

FROM VACANT TO LEASED A HOMEOWNER'S GUIDE



TO PREPARING, PRICING, MARKETING AND
LEASING WITH CONFIDENCE.

PM | **PEPINE**
PROPERTY MANAGEMENT



A vacant home can quickly become a costly home. Every empty month means lost income, added stress, and missed opportunity. Pepine Property Management helps homeowners move from “available” to “leased” with a clear, strategic plan designed to attract qualified tenants faster.

From pricing and preparation to marketing, showings, applications, and lease signing.

Pepine’s existing property management marketing already leans into the message that “every empty month = lost money,” and highlights services like 24/7 live answering, flexible tour scheduling, and free rental analysis.

WELCOME





PROJECT TIMELINE

MANAGING A RENTAL MEANS MANAGING EVERY DETAIL. THE DETAILS BETWEEN VACANT AND LEASED MATTER MOST.

01

Rental Strategy & Pricing

Start by reviewing your property, current rental demand, and setting a competitive rental price. The right price helps attract qualified renters and reduce vacancy risk.

02

Property Preparation

Make the home clean, safe, functional, and move-in ready. Complete repairs, improve curb appeal, check major systems, and prepare the property for photos and showings.

03

Marketing Launch

Once the home is ready, bring it to market. Strong photos, accurate property details, and clear rental terms help your listing stand out and generate serious interest.

04

Showings & Follow-Up

Expect renter inquiries, showing activity, questions, and feedback. Stay responsive, make showings convenient, and watch how the market reacts.

05

Applications & Screening

As applications come in, review each applicant carefully. Consider income, rental history, credit, background criteria, and overall fit before making a leasing decision.

06

Lease & Move-In

Once an applicant is approved, focus on the lease, deposits, move-in funds, and move-in details. Clear communication helps create a smooth transition from vacant to occupied.

COMPLIANCE



PROTECTING YOUR RENTAL INVESTMENT

OWNING A RENTAL IS MORE THAN COLLECTING RENT.
IT IS PROTECTING YOUR INCOME, YOUR TIME, AND YOUR INVESTMENT
FROM COSTLY MISTAKES BEFORE THEY HAPPEN.

01

Fair Housing Compliance

Fair housing laws require consistent and non-discriminatory practices throughout advertising, screening, leasing, and resident interactions. Proper compliance helps reduce legal risk and protects both owners and tenants.

02

Security Deposit Compliance

Security deposits must be handled according to state-specific laws regarding collection, storage, notices, deductions, and return timelines. Clear documentation helps prevent disputes and costly penalties.

03

Habitability Compliance

Rental properties must meet health, safety, and maintenance standards required by law. Prompt attention to repairs and property conditions helps protect residents and preserve the property's value.

04

ESA & Service Animal Compliance

Emotional Support Animal and Service Animal requests must be handled in accordance with the Fair Housing Act and verified through proper procedures. Consistent handling helps avoid discrimination claims and compliance violations.

05

Notice & Eviction Compliance

Notices, lease violations, and eviction procedures must follow strict legal guidelines and timelines. Proper documentation and compliant processes help reduce delays, disputes, and legal exposure.

06

Lease & Document Standards

Accurate leases, addendums, notices, and resident records are essential to effective property management. Proper documentation creates clarity, supports enforcement, and helps protect all parties involved.



SERVICES OFFERED

Managing a rental property involves more than finding someone to live in the home. From pricing and preparation to tenant communication, maintenance coordination, legal details, and financial tracking, every step plays a role in protecting your investment and reducing unnecessary stress.

Pepine Property Management helps create a smoother rental experience by bringing structure, responsiveness, and professional oversight to the process, so your property can be managed with confidence from listing to lease and beyond.

Leasing & Tenant Placement

01

Finding the right tenant takes time, strategy, and attention to detail. From setting the rental price to coordinating showings, reviewing applications, and preparing lease documents, the leasing process requires consistency and quick follow-up. A strong leasing plan helps reduce vacancy time and attract qualified renters.

Property Care & Maintenance

02

Maintenance requests, vendor communication, repair follow-up, and routine property needs can quickly become overwhelming. Having a clear system in place helps protect the home, address issues faster, and keep tenants informed when something needs attention.

Rent Collection & Owner Support

03

Staying on top of rent payments, records, communication, and rental performance is essential for a successful investment. Organized management helps create clarity for both the property owner and the tenant, while supporting a more reliable rental experience over time.



MEET YOUR TEAM



Jenifer Bullard

Property Manager

✉ Jenifer@PepinePropertyManagement.com

With 20+ years in property management, I bring professional, hands-on expertise to protecting investments, maximizing returns, and managing every home with care.

Jenelle Evans

Assistant Property Manager

✉ Jenelle@PepinePropertyManagement.com

Since 2001, I've built, led, and sold successful property management and maintenance companies, bringing seasoned expertise, local roots, and a deeply personal commitment to every property I serve.



Pamela Morrison

Bookkeeper

✉ Pamela@PepinePropertyManagement.com

With a background in accounting and business software, I bring precision, heart, and purpose to property management, helping support homes that truly matter to the people who live in them.




NEXT STEPS

READY TO MOVE FROM **VACANT** TO **LEASED?**



Start with a free rental analysis and get a clear picture of what your home could rent for in today's market. From there, you'll have the information you need to price confidently, prepare strategically, and take the next step toward finding a qualified tenant.

Thank you!

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