



**RentersWarehouse**<sup>®</sup>

The logo features a stylized house icon with a red roof and blue walls, positioned above the text "RentersWarehouse". The word "Renters" is in red and "Warehouse" is in blue. A registered trademark symbol (®) is located at the end of the word "Warehouse".



# Who We Are

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*At Renters Warehouse, we have helped thousands of everyday investors achieve financial independence through Rent Estate™*

## OUR MISSION

We believe you deserve a partner to help you execute on your investment strategy with ease. We understand what it is like to do it the hard way, which is why we created our process that has helped over 50,000 real estate investors across the country. We take pride in being a national company with a local touch. Our local team of experts includes Licensed Real Estate Agents who live and work in your area. Despite our expansive national reach, we recognize the importance of having on-the-ground knowledge. These local advisors are well-versed in the nuances of your neighborhood, market statistics, and essential factors such as schools, population dynamics, and the job market.

# Welcome Homeowner,

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I want to thank you for considering using Renters Warehouse to help you achieve your real estate investment goals. We are very excited to get this opportunity to assist you with your property. When we started this company 15 years ago, I always dreamed that we could help a million people secure their futures and achieve financial peace of mind through investing in the American housing market.

We've taken a big step in that direction by offering the combination of services that are detailed in this booklet. Our expert team at Renters Warehouse that work in 40 markets across the country want you to be enthralled when you do your research, confident when you make your investment decisions, and passively in the loop as your investment matures. We will handle the details so you can spend time doing the things you love, with the people you love, always knowing that your investments are in good hands.



Kevin Ortner - CEO of Renters Warehouse



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*Thank you again  
for considering  
Renters Warehouse.  
We look forward to  
serving you.*

# What We Do - Easy as 1, 2, 3!

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We get you the best rental price, the right tenants, and handle rent collection and maintenance requests 24/7. Our hassle-free property management services will help you to take the next steps to financial freedom. Let us stress, so you don't have to, all for a flat monthly fee.

## Step One

### FREE RENTAL PRICE ANALYSIS

Our technology crunches thousands of local market numbers to get you the highest rent possible, in the least amount of time.

## Step Two

### MARKETING & TENANT MATCHING

We'll market your property on hundreds of websites to find you the perfect fit within 24 hours of a signed rental property management agreement.

## Step Three

### PROPERTY MANAGEMENT & CASH-FLOW

Our Professional Landlords are born problem-solvers, available 24/7 to handle all of your needs. Leave the maintenance requests & rent collection to us. You can sit back and relax!



## Why Us?

### BOOTS-ON-GROUND TEAM

Work with a knowledgeable local, licensed real estate advisor who is familiar with your neighborhood and possesses expertise in local market statistics to secure the most favorable pricing for your property.

### COMPLIANCE SUPPORT

Mitigate risks and address compliance concerns by handling tasks such as lease enforcement, mandatory city rental licensing, and inspections.

### POWERFUL TECHNOLOGY

Utilize the homeowner portal and app to submit maintenance requests, oversee your monthly statements, and access pertinent documents effortlessly.

### TRUSTED VENDOR NETWORK

We exclusively partner with insured and licensed vendors. Our maintenance team operates 24/7/365, ensuring prompt and reliable service.

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*Rent Estate is freedom. I get the financial benefits, Renters Warehouse handles the problems!*

01

# Free Home Rental Price Analysis



# Bullseye pricing means less time on the market.

Smart pricing means minimal time on the market— and more dollars in your pocket. With our free Home Rental Price Analysis Tool, you'll find it easy to hit that rental pricing sweet spot where the property goes fast and you make the most money possible.

## HITTING THAT RENTAL PRICING SWEET-SPOT

This report takes millions of local rental market factors into account to hone you in on the rent you should be charging. From square footage, room details and area rental rates to market trends, neighborhood variables, local comps and more, we take it all into account to ensure you get the rent that the market will bear.

*Why all the fuss? Because we want you to get the highest rent possible, as quickly as possible. **This is how we'll get there together.***

## PUTTING OUR TRAINED EYE TO WORK

After your analysis is complete, we'll put our trained eyes to work with a personal tour of your property. This final step of our recommendation is where we pay close attention to things like property condition and preparation (read on for useful tips for getting “rent-ready”), amenities, length of lease and other factors.



## WHAT'S INCLUDED IN MY REPORT?

- Low, median, high and Section 8 rent benchmarks (with confidence score)
- One-, three- and 12-month rental rate trends
- Local area market strength

02

# Marketing and Tenant Matching





# We provide the candidates. You decide who rents!

It's still your home, so you don't want just anyone living in it. Within 24 hours of signing up for our property management services, our exclusive RentFeeder™ technology goes to work marketing your rental property to just the right people. On average, we'll help you score the perfect tenants in just a few weeks.

Then, as part of our Certified Tenant Match & Warranty process, we:



## ACCOMPANY TENANTS IN YOUR HOME

Our Licensed Real Estate Agents accompany every prospective tenant on every showing. No Lock boxes!



## BACKGROUND & CREDIT CHECK

Complete a thorough background and credit check on each potential tenant for YOU to review and make an informed decision.



## PREPARE ALL DOCUMENTS

Prepare and assist you with all required lease documents, inspections and rental licensing.



## FREE SIX-MONTH TENANT WARRANTY

Provide a FREE six-month Tenant Warranty on placed tenants, extendable up to 18 months with property management services and extended lease. So if your tenant defaults for any reason, we'll provide additional tenant placement services for free\*.

\* Only applies if a tenant defaults for any reason as outlined in the Property Management agreement

## CERTIFIED TENANT PLACEMENT PRICING: (Fees based on lease length)

LEASE LENGTH	FEE
Lease 0-17 Months	1 Month's Rent
Lease 18-35 Months	1.5 Month's Rent
Lease 36+ Months	2 Month's Rent

## OTHER RATES & ONE TIME FEES:

Lease Signing/Renewal: \$350 Flat Fee  
EACH NEW LEASE



03

# Professional Property Management



# Flexible. Efficient. Always-at-the ready. All for a flat monthly fee\*



## COLLECT RENT

Our team of rent collection experts work 'round the clock to pursue payment in full, on time, every month. We manage rental income using Fast-Funds<sup>SM</sup>, accepting virtually any form of payment, and sending free direct deposits to your bank account. Then we provide monthly statements for your records.



## ASSIST WITH COMPLIANCE

We'll help you stay up-to-code and up-to-date when it comes to mandated city rental licensing and inspections. And we'll manage all associated projects in a timely and responsible fashion.



## CARRY OUT EVICTIONS AND ENFORCE LEASES

Trained to handle any challenge, our team facilitates every tenant situation with the utmost care and attention. Rest assured that less than 2% of our placed tenants ever need to be evicted.



## ISSUE REPORTS

We'll issue customized year-end reports, like profit and loss, as well as detailed monthly accounting statements.



## COORDINATE MAINTENANCE REQUESTS

We're on call and available 24/7/365, so you don't have to be. And always provide competitive bids.



## HANDLE LEGAL PAPERWORK

Our custom lease is 20+ powerful pages long—the most air-tight in the industry to give you max protection. Anything else that involves fine print and processing—lease renewals, modifications, terminations—we'll take care of it.



## PROTECT YOUR PROPERTY

In addition to move-in and move-out video inspections of your property, we conduct random and routine in-person property inspections to help ensure appropriate tenant maintenance.



## EXTEND YOUR TENANT WARRANTY

From 6 months to 18 months (with an extended lease) by using our property management services for even more coverage. And even more confidence.

## PROPERTY MANAGEMENT PRICING:



Scan to View Pricing  
in Your Market

## PREPAY & SAVE:

Save up to 25% off when you prepay annual or longer-term Property Management Service contracts:

- 15% savings for 12-17 month contracts
- 20% savings for 18-23 month contracts
- 25% savings for 24+ month contracts

## OTHER RATES & ONE TIME FEES:

Account Setup: \$99 per unit  
\$199 IF PROPERTY ALREADY HAS PLACED TENANTS

Lease Renewal: \$350 Flat Fee  
EACH NEW LEASE

Eviction Administration: \$350  
AS NECESSARY. NOT AVAILABLE IN ALL LOCATIONS

\*Discounts may apply to multi-unit properties. Units must be in the same property to get reduced management fees.



**What  
Happens  
Next?**

# Here are the next steps:

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We move quickly and efficiently to turn your real estate headaches into immediate cash-flow and you're included every step of the way. It goes like this:

- We list and market your property within 24 hours of signing our agreement.
- We begin showing your property, providing you with weekly updates.
- We conduct background checks on prospective tenants, then present them to you.
- You choose and approve your tenant — we write up a lease.
- You verify that your insurance policy is valid for a rental property (see below).
- We schedule a video inspection prior to the tenant's move-in (with property management services only).
- Our accounting department processes your paperwork within 20 days.
- You receive a complete agreement packet via email.
- You sit back and enjoy the rental income.

## Rental Property Insurance Requirements

Homeowners and rental property insurance are similar but they have important differences. A rental property policy is written specifically for a tenant-occupied (vs. owner-occupied) unit, so you'll need to switch to the correct type of policy to cover possible property damage from renters. While we're fully licensed and bonded with general liability insurance, we cannot legally work at your property without being added to your specific policy. Making the switch is super quick too (usually just a 15-minute phone call), with no paperwork or signatures required. And if paying through an escrow account, your policies will just swap out and shouldn't greatly affect your monthly payments.



# The Benefits of Long-Term Leases

# Lease Length?

Why worry about the hassles, stress and costs of tenant turnover year after year? Consider securing high quality tenants for the long haul, especially when Renters Warehouse offers extended Tenant Warranty coverage with all long-term leases under management\*.

## SAVE MONEY

- Avoid annual tenant placement fees.
- Reduce the frequency of typical tenant turnover costs like cleaning, changing locks, and maintenance & repairs.
- Lessen the risk of potential vacancy costs.

**AVERAGE 60% SAVINGS ON  
3-YEAR LEASES = \$3,700\*!**

\*Assumes \$1,250/month average rent, \$600 average annual turnover costs and 1 month of vacancy

## MORE PEACE OF MIND

Extended Tenant Warranty coverage schedule:

<u>LEASE LENGTH</u>	<u>WARRANTY COVERAGE</u>
Lease 0-17 Months	<b>9 Months</b>
Lease 18-35 Months	<b>12 Months</b>
Lease 36+ Months	<b>18 Months</b>

Applies only to new tenant leases with property management services.



*If your tenant defaults for any reason, we'll replace them for FREE!*

\* Only applies if a tenant defaults for any reason as outlined in the Property Management agreement

# Why Rent Your Home?

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No matter how weak or strong the housing market is, renting out your home and becoming a landlord can be a smart financial decision. Even if rent payments don't match your mortgage payments, the tax benefits and long-term wealth creation of owning rental property can be profitable and trump selling your home. And with Renters Warehouse, renting out your property has never been easier.



## **INCREASE IN RENTAL DEMAND**

With growing demand and dwindling supply, landlords are able to increase rental rates (on par with regional increases).



## **TAX BENEFITS**

Owning and cash-flowing on rental property can be a great way to reduce your personal taxes\*.



## **FORCED RETIREMENT PLAN**

Owning a rental property is a commitment that you are required to manage and maintain for the long-run, hopefully well into retirement.



## **AVOID LOSS IN A DOWN MARKET**

In the event the market takes a turn and selling your home is not in your favor, you can hold on to the property and rent it out until you can actually make a good profit from selling.



## **PROTECTION AGAINST INFLATION**

Owning a rental property is a safe investment and an even better asset that can make money during periods of high inflation. It gains value when inflation is high and creates cash flow from renting during any economic period.

\*Renters Warehouse always recommends working with a licensed tax professional to help you navigate the tax advantages of real estate investment. Renters Warehouse cannot give tax advice as we are not certified tax professionals.



# Explore Tax Benefits

Owning or managing rental property can be a great way to add income and reduce your personal taxes. Understanding which tax deductions you may qualify for can help reduce your taxable income\*. Sounds great, doesn't it? If you're ready - let's get started!

- ✓ **MANAGEMENT FEES**  
Fees for our Tenant Placement, Property Management and Protection Plan (i.e. insurance premiums) services.
- ✓ **MAINTENANCE COSTS**  
Reasonable maintenance expenses for repairs. These often include paint, plumbing, fixing drywall and replacing doors, locks or broken windows (although associated upgrades may not qualify).
- ✓ **DEPRECIATION, TRAVEL & LEGAL FEES**  
Select rental property depreciation costs, associated travel costs, and legal and professional service fees.
- ✓ **INTEREST**  
Interest on your mortgage or credit cards used for management purposes.

## Other tax deduction bonuses and must-knows:

- Interest on your mortgage or credit cards used for management purposes.
- You can deduct up to \$25,000 in losses if your modified adjusted gross income is \$100,000 or less.
- You can deduct some of the lost value that occurs on a property through depreciation. Use Form 4562 to calculate depreciation.
- Be warned though, Passive Activity Loss Limitations limits how much loss you can use to reduce your income.

## Sample Annual Savings Calculations

Annual Rent	\$20,000
Annual Expenses (35%)	(\$7,000)

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Net Operating Income	\$13,000
Mortgage Interest	(\$12,000)

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Net Income	\$1,000
Depreciation Expense	(\$8,500)

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Taxable Income (Loss)	(\$7,500)
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**Potential Savings: \$450 - \$2,970**

(Assumes 10 - 39.6% federal tax bracket rates; state income tax not included)

This sample calculation shows a \$7,500 loss which you would then enter into your IRS 1040 form to reduce your taxable income, therefore reducing your taxes. Potential annual savings depends on your income tax bracket.



# Pricing Summary

# Affordable pricing for peace of mind.

## PROPERTY MANAGEMENT PRICING\*:

**\$129/month**

[Click here to view the most up-to-date pricing for your market.](#)

\*Monthly, flat fee pricing is based on location. Fees subjected to change at any time.

\*\*Terms & Conditions: Prepayment discounts are available with prepaid annual or longer-term contracts; Limit 10 homes per customer; No cancellations; Not to be combined with any other discount(s); Leasing services not included; Valid at participating locations only.

## CERTIFIED TENANT PLACEMENT PRICING:

(Fees based on lease length)

LEASE LENGTH	FEE
Lease 0-17 Months	1 Month's Rent
Lease 18-35 Months	1.5 Month's Rent
Lease 36+ Months	2 Month's Rent

## ADDED SERVICES:

Eviction Protection Plan: \$25/month

## OTHER RATES & ONE TIME FEES:

Account Setup: \$99 per unit

\$199 IF PROPERTY ALREADY HAS PLACED TENANTS

Eviction Administration: \$350


AS NECESSARY

## OTHER RATES & ONE TIME FEES:

Lease Signing/Renewal: \$350 Flat Fee


EACH NEW LEASE

*Ready to achieve your financial goals?  
Let us help you build your blueprint for wealth.*

 Renters Warehouse  
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Denver, CO 80237

Broker ID of License No.: ER100081201  
Company ID or License No.: EC100067358

 [RentersWarehouse.com](https://RentersWarehouse.com)

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