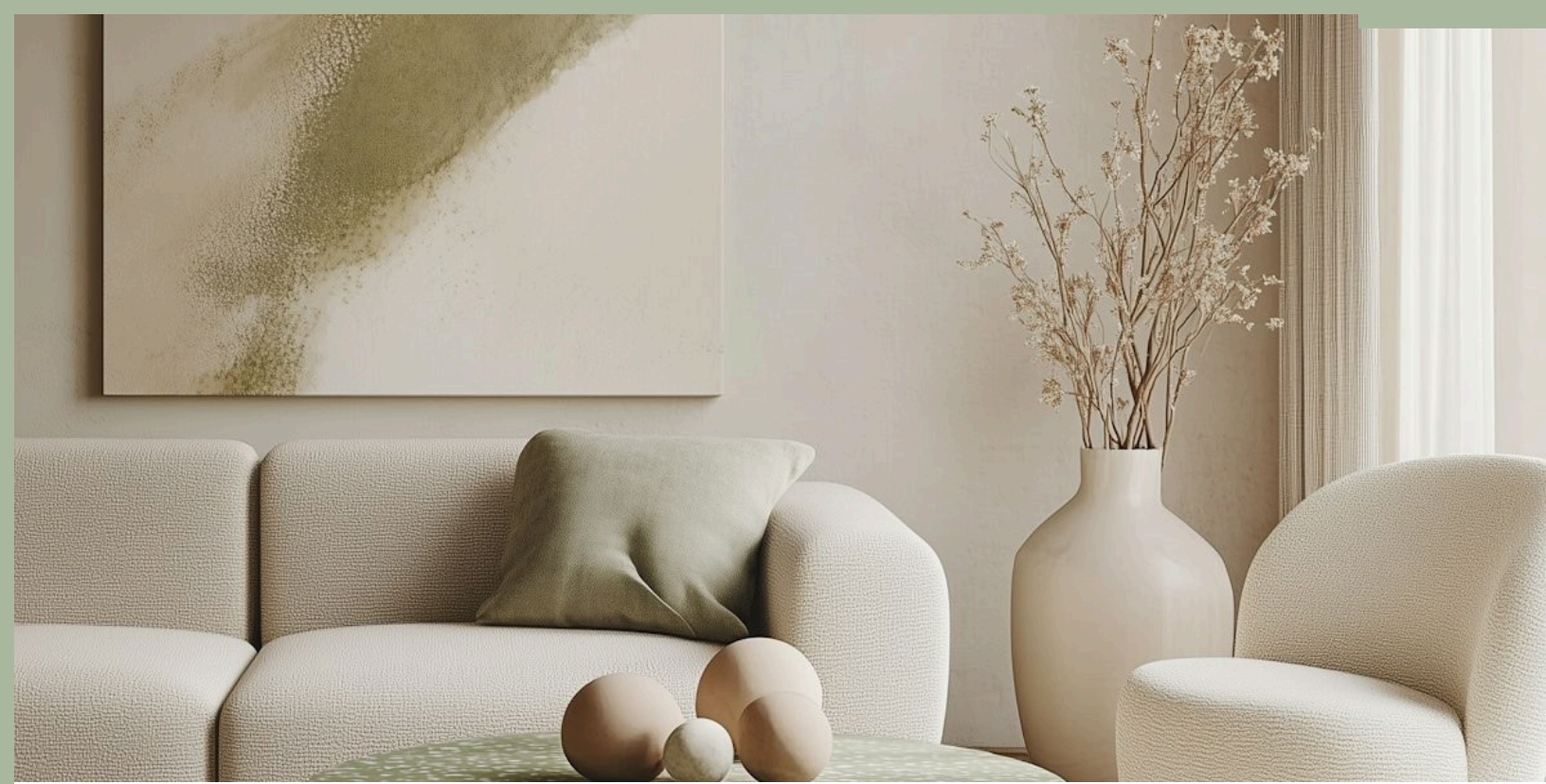




Getting Your Rental Ready to Lease

A GUIDE TO PRICING, MARKETING, AND LEASING WITH CONFIDENCE



Office 215.757.6100 | Cell 215.867.9057



LOCAL EXPERTISE | STEADY GUIDANCE | TRUSTED SUPPORT

Welcome

BEFORE WE BEGIN

“

Leasing your property should protect
your investment and your peace of mind.
My job is to help you do both.

— Lauren Hilbert



How I Work With Landlords

MY COMMITMENT TO YOU

Four things you can count on, from our first conversation through a signed lease.

Straight Answers

You'll get my honest read on rent price, property condition, and applicant quality — even when it isn't what you were hoping to hear.

Steady Communication

You will always know what stage we're in and what happens next. No guessing, no radio silence.

Careful Screening

Every applicant is reviewed against the same consistent, fair, and legally compliant criteria.

Handled Details

Marketing, showings, applications, and lease paperwork are on me, so you can focus on your investment.

The Leasing Process

THE BIG PICTURE

From property prep to a signed lease — here is the path we'll walk together.

01

Prep the Property

We walk the property together and address anything that could slow leasing or raise liability.

02

Price It Right

We review comparable rentals to set a rent that attracts qualified tenants quickly.

03

Market the Listing

Professional photos and syndicated listings put your property in front of serious renters.

04

Screen Applicants

Every application is reviewed consistently — credit, income, background, and references.

05

Sign the Lease

We prepare the lease and walk through it with the tenant before signatures.

06

Move-In

Move-in inspection, keys, and utility transfer — your property is leased.

Every vacant day is a cost. I'll help you move efficiently through each step without cutting corners on screening.

Setting the Right Rent

PRICING YOUR PROPERTY

What Sets Your Rent

- Recent comparable rentals in your area
- Current market conditions and seasonal demand
- Property condition, upgrades, and included amenities
- Your goals — fastest lease-up vs. maximum rent

Why Pricing Matters

- Priced too high — longer vacancy, lost income
- Priced too low — leaves money on the table
- Priced right — qualified tenants, quick lease-up
- We revisit pricing if the market shifts

I'll walk you through a current market analysis before we list, so your asking rent is grounded in real, local data.

Marketing Your Rental

GETTING SEEN

Professional Photos

High-quality listing photos that present your property at its best.

Wide Syndication

Your listing distributed across major rental sites and Keller Williams' network.

Compelling Description

A clear, accurate listing description that highlights what makes your property stand out.

Managed Showings

Scheduling and conducting showings so you don't have to coordinate directly with every inquiry.

Tenant Screening & Fair Housing

SCREENING WITH CONSISTENCY

What We Review

- Credit history and score review
- Income verification — typically 2.5–3x monthly rent
- Background and eviction history check
- Landlord and employment references

Fair Housing Compliance

- Applied consistently to every applicant
- No consideration of race, color, religion, sex, national origin, disability, or familial status
- No consideration of any other protected class under state or local law
- Documented decisions to support fair, defensible outcomes

Consistent, documented screening criteria protect you legally and help you find a tenant who is a genuinely good fit.

Understanding the Lease Agreement

BEFORE THE LEASE IS SIGNED

Term & Rent

The lease length, monthly rent, due date, and accepted payment methods, spelled out clearly.

Security Deposit

Under PA law, capped at two months' rent in year one and one month's rent after year two. Held in escrow, and must earn interest if held over two years on deposits over \$100. Return or an itemized deduction list is due within 30 days of move-out.

Utilities & Services

Which utilities you cover and which the tenant sets up and pays directly.

Maintenance Responsibilities

What the tenant handles versus what requires landlord attention, and how requests are submitted.

Pet Policy

Whether pets are allowed, any pet deposit or added rent, and restrictions.

Notice to Enter

The advance notice required before entering the property for non-emergency reasons.

Habitability & Landlord Responsibilities

YOUR OBLIGATIONS AS A LANDLORD

What Pennsylvania law expects every landlord to provide.

1

Working Utilities

Functioning heat, water, and electrical systems from day one.

2

Structural Safety

A structurally sound property free of hazards.

3

Working Locks

Secure, functioning locks on all exterior doors.

4

Smoke & CO Detectors

Installed and tested smoke and carbon monoxide detectors.

5

Pest-Free Condition

A property free of pest infestations at move-in.

6

Timely Repairs

Responding promptly to habitability-related repair requests.

7

Lead Paint Disclosure

Required disclosure for properties built before 1978.

8

Advance Notice

Proper notice before entering, except in a true emergency.

9

Clear Communication

A reliable way for tenants to reach you or your property manager.

Move-Out & Turnover

CLOSING OUT A LEASE

1

Notice Received

Confirm the tenant's written notice and lease end date.

2

Pre-Move-Out Walkthrough

Optional walkthrough to flag issues the tenant can still address.

3

Final Inspection

Document the property's condition against the move-in report.

4

Deposit & Re-Lease

Return the deposit or itemized deductions within 30 days, and prepare the property to lease again.

A smooth turnover keeps vacancy time short. I can help coordinate cleaning, repairs, and re-marketing so the next lease starts quickly.

Why Work With Me

WHAT YOU CAN EXPECT

Leasing that protects your investment — and your time.

Backed by Keller Williams resources, technology, and professional reach, so your property is leased carefully and correctly.

WHAT YOU CAN COUNT ON

1

POINT OF
CONTACT

Same-Day

RESPONSE
TIME

Consistent

SCREENING
CRITERIA

100%

LEASE REVIEWED
BEFORE SIGNING

What this adds for you

Wider reach

More qualified applicants seeing your listing, faster.

Careful screening

Consistent, fair, and legally compliant tenant review.

Local accountability

One point of contact who knows your property and your goals.

Next Steps

READY WHEN YOU ARE

1

Walk the Property

We'll identify anything worth addressing before the property is listed.

2

Set the Right Rent

A market analysis grounds your asking price in real local data.

3

List & Show

Professional marketing and managed showings bring qualified applicants.

4

Screen & Sign

We review applicants consistently and prepare the lease together.



Thank You

I look forward to helping you lease your property with confidence.

“

Your property is an investment.
My job is to help you protect it
and lease it well.

— Lauren Hilbert



584 Middletown Blvd, Suite A-50, Langhorne, PA 19047

Cell 215.867.9057 | Office 215.757.6100

laurenhilbert@kw.com | laurenhilbert.kw.com