



## Regal King Realty Rental Marketing Plan

- **Large Pool of Tenants Waiting** - Through our affiliation with custom tenant website, TenantMLS we have a large database of pre-screened fully profiled tenants (credit, income & references) eagerly waiting to lease your unit and get you paid. We are an authority on rentals in your area. Landlords seek us out!
- **Cooperation Via Co-Broke MLS** - By listing exclusively with us your rental is shared with all cooperating realtors.
- **Recommendations** - Housing advocates caseworkers and social workers at various agencies.
- **Referrals** - Past tenants and landlords
- **Networking** - Via blogs, targeted e-mails, rental website ads and business card distribution at strategic locations.
- **Print Ads** - Flyers, classified, display, bandit signs
- **Sign on rental** - Attract referrals from neighbors and drive-by prospects.
- **Vault Box** - 24/7 access Never OFF the Market!
- **Rental Open House** - Time targeted showcasing of rental unit attracting multiple qualified tenants at showings.