

Robert Regan, Realtor®



9550 Forest Ln., Suite 715
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Rob@RKRegan, E-mail

Personalized Marketing System

- Determine fair market value by preparing a market analysis of comparable leased properties and those properties for lease (the “competition”)
- Prepare, explain and sign a Listing Agreement and related documents
- Put high quality sign in yard
- Assist you in preparing the property to lease, including tour the property, suggest repairs, alterations, staging, etc.
- Place key-box or SUPRA on property and arrange with a showing service to coordinate tours with YOU controlling all the parameters
- Enter property in the MLS (Multiple Listing Service) with descriptive photos, details of the property and all supporting documents
- Prepare color graphics (flyers) for the property
- Distribute graphics to top agents throughout DFW
- Design and mail “Just Listed” letter and/or postcard to send to current lessees
- Place ads in any or all of the following publications:
 - Dallas Morning News
 - Fort Worth Star Telegram
 - Dallas Observer
 - Dallas Voice
 - Park Cities People
 - Turtle Creek News
- Post in the “Our Listings” section of www.RKRegan.com website with quality photos. Post on any or all of the following websites:
 - Yahoo.com
 - HouseHunt.com
 - HomeGain.com
 - Homes.com
 - Immobel.com
 - MSN.com

(continued)

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- Prospect leads daily that are qualified to lease your property
- Market your property to other REALTORS
- Track all showings and request feedback from each agent showing your property
- Allow you to track the feedback being received via a 24/7 website
- Require a background check and credit check of all potential renters
- Present to you and discuss all offers made on the property
- Negotiate the transaction (guarding your best interests)
- Handle all the details of the transaction up to rental start date keeping you informed through the entire process
- Be available to you long after the transaction is complete

**We are committed to offering you
the highest standards of
professional service!**

Robert Regan

