

Subject: Rental Comps

Thank you for giving Crown the opportunity to serve your property management needs. I have researched your property and have attached the following: **Active & Leased Comps**

I. Active Rental Comps (your competition)

There are **120** total "Active" (on the market for rent today) in area 62 of Gwinnett County. They range from **\$675 - \$2850**

36 have the same number of beds/bath as yours ranging to **\$1200 - \$1800**

After narrowing down to houses most similar to yours, these range from \$1300 - \$1500

II. Leased Rental Comps (what has leased in your area)

There are **375** total "Leased" (rented properties in your area) in area within the last 12 months

After narrowing down to houses most similar to yours, these range from \$1300 - \$1500

Asking rent, with so much competition on the market in your area **you will want to market the house between \$1350 - \$1500**. The higher you set the rent the longer it will take to get a tenant, but this is your decision since you are the one making the mortgage payment.

Without seeing the property I cannot pin down the exact asking rent, but this is the range you should be considering

Three factors will affect how long your property is on the market:

1. The time of year: houses move quicker in summer than in the winter.

2. The condition of house: newer houses typically move quicker because of physical condition. All houses require good maintenance and "white glove" cleanliness. All houses need to have appliances and blinds installed. (Refrigerators are optional but add to rentability). Also, utilities must be turned on, and the lawn must be maintained, in order for Crown to market the property. We are happy to facilitate all of this with your instruction and funding.

3. Asking price: Tenants are shoppers. They look at 6 to 10 houses before they make application. Set your prices to high and your property will sit for a while. Set it to compete with others in your area and it will move quickly.

Now that you have the evidence you need to make your decision, let's talk further about how Crown Realty & Management can help you market your home!

Thank you, Crown Realty & Management