

PROPERTY



COURTESY OF JENNETTE PROPERTIES

Management

YOU'VE FOUND YOUR PERFECT PROPERTY - AT THE PERFECT PRICE. BUT NOW WHAT? You're not alone. The reality of maintaining and running an investment property can be overwhelming and confusing. By utilizing the services of a property manager, owners trust an expert to take over the day-to-day management of their investment. To help decide if hiring a property manager is right for you, here are 8 REASONS THAT COULD HELP INFLUENCE YOUR DECISION.

(1) Collecting and Depositing Monthly Rent Payments. If you've ever worked in the billing department of an organization, you know that securing payment from clients and patients can be difficult, not to mention awkward. A property manager has his/her own systems in

place to effectively collect rent and maintain on-time payments. Especially if you are a small investor, with a limited number of properties, not being able to maintain consistent payments is going to significantly affect your cash flow.

(2) Rental Rates. A property manager is going to make

sure your rental rates are competitive, which is the key to securing (and keeping) tenants in your property. Their job is to know the rental market, knowledge which most likely isn't your forte.

(3) Housing Regulations and Property Law. There is a multitude of applicable laws and regulations that you are going to need to abide by when renting and maintaining your rental property. These include local, state and federal regulations, as well as fair housing regulations (such as the ADA). A property manager can help you avoid lawsuits by keeping up to date and in compliance with these regulations.

(4) Marketing and Advertising. A good property manager is going to have experience in offline and online marketing, as well as local direct mail opportunities, which will increase the exposure of your properties. Carrying a vacant property can be extremely expensive, and is an expense you want to avoid whenever possible.

(5) Inspections. Being extra vigilant in the care of your rental property is critical to the maintenance of your investment. Through routine inspections, a property manager can find and repair problems before they grow into expensive endeavors. It is standard for property managers to perform inspections before a tenant moves in, during their lease, and after the tenant moves out.

(6) Tenants. Securing tenants can be a time consuming process. Depending on the extensiveness of requirements for your rental properties, a property manager can take care of securing all criminal background and security checks, credit reports, employment verification, and previous landlord references. In addition all tenant disputes, conflict resolution and emergency maintenance will all go through a property manager, who will involve you at his or her discretion.

(7) Access to Professionals. A property manager has existing relationships with maintenance workers, tradesmen, vendors, supplies and contractors that you do not have. This can save you significant time and money when it comes to maintenance on your rental property, not to mention ensuring quality work.

(8) Time Management. By having a property manager that takes care of the routine daily tasks, you are free to focus on other investments and/or your own

Did you know?

60 Percent of U.S. rental housing is owned by individual landlords.

Almost 1/3 of all U.S. housing is rented.

Almost 60% of all housing is detached single family homes.

There are over 115,000,000 housing units in the United States.



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Investors need to do their homework when it comes to hiring a Property Manager. The following are a few companies we recommend...

JENNETTE PROPERTIES

Representing some of the Gulf Coast's most exquisite properties, the professionals of Jennette Properties have made it their mission to provide visitors with some of the finest seasonal, monthly and annual rentals - furnished and unfurnished.

For those who can't get enough of the idyllic Gulf Coast lifestyle, Jennette Properties also provides relocation services. "Many people moving into Sarasota and Manatee counties lease a property for the first year to find their lifestyle. Our associates are the best at making our clients and customers feel welcomed and comfortable," said Richard Jennette, Broker-Owner of Jennette Properties.

Jennette Properties specializes in Florida's Gulf Coast properties and serves Casey Key to the south, and the Hwy. 70 area to the north.

941-953-6000 | www.jennetteproperties.com

CONDOS BY SIRATA

As one of the premiere condominium rental agencies for the Gulf Coast, Condos by Sirata exceed their guest's expectations by offering innovative and thoughtful touches in their units including private waterview balconies, onsite sport courts, and spa services - all within some of the area's most sought-after locales.

In addition to their more than 45 years within the hospitality industry, resort guests and property owners can expect their questions answered and unsurpassable service.

Condos by Sirata and its sister property the tropical Sirata Beach Resort & Conference Center are renown throughout Central West Florida for their casual elegance and value.

(877) 4-SIRATA | www.condosbysirata.com

RE/MAX OF THE ISLANDS

Providing real estate services, brokerage, and rental management services, Art Corace, Broker/Owner of RE/MAX of the Islands, Sanibel and Captiva Islands has built a successful team of hands-on professionals, which include his wife Sandi and son Dustyn. "We're the only family-owned and operated full service real estate firm on Sanibel and Captiva Islands," explained Corace. "Because we live and work in the area, it's important for us to perform each transaction with a personal touch.

800-388-2311 | www.remax-oftheislands.com

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