



Housing Choice Voucher (HCV) Owner Meeting

July 29, 2015

Welcome and Introductions



Nakesia Hunter
Owner Services Specialist



Opening remarks

Deonna Wheeler

Program Support
Manager





NMA Team

- ▶ John McKay, CEO
 - ▶ Dorian Jenkins, VP Program Management
 - ▶ Steven Rosario, Program Director
- ▶ Medina Johnson, Case Management Manager
- ▶ Deonna Wheeler, Program Support Manager
 - ▶ Jamaal Williams, Intake Manager

NMA Over View

- ▶ Over 33 years in the Affordable Housing Industry
 - ▶ Number one provider of PM services
- ▶ Work with 95% of agencies in the industry annually
- ▶ Provide Technological tools, Consulting, Inspections and training
- ▶ Our Focus – Customer Service, Integrity, Quality and Performance Excellence

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the left and right sides of the frame, creating a modern, dynamic feel. The central area is a plain white background where the text is located.

GoSection8.com

Rent Reasonableness

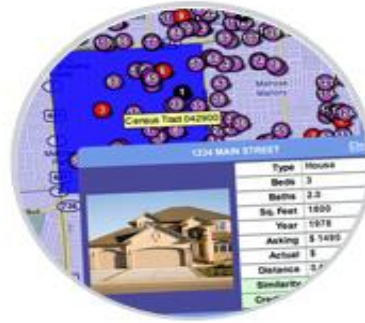
Dominic Muttillo



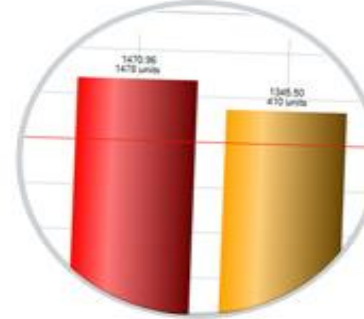
Custom Housing Locator



Print List



Comparable Data



Rent Reasonable



Mobile Site



Foreclosure Reporting Services



Rack Cards



Google Street View

GoSection8.com Home Page

HOME FIND RENTALS LIST YOUR PROPERTY FOR FREE FOR OWNERS AND MANAGERS GOVERNMENT USERS RESOURCES ▼ SIGN IN ▼



Questions?
866-466-7328

Find Affordable Rentals

City, State or ZIP



[Dashboard](#)[Listings](#)

189

[Inbox](#)

80

[Prospects](#)

805

[Spotlight Ads](#)

37

[More](#)

Dashboard

[+ Add New Listing](#)

Inbox

View and reply to messages from interested tenants.

80



Prospects

Contact tenants who match your properties.

8 New

805

Active Listings

Add and manage properties on GoSection8.

1



Inactive Listings

Add and manage properties on GoSection8.

173»



Incomplete Listings

Add and manage properties on GoSection8.

15 »

YOUR ACCOUNT

Membership:

Premium

Name:

Cecilia Blanco

Phone:

(305) 324-8811

Email:

cecblanco@hotmail.com

[Update Account Info](#)

QUICK LINKS

[Add Comparable](#)[How can we help?](#)

Add a new listing

Step 1: Property Location

Enter Subject Address*

Unit or Apt #

Can't find your address? [Enter Manually](#)

Neighborhood

Community Name

Display Street View on Details Page? [Preview](#)

☒ Yes ☐ No

Next

Step 2: Details

Step 3: Unit Features

Tip - Add Accessible Features

- ▶ 17% of the American population has some form a disability? (*Americans with Disabilities Report, 2002*).
- ▶ Stay Competitive - landlords and apartment managers everywhere have begun adding accessibility features to their properties whenever possible.
- ▶ Here are some common features that when added to your listing, qualify it as "Assessable Housing" and increase visibility on GoSection8:
 - ▶ Is your unit on the first floor?
 - ▶ Does your rental have a wheel chair ramp?
 - ▶ Are there grab bars in your shower?
 - ▶ The new GoSection8.com has almost 40 accessibility questions like these.

Listing Dashboard

Listings

+ Add New Listing

Active Listings (1)

Inactive Listings (173)

Incomplete Listings (15)

Sort By: Date Listed ▼

Search Listings...

Search



**1300 N FEDERAL HWY ,
BOCA RATON, FL 33432**

\$1000 ([Compare](#))
2 Bed, 2 Bath House
1418 Property Views

[Edit](#) [Preview](#) [Remove](#) [History](#) [Print](#)
[Add Similar](#)

**Inbox
Emails**

68

**County
Prospects**

805

Last Updated
12 Days Ago

Update

[Why Update?](#)

Landlords can Always List for Free !!!

- ▶ List as many properties as you like for Free (online, fax, mail, phone)
- ▶ We always pass the listing along to the PHA where it is distributed in print and on their website.

PREMIUM FEATURES ARE OPTIONAL

- ▶ Optional value added services increase exposure on the GoSection8 website & allow access to our tenant leads database (cost about \$49 monthly).

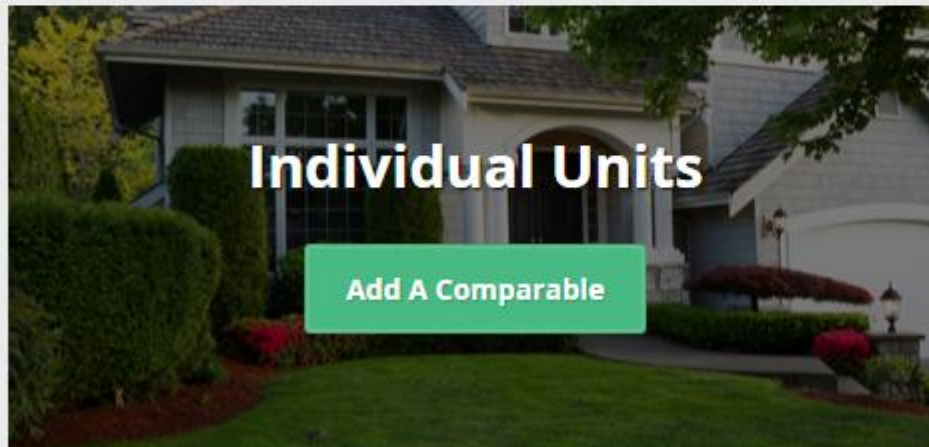
Owners Can Add Comparables

Add Comparables

Submit your Non Assisted Rental Comparables to GoSection8 for FREE!

Don't wait for lease renewal time - send us your comps now and we'll add them to the rent reasonable database for your agency so they're in the system when it's time to renew.

It's easy and your comps stay in the system for an entire year!



Adding Comparables Online

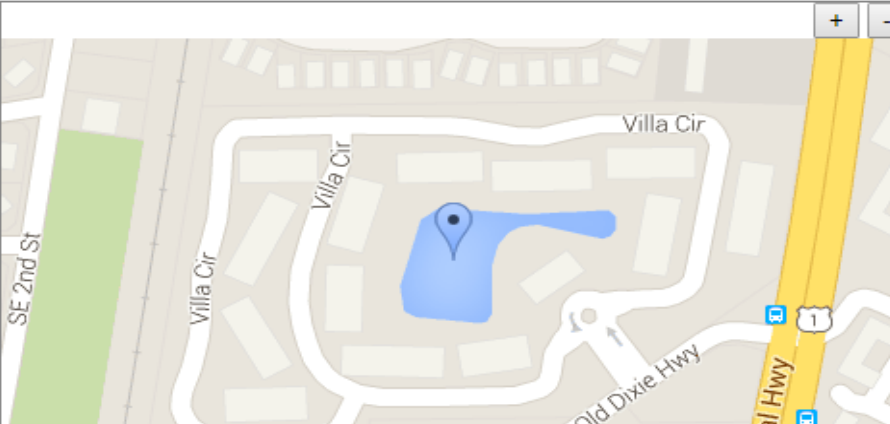
Add a Comparable

319 Villa Cir 33435	Comments
Date Listed: 7/22/2015 11:18:51 AM	<div>This property was found in tax assessor records.</div>
Assisted Housing: Open Market / Non-Assisted <small>Was: Unknown</small>	
Monthly Rent: \$1,200.00	

HCV Occupied units are not suitable for rent reasonableness comparisons. Please verify that this unit is non assisted before continuing. This address has been verified. Please review the location information below & click next step to continue.

Step 1/5 Public Record Help

Address Verification

Address: 319 Villa Cir	
Unit:	
City: Boynton Beach	
State: FL	
ZIP: 33435	
Rent: 1200.00	
Subdivision: VILLA DEL SOL CONDOMINIUM <small>Was: Unknown</small>	
Latitude: 26.501294	
Longitude: -80.062274	

Prospects (quick match)

Refine Results

SHOW ME PROSPECTS

All

SORT BY

Best Match

VOUCHER STATUS

Display All

CITY

☐ BELLE GLADE (4)

☐ BOCA RATON (20)

☐ BOYNTON BEACH (69)

☐ DELRAY BEACH (28)

☐ GREENACRES (5)

☐ LAKELAND (4)

BEDROOMS

☒ Studio

☒ 1

☒ 2

☒ 3

☒ 4

☒ 5+

RENT AMOUNT

Min \$

Max \$

☐ Select All

Compose Email

Add Notes

Delete

Expand All Prospects

Name	Voucher	City*	Beds*	Rent*	Move Date	Last Online	Viewed Your Property	*Based on Prospect search patterns
Filtered Prospects: 805								
<input type="checkbox"/> Brenda Roylance Contacted: Jun 30, 2015 View Notes & Details	Yes	LAKE WORTH	3	\$1300	Aug 30, 2015	6 Days Ago	20x	<div><div>View Recent Activity</div><div><div>Email</div><div>Call</div></div></div>
<input type="checkbox"/> Desirea Cole Contacted: Jun 30, 2015 View Notes & Details	Yes	BOYNTON BEACH	2	\$1100	Jul 14, 2014	5 Days Ago	15x	<div><div>View Recent Activity</div><div><div>Email</div><div>Call</div></div></div>
<input type="checkbox"/> Julian Enciso Contacted: Never View Notes & Details	No	FORT LAUDERDALE	2	\$1000	Unknown	23 Days Ago	10x	<div><div>View Recent Activity</div><div><div>Email</div><div>Call</div></div></div>
<input type="checkbox"/> Margarita Calderon Contacted: Never View Notes & Details	Yes	WEST PALM BEACH	2	\$1100	Sep 01, 2012	1 Day Ago	8x	<div><div>View Recent Activity</div><div><div>Email</div><div>Call</div></div></div>

Tenant recent activity

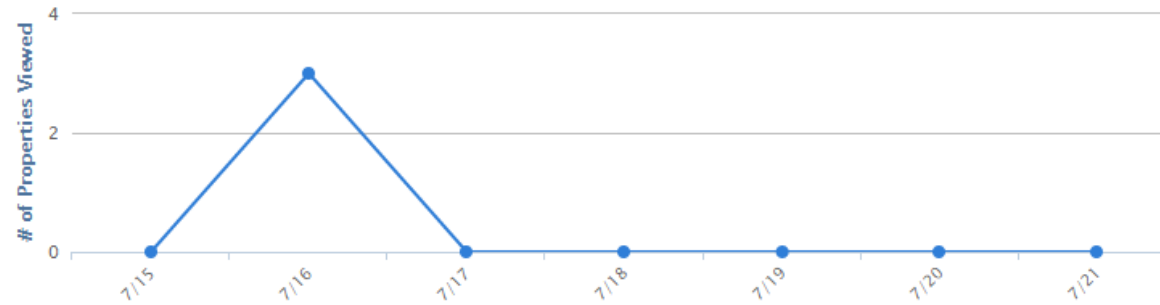
Properties Viewed
Last 30 Days

322

Viewed Your Property

1300 n federal hwy
20 Views

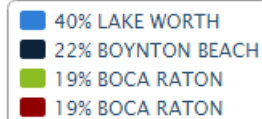
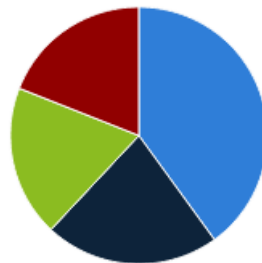
Properties Viewed in the Last 7 Days



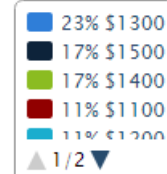
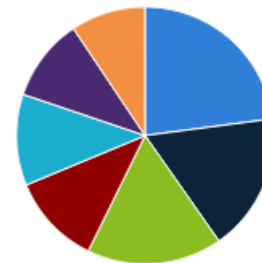
Search Breakdown for Brenda Roylance

Below are the property details most important to Brenda Roylance.

Preferred City
LAKE WORTH

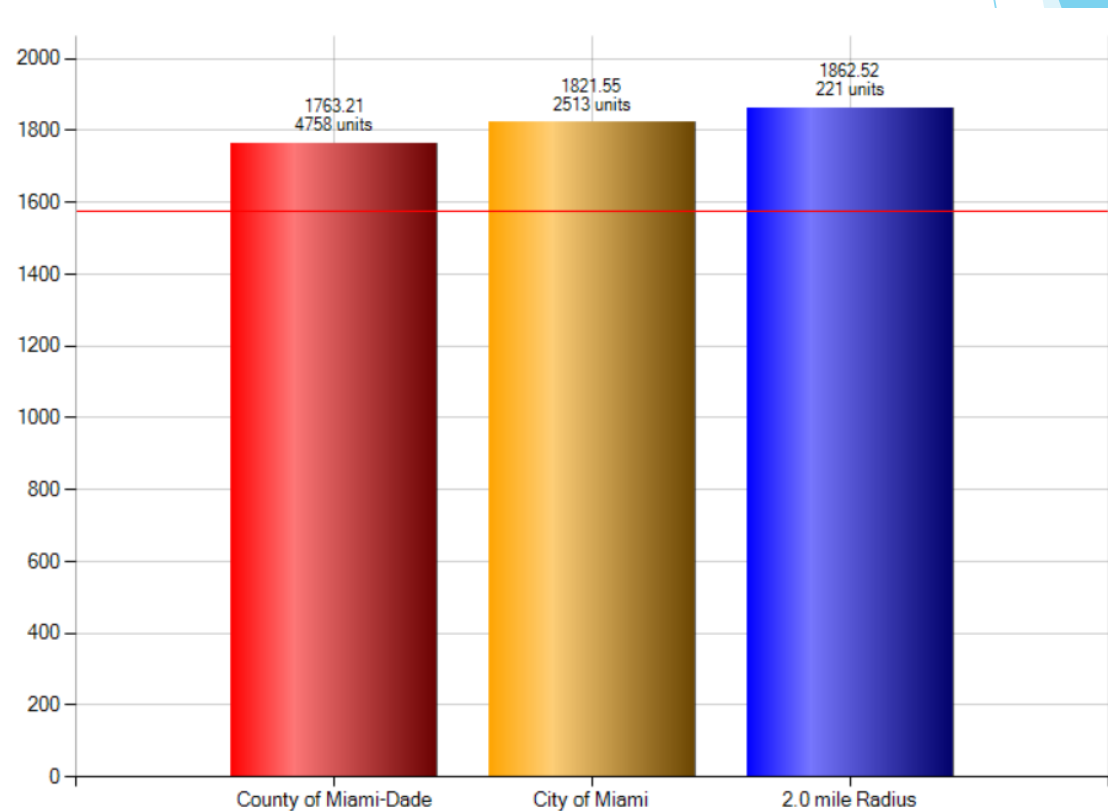
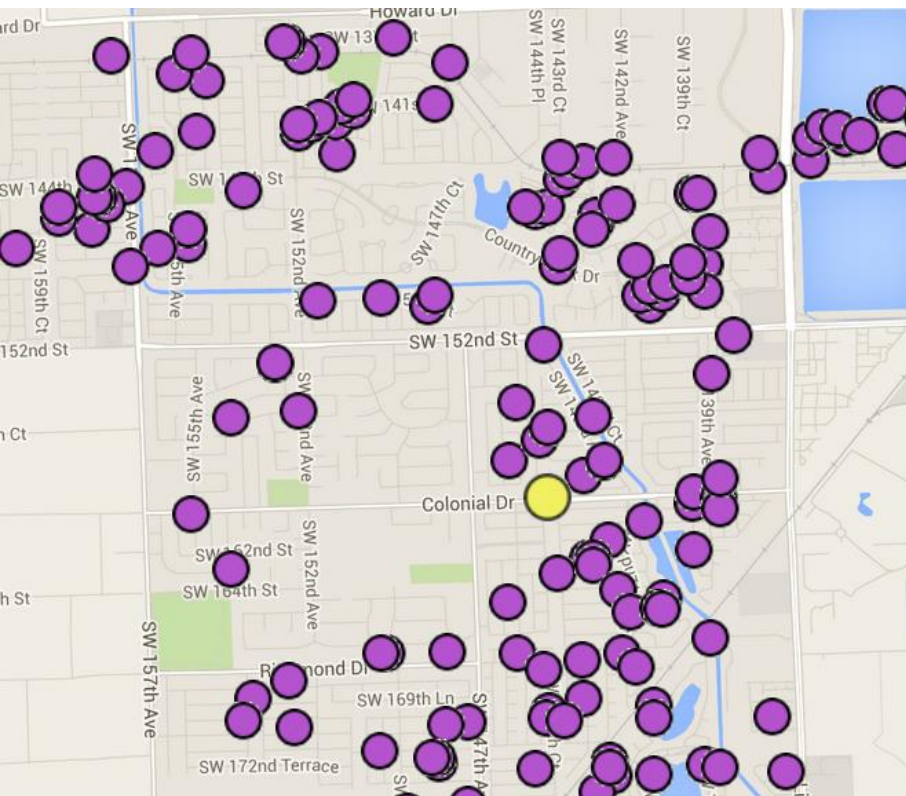


Preferred Rent
\$1300



Multiple Sources Populate the Go8 Database





What HUD says about a Rent Reasonable Database

1. Focus on currently vacant units OR units leased within the past two years
2. Collect information on rents above the PHA's payment standard
3. Share rent reasonableness data with PHA's with overlapping jurisdiction

www.hud.gov/offices/adm/hudclips/guidebooks/7420.10G/7420g09GUID.pdf

HUD - 9 FACTORS OF 24CFR 982.507(b)

1. **LOCATION**
 - ▶ (2 MILES URBAN AREAS)
 - ▶ NEIGHBORHOOD AMMENITIES (STORES, TRANSPORTATION ETC.)
2. **QUALITY** (Construction & Building Materials)
3. **SIZE**
 - ▶ SQUARE FOOTAGE
 - ▶ NUMBER OF BEDROOMS
 - ▶ NUMBER OF BATHS
4. **UNIT TYPE** (HOUSE, LOWRISE, HIGHRISE TRIPLEX, ETC...)
5. **AGE**
6. **AMENITIES**
7. **HOUSING SERVICES**
8. **MAINTENANCE SERVICES**
9. **UTILITIES** (WHO PAYS FOR WHAT)

Go8 Takes all 9 factors into consideration

Rent Reasonable Valuation

	Subject	Comparable 1	Comparable 2	Comparable 3
Address	1225 Chartres St 1	1031 Saint Claude Ave 1	425 Burgundy St 3	1638 Music St
City	New Orleans 70116	New Orleans 70116	New Orleans 70112	New Orleans 70117
LOCATION				
Subdivision				
Proximity to Subject		0.42	0.61	1.02
Compare/Adjust		Similar Adj: \$0.00	Similar Adj: \$0.00	Similar Adj: \$0.00
SIZE				
Beds/Baths	2/1	2/1	2/1	2/1
Sq. Ft.	750	800	946	900
Compare/Adjust		Similar Adj: \$0.00	Superior Adj: \$-35.28	Superior Adj: \$-27.00
TYPE				
Property Type	Apt	Apt	Apt	Apt
Compare/Adjust		Similar Adj: \$0.00	Similar Adj: \$0.00	Similar Adj: \$0.00
AGE & CONDITION				
Year Built				
Condition	Average	Average	Average	Average
Compare & Adjust		Similar Adj: 0.00	Similar Adj: 0.00	Similar Adj: 0.00
UTILITIES				
Heat Type/Paid By	Natural Gas/Tenant	Natural Gas/Tenant	Natural Gas/Tenant	Electric/Tenant
Hot Water/Paid By	Natural Gas/Tenant	Natural Gas/Tenant	Natural Gas/Tenant	Electric/Tenant
Cooking/Paid By	Natural Gas/Tenant	Natural Gas/Tenant	Natural Gas/Tenant	Electric/Tenant
Sewer Type/Paid By	Public Sewer/Tenant	Public Sewer/Tenant	Public Sewer/Tenant	Public Sewer/Tenant
Water Type/Paid By	City Water/Tenant	City Water/Tenant	City Water/Tenant	City Water/N/A
Lights/Other Elec	Tenant	Tenant		Tenant
Compare/Adjust		Similar Adj: \$0.00	Similar Adj: \$0.00	Similar Adj: \$0.00
MAINTENANCE				
Maintenance	Trash,	Trash,		Trash,
Compare/Adjust		Similar Adj: \$0.00	Inferior Adj: \$29.00	Similar Adj: \$0.00
AMENITIES				
Amenities	Washer, Dryer, Stove, Refrigerator,	Washer, Dryer, Stove, Refrigerator, Hook-ups,	Stove, Refrigerator, Hook-ups,	Stove, Refrigerator, Hook-ups,
AC	Central	Central	Central	Central
Heat	Central	Central	Central	Central
Parking	Street	Street	Street	Street
Exterior Features				
Lot Size				
Compare/Adjust		Similar Adj: \$0.00	Inferior Adj: \$40.00	Inferior Adj: \$40.00
QUALITY				
Rating	Average	Average	Average	Average
Compare/Adjust		Similar Adj: \$0.00	Similar Adj: \$0.00	Similar Adj: \$0.00
RENT ADJUSTMENTS				
Data Source	Owner/Manager	GOsection8.com / Owner	GOsection8.com / Owner	GOsection8.com / Owner
Data Listed	1/7/2010	1/7/2010	1/15/2010	1/7/2010
Rented		2/27/2010	3/18/2010	4/20/2010
Listing Status		Open Market	Open Market	Open Market
Asking Rent		\$850.00	\$850.00	\$825.00
Actual Rent		\$840.00	\$825.00	\$840.00
Adjustment		\$0	\$33.72	\$13
Adjusted Monthly Rent		\$840.00	\$858.72	\$853.00

LOCAL MARKET ANALYSIS

Number of Units Available in this Jurisdiction: 2996
 Out of 52019 comparables the 176 nearest were analyzed for similarity and the most similar comparables were selected for this analysis.
 HUD FMR for a 2 Bedroom in this City is: \$982.00
 GOsection8.com's Average List Price for a 2 Bedroom in this City is: \$1,071.83

CERTIFICATION

Tenant: HANO Demo Inspection Number: 121111 RR Certifier: G08
 Demo101
 I (we) estimate the monthly market rent of the subject as of 9/15/2010 to be \$850.57.
 The Adjusted Reasonable Rent Range is \$840.00 to \$858.72
 Requested Rent Amount: \$850.00 Rent Approved: \$850.00
 Signature: G08 Demo101 (RR Certifier) Signature: _____
 Title: _____ Title: _____



In accordance with 24 CFR 982.4, 982.54 (d)(15), 982.158(f)(7) and 982.507, I certify that based on the information provided to the Demo G08 101, the approved contract rent IS Reasonable.

GOsection8 Landlord Support

Call our help desk toll free from
9:00 a.m. - 8:00 p.m. Eastern Time

866-466-7328

Rob Collins

Housing Opportunities Project
for Excellence Inc. (HOPE)

Jamaal Williams

Intake/Moves

Manager



Intake Updates

RFTA Process

Current Timeframes

- ▶ From Passed Inspection to Survey 5 days
- ▶ From Completed Survey to HAP Contract Execution 9 Days
- ▶ Payments
- ▶ Pervious Landlord Notification

Future RFTA Process

Pilot Program

- ▶ Signed Lease will be submitted to Agency
- ▶ Once signed lease is received, a HAP contract will be sent to for your signature
- ▶ The HAP must be returned to our agency, once HAP is received the contract will be processed in our system

New Admission Special Project

Current State

- ▶ Leased Up 13,800
- ▶ Vouchers Issued 800
- ▶ New Admission Clients Leased 100

Future State

- ▶ Leased Up 15,100
- ▶ Vouchers Issued 1800
- ▶ New Admission Clients Leased 1300

Partner Portal

- ▶ The Partner Portal is an online tool that allows HCV landlord to review information about their HCV tenants. Information that can be reviewed includes:
 - ▶ Housing Assistance Payments (HAP)
 - ▶ Review HAP Holds and HAP Abatements
 - ▶ Get announcements and other communications from the HCV office
- ▶ To sign up, go to:
<https://www.miamidade.gov/PartnerPortal>

Change of Ownership Process & Payments

Karen Lara
Finance Specialist



Change of Ownership (COO)

- ▶ Change of ownership can be reported before or after the property has been transfer; we recommend that you inform us prior to the transfer.
- ▶ Change of ownership package can be obtain at <http://www.miamidade.gov/housing/housing-choice-voucher.asp>
- ▶ If all documents are not provided, MDHCV will deny partial documents; MDHCV will only receive complete and original packages (no email or Fax copies allowed).
- ▶ Change of ownership takes up to 30 days to be processed. If turned in before the 15th of the month you will receive payment next month.

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

COO Process

1. Owner Submits a COO request

- Owner must obtain prior written consent of MDHCV before any assignment of the HAP contract can take place; prior to transfer (Housing Assistance Payment Contract Sec. 14)
- In the event prior approval was not requested/granted, HAP may be terminated

2. Current Owner should inform the buyer that they need to complete a COO.

3. A hold is placed on payments until the change is processed.

4. New Owner must submit all required paperwork and be qualified eligible.

COO Process

Required Documents

- ▶ IRS W9-Taxpayer identification and certification
 - ▶ Provide the correct TIN, SSN or EIN of the person/company who is required to file an information return with the IRS to report, for example income received.
 - ▶ Proof of TIN, SSN or EIN is required.
- ▶ Government issued ID
 - ▶ Drivers license, photo ID, passport are acceptable
- ▶ Direct Deposit form
 - ▶ Accompanied by a voided check with company or persons name and address imprinted (no starter checks)
- ▶ Proof of Ownership
 - ▶ Warranty or Quit Claim Deed (if in a Trust, Trust documents are required)
 - ▶ Court order of assignment (signed and stamped by court)

COO Process

Required Documents

- ▶ Landlord Certification of Responsibility
 - ▶ If the owner checked 16b acknowledging they or a family member is a county employee, then the owner must request a letter of opinion from the Commission on Ethics.
 - ▶ The application to request a letter of opinion can be found on our website at:
<http://ethics.miamidade.gov/frequently-used-forms.asp>
 - ▶ The owner must supply a copy of the decision from the Commission on Ethics to MDHCV for the file; if decision was determined a conflict the owner cannot lease under the HCV program
- ▶ Property Owner Consent Form
 - ▶ Required when two or more owners are on the deed; authorizing that either or a 3rd party can collect payment and/or execute documents
 - ▶ Notary required
- ▶ Management Agreement
 - ▶ Required when a company is authorizing a outside company to collect payments and/or execute documents

COO Process

Required Documents

▶ Condo Association Letter

- ▶ Required approval letter from the association for the tenant.

▶ Taxes

- ▶ Current year taxes are required to be paid

▶ Owner Eligibility

- ▶ MDHCV shall limit, deny or terminate owner participation in the following circumstances:

- ▶ An owner is debarred, suspended, by HUD
- ▶ When directed by HUD as a result of a Fair Housing Violation
- ▶ An owner has history of uncorrected HQS
- ▶ An owner has been convicted of fraud, bribery or any corrupt or criminal act with federal housing program
- ▶ An owner has violated a HAP contract (24 CFR part 982)
- ▶ An owner has engaged in drug related or violent criminal activity
- ▶ An owner has not paid local property taxes or fines
- ▶ An owner has a history of being abusive towards MDHCV staff or program participants

COO Process

Owner Eligibility (continued)

- ▶ An owner has claimed homestead exemption on the assisted unit
- ▶ An owner is a member of the participant family, unless owner had prior approval from MDHCV to provide a reasonable accommodation for a person with disabilities
- ▶ When an owner or their family member is a County employee and has not obtained a waiver from the Miami Dade Ethics Commission
- ▶ When an owner has not paid owner supplied utilities related to the tenancy of the HCV participant
- ▶ When an owner has a history of failing to terminate the tenancy of HCV tenants for drug related or violent criminal activity that threatens the health, safety or right to peaceful enjoyment of the premises by other tenants
- ▶ If MDHCV denies the proposed new owner, the participant family will be provided a voucher to look for a new unit
- ▶ The HAP payments will stop when the family moves
- ▶ If the new owner is approved and the sale transfer has completed, the HAP payments will be made to the new owner on behalf of the family

Housing Assistance Payments (HAP)

- ▶ There is only one check run per month.
- ▶ To ensure timely payment, Landlords should complete the direct deposit form.
- ▶ If a check is not received or lost, a lost check replacement form should be filled out (it takes up to 30 days for a check to be reissued).
- ▶ If a unit has Owner fails for an HQS inspection, the unit is placed under abatement (Note: Owner will **NOT** receive payment or back payment for this period unit is non-compliant)
 - ▶ Payments are recouped if paid in advance
- ▶ 1099 Forms can be obtained by calling : 786-469-4195

Renters

Claudia Lahullier

Century 21



CENTURY 21 Yarlex International Realty, Inc.

Real Estate Services

Prepared Especially for you.



Claudia Lahullier

9835 SW 72nd St #105
Miami, FL 33173
786-320-3395

Each CENTURY 21 office is independently owned and operated



The Purpose of this Presentation

- Understand your goals, objectives and expectations...it's all about you!
- Discuss the benefits of listing your home with a CENTURY 21 professional.
- Rent your property in accordance with MIAMI DADE COUNTY HOUSING CHOICE VOUCHER PROGRAM
- Getting your home rented in a timely fashion
- Assure your confidence in our service.
- Getting multiple offers
- Taking the hassle out of finding Qualified Tenants
- Relieving the burden of stress and providing peace of mind



Working Together to Achieve Your Goals

Your goals, expectations and objectives are at the center of the CENTURY 21® System's renting process. In order to set the foundation for a successful transaction, let's discuss the following topics:

- Are there specific services that you want from me?
- Tell me about the time frame you want your home to be rented.
- Who you are renting your home to?
- Are there any challenges that you anticipate that we might have in renting your home?

CENTURY 21 **Yarlex International Realty, Inc.** has successfully represented renters and landlords in your neighborhood. Our knowledge, expertise, and total commitment to your goals drives a renting process that runs smoothly and achieves success.

My Office

History:

The CENTURY 21® Brand was founded in 1971 by California real estate brokers Art Bartlett and Marsh Fisher. Their vision of creating a national real estate sales organization was realized over the course of past 38 years and remains unwavering in its desire to treat customers as if they are family.

Experience:

We are your Local Real estate experts in Miami, Florida and the surrounding areas. Our agents are experienced local residents who strive to meet all of your real estate needs. Whether you are a first time home buyer, or a veteran seller or buyer, we will provide you with information and insight to help you make your next move. As a team we are committed to providing you and your family, not only a great real estate experience , but also getting you into the home of your dreams . We are always available for you and your every need. Century 21 Yarlex International Realty will provide you with numerous helpful tools and resources to aid you in the selection of the property that is perfect for you. With our extensive knowledge in real estate and our dedicated staff we are determined and confident that we will find you exactly what you are looking for. From rentals and sales to property management, we are fully equipped to handle all of your real estate needs and are happy to serve you.

Community Involvement: Century 21 Real Estate LLC, announced that its brokers and agents raised more than \$2.4 million in 2013 on behalf of Easter Seals.

CENTURY 21 (Yarlex International Realty, Inc.)
9835 SW 72nd St #105
Miami, FL 33173
786-320-3395

My Accomplishments

RESUME DETAILS:

Experience: I have over 18 years of Sales and Customer Service experience in Financial Services. I identify customer needs, and market appropriate products and services. In addition, to being Detail-oriented, accurate, and dependable, with an uncompromising work ethic.

Affiliations:

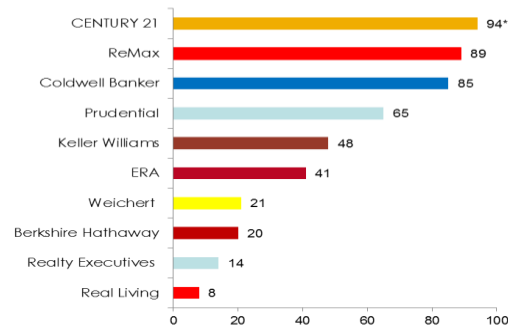
Miami Association of Realtor
a member of the PTA

Awards: I have received the award of Excellence and also Top Customer Service.



Leader in Brand Awareness:

In 2014, the CENTURY 21® System continued to maintain the **highest brand awareness** level among consumers presented with a list of real estate agencies; a trend we have upheld since 1999.



Study Source: 2014 Ad Tracking Study. The survey results are based on 1,200 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and who have bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years.

- Brand awareness question based on a sample of 1,200 respondents. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%.
- Recognition question based on those aware of brand. Results are significant at a 90% confidence level, with a margin of error of +/- 2.4%.

The study was conducted by Millward Brown, a leading global market research organization, from May 14 – June 4, 2014.

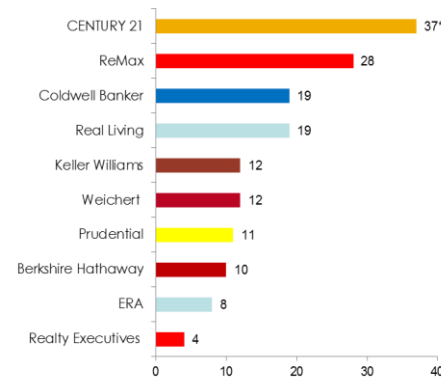
Each CENTURY 21 office is independently owned and operated

AN INDUSTRY LEADER

For the past decade, CENTURY 21® has reigned as the nation's most recognized brand in real estate!

Most Recognized Name In Real Estate:

As in previous years, consumers selected the CENTURY 21® System as **"the most recognized name in real estate"** when presented with a list of real estate agencies. Thirty-seven percent of individuals surveyed identified CENTURY 21 as the most renowned. The nearest competitor lagged a **substantial 9 percentage points** behind.



What is my cost?

- First months rent which is going to be split by transacting agent and the listing agent.
- No results no payment due.
- No money due at signing.
- You will see results within 28 days



Renting Your Home

Each CENTURY 21 office is independently owned and operated



Attracting renters

Did you know...

- **90% of home renters use the internet to search for a rental***
- **Among renters who used the Internet to search for homes, 43 % found the rental through the Internet.***
- **50% of renters used a mobile or tablet website or application to search for a rental. ***
- **27% of mobile searchers found the rental they ultimately rented with a mobile application.***

The internet is the place to be and
century21.com is there!

WE GET YOUR PROPERTY NOTICED!



*2014 National Association of REALTORS® Profile of Home renters and landlords
Each CENTURY 21 office is independently owned and operated



MOST VISITED REAL ESTATE FRANCHISE WEB SITE

century21.com

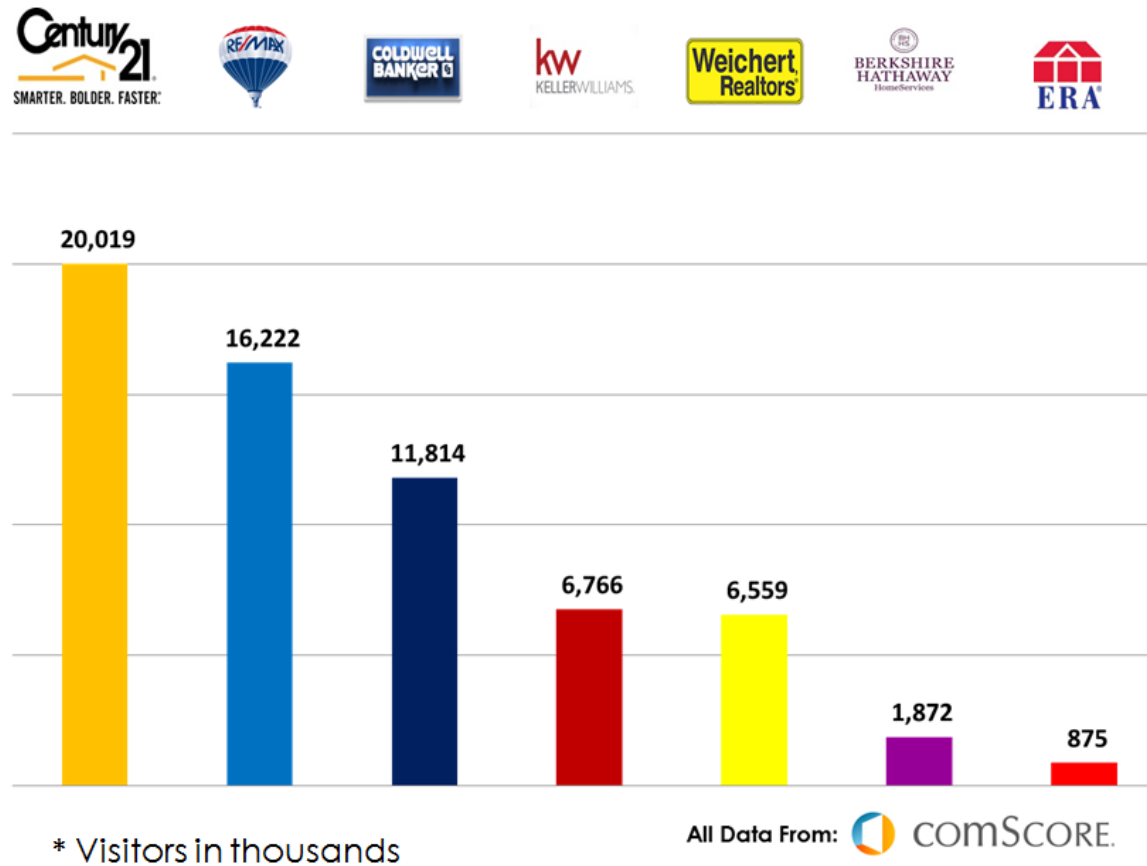
More than 3 million visitors come to our site every month. Your property will get a tremendous amount of exposure and your listing will include detailed information about the property and the surrounding community.

Our **state-of-the-art Web site** delivers the information that renters and landlords need to make informed decisions about properties, schools and neighborhoods - quickly and with fewer clicks.

- An innovative experience that enables searching by Neighborhood, or by School, along with robust mapping functionality.

Most Visited Real Estate Franchise Web Site

Real Estate Franchise Website Unique Visitors Last 12 Months (May 2014 – Apr 2015)



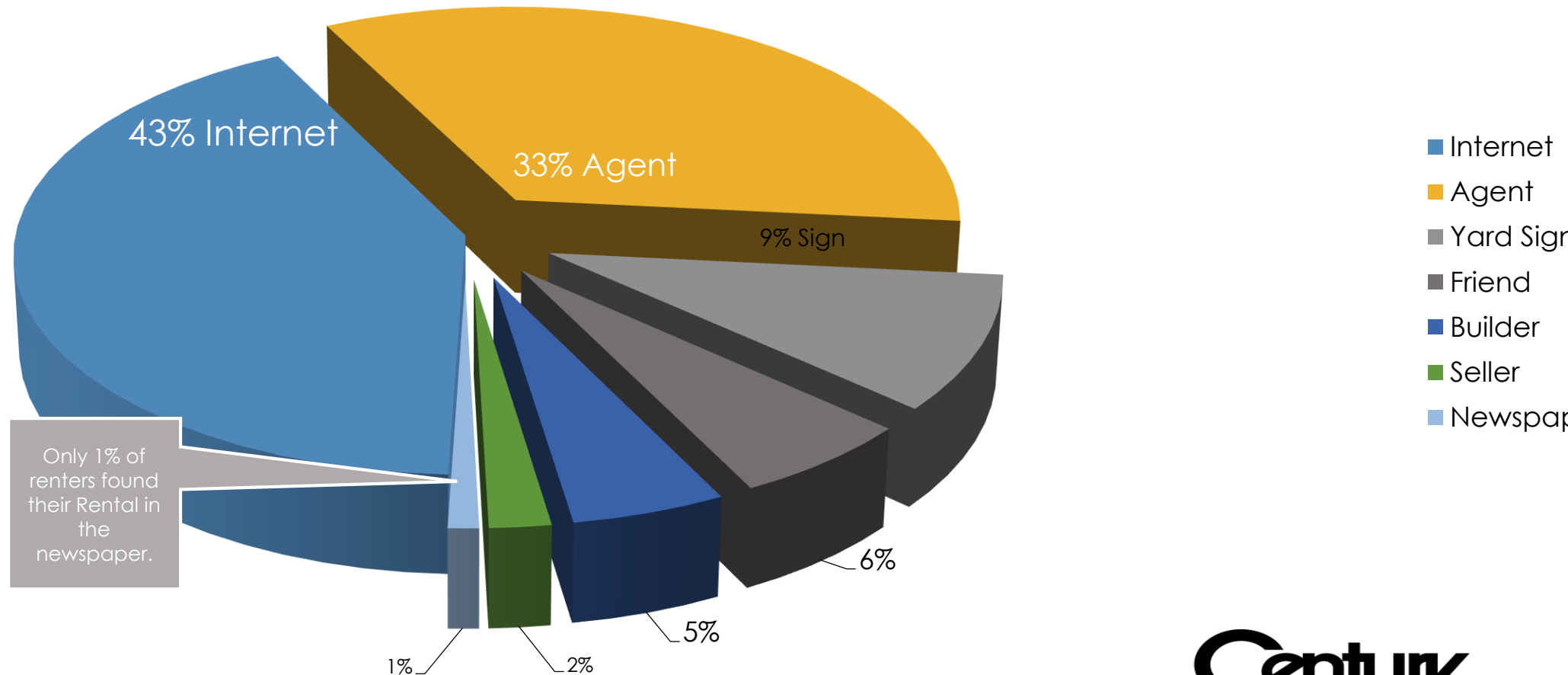
Note: This slide updated monthly at:

<http://www.21online.com/public/documents?f=B30DEC84-B217-47DA-98E9-293F7982AC87>

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Where renters Come From

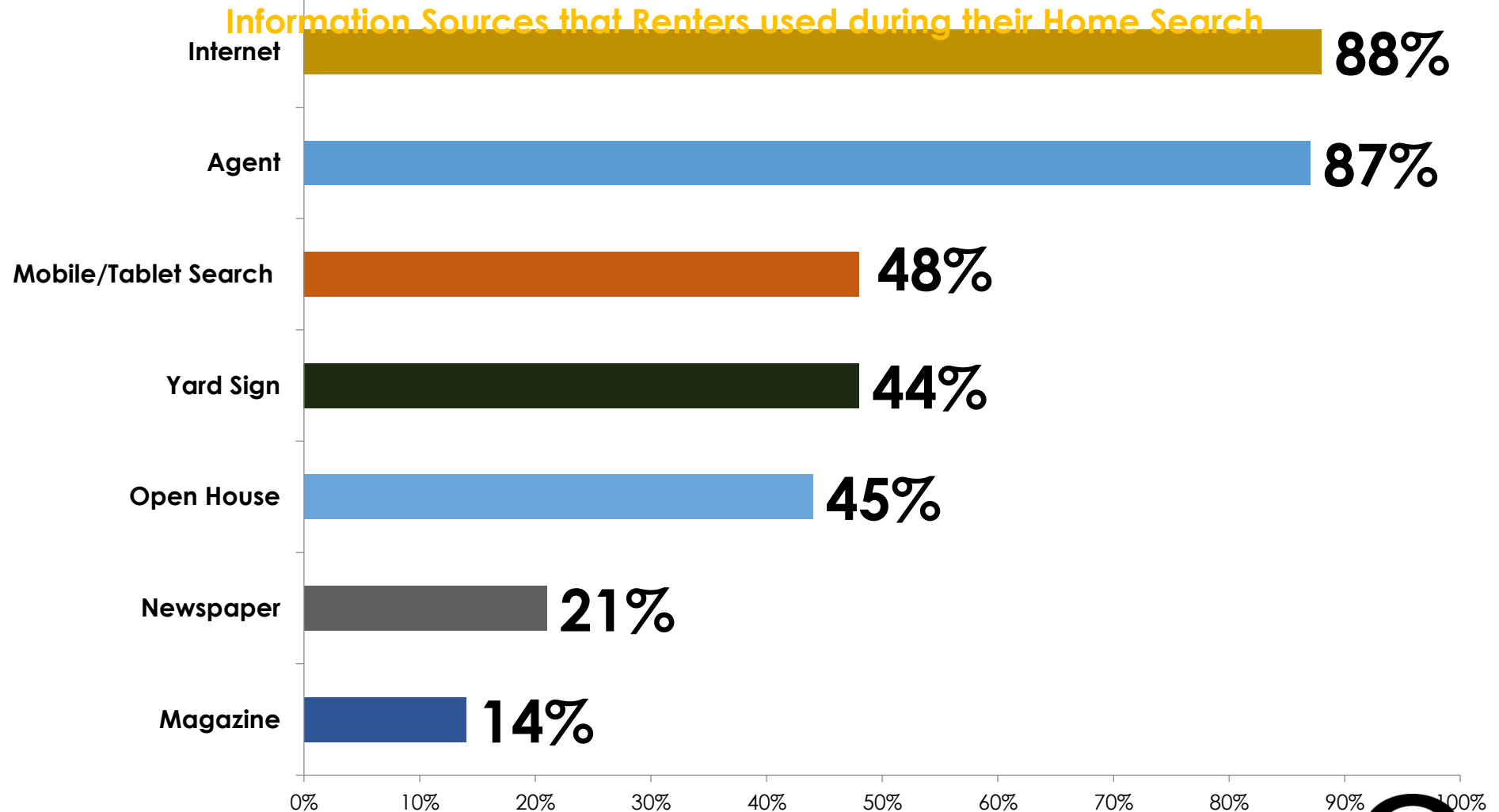
Where renters Found the Property
they Actually Leased Last Year.



Source: 2014 National Association of REALTORS® Profile of Home renters and Landlords

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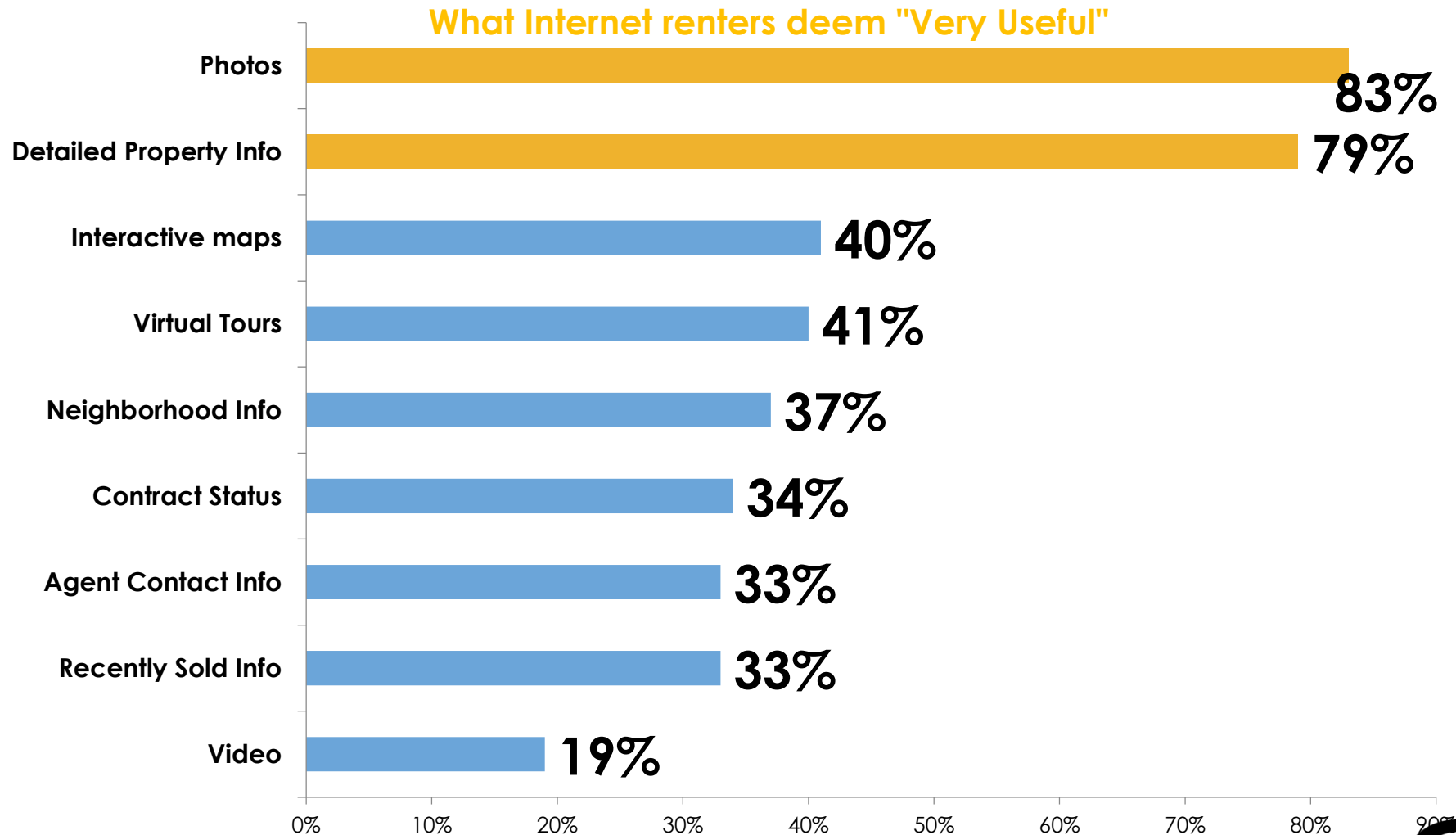
The Home Search Process



Source: 2014 National Association of REALTORS® Profile of Home renters and landlords

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What renters Value

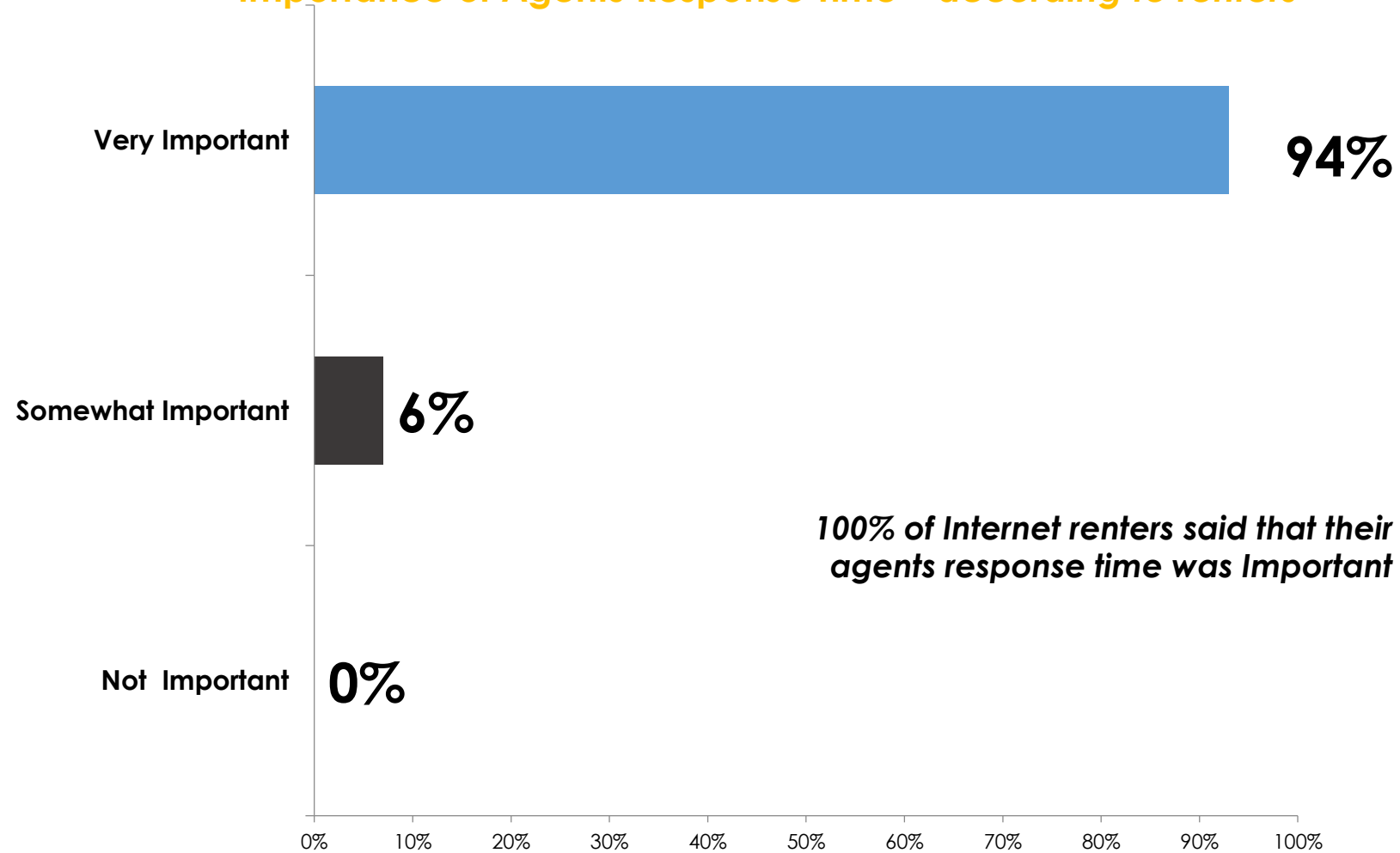


Source: 2014 National Association of REALTORS®

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Response Time

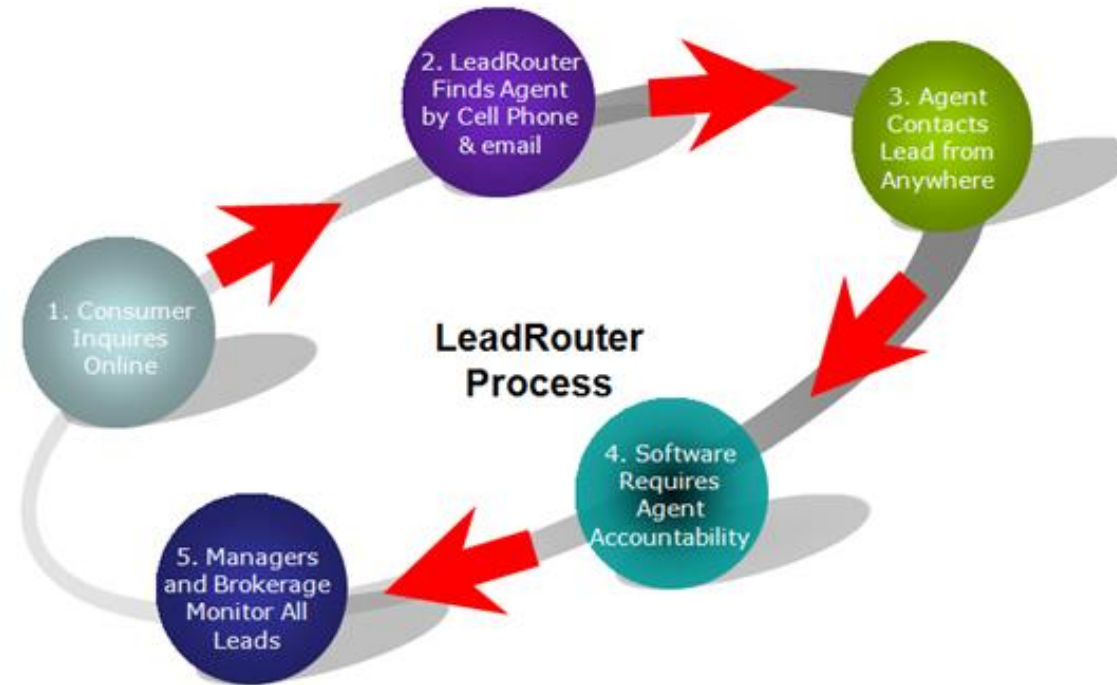
Importance of Agents Response Time – according to renters



Source: 2014 National Association of REALTORS® Profile of Home renters and landlords

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YOUR RENTERS REACH ME IN AN INSTANT



We have the technology: LeadRouterSM for CENTURY 21SM is a software application empowering CENTURY 21 agents to **receive renter leads for your property from wherever they are, instantaneously**. LeadRouter sends alerts when a potential renter inquires about your property, enabling me to respond immediately. This means that renters interested in your property will be able to reach me quickly.

A Unique Property Deserves a Unique Property Site



By creating a **Unique Property Site** for each of my listings, I am able to attract online renters as well as provide local renters with fast and comprehensive information about your property.

These days, it's easy for properties to get lost among the thousands of real estate listings added to the market each and every day. ***Your Unique Property Site will ensure that your property stands out from the crowd!***

A Powerful Web Presence

It's an axiom as old as the industry itself - location is everything! That's why we feature all of our listings on many of the Internet's most visited real estate Web sites, including:

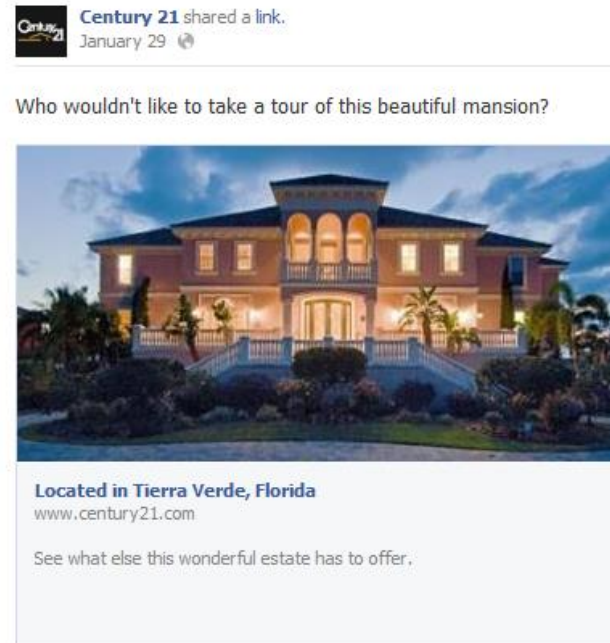


CENTURY 21® listings are also displayed on most MLS-enabled real estate sites.

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Posting Professionally Designed Materials to the Web

Social Media and the Web are both powerful tools for generating tons of traffic to your property. My postings are professionally designed to get **more renters** to **your listing**. Your property will stand head and shoulders above the competition.



Social Media Sharing Tools

When marketing real estate it is important to reach renters where they are spending the most time. Today people spend far more time on **social networks** than they do looking at listings in the local newspaper.

My listings include a built-in posting tool that encourages social sharing. Not only will I post your listing on my social networks, but others can share your listing on their social networks with a simple click of the mouse!





Next Steps

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NEXT STEPS TOWARDS RENTING YOUR HOME

- Take welcoming pictures of your property
- Develop an attractive description of the property
- Place the Internationally recognized CENTURY 21 yard sign on your property
- Mass Advertising giving your property the exposure it deserves



Thank You for taking time to review the steps we plan to take to sell your home.

Do you have any questions about what we have discussed?

Are you ready to list your home for rent with CENTURY 21 (Yarlex International Realty, Inc.) and me?

Questions and Answers

THANK YOU FOR ATTENDING