



Kathryn King
1603 NE 16th Avenue, Suite A
Portland OR 97232
503-772-8825 office
503-772-0351 fax
503-997-9035 cell
Kathryn@Kjkproperties.com

Prescreening defined: eliminate time wasters! Improve your odds of closing a "deal" with an applicant. This means getting them to apply, get approved, pay the funds, and move in!

Know your 10 second commercial: Mine is "we screen for credit, criminal, eviction, employment, and landlord verification. The screening fee is \$40.00 per adult over the age of 18. All parties that will be on the agreement apply."

After you have given your commercial you can explore the caller's reaction. "Do you have credit, criminal, eviction, employment, or landlord issues you would like to make us aware of prior to renting? Will any of these screening areas be a problem for you?" Have a conversation. Be aware that tenants will tell a story. The screening facts matter.

Don't try to define your criteria or establish if a caller can pass it. Offer to provide it in writing and invite all callers to apply. Treat all parties the same. "We provide screening criteria and lead based paint disclosure and photos prior to booking an appointment to show. Do you have email?"

"Have you driven by the property yet?" Explore if they are familiar with the area.

Next you can move on to your property rules. Questions such as the following are helpful.

"Do you have pets of any sort? – reiterate your pet policy. Ours is "we do not accept any aggressive breeds. Pet visit at your home may be required prior to approval of a pet."

"What date are you interested in moving?" – reiterate your move in policy. Ours is "we do not hold homes more than seven days once an applicant is approved. Upon approval you will have 48 hours to pay an execution deposit and sign an execution agreement. These are certified funds."

"Do you have any "musts" for a property that we should know about before showing you the house?"

"This house has _____ heat." "The tenant pays for all utilities except _____."

"This house is (small) or (duplex) or has a (garage) that is used primarily for storage."

"We are showing the property at _____. Would you like to be present at that appointment? What is a good cell # for you? _____"

We require a confirmation phone call prior to our dispatching to the appointment. Please call to confirm when you are on your way to the home or cancel at _____. We don't go to the

Once at the property you can ask for feedback:

“Please help us by giving us your feedback about your rental needs.”

“In order to rent, what would your requests be?”

“How competitive is the rent?”

“Do you have requirements in order to rent this home?”

Once you have this feedback you can fine tune your advertising, interior, or reduce your rent.

For more information and a private consultation on how to use your own real estate assets to your benefit, please contact me. We can discuss value, reasonable rents, concessions, capital improvements, and the prospect of increased cash flow with a lease option. The best business person does their due diligence and makes wise decisions based on facts. Now is the time to evaluate your real estate holdings with a long view.

Information courtesy of Kathryn King, KJK Properties, P.C. Kathryn is a licensed Realtor in OR and WA serving buyers and sellers.

For a confidential asset review please contact me direct at:

503-772-8825 x 1 Work

503-997-9035 Cell

Kathryn@kjkproperties.com

T: catinclud

FB: destinationportland

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