



Lease with Confidence

A GUIDE
TO LEASING
YOUR HOME

Melissa Isaac
REALTOR®

real

Melissa-Isaac.com

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1

Benefits of Hiring an Agent



I am on

Your Side



1 EXPERIENCE

Agents have experience with marketing rentals and use their expertise and resources to create compelling descriptions and high-quality photos of the property to drive showings.

2 FULL-TIME REAL ESTATE AGENT

A full-time real estate agent's success hinges on their prompt responsiveness; they're equipped to swiftly follow up with prospective tenants within a day enabling them to schedule showings efficiently.

3 FLEXIBLE SCHEDULE

Realtors maintain a flexible schedule, working full-time to show properties, draft contracts, assist buyers, sellers, and renters, often including evenings and weekends to accommodate client needs.

4 NETWORK

Good real estate agents, with a robust network of fellow agents specializing in rentals, efficiently connect with potential tenants through referrals.

5 MARKET EXPERTISE

Real estate agents, knowledgeable about local market trends, assist in competitively pricing rental properties by tracking fluctuations in rental prices.

6 START TO FINISH

Real estate agents, skilled in tenant screening, offer assistance by answering application queries, collecting fees, maintaining applicant communication, and assessing tenant qualifications.

7 CONTRACTS

Agents can draft lease agreements using a basic template with standard terms such as lease duration, monthly rent, payment schedules, security deposits, and property usage rules.

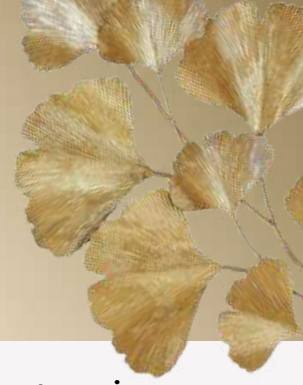


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Services



Acquiring a *Tenant*

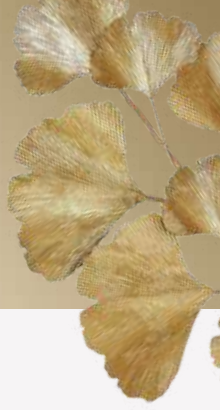


- CMA - Comparative Market Analysis to determine strategic price point
- Evaluation and recommendations to prepare property
- Lockboxes and signage
- Photography
- List property into MLS (multiple listing service)
- List property into Zillow, Realtor.com, Trulia, etc.
- List in nationwide Real Brokerage Network
- MLS listing documents and application-process paperwork provided
- Social media listings as well as weekly ad paid boosts
- Field all inquiries for further information from other agents (tracking of showings from other agents)
- Handle communication and showings to unrepresented prospective tenants



Acquiring

Tenant



- Primary screening of applicants to make sure all required documents are accounted for
- Application process through Go4Rent
- Results screened and summary attached when passed along to you
- Approval email outlining next steps concerning payments
- After payments, electronic signatures for lease
- Next steps email after signing including instructions for key retrieval, utilities, mail, trash, pool keys, property condition form, maintenance requests, etc.
- Supra and sign pickup within two days
- Follow-up about property and condition form



Tenant *Follow-up*

- Check in with tenants at least 60 days prior to end of lease to prepare for either renewal or turnover
- Renewal of lease (new lease)
 - Flat fee \$150 (if tenant is not requalifying)
 - Flat fee \$200 (if tenant needs to requalify)
- If lease is not renewing:
 - Confirm move out and availability date
 - Lockbox and signs
 - Comparative Market Analysis to determine any changes in lease price
 - Repeat prior services



3

Prepare Your Property



TO LEASE

Quickly



● SET A COMPETITIVE PRICE

A realtor researches market trends and comparable rentals to price your home competitively, attracting qualified tenants quickly.

● MOVE-IN READY CLEAN PERFORMED BY PROFESSIONALS

A spotless home creates a great first impression and ensures potential tenants see the property in its best condition.

● HOME REPAIRS AND MAINTENANCE

Addressing repairs and upkeep prevents issues during showings and makes the home more appealing to renters.

● CURB APPEAL

Keep the yard, landscaping, sidewalks, and porch concrete well-maintained — a tidy exterior enhances the property's curb appeal and sets the tone for a positive showing.

● PROFESSIONAL OR PERSONAL PHOTOGRAPHY

The right photos make your listing stand out online, drawing more interest from potential tenants.

● BE READY FOR SHOWINGS AND A LEASE!

Keeping the home presentable and paperwork ready ensures you can secure a tenant as soon as the right one comes along.

Remember! Your goal is to outshine the competition because a vacant house still costs you money.

Following

Guidelines

- While you lived in the house, you may have had minor issues here and there. Still, as a landlord, you need to follow the federal housing safety, security, and soundness guidelines to ensure a safe living environment for your tenants. HUD guidelines identify these items to address before renting your property:
- Damaged exit doors that are otherwise operable.
- Defective painted surfaces (in case of lead-based paint hazards).
- Broken window glass.
- Damaged floor finishes or coverings (worn-through finish, badly soiled carpeting).
- Minor plumbing leaks (such as dripping faucets).
Evidence of wood-destroying insect/organism damage even where there is no structural damage.
- Damaged wall or ceiling material.

Following *Guidelines*



- Smoke and Carbon Monoxide (if applicable) detectors in working order.
- Rotten or worn-out countertops
- Poor-quality repairs, do-it-yourself plumbing or electrical work
- Lack of an all-weather driveway surface
Trip hazards (heaving or cracked sidewalks, loose carpeting)
- Crawl spaces with debris and trash
- Hire a professional to deep-clean. Cleaners will move the appliances and get into every nook and cranny. Start them off on the right foot and have the property professionally cleaned.

This is not an exhaustive list, but take care of these issues to ensure the house is in functional, safe, and secure condition before you rent to a tenant.



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Getting Started is Easy





The first step is a meeting to discuss your goals and expectations for leasing the property. During this consultation, I will:

- Explain the rental process, including timelines, necessary paperwork, and legal considerations.
- Discuss your financial expectations, such as rental income and potential expenses.
- Review lease terms, including lease duration, pet policies, security deposits, and maintenance responsibilities.
- Answer any questions you may have and ensure you fully understand the process before moving forward.
- Complete required brokerage documentation/agreement

Helpful Questions for *Discussion*



- What are the rules and restrictions concerning Homeowners Association
- Smart technology?
- Any parking restrictions?
- What neighborhood amenities are available for the tenants?
- What is forbidden? (painting walls, installing satellite dishes and cable, kids, guests, loud noises at certain times of day...)
- How do things get fixed?
- What gets fixed?

- What is the best communication system for reporting issues?
- Landlord access expectations?
- What are some nearby attractions and amenities?
- What are the financial terms of the lease agreement?
- How will you accept payment?
- What grace period is there for rent payment?
- What about when they break/extend lease?

Helpful Questions for Discussion

- How will the security deposit be returned once property is vacated?
- Is there a pet policy and what do you require as a pet deposit/monthly?
- What are your expectations/responsibilities do you feel the landlord has?
- What are you looking for from your agent?
- Do you anticipate any major challenges with renting your home?
- Have you tried listing your home before?

NOTE: MY SERVICES ARE LIMITED TO FINDING A VIABLE TENANT AND EXECUTING THE LEASE. MAINTENANCE REQUESTS, RENT COLLECTION, LEGAL ACTION, ETC. ARE NOT INCLUDED SINCE THAT REQUIRES DIFFERENT REPRESENTATION.

Compensation:

Listing agent: 60-70% first month's rent (depending on photography)

Tenant agent: 30% first month's rent

If the prospective tenant does not have an agent, I will be representing them as the tenant's agent.

*all fees are negotiable



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My Value Proposition

Meet your *Agent*

MELISSA ISAAC

As your full time dedicated local real estate expert, I offer unparalleled market insights and personalized guidance to help you achieve your real estate goals. With a proven track record of success, strong negotiation skills, and an extensive professional network, I'll ensure a smooth and rewarding journey.



WHAT YOU CAN EXPECT

- **LOCAL INSIGHT & CENTRAL TEXAS REACH**
- **PROJECT MANAGEMENT EXPERTISE**
- **SMOOTH TRANSACTIONS**
- **COMPREHENSIVE COMMUNICATION**
- **WEEKLY MARKET UPDATES**
- **SKILLED NEGOTIATION**
- **NETWORK OF TRUSTED VENDORS & ADVISORS**
- **MARKET MASTERY**
- **COMPLIMENTARY STAGING**



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Austin, Texas and surrounding areas

FOLLOW ME ON:



**SCAN AND
CLICK "START HERE"**

MELISSA ISAAC



As a wife, mother, and strong believer in my faith and service to my community, I bring compassion and dedication to the Greater Austin, Texas real estate market.

Specializing in homes at a variety of price points and locations, I offer tailored guidance for all sellers and buyers. Additionally, I specialize in facilitating new construction projects, assisting with relocations, leasing and helping clients upsize or downsize to better fit their current lifestyle.

I also excel in assisting first-time homebuyers, from pre-approval to closing, ensuring a seamless process regardless of your experience in the real estate market. My approach is rooted in kindness and integrity, guaranteeing a personalized journey aligned with your needs. As a retired teacher after thirty years, I understand how important it is to be attentive, informational, and supportive.

From our initial discussion to closing, I am with you every step of the way. You will want the best on your side! Your journey, your goals, my commitment.

- Servicing Austin, Texas and surrounding areas
- Member of Austin Board of Realtors
- Member of Central Texas Realtors
- GRI: Graduate REALTOR® Institute designation
- SRES: Seniors Real Estate Specialist (SRES) Designation
- ABR: Accredited Buyers Representative Designation
- SRS: Seller Representative Specialist Designation
- RENE: Real Estate Negotiation Expert
- MRP: Military Relocation Professional
- AHWD: At Home With Diversity certification
- PSA: Pricing Strategy Advisor
- Over 400 hours continuing education in real estate
- Real Broker is the fastest-growing publicly traded brokerage
- Thirty year teaching career
- Volunteer with the American Legion Auxiliary, Rotary, Pflugerville Chamber of Commerce, Neighborhood HOA and other various community and animal organizations.
- Sponsor of two elementary schools
- 10% of commission donated to charity

Melissa's Client Testimonials



Melissa was great! Walked us through the whole process and communicated with us every step of the way. Sold our house extremely quickly and made the process easy and efficient. Went above and beyond to prepare the house for listing and exceeded all expectations.

RAUL AND KAMILLE

It was a wonderful experience working with Melissa. She is extremely knowledgeable about the area I was looking to live, answering any questions I had and giving me insight through the entire process. It is obvious to me that Melissa is dedicated to her clients, always there to answer a phone call and even reaching out on her free time to make sure everything is proceeding accordingly. Not only do I feel that I've found the perfect realtor, I feel that I've made a lifelong friend. I would highly recommend her to anyone looking to rent or buy a home.

STEPHEN



I had a wonderful experience working with Melissa. She paid attention to the details on what we were looking for. As hard as it is to search for the perfect home- She made it Enjoyable. I truly recommend her services. Not only is she good at what she does but her heart is beautiful- Very kind.

Thank you for all your help.

ALICIA

Melissa has been nothing short of amazing! We loved working with her, her knowledge and expertise has helped make our move as smooth as possible! I can't thank her enough for everything she's done for us including advocating for us when we needed. Moving from Connecticut to Texas was definitely a big change and Melissa helped us find the perfect home for our family. Would recommend her to anyone looking to move she is incredibly kind and will have your best interest at heart! We can't thank you enough! We are grateful to have found you!!

BRUNO AND PATRICIA



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Documentation



Importance of Written

Agreements

In any real estate transaction, a written agreement is not just a formality—it's a crucial element that protects all parties involved and ensures clarity and transparency throughout the process.

If something is unclear, please ask. * Here's why having a written agreement is essential:

National Board of REALTORS® (NAR) Policy

As a result of the NAR settlement, as of August 2024 it is now policy to have a written buyer/tenant representation agreement in place that outlines agency and clearly defines compensation. A buyer's agent cannot show properties without a written agreement prior to scheduling a showing with a potential buyer. A listing agent can show their own listing to unrepresented buyers (and renters). While this change primarily targets buyers of real estate, the same written agreement applies to renters and it's my brokerage policy to have a written agreement in place for renters and buyers alike.

Clarity and Accuracy

A written agreement clearly outlines the terms and conditions of the transaction, including the price, deadlines, and responsibilities of each party. This helps prevent misunderstandings and disputes by ensuring that everyone is on the same page.

Legal Protection

A written contract serves as a legally binding document that protects your rights and interests. In the event of a disagreement or issue, it provides a clear record of the agreed-upon terms, which can be crucial for resolving conflicts or enforcing the agreement.

Detailed Documentation

The agreement details all aspects of the transaction, including contingencies, payment terms, and any special conditions. This thorough documentation helps ensure that no important details are overlooked and that all parties are aware of their obligations.

Professionalism and Accountability

Having a written agreement demonstrates professionalism and commitment to the transaction. It holds all parties accountable for their actions and ensures that promises and commitments are formally recorded.

Smooth Transaction Process

A written agreement helps streamline the transaction process by providing a clear roadmap of what to expect at each stage. This organization can help avoid delays and facilitate a smoother, more efficient transaction.

I may not be able to answer some questions if legal in nature as doing so would be the unauthorized practice of law. Should you have legal questions, I can refer you to a real estate attorney if you do not already have one.

Employment *Paperwork*

When we decide to work together, the following documents will be sent electronically for signature:

▶ **Information About Brokerage Services (IABS)**

Outlines the minimum agent representation requirements as defined by Texas law.

▶ **Residential Real Estate Listing Agreement / Exclusive Right to Lease**

A written agreement that defines the target market area, the term and the agreed upon compensation between us. This is my authorization to begin sharing property information with you and schedule showings.

▶ **General Information for Landlord Regarding Assistance Animals**

Assistance animals, including service animals and emotional support animals (ESAs), are not considered pets and are protected under federal laws like the Fair Housing Act (FHA) and the Americans with Disabilities Act (ADA) in some cases. This means landlords cannot charge pet fees or deny a tenant solely based on having an assistance animal, even in a no-pet property. However, tenants must provide proper documentation for ESAs if requested, and the animal must not pose a direct threat or cause significant property damage.

▶ **Wire Fraud Advisory Notice**

A general notice informing you of the rise of wire fraud to mitigate becoming a wire fraud victim. Neither I nor my brokerage, REAL Broker LLC, will ever email you wiring instructions. Wire instructions will only come from the escrow officer, or property manager/landlord. Any instructions you receive should be verified prior to sending any money.



LOOKING
FORWARD TO
WORKING WITH
YOU

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