



# Paragon Management

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## How to Rent Out Your House: A Step-by-Step Guide

by David Tyree, Co-Founder, COO at Paragon Property Management

Renting out your home can be a smart way to generate extra income, but it also comes with responsibilities. Whether you're handling the rental process yourself or working with a property management company like Paragon Property Management, it's essential to know the right steps. This guide will walk you through the best way to rent out your property, helping you make informed decisions along the way. Reach out with any questions you may have.

### Step 1: Evaluate if Renting Out is the Right Choice

Before jumping into the rental market, ask yourself a few questions:

- **Do you need immediate cash flow?** Renting can provide monthly income, but you must weigh that against maintenance costs, taxes, and mortgage payments.
- **Is your home suited for renters?** Some properties are better investments than others. Properties located near quality schools, public transportation, and amenities often attract higher-quality tenants.
- **Are you prepared for landlord responsibilities?** Renting a property means managing tenant relations, handling repairs, and navigating legal matters.

**Tip:** Consult a property management firm like Paragon Property Management for an assessment of your home's rental potential. We can provide insights into local market demand and property upgrades that maximize rental income.

### Step 2: Understand Local Rental Market Trends

To price your property competitively, you'll need to study the local market. Take a look at:

- **Rental rates for similar properties.** A property with three bedrooms and two baths will have a different rental rate than a one-bedroom apartment. Is it PCS season at Offutt? What demands are currently in the market for your property type.
- **Vacancy rates.** Understanding how long properties stay on the market can guide you in setting your expectations. Be prepared to pay for the mortgage when the property isn't rented



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- **Amenities and features.** A pool, updated appliances, or proximity to public transit can significantly impact your property's rental value. Have you recently remodeled or finished a basement which could increase rental value?

At Paragon Property Management, we perform in-depth market analyses to help clients price their properties competitively, ensuring high occupancy rates while maximizing rental income.

## Step 3: Prepare Your Home for Renters

First impressions are critical when it comes to attracting quality tenants. Here's how you can make your property stand out:

- **Repairs and Maintenance.** Fix anything that might cause issues, from leaky faucets to peeling paint. Well-maintained homes attract responsible tenants.
- **Curb appeal.** Landscaping, a fresh coat of exterior paint, and clean windows can make a big difference.
- **Deep clean.** A spotless home will always show better. Consider hiring professional cleaners to get your property ready for showings. We require professional cleanings occur prior to photos and showings.
- **Safety first.** Make sure your property meets all safety standards. Smoke detectors, carbon monoxide detectors, fire extinguisher and secure locks should all be up to code.

If you're not sure where to start, Paragon Property Management can conduct a property audit, ensuring everything is ready for potential tenants.

## Step 4: Market Your Rental Property

To attract tenants, you'll need to market your property effectively. Here's how:

- **List on multiple platforms.** The more places your property is listed, the greater your chances of finding a tenant quickly. Websites like Zillow, Avail, and social media can help spread the word.
- **Professional photography.** High-quality images make your listing stand out. If possible, hire a photographer to showcase your property's best features.



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- **Detailed descriptions.** A good description not only includes square footage and bedroom counts but highlights key features like updated kitchens, nearby schools, and local amenities.

At Paragon, we take marketing seriously. We create comprehensive marketing plans that include photography, virtual tours, and targeted listings on top rental sites to attract the right tenants.

## Step 5: Screen Potential Tenants

Screening tenants is perhaps the most important part of the rental process. Here's what you need to do:

- **Background checks.** Verify employment, check credit scores, and assess rental histories to identify reliable tenants.
- **Credit checks.** A strong credit history shows financial responsibility, which is crucial when trusting someone with your property.
- **Income verification.** Ensure that the tenant earns at least 2.5 times the monthly rent to prevent payment issues down the road.
- **Reference checks.** Speak to past landlords to confirm that the tenant is respectful and pays rent on time.

Paragon Property Management has a rigorous tenant screening process, ensuring that your property is in the hands of responsible renters.

## Step 6: Draft a Lease Agreement

Once you've found the right tenant, it's time to create a lease agreement. This document is legally binding and should cover:

- **Lease terms.** Include the start and end dates, rent amount, and due dates.
- **Security deposits.** Detail the amount required and the conditions under which it will be refunded. One month's rent is the standard security deposit.
- **Maintenance responsibilities.** Specify who is responsible for things like lawn care or minor repairs. Outline this information in detail to avoid legal disputes.



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- **Pet policies.** If you allow pets, make sure to outline any breed or size restrictions and additional fees. We use a \$300 non-fundable pet deposit as well as \$35 per pet, per month, pet fee. Opening your property to pets opens your property to more possible renters.

A well-crafted lease agreement protects both you and the tenant. At Paragon, we provide legally sound leases that comply with all state and local laws, protecting your investment.

## Step 7: Maintain the Property

Once your tenant is in place, your role as a landlord is far from over. Here's what you need to do to keep your property in good shape:

- **Regular inspections.** Conduct inspections every six months to ensure that everything is in working order and the tenant is following the lease terms. Tenants may ignore problems that go from a small fix into major required repairs.
- **Repairs and maintenance.** Address issues promptly to avoid more significant (and costly) problems in the future. Do not ignore maintenance, this will keep your property value high while keeping happy tenants.
- **Tenant relations.** Build a positive relationship with your tenant by being responsive to their needs and concerns. The first couple of weeks will likely have the most tenant communication as they have many questions about property operations of the property.

Property management companies like Paragon handle all of this for you, from emergency repairs to routine maintenance, so you can enjoy the financial benefits without the hassle.

## Step 8: Know When to Get Help

While managing a rental property yourself can save money upfront, it can also be time-consuming and stressful. Many landlords eventually find that the demands of property management are too much to handle. That's where Paragon Property Management comes in.

We offer full-service property management, handling everything from marketing and tenant screening to maintenance and lease renewals. Whether you're renting out one property or a portfolio of homes, we ensure your investments are well taken care of.



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## Conclusion

Renting out your home can be a rewarding experience, but it requires careful planning and attention to detail. Whether you decide to manage the process yourself or work with a professional team like Paragon Property Management, following these steps will set you up for success. If you ever feel overwhelmed or want to ensure you're maximizing your property's potential, Paragon is here to help.

For more information or to discuss how we can assist with your property management needs, reach out to us at Paragon Property Management.