



Rogues Property Management

Go Rogue!  
We're not scoundrels; we just do things differently!

I'm sure you've noticed being a Landlord automatically means you are the enemy to a tenant. And management companies? Well, they have an even worse reputation with tenants. Why? Because we just don't do it right here. As a matter of fact, we do it wrong in almost every way!

Owner, Judy Conte, saw that changes were needed. Over 15 years as a Manager (and 30 years as an agent) gave her plenty of time to think about them. She envisioned a Landlord-Tenant-Agent relationship in which everyone was actually happy, and then set out to solve the problems that were routinely causing dissatisfaction.

The result: Rogues Property Management. Our way of doing business may not work for you. And that's ok; you have plenty of options in Philadelphia. But, if you are ready to stop being the enemy and start increasing your profits, take a look at some of the ways we are different.

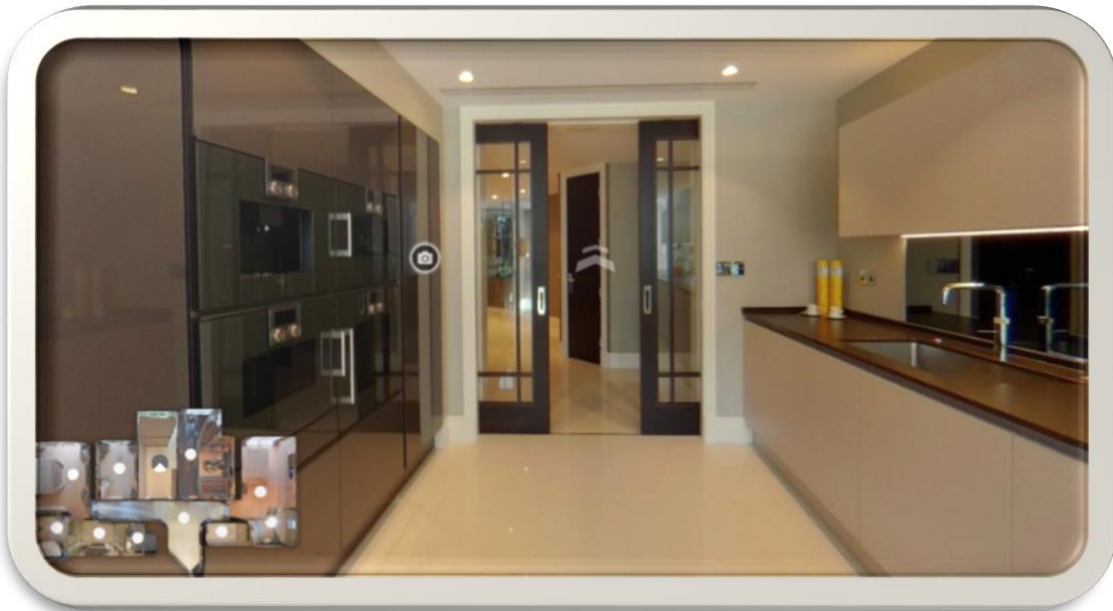
## Showing of occupied unit:

### PROBLEM:

There seems to be a problem with how rentals work in Philly. First, your prospects are seeing your place at its worst, with current tenants and their clutter and, quite often, lack of cleanliness. And what if those tenants are unhappy about anything? You can bet they will share it with the prospects. Did you know other locations in the US think we are crazy to do it this way? And they are right!



### SOLUTION: VIRTUAL TOUR



All units are filmed at first vacancy. The interactive 3D tour, with floor plan, is made available to prospects while the unit is occupied – no showings. The quality tour shows the unit at its best and offers the prospect the convenience of strolling through the rooms at 2am in their PJs. It also opens your market to relocating prospects. Snatch up a great tenant before they even get to town! But we go one step further. By adjusting our rental commission on virtual applications, we offer a pre-availability discount to someone who rents from the virtual tour.

### ADDED PERKS:

- 1) Prospects will see that you respect a tenant's privacy and they will be thrilled they won't be dealing with showings when their time comes to move out.
- 2) There is no risk of theft or damage accusations by the current tenant.

## Showing of vacant unit:

### PROBLEM:

Scheduling! No listing agent will ever admit how many leads slip through the cracks. Everyone is busy and scheduling is hard. For co-op agents, there is the bottom line to consider. If you aren't offering a unit in an easy-to-access area, or with high rent, it may not even make the cut when they decide what to show.



### SOLUTION: SELF-SHOWING



It is how things used to be done right here in Philly, and it is rapidly becoming the way most cities handle rentals now. And thanks to several companies offering secure technology and monitoring, it is safer than ever. Your unit's fate will no longer be determined by agent availability or willingness.

### ADDED PERK:

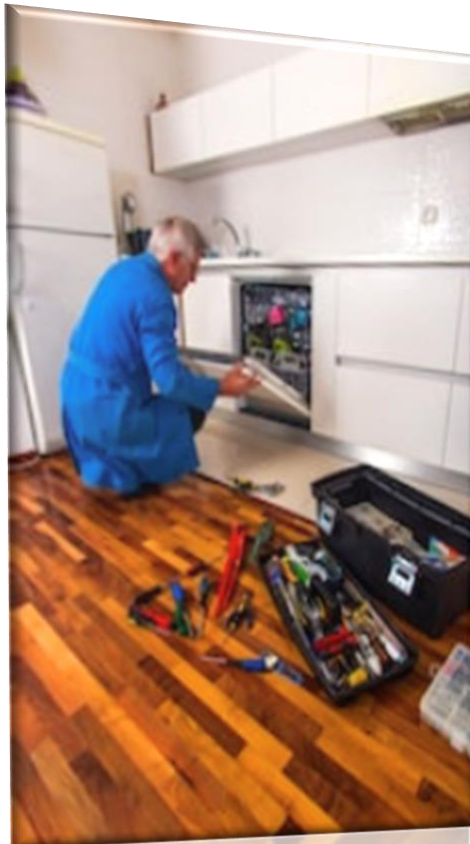
- 1) Your unit will rent faster.

## Move-ins:



### PROBLEM:

We expect a current tenant to move out on the last day of the month and a new tenant to move in on the first day of the next month. That leaves 16 hours to make a unit move-in ready. Whether your rent rate is \$400 or \$4000, tenants should not be given an inferior product. And cutting corners actually costs you, with rent credits, more maintenance complaints during the lease, and more. Why? Because at best your new tenant is disappointed and at worst, very, very angry.



### SOLUTION: **DON'T DO IT!**

Our standard move-in date is the 8<sup>th</sup> of the month.\* This guarantees 5 business days to prep. Start on the right foot with a freshly painted, fully functioning, sparkling clean, welcoming home and tenants will love where they live, stay longer, pay more, and complain less.

\* Tenants may opt for sooner by signing a waiver for painting, with all other repairs being completed after move-in.

### ADDED PERK:

- 1) You never pay premium contractor or cleaning rates because work is done during normal business hours.

## Maintenance:

### PROBLEM:



Wouldn't it be nice if leasing a house were like leasing a car? Your tenant brings it to you for routine work! But, alas, it isn't. And having a professional go to your house to change a light bulb is gonna set you back a pretty penny.

### SOLUTION: EDUCATION

We explain to tenants that some responsibilities come with using a home. Just a few of the day-to-day issues we expect tenants to handle on their own are:

- change light bulbs
- reset water tank temperature
- re-light pilot light
- winterize outdoor plumbing
- provide yard care in private yard
- provide snow removal in single family
- reset circuit breakers or GFIs
- basic troubleshooting of some issues before a tech is sent out

But don't worry, maintenance will never be refused or detrimentally delayed. Tenants will be charged for work under \$150 or tenant-caused damage.

But, when it comes to maintenance, we expect the Landlord to do their part too. A new unit must be tenant-ready before we write a lease. For turn-over maintenance, your unit will benefit from full repairs and appropriate painting, along with professional carpet cleaning and even a roll of toilet paper in each bathroom to ease move in day.

### ADDED PERKS:

- 1) You will hold your head high knowing you offer outstanding units.
- 2) You will command the best prices.
- 3) You will have the happiest tenants.



## Accounting:



### PROBLEM:

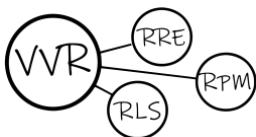
When does your disbursement arrive? Probably never on the same date. Maybe not even in time to make that mortgage payment without a late fee.

### SOLUTION: **WE OPERATE ON A 30-DAY DELAY**

Rent comes in. We pay bills. The balance is sent to you the 1<sup>st</sup> business day of the next month. Like clockwork. No more delays in disbursements. No worries about having the funds in time to pay bills.

### ADDED PERK:

- 1) You know that pesky last month, when everyone forgets there is no rent payment because you already collected it at the beginning of the lease? You won't be blindsided. With the 30-day delay, you get a payment the last month of the lease.



Rogues Property Management, a division of VVR. Doing things differently.