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Learn to Research Rentals in Matrix

In this class, you will learn how to search for your buyers in Matrix for:

- Rental properties (short/long term, vacation home, and rent to own)
- Different features requested by your customers such as furnished/unfurnished properties, storage space, laundry, pet restrictions, deposit information, office room, garage/parking features, amenities, and much more….
- Customized the result page to show rental information

Owning a home may be a longtime goal for many people, but that doesn't mean it's for everyone. Renting does have its advantages. Unlike homeowners, renters have no maintenance costs or repair bills, and they don't have to pay property taxes. Renting offers flexibility, predictable monthly expenses, and someone to handle repairs. This course is designed to provide you tips and tricks on searching for rentals in Matrix, and to demonstrate how to leverage additional information that your customers may need to decide on their new rental property.

Rental Search in Matrix

Whether you are searching for a short/long-term property, vacation rental, rent to own, weekly, or seasonal rentals for your customers, we can help you.

First let's begin with the types of search forms available to you when searching for rental properties.

Quick vs. Detail Search Form

Each property classification listed in the MLS has two types of search forms available to enter criteria into for results. There two types of forms are the Quick and the Detail form. The difference between these two forms is simple. The Detail form offers additional criteria fields that may be helpful when your customer is looking for a more specific property.

For the Rental classification, the Detail form offers criteria fields including pet allowances and restrictions, interior, exterior, and community features, garage and parking features, water views and accessibility, and disaster mitigation and green features.

As you can see, a Detail search form is helpful resource when searching for rentals in Matrix.

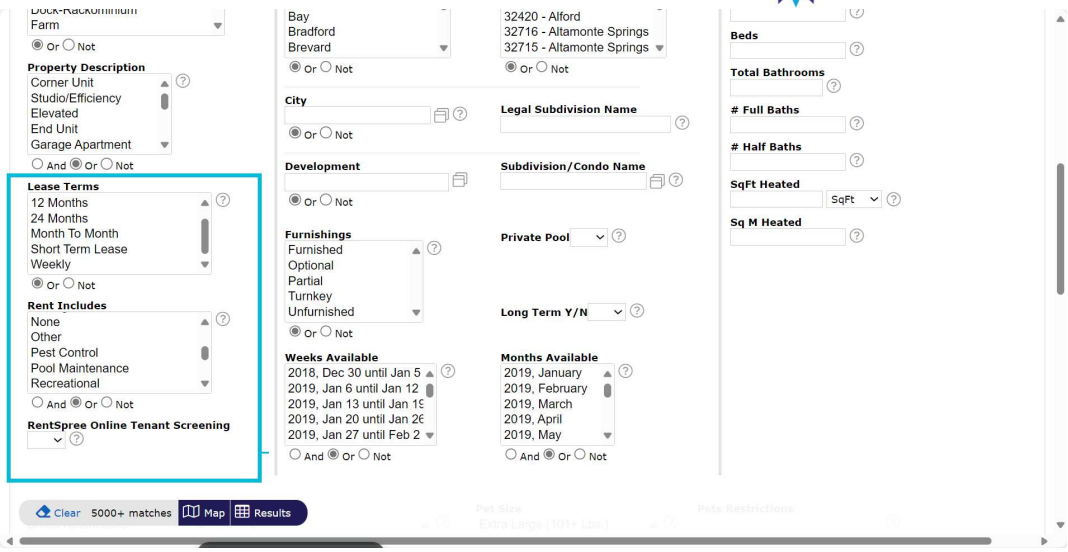
For the course, the trainer will be using the Detail search form

Rental Specific Search Fields

When beginning your search for rental properties, you will notice a majority of the criteria field mirror that of a residential search. However, there are additional fields specific to rentals properties that are available. Below is a highlight of those fields by column.

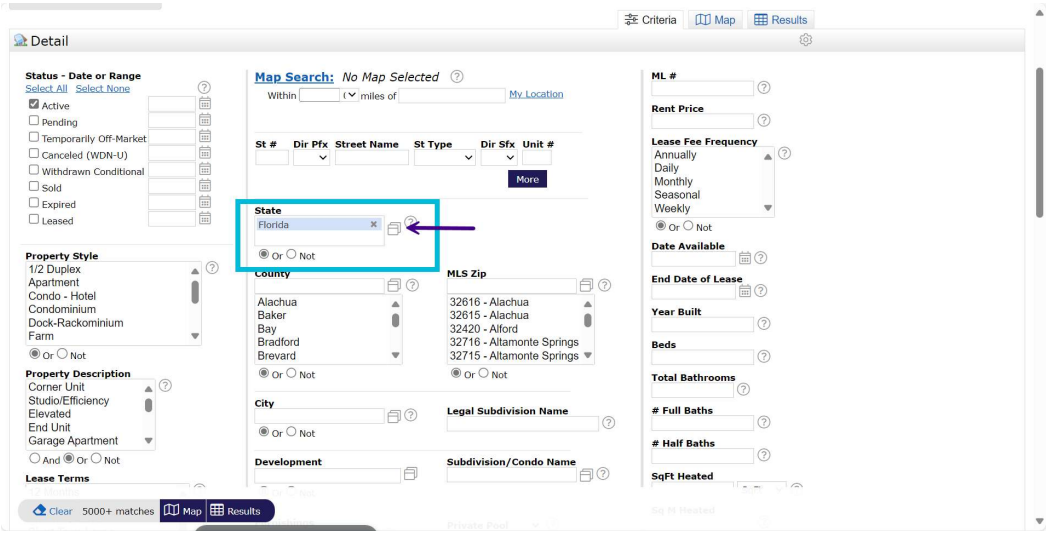
Left column

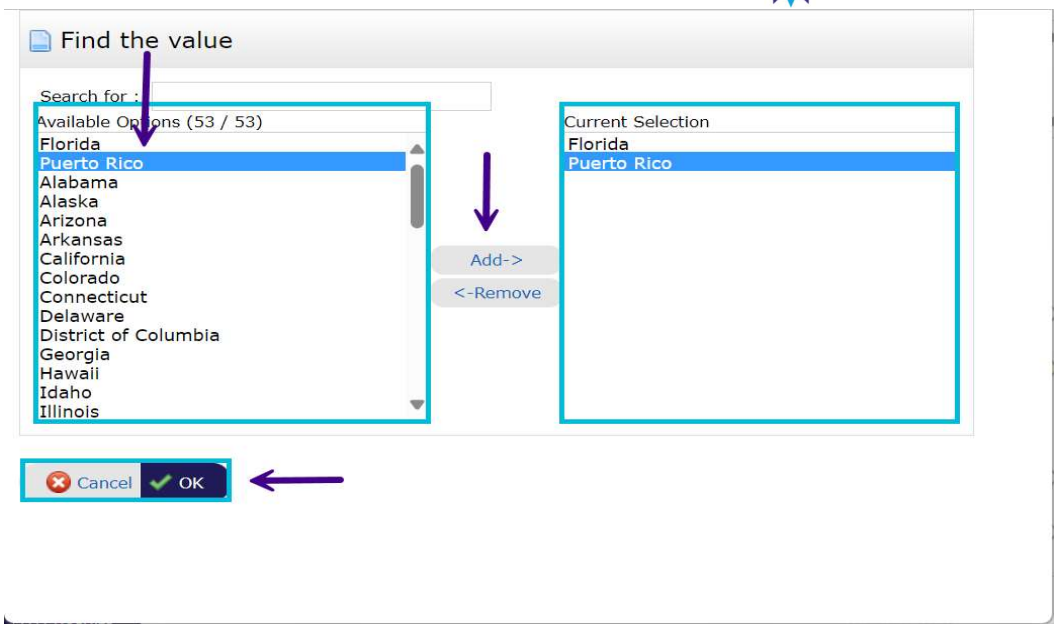
The Rental specific criteria fields that you will find under the left-hand column of the search form include Lease Terms, which is where you are able to search for specific lease terms, short-term lease, month-to-month and weekly rentals; Rent Includes, which outlines various options that are included in the rental fee. These may include utilities, grounds care, insurance, pest control, and many other criteria to select from. You can also select properties that are using the RentSpree Online Tenant Screening as a way to filter your results as well.



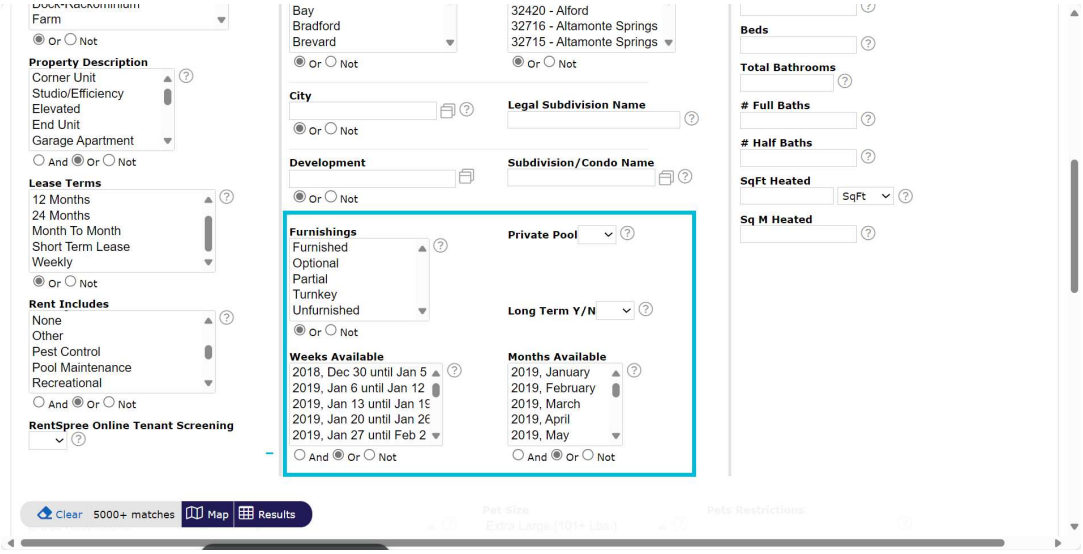
Geographic Fields – middle column

In the center of the search forms, you can search by a variety of geographic fields, including address, state, county, zip code, city, or subdivision. Florida is selected as a default, but you can also search for rental properties in Georgia, Alabama, and Puerto Rico. To select one of these locations, you will select the file folder located to the right of the criteria field. This will open the menu, allowing you to select the desired location you wish to search. Once you have selected the state you wish to search, select the Add button in the center of the menu. This will bring the selected state to the right side of the screen. From there, you will select the OK button in the bottom left-hand side of the window.





Other Rental specific criteria fields you will find include furnishings (furnished, unfurnished, turnkey) long term rentals, weeks and months availability.



Right column

When entering criteria into the right-hand column of the Rental search form, you will want to ensure you are leveraging the most results you possibly can. To ensure that occurs, you will always want to use a range when entering your criteria. Most of the criteria fields found on the right-side deal with numbers, which can exclude nearly all your results when you are too specific.

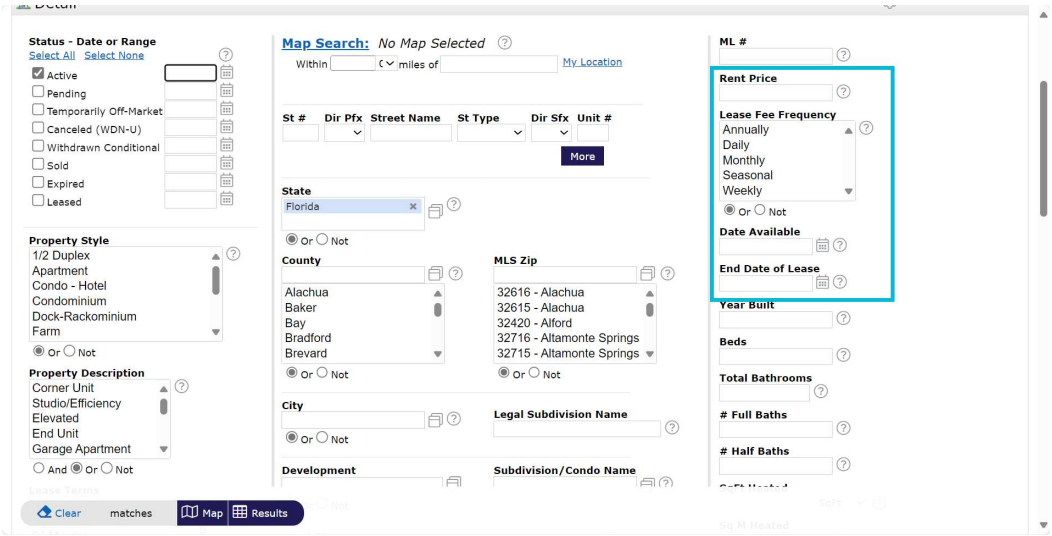
For example, one of the Rental specific criteria fields on this side is Rent Price. When entering in your desired Rent Price, you will want to add a range. Below are ways you can add range to a numeric search.

Rent starting at a price and include everything UNDER: 1500- (include the -)

Rent starting at a price and include everything OVER: 1500+ (include the +)

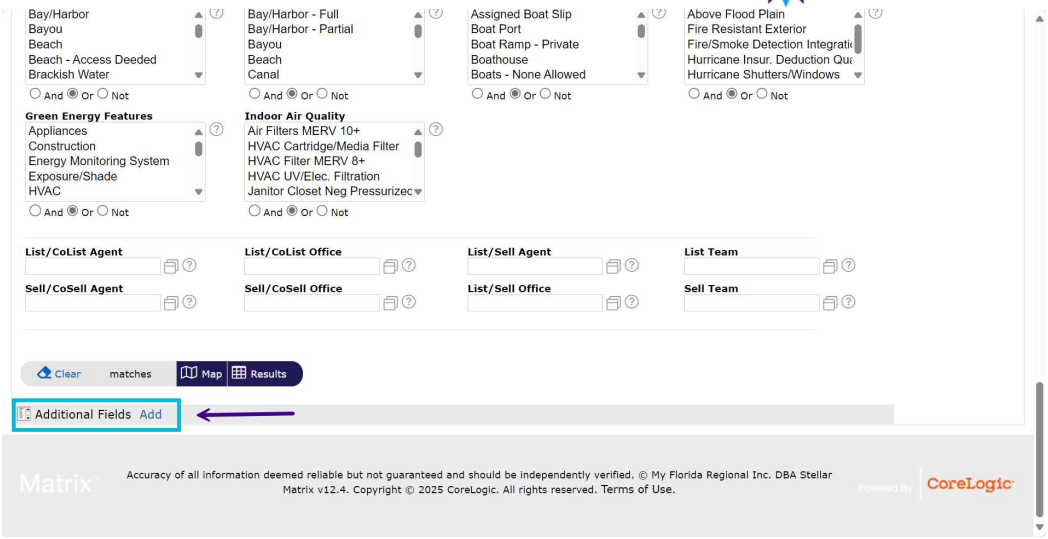
Rent that falls between two prices: 1500-2500

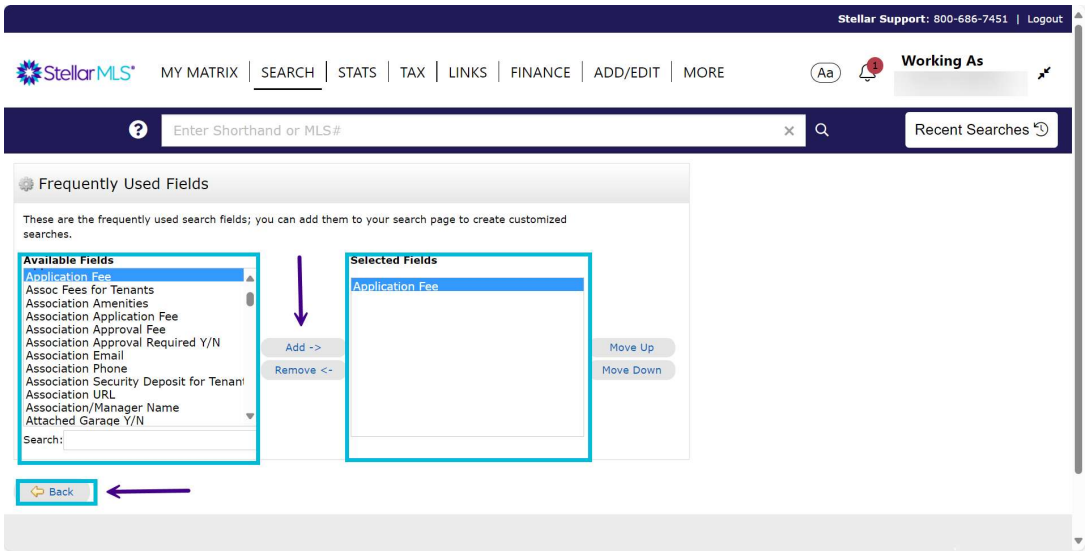
Other Rental specific fields you will find in the right-hand column include Lease Fee Frequency, Date Available, and End Date of Lease.



Adding Additional Fields

On the bottom of each search form, there is an option to add additional fields. This allows you to customize any search form you are using to search for more specific criteria for your customer. If you click "Add", you are given a list of all available fields in Matrix and can select which fields you want added to your search form. You can select fields directly from the list or use the search bar to search for a field by name. If you are unable to find the criteria that you are looking for, you can access the Rental Listing Data Entry Form and use the CTRL+F (PC) or CMND+F (MAC) key to search the form for the criteria that you are searching for. You can also locate a small magnifying glass icon in the upper right-hand corner of the PDF window. Either of these will help you to identify what category the criteria you are looking for can be found under. Once selected, click the "add" button and then click "back" to return to the search form and enter your criteria.



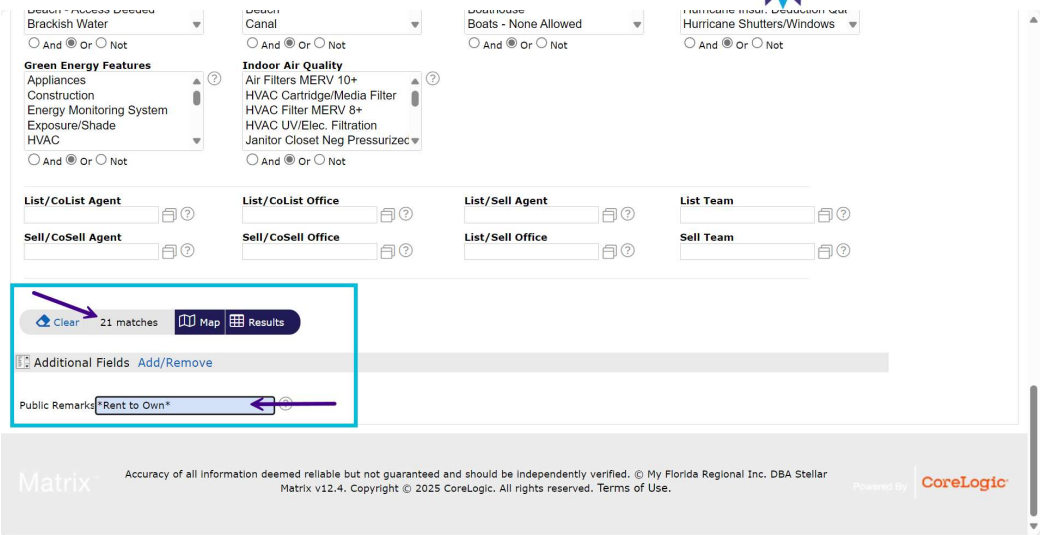


For example:

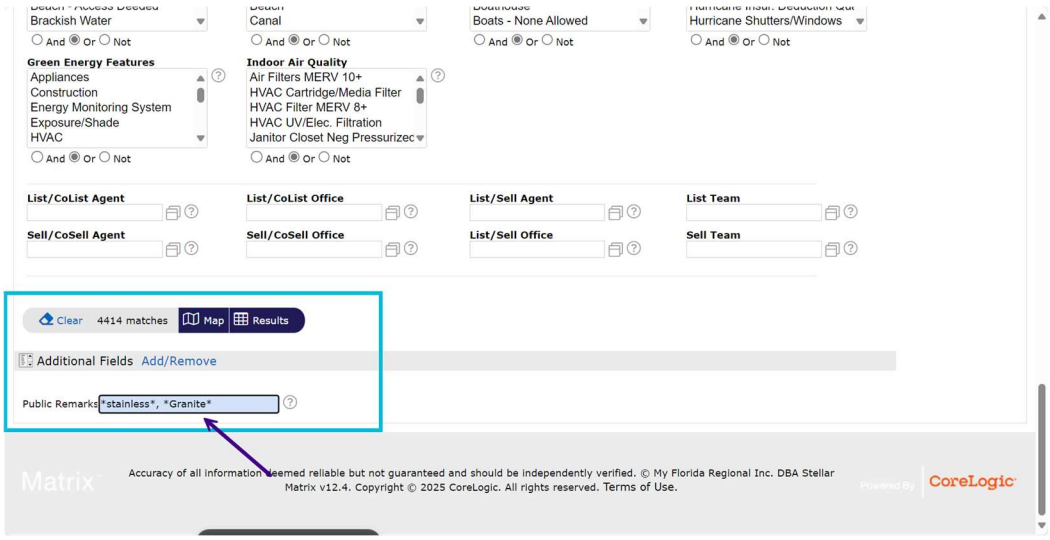
You can search for:

Application Fee, Additional Application Fee, Minimum Security Deposit, Terms of Lease, Garage, Carport, Garage/Parking Features, Laundry features, Pet deposit, Additional Rooms and more.

Note: If you are looking for listings with Rent to Own opportunities, add the field Realtor Remarks and use the wild card to search for *Rent to Own* properties.



You can also add the Public Remarks field to search for a specific remark about the property in the Public Remarks. For example: Stainless steel appliances or granite countertops

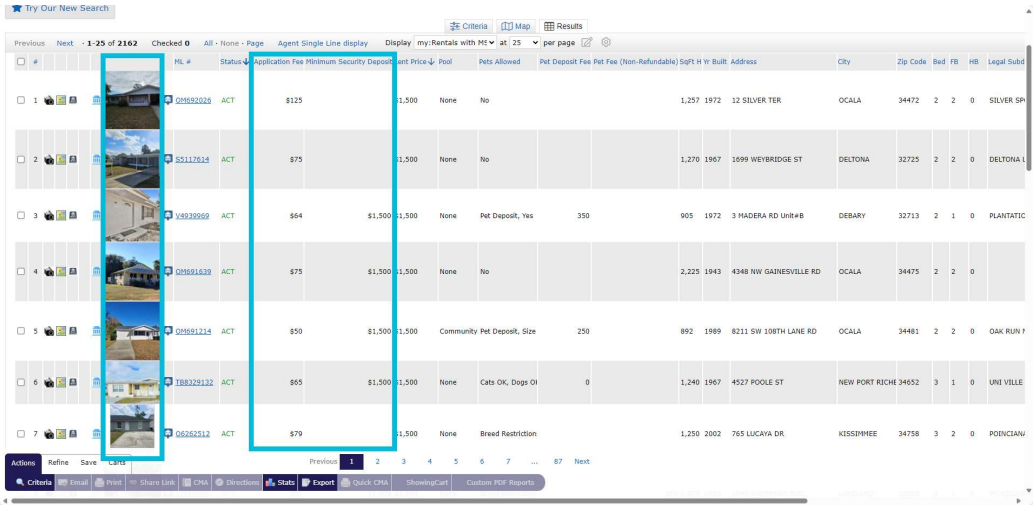


Customizing Results Grids/Refine Searches

After entering your desired criteria into the search form, you will access the Results display. The default Results display is the Agent Single Line display. As an agent, you have the option to customize your displays and create new displays relating to the various types of properties you may be searching for. Below is an example and the steps needed to make your own custom display.

This is an example of what a customized display may look like. You will notice additional criteria columns are added to the Agent Single Line display. Those columns

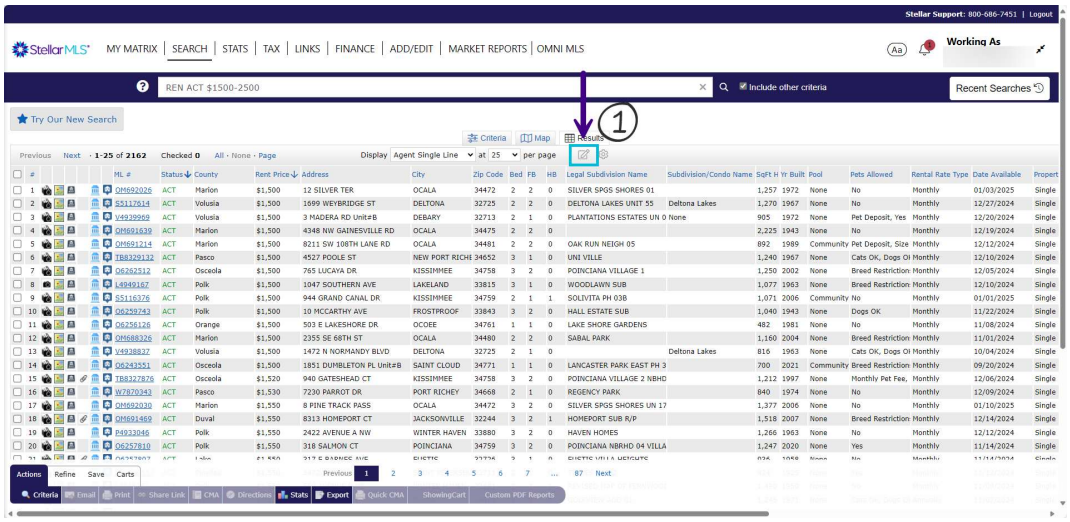
include the first listing photo for each listing, Application Fee, and Minimum Security Deposit.

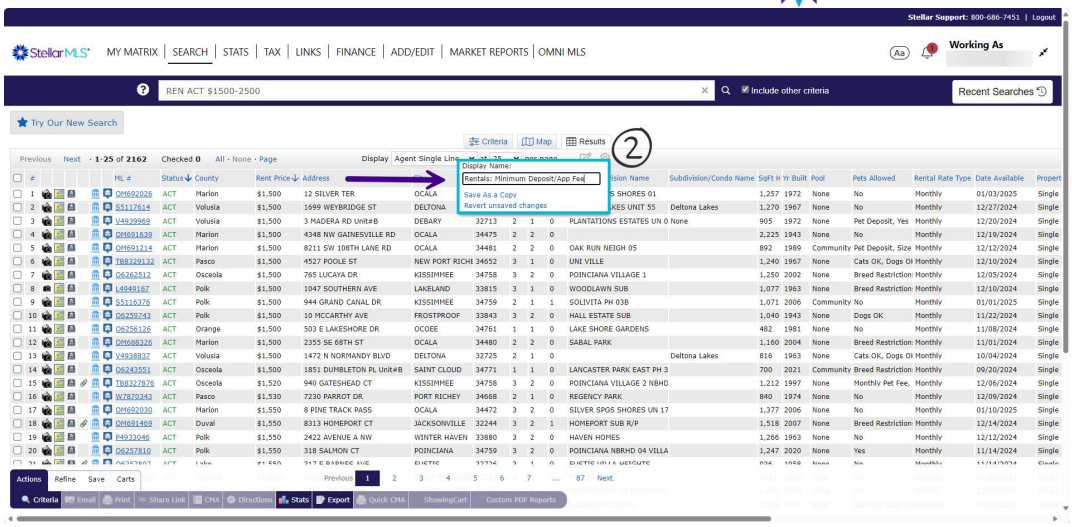


You may also notice that some of the columns have been rearranged as well. This will be outlined in the steps below.

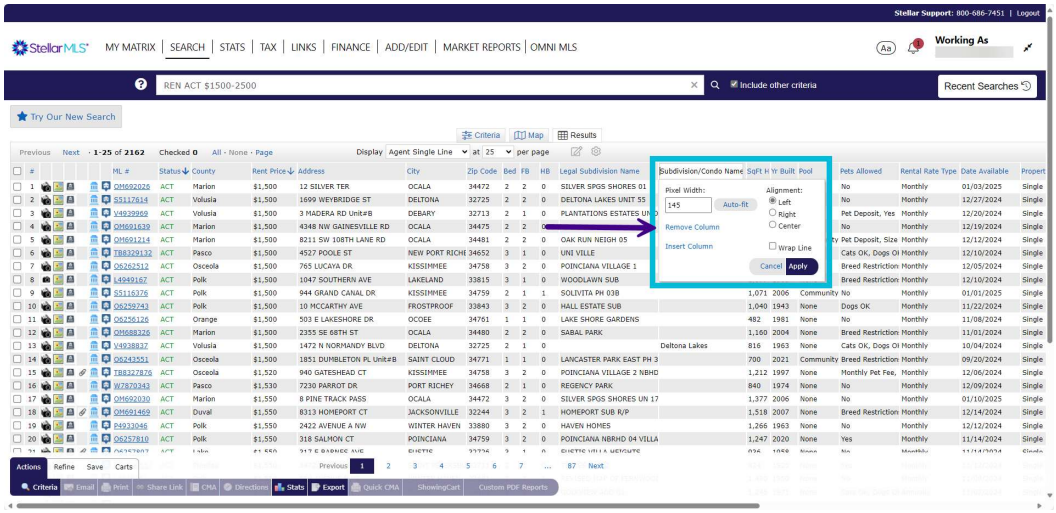
Steps to Create the Custom Display

Step 1: This is the most important step and keeps you from adjusting the Agent Single Line display. You will need to rename your display. To do so, select the Manage Display icon (looks like a notepad and pencil) found directly under the Results tab in the upper right corner of the screen. After selecting the icon, simply adjust the name of the display by deleting Agent Single Line and typing your desired name.



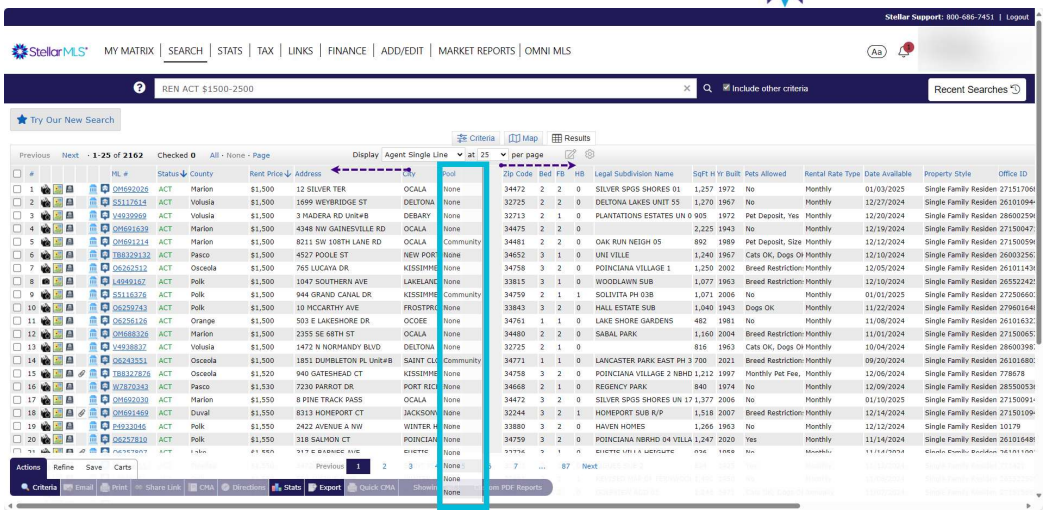


Step 2: After naming the custom display, you can now delete any unwanted columns. Essentially, the Agent Single Line display can be treated as an Excel spreadsheet and can be manipulated in the same way. To delete a column, take your cursor to the top of the column where the heading is found. Once your cursor changes to a cross with arrows on the ends, you will left click your mouse and select to remove the column.

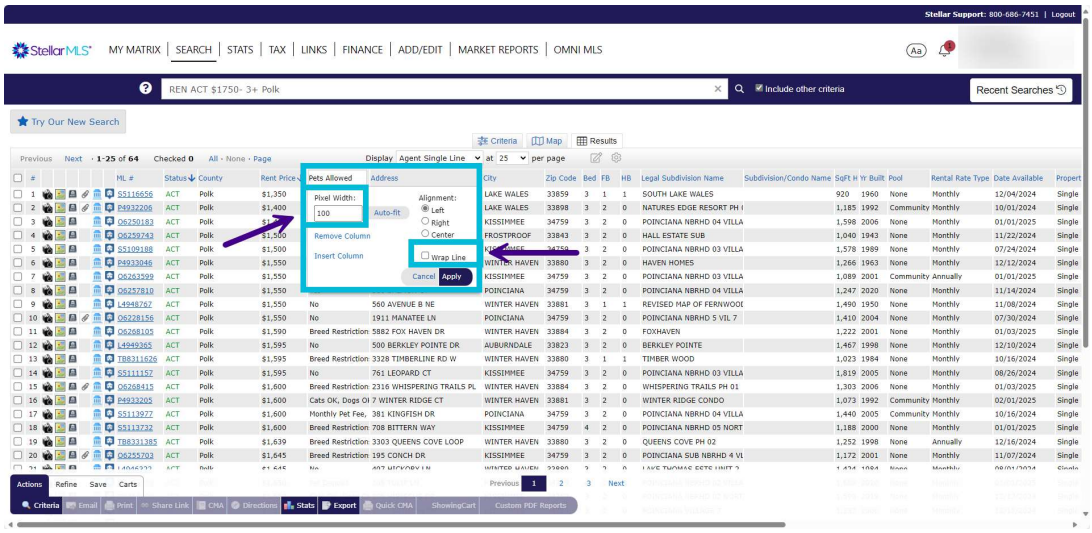


You will continue to repeat this process until all the columns you want removed are no longer part of the display.

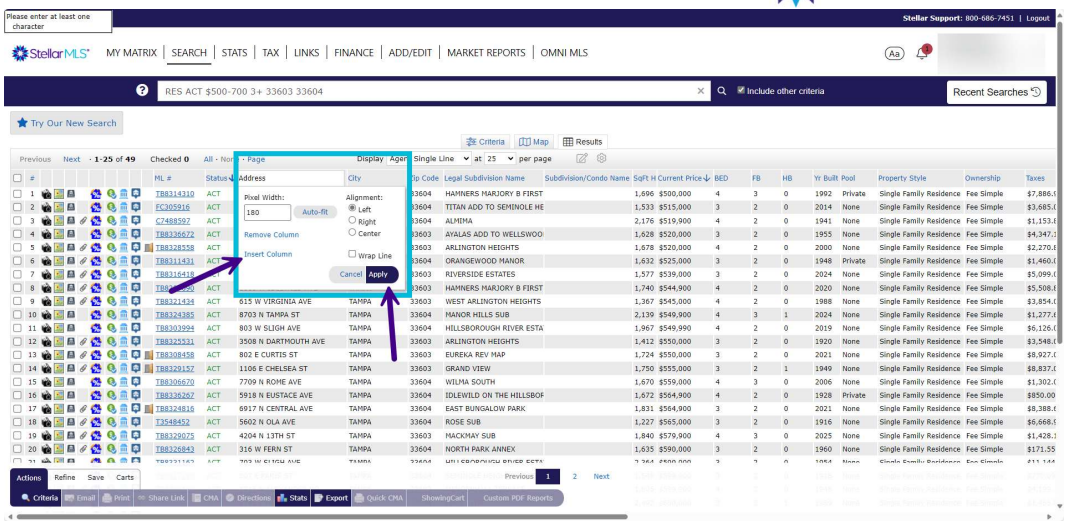
Step 3: You can also rearrange your columns to present important information towards the front of the display. This allows you to easily assess the property details in one glance rather than having to search for the details you are wanting.

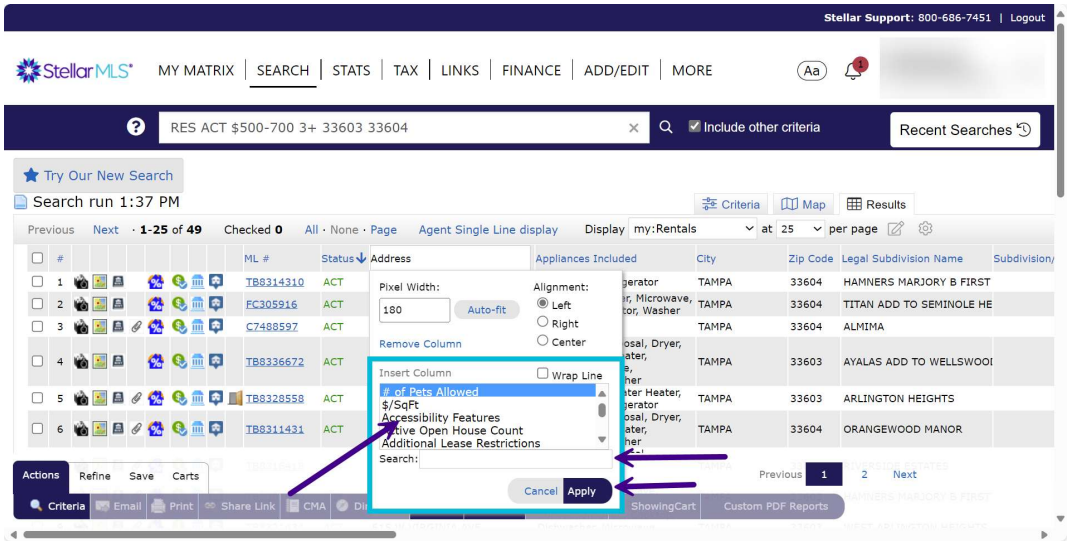


Step 4: You may find that some of the information that is recorded in the columns is cut off or not fully displayed. You can adjust the pixel width of the cells and wrap the text to ensure you have all the information fully displayed. To make these adjustments, you will left click in the column heading for the cells you wish to adjust. You will find the pixel width field in the upper left corner of the window. Recommendation: Try and stay at or below 175 pixels. The wrap text checkbox can be found towards the lower right corner of the window.

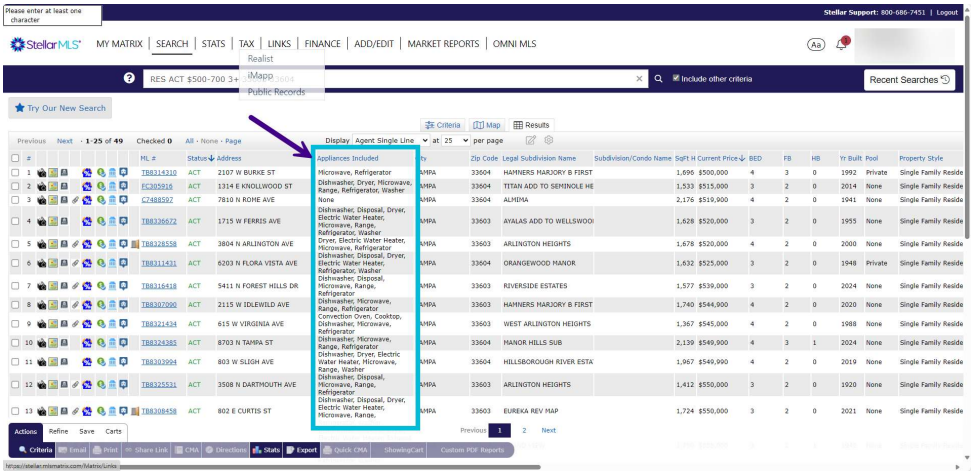


Step 5: In order to report additional information on this display, you can add additional columns that correspond with the criteria fields found on the Listing Data Entry Form for each Property Classification. To add additional columns, you will go to the heading to which you want the new column to fall after and left click on the mouse. You will select the Insert Column option. A pop-up window will appear allowing you to either scroll through the available. Once you have selected the desired criteria you wish to add to your display, you will select the Apply button at the bottom of the window.

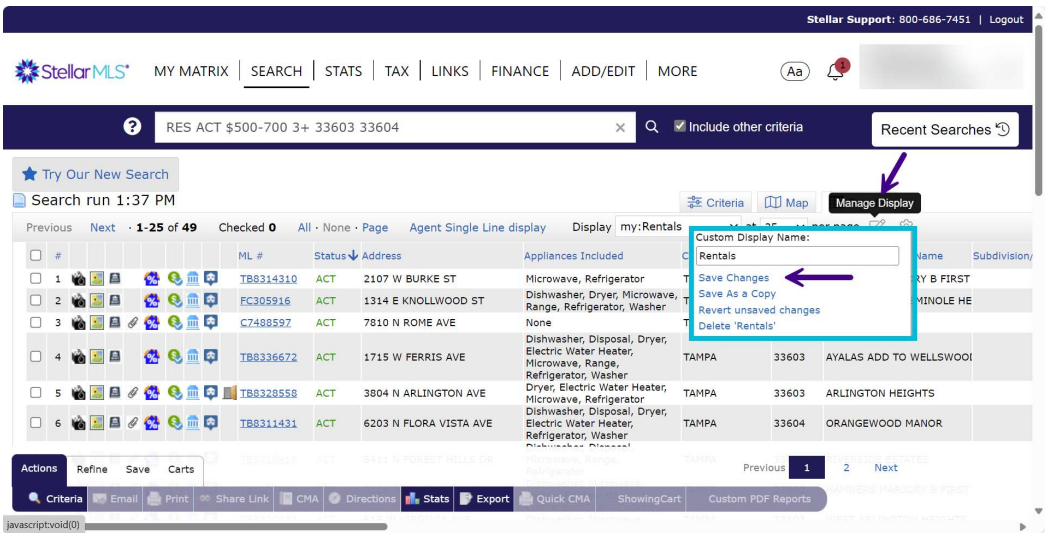




Below is an example of what the display may look like once a new criteria column has been added. This column has also been adjusted to wrap the line and the pixel width was adjusted to 175.



Step 6: Once you have added all the additional criteria columns you want in your specific display, you will want to lock in those changes to your display. To do this, you will need to select the Mange Display icon found under the Results tab and select Save Changes. This will lock in all the adjustments you have made, creating your custom display. This display is now available in your Display drop down menu, allowing you to select this for any Results set.

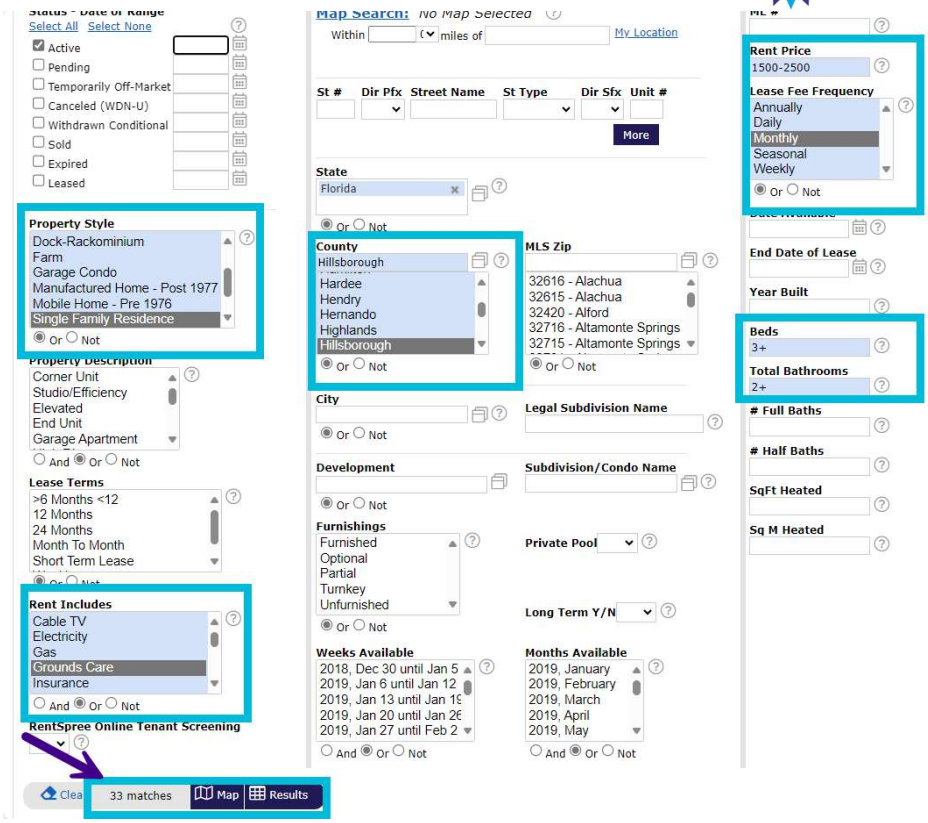


Common Rental Search Scenarios

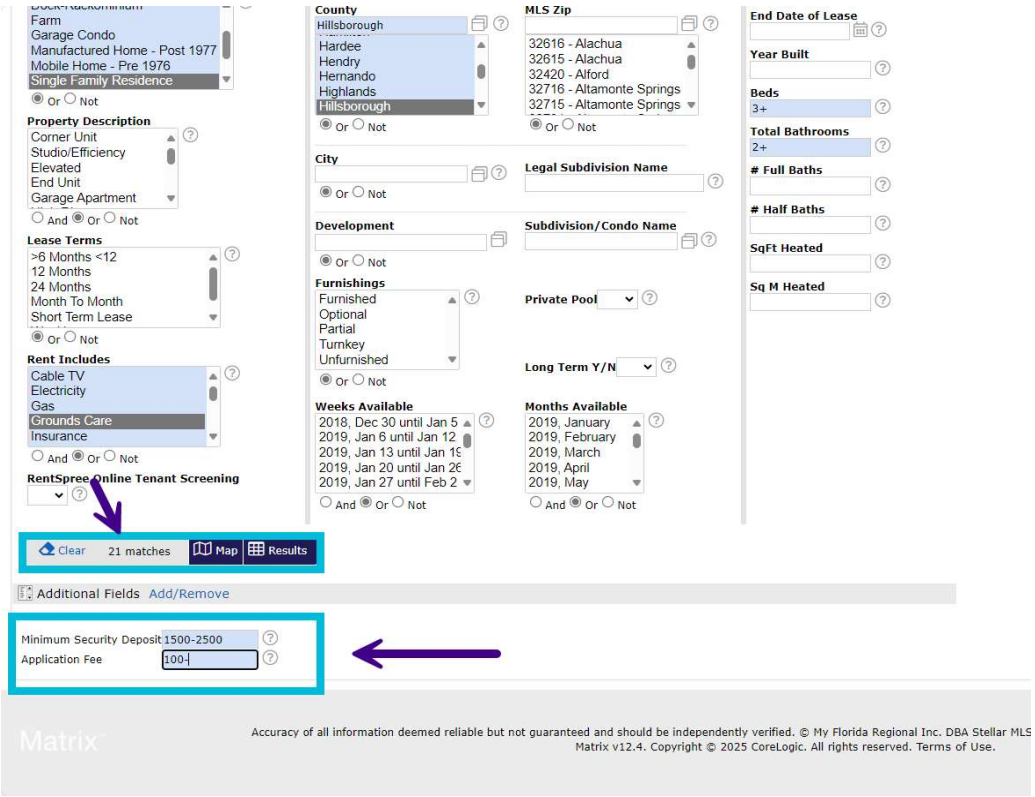
Searching for Minimum Application Fee and Security Deposit

Often, when a customer is looking for a rental property, two of their main concerns are what is the security deposit and the application fee for the property. These two criteria can be searched for or reported in a custom display. Below is the outline for this example and the criteria used in the search.

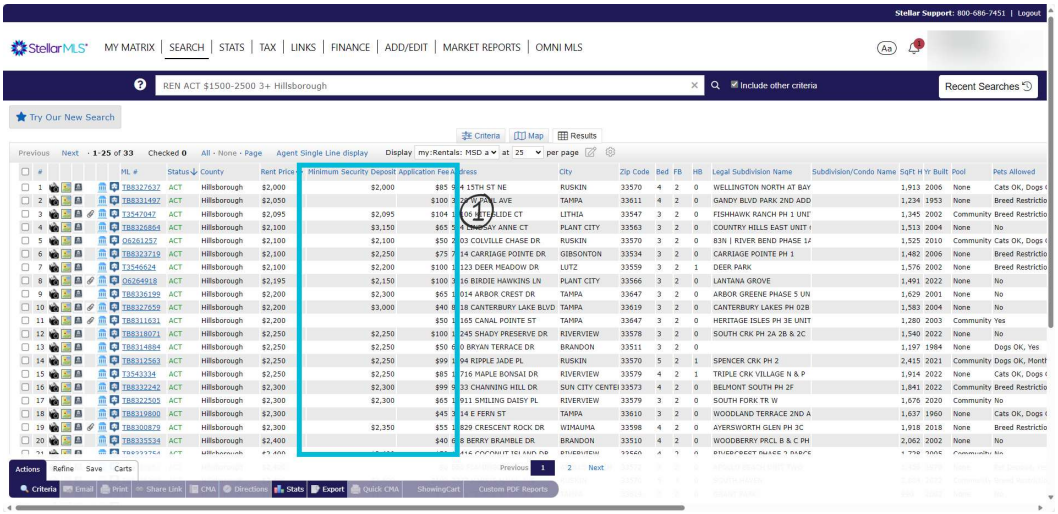
Customer is looking for a single-family residence that includes lawn service and will allow their family dog. They are looking for an unfurnished property in Hillsborough County that has 3 or more bedrooms and 2 or more bathrooms. They are hoping to stay between $1500-$2500 monthly with a minimum-security deposit of $100 or less and a security deposit equal to one month's rent.



Notice that prior to adding the additional fields to our search form, we have 33 rental properties that match our search.



Once the Minimum-Security Deposit and Application Fee fields are added and criteria is placed into the fields, we lose 11 rental properties based off the criteria entered. To leverage as many properties as possible, you may want to consider making a custom display for Minimum Security Deposit and Application Fee. Below is an example of what that display may look like. You will notice that some of the criteria that may have excluded a property during the search may still be an option for your customer. i.e. the application fee may be $5 more than what they wanted.

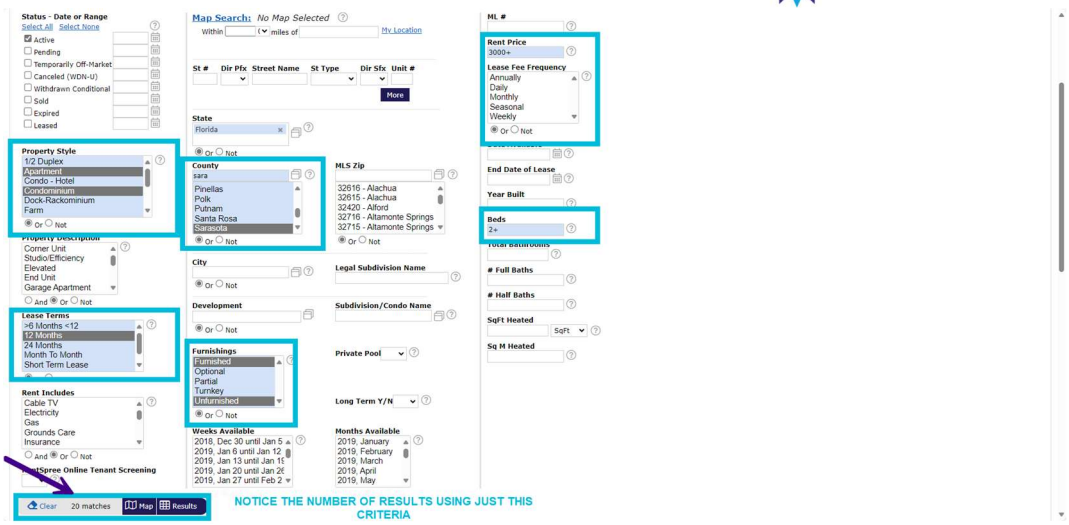


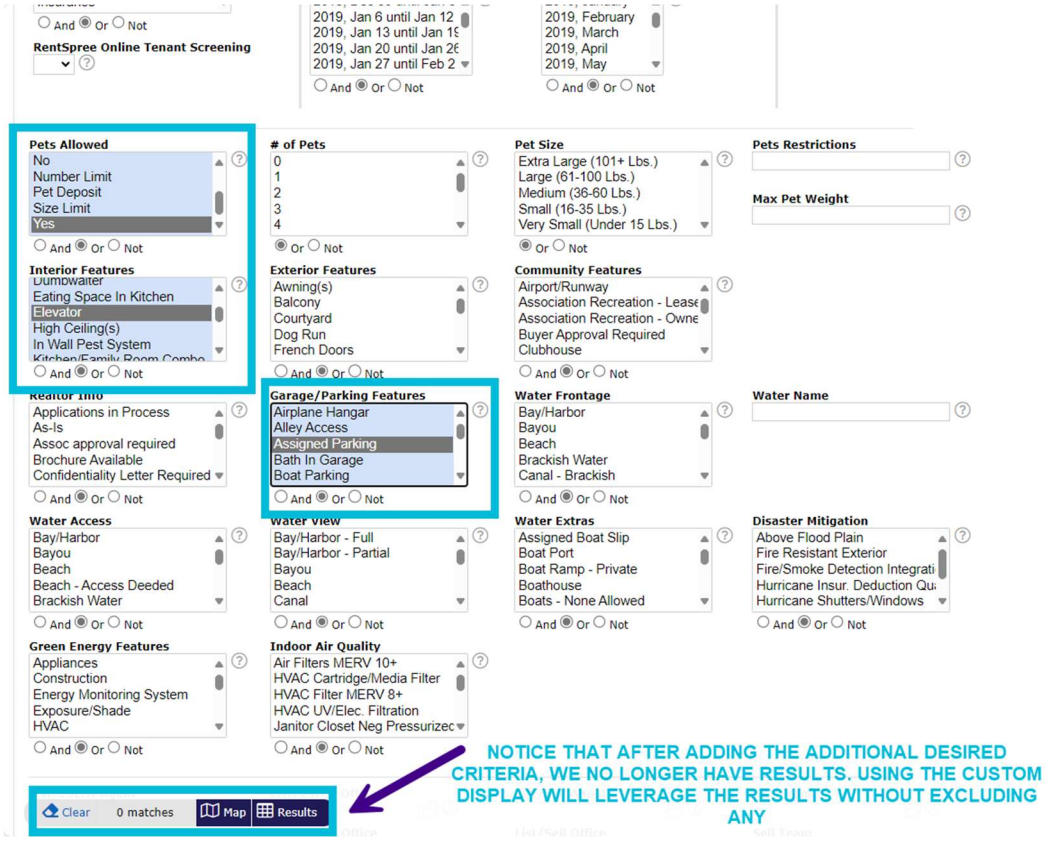
Searching for Condominiums

For this example, your customer is looking for an apartment or condominium that is furnished or unfurnished in Sarasota County. They are looking for a 12-month lease and wanting to spend $3000 or more for rent. They are looking for a property that has 2 or more bedrooms on one of the upper floors of the building with a building elevator. They are also wanting a property that offers assigned parking and will allow pets.

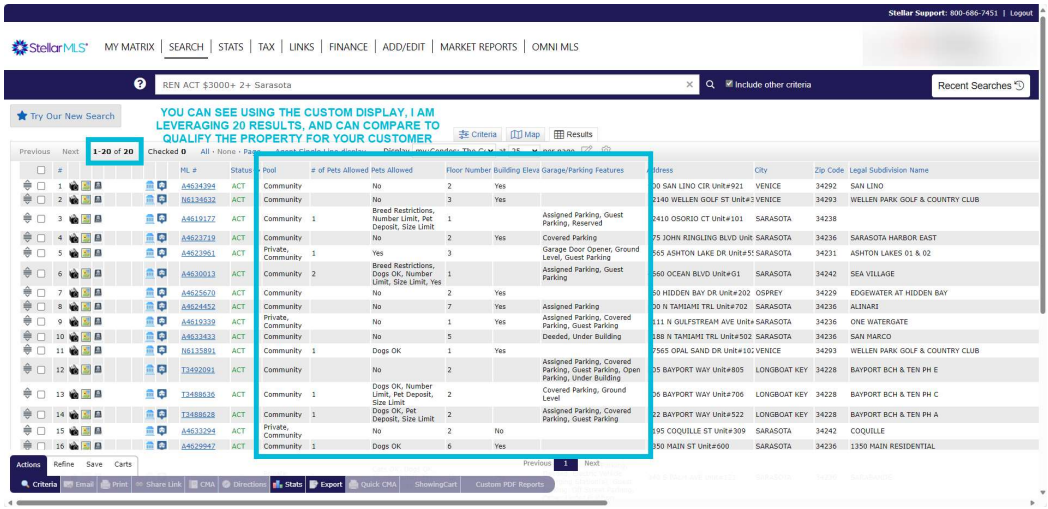
Again, there are two ways you can search for these properties. You can choose to add the additional fields at the bottom of the search form or you can create a custom display that reports all the information you need to qualify the property for your customer.

Below are the examples of each direction you can search.


Status - Date or Range
Map Search: No Map Selected
Rent Price
3000+
Lease Fee Frequency
Property Style
1/2 Duplex
Apartment
Condo - Hotel
Condominium
Dock-Rackominium
Farm
County
Pinellas
Polk
Putnam
Santa Rosa
Sarasota
MLS Zip
32616 - Alachua
32615 - Alachua
32420 - Alford
32716 - Altamonte Springs
32715 - Altamonte Springs
Beds
2+
Lease Terms
>6 Months <12
12 Months
24 Months
Month To Month
Short Term Lease
Furnishings
Furnished
Optional
Partial
Turnkey
Unfurnished
Rent Includes
Cable TV
Electricity
Gas
Grounds Care
Insurance
Weeks Available
Months Available
Clear
20 matches
Map
Results
NOTICE THE NUMBER OF RESULTS USING JUST THIS CRITERIA


RentSpree Online Tenant Screening
Pets Allowed
No
Number Limit
Pet Deposit
Size Limit
Yes
# of Pets
Pet Size
Extra Large (101+ Lbs.)
Large (61-100 Lbs.)
Medium (36-60 Lbs.)
Small (16-35 Lbs.)
Very Small (Under 15 Lbs.)
Pets Restrictions
Max Pet Weight
Interior Features
Eating Space In Kitchen
Elevator
High Ceiling(s)
In Wall Pest System
Exterior Features
Awning(s)
Balcony
Courtyard
Dog Run
French Doors
Community Features
Airport/Runway
Buyer Approval Required
Clubhouse
Applications in Process
As-Is
Assoc approval required
Brochure Available
Confidentiality Letter Required
Garage/Parking Features
Airplane Hangar
Alley Access
Assigned Parking
Bath In Garage
Boat Parking
Water Frontage
Bay/Harbor
Bayou
Beach
Brackish Water
Canal - Brackish
Water Name
Water Access
Bay/Harbor
Bayou
Beach
Beach - Access Deeded
Brackish Water
Water View
Bay/Harbor - Full
Bay/Harbor - Partial
Bayou
Beach
Canal
Water Extras
Assigned Boat Slip
Boat Port
Boat Ramp - Private
Boathouse
Boats - None Allowed
Disaster Mitigation
Above Flood Plain
Fire Resistant Exterior
Fire/Smoke Detection Integrati
Hurricane Insur. Deduction Qu
Hurricane Shutters/Windows
Green Energy Features
Appliances
Construction
Energy Monitoring System
Exposure/Shade
HVAC
Indoor Air Quality
Air Filters MERV 10+
HVAC Cartridge/Media Filter
HVAC Filter MERV 8+
HVAC UV/Elec. Filtration
Janitor Closet Neg Pressurizec
Clear
0 matches
Map
Results
NOTICE THAT AFTER ADDING THE ADDITIONAL DESIRED CRITERIA, WE NO LONGER HAVE RESULTS. USING THE CUSTOM DISPLAY WILL LEVERAGE THE RESULTS WITHOUT EXCLUDING ANY

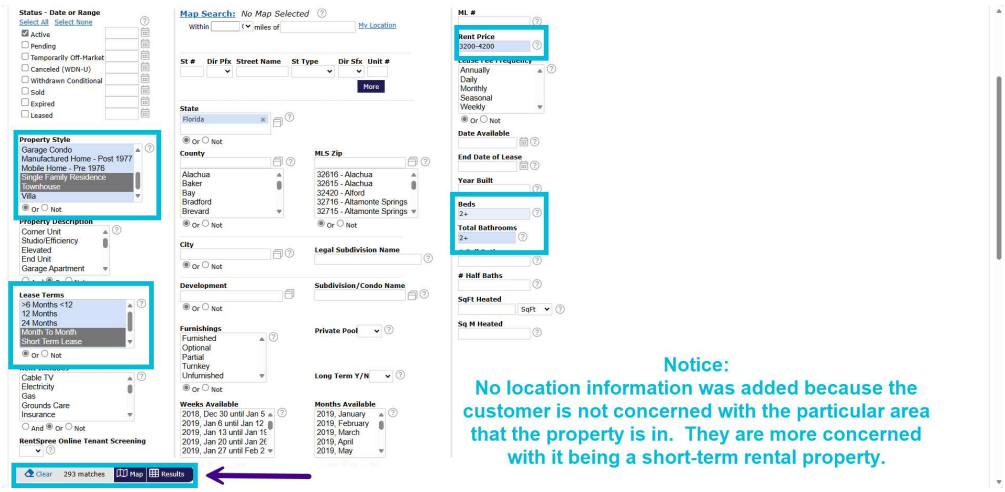
Below is the view of the custom display



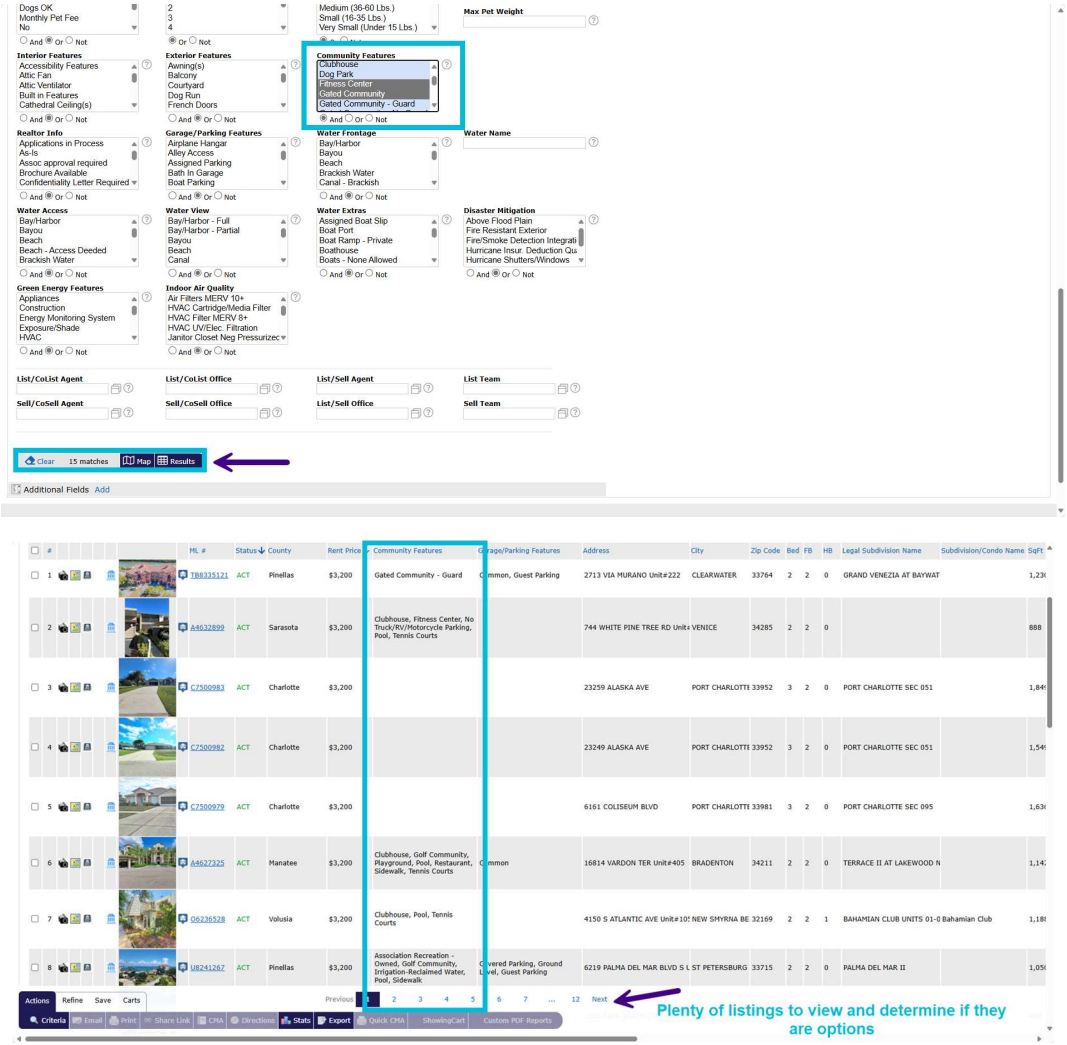
Searching for Month to Month/ Short Term Rental Allowed

Some customers aren't looking for long term rentals. Some may be new to the area and still aren't sure exactly where they want to be and are looking for the flexibility of a month-to-month rental. These types of properties provide the flexibility the customer is looking for while making determinations for a more permanent solution.

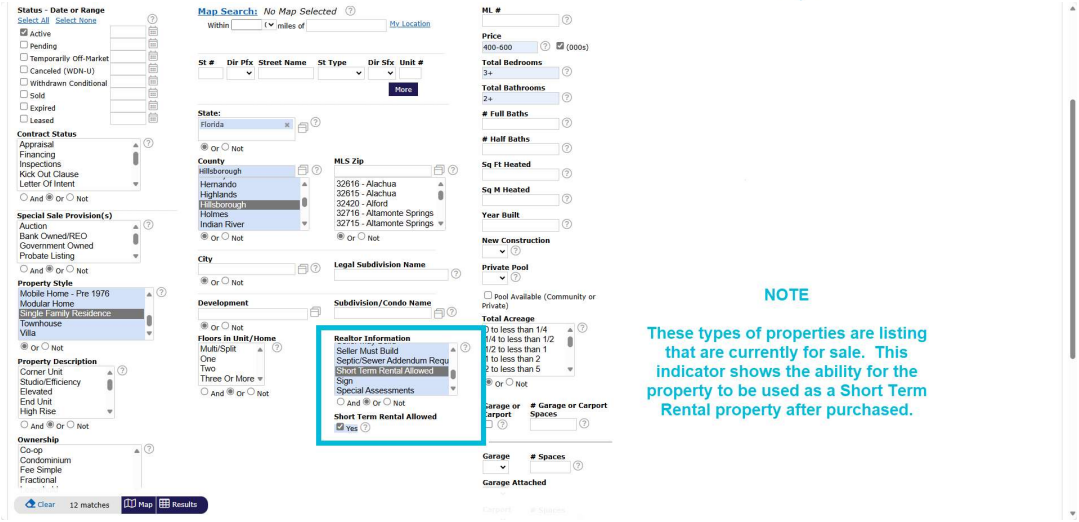
A Short-term rental is the rental of any residential home for a short period of time, 30 days or less. Finding in them in the MLS can sometimes be tricky, but adding the correct criteria in the search form can help eliminate any issues finding these homes. For this example, the customer is looking for a month-to-month or short-term rental. They are really specific to a particular area or property style, however, they are wanting a property that offers a gated community with a fitness center. Their budget is between $3200-$4200 per month. Below is an example of what your search form may look like:



Once we add the additional search criteria to our form, you will notice a dramatic change in the number of available properties in your results. Remember, to avoid this, you can create a custom display, allowing you to leverage all the properties that match the price point and property style, while also comparing the additional features they offer and providing that choice to the customer.



Alternatively, if you are working with a buyer and they are looking to purchase a property they can turn into a short-term rental, you will need to conduct this search under the Residential Property Classification. Once you start your Residential search, you will simply select the Short Term Rental Allowed criteria that is found in the Realtor Information criteria field. Below is an example of this type of search.



Working with Search Results

Underneath the results grid, there are four menus, each with buttons to perform different actions.

Actions Menu

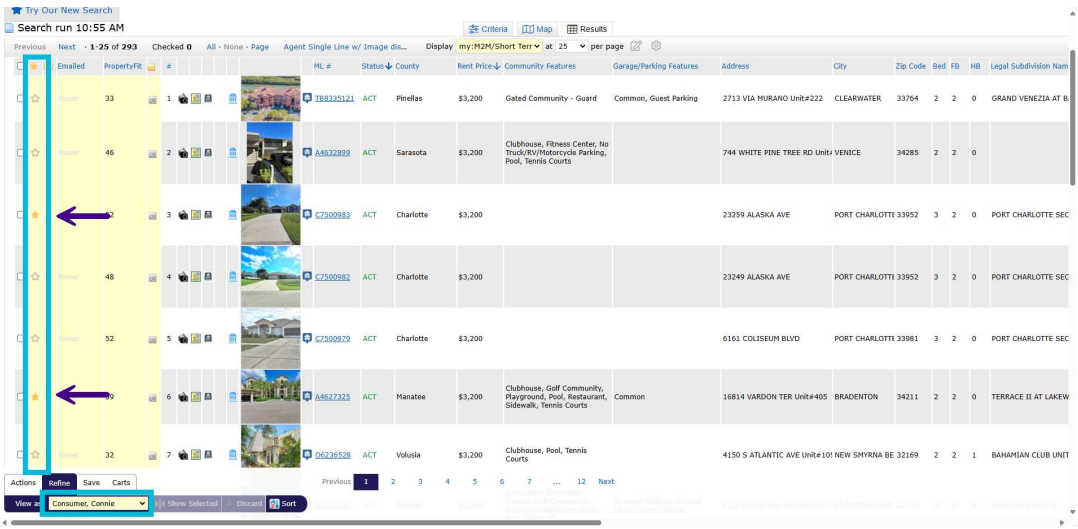
The Actions menu features functions such as emailing, printing, running driving directions, launching a CMA wizard, running statistics, exporting the data, requesting bulk showings, and creating Custom PDF Reports.

- Email: Send a one-time email with selected listings. Customers are sent a link into their OneHome Customer Portal to view the listings. This is not an automatic email where the customer will be sent updates from the system. To set up an automatic email, go to the Save menu.
- Print: Print selected listings. You can choose a variety of displays to print and select whether to include a header and footer. Listings can be printed to paper, PDF, or emailed as a PDF attachment from this button.
- CMA: This button does not produce a CMA for an individual listing. Instead, if you search for comps for your subject property, you can select multiple comparable listings and then click this button to launch a CMA wizard.
- Directions: Run driving directions between listings, reorder the listings and add custom starting or stopping points, print the directions or email them directly to your customer.
- Stats: Run summary statistics on the listings in your search.
- Export: Export the results grid in .csv format (comma-separated values) to open in another software program such as Microsoft Excel.

- Quick CMA: Like the CMA button, this button requires you to search for comps for your subject property. If you select the comps and then click Quick CMA, a basic PDF report will be created showing each comp (sorted by status) and giving summary statistics by status.
- ShowingCart: Launch multiple listings into ShowingTime to request showings.
- Custom PDF Reports: Create a custom PDF report including Broker and Customer Synopsis views of the listings

Refine Menu

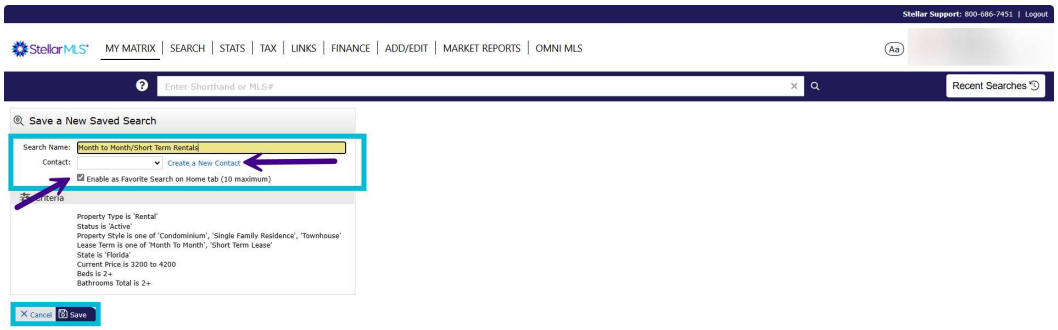
The Refine Menu allows you to work with the set of results for a specific customer. You can discard unwanted properties prior to sending a email to the customer, as well as, make Agent Picks for the properties you want to highlight once the customer logs into their OneHome Customer accounts. To select an Agent Pick, you will select the customer's name from the View As menu, and select the corresponding stars found on the far-left side of each property row. Once selected, the star will turn a dark goldenrod color and will then show up as an agent pick when the customer logs into their OneHome accounts.

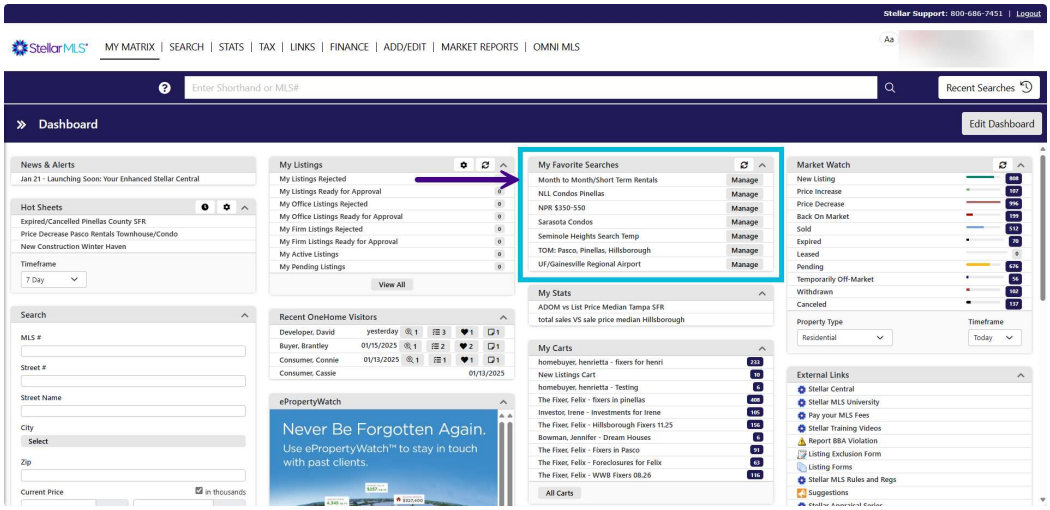


Save Menu

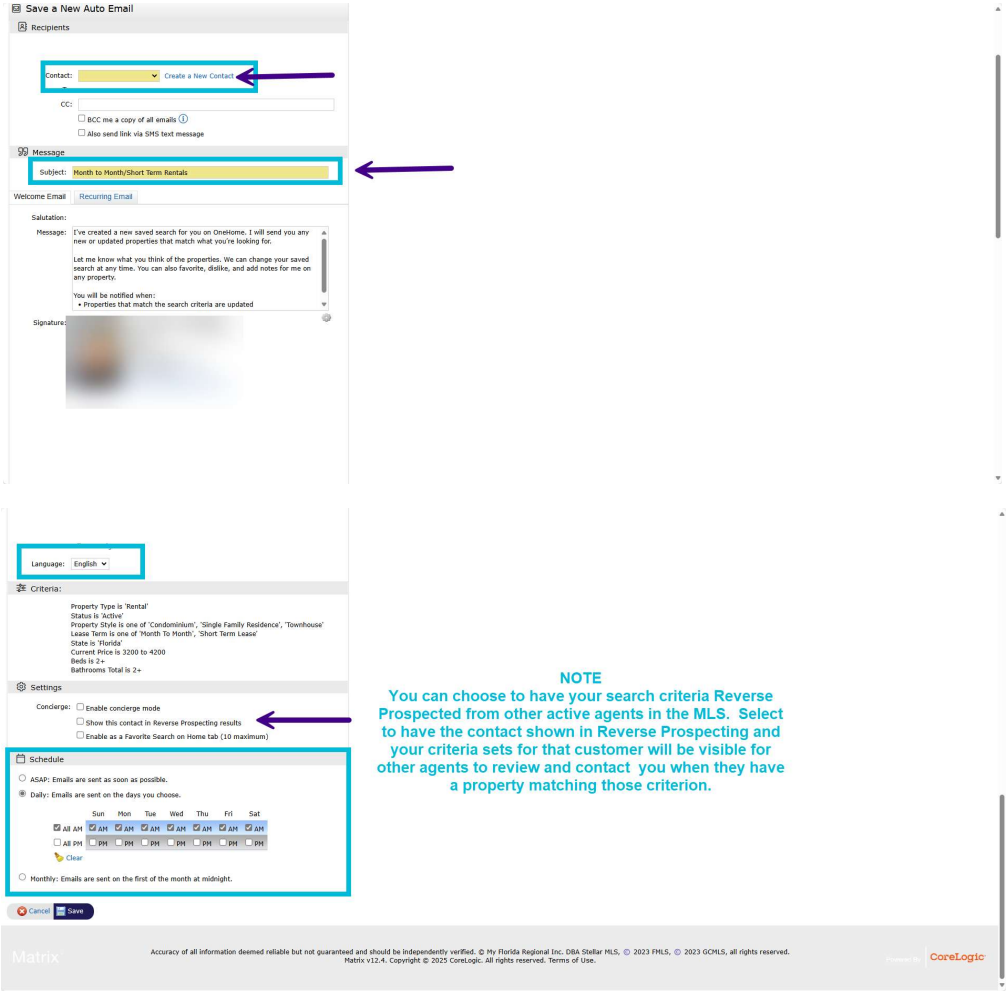
The Save Menu gives agents the ability to save common searches they conduct regularly, and this is also where you will set up Auto Emails for your customers. New Saved Searches can be attached to an actual customer or can be set up as a search template in your My Favorite Searches widget on their Matrix Dashboard. To set a

criteria set as a saved search, select the New Saved Search option, name the search, attached the search to a customer if this is something you want to do, and select Enable Favorite Search on Home Tab if you want the search template to appear in your My Favorite Searches widget, and select Save. The saved search can now be used anytime you wish to search for that set of properties.

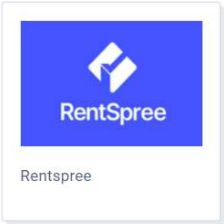




To set up an Auto Email for your customer, you will select the New Auto Email option. This will open to a new page where you will select the customer's name, provide a subject line for the email, and choose the most appropriate schedule for your customer and their needs.



Additional Rental Resources



Stellar MLS offers you access to a brand-new product called RentSpree!! This product is provided to you as part of your subscription and give you access to so many great features like tenant screening, payment portal, message center, and the ability to brand your agent page.

Stellar MLS offers you a discount price to My Rental. Using this product, you will be able to screen potential tenants quickly and easily. It is a self-service rental screening solution for agents and brokers with rental listings. You can run background reports and search for rent score.