

Overview

Representing a landlord means providing more than simply advertising a rental property. It means creating a clear, organized process that protects the landlord's interests, supports strong decision-making, and delivers a professional experience from the first conversation through to possession.

Start by clearly outlining the services to be provided, the responsibilities of the brokerage and designated representative, compensation, communication expectations, and any additional support promised through Schedule 'A'.

A strong landlord service plan may include:

- Preparing the listing and rental marketing materials
- Coordinating photography, showings, inquiries, and application collection
- Reviewing the rental application package for completeness
- Supporting consistent tenant screening using approved tools such as PropTx Verify or SingleKey, where appropriate
- Keeping the landlord informed of activity, feedback, applications, and next steps
- Preparing offers, lease documentation, and required compliance records
- Coordinating deposit instructions, key handover, and possession details
- Maintaining clear records and timely communication throughout the transaction

The admin's role is to keep every moving part organized, ensure documents and deadlines are tracked, and make sure the landlord always knows what is happening.

The goal is simple: provide a clear process, protect the client's interests, and create a level of service that encourages future business and referrals.

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