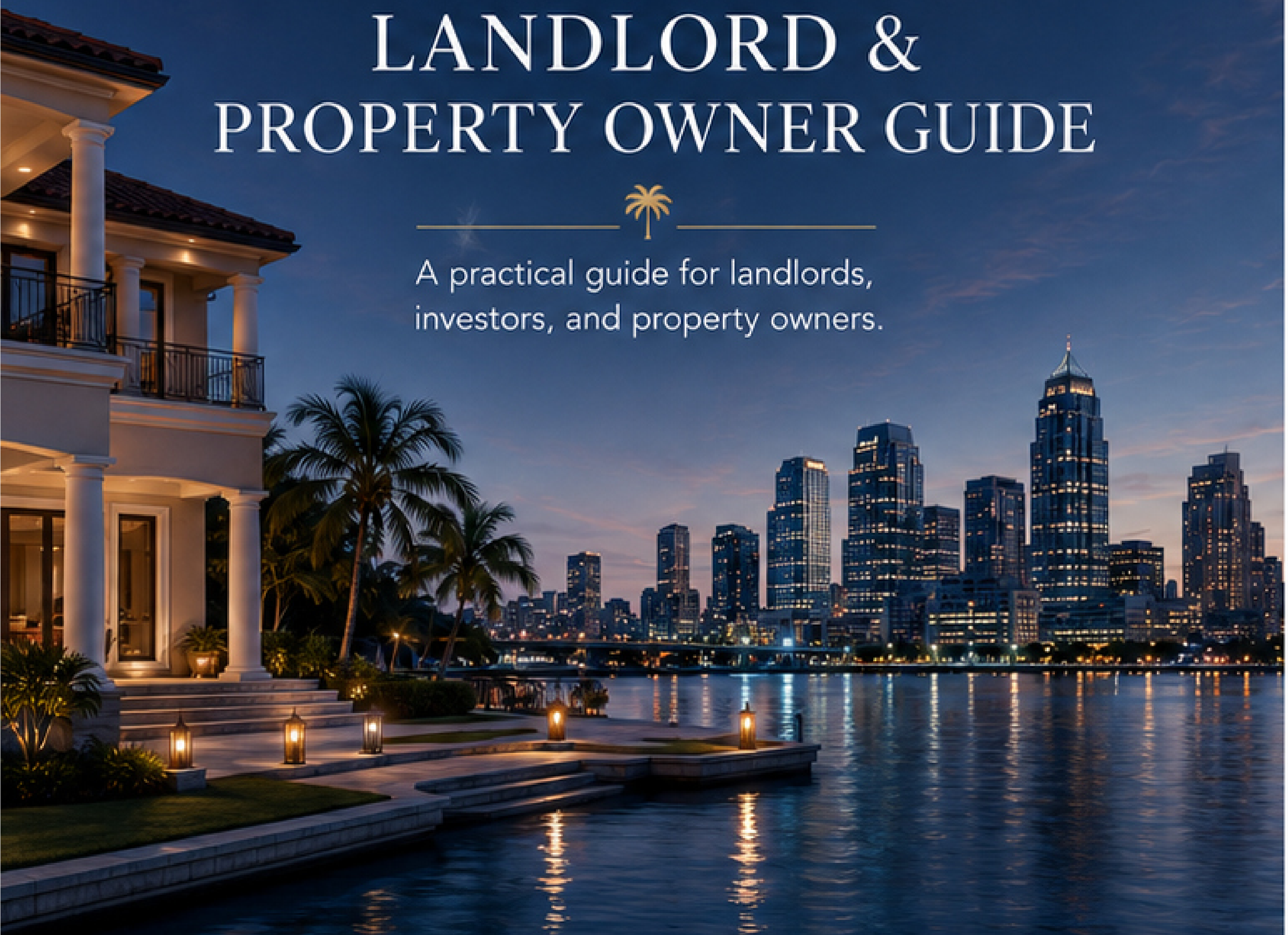
SUNDANCE

REALTY & ASSOCIATES ®

TAMPA BAY
LANDLORD & PROPERTY OWNER GUIDE

A practical guide for landlords, investors, and property owners.



EXPERIENCE. INTEGRITY. RESULTS.

CONTENTS

SUNDANCE
REALTY & ASSOCIATES®

1 Rental Property as a Business

The most successful landlords treat their rentals like real businesses—not side hobbies. A business mindset helps you make better decisions, build wealth, and create a positive experience for tenants while protecting your investment.

DEFINE YOUR GOALS

Clarify your short- and long-term goals—cash flow, appreciation, tax advantages, or portfolio growth—and use them to guide every decision.

KNOW YOUR NUMBERS

Track all income and expenses, calculate cash flow, and review performance regularly. Good data leads to smart decisions.

BUILD RESERVES

Set aside funds for vacancies, maintenance, repairs, and unexpected expenses. A strong reserve keeps your business stable and stress-free.

STAY COMPLIANT

Understand and follow all local, state, and federal laws. Compliance protects your investment and your reputation.

DOCUMENT EVERYTHING

Use consistent leases, accurate records, and organized files. Documentation is your best protection.

PLAN FOR THE LONG TERM

Reinvest in your property, review your strategy annually, and continue to improve your systems and results.

OWNER MINDSET

Operate with purpose.

Make decisions with data, not emotion.

Build systems that work for you.

2 Preparing the Property

A well-prepared property attracts quality tenants, earns top market rent, and reduces vacancies. First impressions matter—inside and out.

CLEAN THOROUGHLY

Deep clean the entire home—floors, carpets, windows, appliances, and bathrooms. A spotless property shows pride of ownership.

COMPLETE NECESSARY REPAIRS

Fix leaks, squeaks, cracks, and anything that's worn or broken. Small repairs prevent big problems and tenant complaints.

ENSURE SAFETY & FUNCTION

Test smoke and carbon monoxide detectors, inspect locks and exterior lighting, check outlets, GFCIs, and HVAC operation.

TAKE HIGH-QUALITY PHOTOS

Great photos drive showings. Capture bright, wide shots of every key space, exterior, and amenities.

SET UP UTILITIES

Ensure all essential utilities are on and working. Confirm internet/cable availability.

PRESENT IT BEAUTIFULLY

Fresh paint, neutral décor, and curb appeal create a welcoming, move-in-ready feel.

READY TO RENT

A little preparation today leads to stronger results tomorrow. Make it easy for a great tenant to say **"yes."**

SUNDANCE
REALTY & ASSOCIATES ®

SETTING THE RIGHT RENTAL PRICE

Pricing your property correctly from the start helps reduce vacancy, attract quality tenants, and maximize your long-term returns.

COMPARE TO SIMILAR RENTALS

Review recent rents for similar properties in your area—size, condition, features, and amenities all impact rental value.

CONSIDER SEASONALITY

Rental demand can fluctuate by season. Price adjustments at the right time can help reduce vacancy and increase interest.

FACTOR IN CONDITION & UPGRADES

Well-maintained properties and modern upgrades justify higher rents and attract better-qualified tenants.

LOCATION MATTERS

Proximity to employment, schools, shopping, and transit can significantly influence the rental value of your property.

UNDERSTAND MARKET DEMAND

High demand supports stronger rents. Monitoring inventory and absorption rates helps guide smart pricing decisions.

BALANCE SPEED VS. MAXIMIZING RENT

The highest rent isn't always the best outcome. A well-priced property rents faster and reduces costly vacancy.

PRICING STRATEGY

Start at market value, monitor response, and adjust strategically. Small pricing changes can make a big difference in interest and time on market.

The goal: the right rent, not just the highest rent.

SUNDANCE
REALTY & ASSOCIATES ®

MARKETING THE PROPERTY

Effective marketing puts your property in front of the right tenants—faster. We use a multi-channel approach to create maximum exposure and drive high-quality interest.

PROFESSIONAL PHOTOS

High-quality photos showcase your property's best features and make a strong first impression online.

COMPELLING DESCRIPTIONS

Clear, benefit-driven descriptions highlight what makes your property unique and why tenants will love it.

WIDE SYNDICATION

Your listing is distributed across top rental websites and platforms to reach the broadest audience possible.

SOCIAL MEDIA VISIBILITY

Targeted social media marketing increases visibility and connects with today's renters where they spend their time.

SHOWING READINESS

A clean, well-prepared property makes a lasting impression and helps convert showings into applications.

RESPOND PROMPTLY

Fast responses to inquiries build trust, keep prospects engaged, and help you secure great tenants.

MARKETING TIP

First impressions happen online. Great photos, strong descriptions, and quick responses lead to more showings—and better tenants.

EXPERIENCE. INTEGRITY. RESULTS.

SUNDANCE
REALTY & ASSOCIATES ®

SHOWINGS

Showings are your opportunity to make a lasting first impression. A well-presented home shown in a safe, professional manner helps attract qualified tenants and reduces time on market.

SCHEDULE SMART

- We coordinate showings at convenient times and provide notice whenever possible to respect your schedule and privacy.

FIRST IMPRESSIONS COUNT

- A clean, bright, and welcoming home helps prospective tenants envision themselves living there.

SAFETY FIRST

- We verify prospects before showings and never disclose your personal information. Your safety and the property's security are our top priorities.

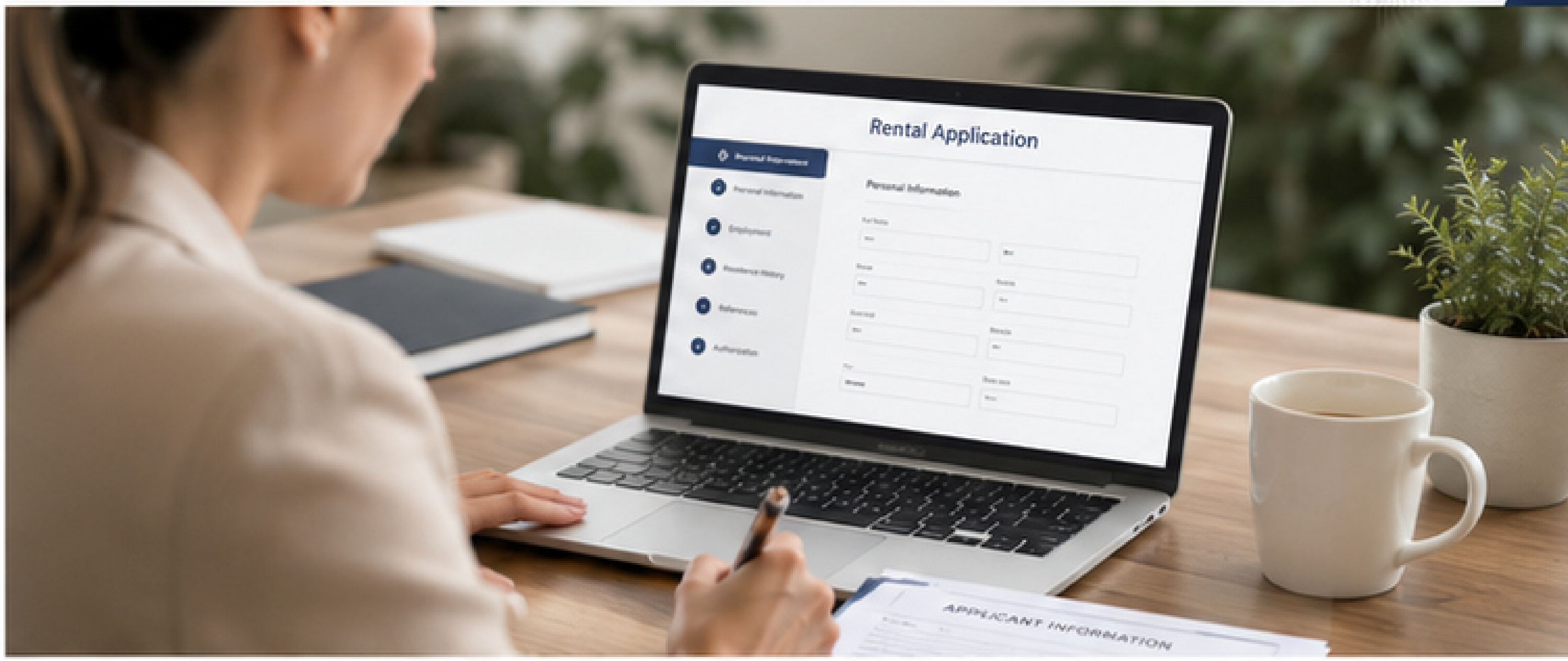
PROPERTY READINESS

- Keep the home clean, clutter-free, and well-lit. Small touches—fresh linens, open blinds, and a light scent—go a long way.

CLEAR COMMUNICATION

- We provide feedback after each showing so you know what prospects loved—and what could help your property stand out even more.

SUNDANCE
REALTY & ASSOCIATES ®



TENANT SCREENING

Thorough, consistent screening helps protect your investment and set the foundation for a successful tenancy. We follow proven criteria and all Fair Housing laws.

CONSISTENT CRITERIA

- We apply the same standards to every applicant to ensure a fair, legal, and objective process.

INCOME VERIFICATION

- We verify income to confirm the applicant earns at least 2.5–3x the monthly rent.

CREDIT & BACKGROUND CHECKS

- We review credit history, collections, evictions, and criminal background to assess risk.

RENTAL HISTORY

- We contact prior landlords to verify payment history, lease compliance, and overall tenancy.

FAIR HOUSING AWARENESS

- We comply with all Fair Housing laws and evaluate every applicant without regard to protected characteristics.

CHOOSE THE BEST QUALIFIED APPLICANT

- We look for the strongest overall profile—balancing income, credit, history, and character.

CONSISTENCY MATTERS

Applying the same criteria to every applicant protects you, supports Fair Housing compliance, and helps you choose the most reliable tenant for your property.

LEASE AGREEMENTS & MOVE-IN

A strong start leads to a smooth tenancy. We make lease execution and move-in seamless, organized, and transparent for both you and your tenant.

CLEAR LEASE TERMS
Straightforward terms on rent, due dates, late fees, renewals, pets, and responsibilities—no surprises.

SECURITY & DEPOSITS
Collect and hold deposits in compliance with state law. Provide receipts and written condition statements.

MOVE-IN DOCUMENTATION
Signed lease, addenda, disclosures, and condition reports completed and stored securely.

UTILITIES & SERVICES
Confirm utility setup and transfers. Provide tenant with all important service and property contacts.

PHOTOS & CONDITION REPORT
Document the property's condition with photos to protect both owner and tenant.

EXPECTATIONS FROM DAY ONE
Communicate house rules, maintenance procedures, and how to reach us—so tenants feel supported and informed.

MAINTENANCE & REPAIRS

Well-maintained properties retain value, attract quality tenants, and prevent costly issues. We manage maintenance proactively and professionally.

MAINTENANCE SYSTEMS
Tenants submit requests through our portal. We triage, prioritize, and track every issue.

RESPONSE TIMES THAT MATTER
We respond quickly and keep tenants informed every step of the way.

PREVENTATIVE CARE
Routine inspections and seasonal maintenance help prevent problems and extend property life.

TRUSTED VENDOR NETWORK
Licensed, insured professionals who deliver quality work at fair prices.

HABITABILITY FIRST
We address urgent and habitability-related issues promptly to keep tenants safe and satisfied.

DOCUMENTED & TRANSPARENT
All work is documented with photos, receipts, and notes for your records.

PROTECT THE ASSET

Timely maintenance preserves value, reduces liability, and supports strong tenant retention.

SUNDANCE
REALTY & ASSOCIATES

11

MANAGING THE TENANCY

Proactive management and clear communication create stable tenancies, protect your investment, and encourage residents to make your property their long-term home.

CLEAR COMMUNICATION
Respond promptly and communicate consistently. Keep tenants informed about policies, updates, and expectations.

ROUTINE INSPECTIONS
Perform periodic inspections to ensure the property is being well cared for and to catch small issues early.

DOCUMENT EVERYTHING
Maintain clear records of leases, notices, communications, inspections, and maintenance to protect all parties.

APPLY POLICIES CONSISTENTLY
Enforce lease terms and community policies fairly and consistently to maintain trust and avoid disputes.

RELIABLE RENT COLLECTION
Utilize secure, convenient payment options and follow up quickly on late payments to protect cash flow.

STRONG RESIDENT RELATIONSHIPS
Build rapport and show appreciation. Happy tenants renew, refer others, and take better care of your property.

SUNDANCE
REALTY & ASSOCIATES ®

12

LEASE RENEWALS & TURNOVER

Smart planning at renewal and turnover reduces vacancy time, protects rental income, and keeps your property in high demad.

PLAN RENEWALS EARLY
Start the conversation 60–90 days before lease end to understand intentions and plan your next steps.

EVALUATE RENT ADJUSTMENTS
Review market trends, property performance, and lease terms to set competitive, data-driven rental rates.

FOCUS ON RETENTION
Great residents are hard to replace. Offer renewal incentives or flexibility when it makes financial sense.

PLAN TURNOVER IN ADVANCE
Schedule move-out inspections, confirm timelines, and line up vendors to avoid delays.

CLEAN & MAKE-READY
Professional cleaning and timely repairs help the property show its best and justify top-market rent.

MINIMIZE VACANCY TIME
Price strategically, market effectively, and be ready to show so you can secure the next great resident quickly.

SUNDANCE
REALTY & ASSOCIATES ®

KNOW THE NUMBERS

Smart decisions start with accurate numbers. Understanding your property's financials helps you protect your investment and grow with confidence.

RENT

Know your market rent, lease terms, and potential for increases.

EXPENSES

Track all operating expenses, including taxes, insurance, utilities, and fees.

RESERVES

Set aside funds for vacancies, repairs, and future capital needs.

VACANCY

Plan for turnover. Budget 5–8% of gross rent for vacancy by market.

MAINTENANCE

Keep a maintenance budget to protect your asset and resident satisfaction.

CAPEX

Plan for major investments that extend the life and value of your property.

CASH FLOW

Positive cash flow is the goal—understand your net operating income.

TRACK WHAT MATTERS

Consistent tracking leads to better decisions, stronger returns, and fewer surprises.

SUNDANCE
REALTY & ASSOCIATES ®

SELF-MANAGING VS PROFESSIONAL MANAGEMENT

Both paths can work—the right choice depends on your time, experience, goals, and how hands-on you want to be.

SELF-MANAGING

- Full control and direct involvement
- Saves management fees
- Requires significant time and availability
- You handle tenant communication and issues
- You manage vendors and coordinate repairs
- Steep learning curve and ongoing stress
- May limit growth and scalability

PROFESSIONAL MANAGEMENT

- Saves you time and reduces stress
- Proactive systems and expert oversight
- Vendor relationships and better pricing
- Responsive tenant communication
- Consistent rent collection and enforcement
- Detailed reporting and performance tracking
- Scales with your portfolio and goals

OUR ROLE: We protect your investment, maximize performance, and give you the freedom to focus on what matters most.

SUNDANCE
REALTY & ASSOCIATES ®

WHEN TO GET HELP

Owning rental property can be rewarding, but it's not always easy. Here are some signs it may be time to bring in a trusted partner to help.

TIME CONSTRAINTS
You're busy and don't have the time to manage tenants, maintenance, and day-to-day needs.

STRESS & OVERWHELM
Managing tenant issues, repairs, and responsibilities has become a source of stress.

DISTANCE
You own property outside the local area and can't be there when issues arise.

MAINTENANCE COORDINATION
It's hard to find reliable vendors or keep up with maintenance requests.

GROWTH GOALS
You want to grow your portfolio and need a team that can help you scale with confidence.

RECURRING TENANT ISSUES
Late payments, lease violations, or turnover are impacting your returns.

"*A great property deserves great management.*

We help protect your investment, reduce stress, and maximize long-term returns.

FREE RENTAL ANALYSIS / NEXT STEPS

Every property is unique. Let us provide a professional rental analysis so you can make informed decisions with confidence.

NEXT STEPS

1. Request Your Free Rental Analysis
2. We Review Your Property & Market Data
3. Receive Your Custom Rental Analysis
4. Let's Discuss Your Goals & Next Steps

REQUEST YOUR FREE RENTAL ANALYSIS

Visit **sundancere.com**

Sundance Realty & Associates is here to help you succeed.

From expert guidance to leasing and full-service management, we're with you every step of the way.