



Become a Remote Landlord

A webinar from TurboTenant

Key Takeaways

You'll learn:

- 1 The Basics of Remote Landlording
- 2 Marketing Your Property
- 3 Screening and Interviewing Tenants
- 4 Managing Maintenance and Emergencies





The Basics of Remote Landlording



The Basics of Remote Landlording

What is remote landlording?

Remote landlording:
Managing a rental property from a distance.




The Basics of Remote Landlording

Challenges

- You can't just swing by, either casually or in the case of an emergency.
- You have to assemble a team you can count on.

Benefits

- You can invest in a much cheaper market than the one you live in (more cash flow).
 - You can diversify your investments across multiple markets.
- 



How far away would you consider buying a rental property?

- Within my neighborhood
- Within 25 miles of my primary residence
- Within 100 miles of my primary residence
- Within 250 miles of my primary residence
- Who cares where it is? If it cash flows, I'm interested





Marketing Your Rental Property



Marketing Your Rental Property

It doesn't matter where your rental is if you have no tenants.

Having a strong online presence is the first step.

Good marketing has:

- High quality photos
- Listing description
- Virtual tours
- Listing sites



Marketing Your Rental Property

Effective rental listings

- TurboTenant's AI listing description feature
- Seriously, don't skimp on the photos

AI-Generated Property Descriptions



Property Title



Property Description



Marketing Your Rental Property

Where to post?

- Listing sites, through TurboTenant
- Social media, especially YouTube and Facebook





Screening and Interviewing Tenants



Screening and Interviewing Tenants

Ask any veteran landlord what the most important part of the rental process is, they'll likely say screening tenants.

Why? You can never make a great pie if all your apples were rotten to start with.

For remote landlords, it's especially important to get a good tenant into your rental since you won't personally be able to visit.



Screening and Interviewing Tenants

Virtual screenings

In addition to your screening report, you always want to meet your prospective tenant before moving anyone in - even if it's just a Facetime or Zoom call.

The screenshot shows a web interface for tenant screening. At the top, there are navigation links: LEADS > APPLICANTS > TENANTS. On the right, there are two buttons: SCREEN A TENANT and INVITE TO APPLY. Below the navigation, there is a profile card for Alexandria Holmes, with a photo and a 'APPLIED ON' label. Below the profile card, there are icons for email and phone. The main section is titled 'Summary' and includes tabs for 'Application' and 'Screening Report'. A 'FAIR SCORE' of 790 is displayed with a horizontal bar chart. Below the score, there are four categories: Criminal History (1), Evictions (0), Collections (0), and Public Records (1). To the right of these categories are sections for DESIRED MOVE IN, PETS, TOTAL OCCUPANTS, and SMOKING. At the bottom, there is a section for 'Income & Employment' showing \$3,900 / month and a 'SEE THE REPORT' button. A small note at the bottom left says 'Equifax Credit' and 'TransUnion verified Alexandria's identity'.

Important to Note

Virtual screenings

Video is better than a phone call, and it's important to:

- 1 Clarify the rules (move-in date, parking, pets, smoking, lease dates)
- 2 Set expectations (you're remote, but here's your team)
- 3 Ask any clarifying questions from their screening report*
- 4 Ask reasons for moving, and ask for any landlord references

***Always be aware of Fair Housing regulations. You want to establish screening criteria before talking to any applicants, and always accept the first applicant that meets your criteria.**



What's your favorite screening tip?



Screening and Interviewing Tenants

Virtual showings

In addition to meeting your prospective tenant, you want to make sure they're able to see the rental property.

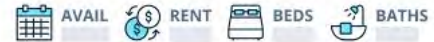
If they don't want to see it, that could be a red flag that they're a fraudulent renter.

Schedule a Showing



SINGLE FAMILY HOME

Spacious downtown home



Select a Date & Time

This Saturday

10:00am - 10:15am

Screening and Interviewing Tenants

Virtual showings

- If you're unable to show the property in person, arrange for a realtor or other trusted partner to show it.





Managing Maintenance and Emergencies



Managing Maintenance and Emergencies

Assembling your team

- Maintenance (HVAC, plumber, electrician, general handyman, yard work)
- Realtor
- Real estate attorney
- Financial advisor
- Local landlords




Managing Maintenance and Emergencies

Emergencies

Whether big or small, these are the bane of the remote landlord's existence.

Have a plan

- Clearly outline tenant responsibilities in your lease agreement
 - Plan for every eventuality (wildfire, flood, snow, HVAC outage, power outage, break in)
 - Communicate that plan with your team and to your tenant
 - Follow that plan
- 



What are your biggest challenges when managing emergency maintenance?

- Hard to anticipate
- Unreliable team
- Haven't had to deal with emergency maintenance yet
- Other (leave it in the chat below)



The Final Part of Your Remote Team

The right software can make all the difference.

From our site or mobile app, you can:

- Market your property to dozens of listing sites
- Screen tenants
- Message tenants
- Create state-specific lease agreements
- Coordinate maintenance requests
- Accept rent payments
- Organize your accounting

Screening Report
716 **GOOD SCORE**

Criminal History 1 Evictions 0 Collections 0 Public Records 1

Lease Agreement between:
Lilly Landlord
and
Timothy Tenant
Dated: 05/01/2023

Charming Home near Downtown
VIDEO TOUR 12 PHOTOS

Payments

OVERVIEW	CHARGES	DEPOSITS	EXPENSES
PAST DUE \$50	UNPAID \$1,250		
CHARGES \$4,850	PAID \$3,600		
IN TRANSIT \$2,400	DEPOSITED \$1,200		

Questions?



Join the discussion: <https://www.turbotenant.com/community/discussion/become-a-remote-landlord/>

Sources: <https://www.turbotenant.com/property-management/how-to-be-a-virtual-landlord/>

Landlord from everywhere
life takes you with
[TurboTenant's mobile app](#)



- Track expenses on the go
- Receive instant notifications for rent payments

Streamline every part of
rental property management
by going [Premium](#)



- Unlimited state-specific lease agreements
- Faster rent payouts
- 32 landlord forms