sarasota Counties.

Matt Mayo, Maintenance Coordinator, comes to us with over 20 years' experience specializing in hotel management. He has spent the last 3 years on Anna Maria Island overseeing commercial and seasonal properties. He is proud to be a part of the team at Home Rentals of Manatee.

Ownership, Barbara A. Mayo is a co-owner in and broker of record for HOME Rentals of Manatee. Kathe Wallace, Leland Wallace, Julie Warrender, and James Warrender are the other principal owners. They are licensed Real Estate Brokers or Broker Associates in the state of Florida and are licensed agents with Keller Williams of Manatee. We are registered as McHaggis II LLC doing business as HOME Rentals of Manatee.

WHY USE A PROFESSIONAL PROPERTY MANAGER?

- ◆ **RESULTS:** Full time experienced management professionals handle your property.
- ◆ **DETAILED RECORDS:** Monthly and annual reports with online access.
- ◆ **CONVENIENCE:** 24 hours, 7 days per week emergency service.
- ◆ **PROVEN RENTAL MARKETING PLAN:** Faster leasing.
- ◆ **SUPERIOR SCREENING:** Extensive credit and background screening provided.
- ◆ **PROTECTION:** Attorney prepared leases.
- ◆ **ACCURACY:** Computerized accounting.
- ◆ **AMONG the MOST QUALIFIED:** There are over 4000 professional members of The National Association of Residential Property Managers. Less than 200 have obtained the status of Master Property Manager, MPM®.
- ◆ **REGULATIONS:** Familiar with local, state and federal regulations that apply to rental property.
- ◆ **KNOWLEDGE:** Extensive knowledge of the local rental market
- ◆ **OUR SERVICES MAY BE TAX DEDUCTIBLE:** You can manage your property yourself or you can have us do the work for you.
- ◆ **WE SAVE YOU TIME, MONEY AND AGGRAVATION IN DEALING WITH YOUR INVESTMENT**

PROPERTY REPORTS

Pictures are a valuable tool in the management of rental property. If you believe that a picture is worth a thousand words, then our extensive property reports, pictures and videos, when indicated, are several reasons why you should hire HOME Rentals of Manatee.

ANNUAL INTERIOR REVIEW OF YOUR PROEPTY

Our property managers will do an interior review of your property prior to any annual lease renewal, and at any other time the manager may feel appropriate, for the successful management of your property. Visual drive by reviews are done semi annually. Seasonal and vacant units are usually reviewed more frequently.

WE LEVERAGE PERSONEL

As members of the Manatee Association of REALTORS we will market your annual property through MLS. Our fees are established to provide competitive compensation to co-operating Brokers.

WE HAVE A PROVEN RENTAL MARKETING PLAN

We constantly review and modify our marketing program to meet current trends. Internet marketing is currently the media of choice for tenants looking to find rental properties. Whether utilizing our company's website, www.homerentalsofmanatee.com, www.Realtor.com, or one of the many other free and paid real estate and rental sites you will find HOME Rentals of Manatee has a significant online presence. We evaluate the marketing of each property to make sure we are effective in attracting the right tenant for your property.

SUPERIOR TENANT SCREENING

We believe selecting the right tenants for your rental property is essential. We want to safeguard that our property owners get the caliber of renters they deserve. We utilize an extensive **screening process** on all annual adult rental applicants. **All adults** 18 years and older that will be residing in the property must complete an application. If the tenant meets our company's criteria the applicant is approved. Should the tenant not meet our criteria, we allow the applicant to submit a request for an exception to our company criteria. This must be done in writing. If this occurs, we will contact you and together we review the request and determine appropriate action. If an association screening is required, after our approval process is completed successfully, we will proceed with the association's application process. No tenant is placed until all needed approvals have been obtained.

COMPUTERIZED ACCOUNTING

At HOME Rentals of Manatee, we use one of the top property management software programs available for the industry. **We "direct deposit" your rent proceeds directly into your bank account!** Our property owners can view a detailed statement each month showing all rental income and

disbursements. Through our software, owners can view documents such as Property Management Agreements, leases, invoices and statements. Owner's have access to all this information through the owner's portal on our website. The tenant portal allows tenants to pay rent online, submit work orders, view their documents or communicate with us through the system.

OUR GUARANTEE

If the tenant vacates before the end of their lease HOME Rentals of Manatee will make every attempt to re-let the property. Any leasing fee due on the new lease will reflect a credit proportional to the remaining time left from the vacated tenant.

THE MOST QUALIFIED MANAGERS

To provide the best service to our clients, as well as maintain our unsurpassed reputation, HOME Rentals of Manatee continues to seek and acquire the best training within the industry.

MCHAGGIS II LLC HAS BEEN IN BUSINESS SINCE 2002.

PROPERTY MANAGEMENT IS OUR FULL TIME CAREER, NOT A SIDELINE TO REAL ESTATE SALES.

HOME Rentals of Manatee has over 45 years of combined management experience in residential property management.

COMMUNICATION

We believe that one of the keys to our success is our commitment to building personal relationships. Working for owners of rental homes and with their tenants requires extensive communication.

It is essential for us to have a clear understanding of your goals and objectives to successfully manage your investment. **It is important that you keep us updated on any changes in objectives, ownership or other issues relating to your property.**

Feel free to contact us at any time with your concerns, questions or changes. If we are not available and you leave a message, we try to return it by the end of the next business day. If your communication is of an urgent nature (our office message always includes an after-hour's emergency number) you can reach Barbara on her cell phone at 941-807-0747. If you leave a message and do not receive a call back within these guidelines, please give us a follow-up call and let us know. We make every attempt to reach our goal and it is important to know when we have fallen short. We have no "secret agents" at HOME Rentals of Manatee.

It is company policy not to give tenants owner contact information. We relay any requests or communication that may be appropriate or necessary to you. For your protection and the effective management of your property we ask that you not contact tenants directly.

NO SURCHARGE TO PROPERTY OWNERS FOR MINOR MAINTENANCE

At HOME Rentals of Manatee, we assist our property owners and tenants by having independent qualified maintenance technicians make any necessary maintenance and repairs. To avoid a conflict of interest with our property owners, we do not assess a surcharge to our property owners for routine maintenance or repair items. If extended or time intensive coordination is required there may be an applicable fee charged. Whenever possible you will be informed of these fees in advance.

RELAX & LET US MANAGE YOUR INVESTMENT!

The choice is simple: Relax! Go on vacation! You have hired us to manage your rental property!

The cost of our services may be tax deductible. Please check with your accountant.

Rental Marketing Plan

We have a proven marketing plan that is individually adapted to each of our properties. We are constantly evaluating this plan for effectiveness and react quickly to changing market conditions and adjust accordingly.

WEBSITES (which may include but not limited to)

www.homerentalsofmanatee.com

www.hotpads.com

www.zillow.com

www.realtor.com

www.rentalhomesplus.com

www.rentals.com

Our Attractive “Home for Rent” Signs:

Where allowed by the applicable HOA

Referrals:

We frequently receive referrals from current and past customers, tenants, and Realtors®.

Fee! What's Included

Our service is called “Property Management.” However, it should really be called “People Management” as much of our work is centered around successfully communicating with property owners, tenants, contractors, creditors, insurers, attorneys, code enforcement, planning and zoning and home owner associations—just to name a few.

MANAGEMENT FEES

Management fees are charged on a percentage basis as the rent is collected.

Management fees are for our services in connection with:

- Collecting rents
- Tenant relations
- Posting legal notices
- Preparation of monthly statements
- Coordinating maintenance and service calls
- Paying invoices
- Maintain owner and tenant escrow funds
- 24 hours, 7 days per week emergency service
- Annual property condition review
- Keep updated on local, state and federal applicable regulations
- Coordinate tenancies with condominium associations and home owners associations

LEASING FEES

Leasing fees are for our services in connection with:

- Preparing a current rental analysis and establish market rent
- Implementation of personalized marketing of property
- Evaluate property for maintenance required to make rent ready
- Show property and/or coordinate showings on property
- Qualify prospective tenants
 1. Extensive background & credit checks
 2. Verification of employment
 3. Verification of current residence
- Send required adverse action notices when applicable
- Negotiate between tenant and landlord
- Coordinate association tenant approvals

- Coordinate and have attorney prepare lease
- Perform extensive new tenant orientation & lease signing
- Move in pictures or videos on managed properties

LEASE RENEWAL FEES

Leasing renewal fees are for our services in connection with:

- Prepare a current rental market analysis.
- Review tenant compliance with terms of existing lease.
- Coordinate with HOA or condominium association prior to renewing lease.
- Negotiate new terms between tenant and landlord
- Coordinate with attorney to prepare a new lease
- Review to insure leases are properly executed
- Scan and post all documents to tenant and owner portals

ANNUAL ADMINISTRATIVE FEE

In December of each year an annual fee is charged that covers a variety of administrative costs including but not limited to software, postage, copies and yearly accounting costs. Currently the fee is \$100.00.

FEES ON SALE OF REAL PROPERTY

At HOME Rentals of Manatee, we specialize in the art of Property Management. In order to provide our clients with the best possible real estate services we refer our sales business to an appropriate sales professional at Keller Williams Realty of Manatee. Regardless if your tenant decides he would like to purchase your home, you decide you want to purchase additional investment property or you just want to sell the property you currently own, we can pair you with an agent to assist you in achieving your sales goals.

Our management agreement provides us a fee in the event a sale occurs between our property owners and person(s) introduced to the property by us. We happily share these fees with the appropriate specialized sales professional to provide you with superior representation. We concentrate our time and energies on what we do best which is leasing and managing residential real estate.

ANNUAL PROPERTY CONDITION REVIEW

We provide to each investment property owner a complete cosmetic property condition review each year. This review will include photos of your property and recommendations regarding upkeep, maintenance and repairs. Please note that we are not licensed inspectors or building contractors.

**THANK YOU FOR CHOOSING HOME Rentals of Manatee.
WE APPRECIATE YOUR BUSINESS!**

The Frequently Asked Questions & Answers

1. How long does it take to lease my property?

No one can determine the actual time it takes to find a qualified tenant for your home. If the property is priced right and in rent ready condition **most properties** will rent in 2 to 4 weeks in today's market. If we do not attract a tenant in that time frame we re-evaluate your property. We will revisit pricing, property condition, marketing and any miscellaneous factors that may be keeping us from a qualified tenant. We will communicate our findings to you along with any recommendations we feel may be appropriate.

2. When you find residents for my rental home, how do you qualify them?

We have written resident selection criteria in place. A complete credit and criminal background check is done, employment and current residential references checked. If the prospect does not meet our printed criteria the applicant is given an opportunity to request in writing an exception. This is reviewed with the landlord and together we determine the appropriate action. Only deficiencies to the resident selection criteria are considered. We comply with all local, state and federal regulations such as fair housing laws. Privacy laws prohibit us from sharing credit information with anyone.

3. When can I expect to see my rent proceeds?

All rents are due on the first of the month and tenants are given a 4 day grace period. Florida laws dictate that proceeds must be sent to you after all funds have cleared the banking system. Therefore we process rents between the 15th and the 20th of the month on rents that are paid timely. If you receive funds by ACH you can expect to see these funds in your account approximately 48 business hours after processing. A detailed statement is posted to your portal the first week of the following month. If you require a paper check please note that it will delay receipt of your proceeds.

4. Who handles emergencies?

One of our staff members is assigned to handle after hour emergency issues. We always list an emergency telephone number on our voice mail. Our tenants are given instructions during their orientation and in their handbook on how to handle after hour emergencies. We have plumbers, electricians, A/C contractors and other vendors available for emergency situations. Our professional managers evaluate the situation to determine if the call is an actual emergency prior to calling vendors after hours and on weekends.

5. How often and how are property inspections conducted?

It is important to realize we are licensed REALTORS® and are not licensed inspectors. We are therefore unable to perform "inspections". We will do an annual property condition review. During this review we visually check the interior of the property and walk the exterior. We look for possible maintenance issues, tenant's compliance with lease terms and obvious deficiencies. These reviews may be done at any time during the year but must be completed prior to our signing any annual lease renewal. You may request additional periodic condition reviews be done, for additional fees, upon written request. To protect the tenant's right of "quiet enjoyment" we will not contract to do more than *quarterly condition reports*. We also do 2 "drive by" reviews of your property. If certain conditions are observed during a drive by review, an interior follow-up may be scheduled.

6. If I want to sell my property can HOME Rentals of Manatee help?

Although we are a Licensed Real Estate brokerage with the state of Florida we do not do real estate sales. We specialize exclusively in property management. We have an affiliation with Keller Williams Realty of Manatee

and we know the various sales agents and their areas of expertise. We would be happy to work with you to refer an agent that can effectively assist you with your sales needs.

Please be aware In accordance with Florida laws, should you decide to sell your home and you have an active lease on your property any new owner would be required to honor the terms and conditions of the existing lease unless the terms of the lease specify otherwise.

7. Can I move back into my property?

You can move back into the property if there is no active lease and the tenant has surrendered the property. The tenant has the right to live in the property without interference until the end of the tenant's lease. If you would like to move into your rental property contact us so we may advise you specifically when and how you can get possession and move back into your property.

8. How are rental collections handled?

Rents are due on the first of the month. We post 3 day demand notices after the 6th of the month and no later than the 11th of the month. Florida law requires that we not include Saturday, Sunday or holidays in our calculations. In the **rare event** that rents remain unpaid past the 15th to 20th of the month we will contact you for authorization to proceed to file an eviction. We then contract with our attorney to file the eviction. We have found this to be the most efficient and cost effective way to get possession of your property.

We are not a collection agency. We do not file law suits nor hire attorneys for collection purposes. We will supply the owner with our data in the event they wish to pursue the matter in court.

9. Do you guarantee the tenants you place in my rental home?

Our policies and procedures have been established after many years of experience to limit and control risk for the landlord and the management company. Unfortunately situations can arise that no one can foresee: divorce, loss of job, serious illness, etc. We do guarantee that if the tenant vacates before the end of their lease HOME Rentals of Manatee will pro rate any new leasing fee. Any remaining time left on the lease from the vacating tenant will be credited against this leasing fee. This guarantee is provided to the landlord regardless if we are able to collect this fee from the vacating tenant.

10. Are you the cheapest company in town?

We are not the cheapest nor are we the most expensive management company in town. Our fees are competitive and fair considering the scope of services that are included in these fees. One company may seem more economical but may charge extra for services we include in our fees.

11. How long have you been in business and are you licensed and insured?

We opened as Keller Williams Property Management in 2002. We are a licensed Real Estate brokerage and have errors and omissions and liability insurance. All the vendors we use complete a vetting process that requires they submit proof they are licensed and insured.

12. Why should I choose HOME Rentals of Manatee?

We are committed to providing our owners with personalized, professional and ethical service. Our extensive experience provides you with policies and procedures developed for the effective management of residential properties such as yours. Our staff is dedicated, knowledgeable, caring and mindful of your needs and objectives.

WE ARE COMMITTED TO PROVIDE THE BEST MANAGEMENT SERVICES AVAILABLE FOR YOUR RESIDENTIAL INVESTMENT. WE CONTINUALLY SEEK TO BE CONSIDERED AMONG THE TOP MANAGERS IN THE COUNTRY.

References upon request

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