

WORKING WITH THE MARKET

As they say - *all things change*. The rental market swings up and down depending on the interest rates and the sales market. Different markets can lead to more properties on the market for rent. If there are more vacancies available, owners simply need to utilize other tools to keep their units occupied.

BE COMPETITIVE WITH THE RENT

AN OVERPRICED RENTAL IS JUST THAT – “OVERPRICED.” PROSPECTIVE TENANTS, LIKE PROSPECTIVE BUYERS, FIRST COMPARE THE PRICE. A DESIRABLE TENANT IS NOT GOING TO CHOOSE A PROPERTY AT A HIGHER RENT IF THEY CAN OBTAIN A SIMILAR ONE IN THE AREA FOR A LOWER PRICE. HOLDING OUT FOR A HIGHER RENT SIMPLY DOES NOT MAKE ECONOMIC SENSE. WHEN NEEDED, OWNERS NEED TO LOWER THE RENT TO BE COMPETITIVE IN THE CURRENT MARKET AND AVOID LOSING MORE WITH A LONG-TERM VACANCY. AS STATED BEFORE, ALL THINGS CHANGE, AND RENTS WILL INCREASE AGAIN.

FIRST IMPRESSIONS

If your property is competing against several others in the neighborhoods, it is critical that the first impression when they drive by is a positive one. Will they want to see the property or just keep on driving? Maintenance on the outside of the property is just as important as the inside. Generally, once they have a bad impression, they will not be calling again. The first glance with a renter is just as important as with a new homebuyer. Consider investing in any exterior maintenance issues when the property comes up for rent:

- Outside paint and roof or gutter replacement: there is nothing worse than peeling paint or non-existent paint, a sagging gutter, or a roof that looks like it will leak. Updating any of these items can go a long way to giving a property a fresh look and

making a great first impression.

- Overgrown shrubs, trees, weeds, untidy lawn, and a littered property: This may turn off a tenant because it gives the impression that the neighborhood is not safe or that the owner simply does not maintain the property.

SECOND IMPRESSIONS

If the property is successful in “inviting the tenants to look,” then it is equally important that a dismal interior does not spoil their interest. It may be time to look at updating the interior paint, carpeting, appliances, lighting, or any other item that detracts from the unit. Ask yourself, “would I want to live here?” If the answer is no, it is time to look at updating the interior.

INCENTIVES CAN MAKE THE DIFFERENCE

If you are matching the competition with the rent, the size, and the condition of the property, sometimes it just takes a “little more incentive.” This is the time to consider offering something extra – including cable service, membership to a health club, paying for a portion of the utilities, a gift certificate to a restaurant,

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**7855 Argyle Forest Blvd. Suite #401
Jacksonville, Florida 32244**

Bus: (904)730-8060

Fax: (904) 730-6214

www.federatedmanagementgroup.com

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7855 Argyle Forest Blvd. Suite #401
Jacksonville, Florida 32244
Bus (904)730-8060
Fax (904)730-6214
Emergency Pager (904)840-2609

www.federatedmanagementgroup.com

Staff Serving You...

W. Kyle Jones Broker/Owner
(904)854-2425
fla_invest@msn.com

Raenell Wilkison, Property Manager (904)854-2412
rwilkison@federatedmanagementgroup.com
Dianne Patterson, Property Manager (904)854-2414
dpatterson@federatedmanagementgroup.com

David Burrell, Property Manager (904)854-2424
dburrell@federatedmanagementgroup.com
Tristan Denmark, Assistant (904)854-2419
tdenmark@federatedmanagementgroup.com

Kitty Denmark, Assistant (904)446-9593
kdenmark@federatedmanagementgroup.com
Callie Brown, Assistant (904)854-2416
cbrown@federatedmanagementgroup.com

Toni Dulitz, Operations Manager (904)854-2410
tdulitz@federatedmanagementgroup.com
Ann Collins, Receptionist (904)730-8060
acollins@federatedmanagementgroup.com

Debbie Burley, Maintenance Coordinator (904)854-2426
dburley@federatedmanagementgroup.com
Keetha McArthur, Maintenance (904)854-2411
kmcArthur@federatedmanagementgroup.com

Ted Besecker, Inspector (904)854-2423
tbesecker@federatedmanagementgroup.com
Royce Munn, Inspector (904)446-9594
rmunn@federatedmanagementgroup.com

Danette D'Angelo - Property Manager (386)986-4000 Palm Coast
dtdangelo@bellsouth.net
Claudette Bogle - Assistant (386)986-4000 Palm Coast
cvbogle@yahoo.com

Office Hours

Monday - Friday 9 am - 6pm EST
Saturday Rental Showings Only
Sunday/Holidays Rental Showings Only

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etc. There are dozens of items that might just push an applicant to make that final decision.

Many factors determine how quickly your property will rent in a highly competitive market. As your property management company, we will work to market your property as quickly as possible and when needed, advise you of what would help to promote your property to reduce or eliminate a vacancy. Remember, no matter what the market, a well-qualified tenant is still our primary goal to give you the best return on your investment.

ANNOUNCEMENTS & SERVICES

As we all know, evictions can happen to any landlord no matter how well a tenant is screened. Circumstances change in people's lives and they are not able to pay the rent. This is especially true when people lose their job, get a divorce or have a serious injury. When a tenant cannot afford to pay the rent they also find it difficult to move, requiring the landlord to go through the costly procedure of evicting the tenant.

The current economic slowdown has created a drastic increase in the number of evictions filed in Florida courts. To make matters worse, in 2008 the Florida legislature increased the court eviction filing fees to almost \$350! With this recent increase, our attorney is now charging almost \$700.00 to file an uncontested eviction.

To assist our landlords, we will be introducing a new program to protect all of our clients from the high costs of an eviction. For a small monthly fee of \$15 per month per unit, this **Eviction Protection Program** will cover the cost of virtually all evictions. This program will be available to you beginning August 1st. Please let us know if you would like to take advantage of this valuable service!

IN THE NEWS

- Federated Management Group has teamed up with Appfolio to offer our tenants free online rent payments. This will ensure faster payments of rent and faster processing of owner funds.
- Online owner statements and electronic transfer of owner funds is available from our company. If you are not taking advantage of this great service, please contact your property manager to sign up today. It's free and offers quicker delivery of your statements and funds.



Quote For The Month

"If we could sell our experiences for what they cost us, we'd all be millionaires"

- Abigail Van Buren, Advice Columnist -