

RECN Investor Playbook for Rental Property Sales

Use this playbook to navigate the sale of your rental property efficiently and maximize returns.

1. Portfolio Assessment

- ☐ Analyze current occupancy rates
- ☐ Review net operating income (NOI)
- ☐ Calculate cap rate and cash-on-cash return
- ☐ Identify underperforming assets

2. Market Timing Analysis

- ☐ Review local rental demand trends
- ☐ Compare sales activity and price trends
- ☐ Determine optimal sale window (seasonal factors)

3. Tenant Communication & Coordination

- ☐ Notify tenants of planned sale with timeline
- ☐ Coordinate showings with minimal disruption
- ☐ Provide clear instructions for tenant inquiries
- ☐ Offer incentives for cooperation (e.g., rent credit)

4. Tax & Legal Preparation

- ☐ Consult 1031 exchange specialist
- ☐ Gather financial documents (tax returns, expense reports)
- ☐ Review capital gains tax implications
- ☐ Prepare necessary legal disclosures and forms

5. Property Enhancement Planning

- ☐ Identify cost-effective upgrades (paint, fixtures)
- ☐ Schedule pre-sale inspections
- ☐ Coordinate repairs and staging
- ☐ Document improvements for listing

6. Marketing & Listing Strategy

- ☐ Craft investor-focused listing description
- ☐ Highlight income potential and ROI metrics
- ☐ Schedule professional photography
- ☐ Launch on investor platforms and MLS

7. Offer Management & Negotiation

- ☐ Set target price range based on valuation
- ☐ Evaluate offers with net return analysis
- ☐ Negotiate terms (contingencies, closing timeline)
- ☐ Review buyer financing credibility

8. Transaction Coordination

- ☐ Manage escrow and title processes
- ☐ Coordinate closing scheduling with all parties
- ☐ Ensure funds disbursement aligns with 1031 exchange timing

9. Post-Sale Follow-Up

- ☐ Confirm all documents filed and recorded
- ☐ Debrief on sale performance and lessons learned
- ☐ Arrange next steps for reinvestment or exit strategy

Download this playbook and leverage RECN's concierge support to streamline your rental property sale.