

Marketing/Agent Articles

Article Intent: the basic intent of all Marketing/Agent articles is to provide the reader with informative articles on Property Management and the advantages of using a Professional Property Management Company
State Law and Office Practices: it is the **Purchaser/User's responsibility** to review and modify all material to meet their state law and the policies and procedures of their office.

Modifications for Usage: The purchaser can modify all articles by modifying content to fit their publication use. Articles may be too long/too short or need information altered for their office practices or state law. The articles are in Microsoft Word®. The purchaser is responsible for use of all material and urged to consult an attorney on content.

1 – Investor Insurance	This article contains important tips for agents to pass on to their clients when they purchase insurance for their investment property. Approx. 460 words
2 – Recognizing a Drug House	Learning how to recognize a drug house is important for agents and owners to avoid danger and high liability. Approx. 460 words
3 – Managing Risk	Owning rental property can have hazards and “risk management” is necessary for owners to avoid the pitfalls and liability. Approx. 425 words
4 – What are the Benefits?	This lists the any benefits of owning investment property that agents can share with their clients. Approx. 390 words
5 – Normal Wear & Tear	The article points out to agents that deciding what is “normal wear and tear” can be difficult for their clients. Approx. 425 words
6 – Habitability	Agents need to advise their clients of the potential liabilities of maintenance that involves “habitability.” Approx. 410 words
7 – Handling Pets	When facing the issue of pets, investors often need to use a logical approach. A property manager knows how to handle this tricky problem. Approx. 460 words
8 – Handling Security Deposits	Handling a security deposit can actually discourage buyers from purchasing an investment. A property manager is a solution. Approx. 395 words
9 – Are You Still Not Convinced	The more negative aspects of rental property can point clients to another agent, or discourage real estate investment altogether. Using professional property management services is the answer. Approx. 420 words
10 – The Changing Market	Whatever direction the real estate market takes, agents want to give their clients the best options possible – using a property management is a key in dealing with the different markets. Approx. 480 words
11 – Investing is a Business	Real estate agents benefit when they promote investment property as a business, instead of buying a home, removing the personal issues as much as possible. Approx. 425 words
12 – Effective Documentation	It is very important in today's investment market that the rental documents can withstand legal action and a professional property manager knows what is necessary. Approx. 385
13 – Investors and the Handicapped	Many investors often do not know or understand the legal requirements when it comes to renting to handicapped tenants, which can lead to costly lawsuits. They need the services of a management professional. Approx. 460 words
14 – A Credit Report is Not Enough	Credit reports ARE important but simply do not reflect enough to qualify or deny an applicant. A Property Management Company has the experience to assist the agent's investors. Approx. 450 words
15 – What IF the Tenant Quits	What if the tenant decides to “quit?” This article covers the necessary steps that a professional manager handles during this difficult situation. Approx. 450 Words
16 - Determining Rents	An investor will soon become unhappy if an agent projects false rents during the purchase of rental property. Using property management experts solves this problem. Approx. 450 words
17 – A Difficult Question	What do you do when the property owner asks, “Why is my property still vacant? There are, of course, many reasons, and this article addresses how to respond. Approx. 440 words

Agent Articles, continued

18 – Retaining Good Tenants	Retaining good tenants takes work and planning. This covers various methods to keep them. Approx. 400 words
19 – New Year Resolutions for Investors	Help your investors have a good year by choosing wise resolutions for their investment property. Approx. 475 words
20 – Handling Tenant-Occupied Properties	It is not the ideal situation to list a property with a tenant – this explores the pros and cons. Approx. 475 words
21 – It is Time to Rent That Listing	Sometimes the market will not cooperate and it is time to rent a listing until it will sell. Approx. 465 words
22 – Time to Prime the Pump	When the market is difficult, it helps to take a different perspective and work prospect. During that time, it may be more useful for owners to rent if needed. Approx. 515 words