

## FAMILY & FRIENDS

### Pros:

- ✓ You are more familiar with their living and working conditions.
- ✓ You might trust them more to take care of your property.
- ✓ You could be doing them a favor.
- ✓ You know they won't disappear.
- ✓ Increase your trusted network with people they know.

### Cons:

- ✓ Keeping business and personal separate.
- ✓ More likely to extend due dates or lower rent payments.
- ✓ It might be difficult to withhold a security deposit for damages.
- ✓ If multiple issues occur, you may hesitate eviction.
- ✓ A close relationship could be ruined.

## NETWORK

WORD OF MOUTH

OR



SOCIAL MEDIA

craigslist

chicago

english

## CRAIGSLIST

Keep the ad **short & sweet**

**Avoid industry jargon** & use a catchy title

Post a lot of **good-quality photos**—they matter

Enter the **exact address**, so renters can find your neighborhood/community



# airbnb

**Perfect for short-term renting**

**Important to research laws and regulations**

**WARNING:** You could be breaking the law and could face penalty fees or higher fees with your lender

### MARKETING OUTLETS:

Generally, REALTORS® have access to many marketing outlets, such as their Multiple Listing Service (MLS), which will have a much faster turnaround time.

### SCREENING & CREDIT CHECK CAPABILITY:

Yes, they can do all of your dirty work for you! If you're new to being a landlord, it will be an extreme help working with a REALTOR® on a lease agreement as well.

### COMMUNITY KNOWLEDGE:

If you hire a REALTOR® in your area, they will be able to sell your location to prospective tenants. They know all of the demographics and amenities to keep them interested. It's all about location. location, location!



**A HASSLE-FREE WAY TO FIND THE PERFECT TENANT:**