

EP49: Let's Get Your Property Rent Ready

Welcome to the Landlord Logic Show, hosted by John Tiner. John is the owner and CEO of Tiner Property Management, a three generation family business since 1976. Tiner Property Management expertly manages over 1,000 properties in the greater Sacramento area to place quality tenants quickly while minimizing your risk. John stays up to date on all the new laws and regulations and shares his knowledge with do it yourself landlords each week.

The Landlord Logic Show with the Tiner Property Management Pros. Joining us now, John Tiner, along with his wife and business partner, Jenny Tiner.

Welcome to the Landlord Logic Show. I'm so glad to have you with me today. Listening in and also in studio with us is my wife, Jenny Tiner, and my business partner. Welcome, Jenny.

Thank you. Hi, everybody. Thanks for joining us.

We are a property management firm. We manage about 1,400 rental properties. And have a staff of about 30 people to execute on that and do a good job with it. And Tiner Property Management is the name of the company. And we are excited about sharing information about property management. It's kind of geeky, but this is what we're into is property management stuff. We manage 1,400 properties and probably have had 10,000 tenants over the year. We've had a lot of experience doing property management, real estate and investment properties. And we keep the risk down for them.

There's a lot of new laws. There's fair housing laws. You can get it wrong so easily when you try to do this yourself. And we work constantly to be in compliance for our owners so they don't have to worry about it. They go on about their life and they're good at whatever they're good at. And we're good at property management. We'd love to hear from you. You can call us at 916 974 6003. Other ways to reach us is from a cell phone. You can dial pound 250, say the word Tiner. That'll get you some valuable information. Or check us out on the website, which is Tiner.com, T I N E R.com. And check out our resources page. These shows, videos, blogs, it's all on there on our resource tab. And again, that's Tiner.com.

And yeah, a lot of our clients, John and I do a lot of the new accounts. And so recently I did a lot of the new account calls. Refreshing just to see who is calling us now. So who would utilize our situations? Investors, yes, of course. But sometimes we get the accidental landlords, the ones that they have to move for some reason. They might want to come back to the property. They have a really good interest rate. They don't want to sell it. We have quite a few owners that they are siblings and they are managing the property that they had to move their parent out of. Sometimes we have somebody had a big house. They had a big family. Kids had moved away from college, going through divorce. So we've kind of had any kind of really situation, we have it. And sometimes, mainly, I think a lot in the market right now is the accidental landlords, the ones that didn't plan on it, and just kind of were an interim solution. Sometimes we have some clients that we sold one a couple months ago, a 30 plus year client.

It was kind of a one of the OGs, the originals. So we've been in the business a long time. We make it easy because this is our full time job. But we understand that people, they have their own lives and their own full time job.

It keeps us busy. And I just, I try to manage my own rentals. A while ago, my company manages them now because I have 5,000 things to do during a day. And so we make it easy for you. We do tenant screening. We get your property ready to rent. We do all the move ins, the move outs. If it's a weekend, a holiday, 2 a.m., there's an emergency. We have a 24 7 call center maintenance. We schedule the vendors. We collect the rent. We pay the vendors. At the end of the month, we pay you easy. Do the accounting for your tax person for your end.

Make it really easy to own rental property. That's the concept. One of the questions we get for people that are coming to Tiner Properties is maybe they live in their property now. You tend to overlook some things when you live there sometimes, but they're wanting to know, what do I need to do to get it rent ready? That's a common question. One of the reasons we go out and visit homes and talk to owners is not only to tell them about our services and answer questions, but to tell them what their rent value is and then what they need to do in order to get the property. And that question has come up so much. We've actually written an article on it and done a blog on it, a video blog on it.

Yeah. So if you go to our website and you go to owner resources and then you scroll down, there's some action items and then you click on that link and we have a John did a really nice blog on there. This is so important because everybody's kind of like everybody's version of clean is different. Really, it always is different. Somebody could be like, it's great. It's clean. It's done. And then it's like, well, no, because it's just various of opinions. Same thing when you get a property rent ready. And actually this goes for a sale, but we're for these purposes rent ready. And when we have new accounts and we introduce our new owner clients to their property manager and the property isn't ready yet, we include this link in there because it's really important. Sometimes we take calls and the people are thinking about using our services. John will send this link to them and they're like, oh, yeah, the appointment we just scheduled for Friday, let's push it off a few weeks because I know I'm not ready. Thank you for the information. I'm going to work on this list. So we'll go through some of these main items. But again, this is on our website.

And sometimes we look at the properties before they're ready because we're going to help them get it ready. That's one of the things we can do for people. We have these vendors and we know how to line it up in the right order. You know, you don't want to do cleaning and then paint and have paint dust to clean again. So you got to do things in the right order. We're good at that part of it for them.

Yeah, we have some clients that they want to finish it and do it themselves. The unfortunate thing is, is they don't really understand that that's going to take more time. And we say on average, it's \$100 a day of rent loss for your vacancy. So even though you're a do it yourselfer and you want to do the repairs yourself, sometimes it's just better. We have some owners that

throw keys at us and they're done. And it's really oftentimes that makes better sense and we can get it rented quicker that way.

Yeah, I had one that I went and looked at up in El Dorado Hills. The owner had done their own cleaning and hadn't rented. It's been a little while now. And I went and looked at it myself because they felt like their cleaning was good enough. And when I looked at it, it's like, if you're going to rent a property for \$3,500 a month, it needs to be squeaky clean, not mostly clean. So we made some recommendations to improve its condition a little bit. And I think that's, you know. People who are renting expensive properties, they expect it to be really nice. So we made a price adjustment and we did a few cleaning items and some touch up paint that probably would have been necessary. We actually recommended it when they first signed up, but they thought they could get away with this. And now they're getting real, you know, a month or two later. And they're adjusting to both the value of the market, which is softening now. We've actually seen rents go down a little bit. But if you don't price them effectively and have them looking really sharp. You're not going to get the good applicants. They're going to move on to better values. And we want to capture the A applicants, right? So condition really matters.

Yeah. So some of these just basic requirements that we'll just go through. Have the property professionally cleaned. We talked about that. Everybody's version of clean is different. This includes floors, windows, bathrooms, and kitchen. We call it hotel room clean.

All those are important. Yep. No fuzz on the fan blades.

No, and you know the thing too, like your air filters, those covers, that's often missed. So another important one is that sometimes, especially people that move from the property, they forget that they left their personal items. Like they really forget them and they don't even see them. So all trash, personal items removed inside and out of the property. Look at your shed, look at your storage units, look in your rafters, everything out.

Nobody wants your pallet or your old firewood.

No furniture, furniture, decor, toiletries, leftover equipment. So get rid of it. Because the tenants are going to have their own stuff. So get yours out.

All appliances, systems, needs to be fully operational.

Right. Three out of four burners is not good enough.

Right. This includes HVAC, plumbing, electrical, and kitchen and laundry appliances. Everything needs to work. That includes that kitchen law we just talked about, the refrigerator law.

Yes. Make sure in that refrigerator that you could be required to have in there, is working if it's in there. Locks and doors. Those, you have to secure the properties. You have to make sure that those are working properly. Proper window locks, proper door locks, deadbolts on all the main swinging doors. Keys. Make sure the keys work, that they turn smoothly.

Right. Windows have to open or close and lock with clean, undamaged screens.

Do you have to have screens?

Yes, you do. You have to provide cross ventilation in every room with screens, every main room, bedrooms, living areas. They have to have screens.

Screen door? Like living room screen door? It's required?

It is.

Freshly cleaned carpets. That's a really good standard. And that's what we expect every time. Walls free of mismatched touch up and patchy paint. This is a good one because people don't know how to fill those holes.

Yeah, if you use a putty knife and make a flat spot and then paint over it, you forever have lost your texture. So that's important. The other thing we see people make mistakes on, especially sometimes owners trying to save a dollar and they want to do their own touch up paint, but they touch up with the wrong sheen, right color, but they didn't realize that the bathroom paint and the kitchen paint has a different sheen than the rest of the walls. And if you touch up with the wrong paint, it stands out really bad, especially when the light hits it at a certain angle.

Yeah so if you are patching it make sure it matches and if not then repaint it corner to corner top to bottom paint the whole wall.

Paint the whole wall. Make it look sharp and do a neutral color. What are the colors that we recommend?

Just standard. Well on the on the tan side we like the Kelly Moore color combination with Swiss Coffee which is a white for the trim and then Wise Owl on the walls which is a very light tan. They look good on the tan side. If you're on the gray side we like Gray Beard with the same Swiss Coffee on the white that goes with it. Those colors are good default colors. Frost is another one that we see. I like two tone paint. I think it's a lot classier than just all monolithically the same color.

And some, especially if people are moving from their properties, if we've already rented them and re renting it, we've already done that paint change. But sometimes owners are really drawn to my daughter that has the pink room. The new tenant's going to have a daughter that wants a pink room. No, they aren't. Odds are they aren't. So cut paint, repaint.

Yeah, neutralize it so that Anybody could envision moving their own stuff into your property. And again, this isn't a lot of money. It's like a couple hundred bucks for a room. It's a very competitive market. If you look like in West Roseville now, there's over 100 rental properties available on Zillow. So if you don't do these things that we're talking about, you're probably going to be one of the landlords that sits vacant for 60, 90 days while other people rent their property. It makes that much difference. Natomas is another area. There's a high saturation of properties in the

new section of Natomas right now. So it's a competitive market. A lot of people who can't sell are renting. There's a lot of rental properties on the market. And if you don't do these things to get the property really looking sharp and priced right, they will just sit vacant.

Yeah. So a couple other things here. Functional safety features. So smoke detectors. Where should the smoke detectors and the carbon monoxide be?

Yeah, you have to have smoke detectors in all the bedrooms and carbon monoxide detector on every floor of the house and somewhere close enough that it would wake up the occupants in their bedrooms. So a hallway or a master suite and then every story. And then the smoke detectors too, the hallways in the bedrooms, but also the hallways outside bedrooms. And it could be a combo. Smoke and carbon have combo detectors.

Okay, so exterior and landscaping. A few things there. Make sure your lawn's mowed, trimmed, free of weeds. Keep a gardener on it while it's vacant. Get your garage swept, blown out. No cobwebs. No exterior clutter debris. And landscaping should be fresh and tidy. When you're going into, especially, right now everything's a little green. I mean, kind of a lot green. But as we get into the warmer months, we see a lot of dead. You want to make sure you keep your property watered. And also it's smart to just have a gardener during that time. You always want it to be looking good.

Keep it up. We want to attract the best tenants. That's our philosophy about rental properties is we want a quality tenants. You can't attract a quality tenants to a property that's maintained like a seed property, right? So if you want to have great applicants, have great properties. It really goes together.

Yeah. So some of our best practices of these, just some important notes to take away from this good long list we gave you. Don't show the property or advertise the property until it is 100% rent ready. Prospective tenants often lack the imagination to see past dirt, clutter, incomplete repairs. If you post something on the website as a coming soon, maybe somebody drives by it and the yard looks like crap, then that's their first impression of it. And so just make sure it looks good when you're ready to go.

Hit the ground running hard. Avoid promises about future fixes. Because applicants don't know if you're really going to, they don't know you yet. They don't know if you're going to keep your promise or not. They're going to have to make the assumption that this may be just like this when I move in. Get it ready first.

Think of let the property speak for itself. As it is now is as it is now. It's going to be this way for them. They're very comfortable with it if it looks good now. So Tiner Properties, we offer guidance, referrals for professional cleaners if you want referrals for that. If you want us to do it all, we can do that as well. We have cleaners, handymen, service providers to help you get it rent ready.

Right. So if you want some help with that, you have a vacancy. Give us a call, 916 974 6000. From your cell phone, you can dial pound 250, say the word Tiner, and that'll send you some

valuable information and also ring through to us. And if you're a little more cagey and you just want to check us out without talking to anybody, our website is a great place to learn about Tiner Properties. That's Tiner.com, T I N E R.com.

And again, this list is on our website. It's under Owner Resources. There's a blog on it and a very nice video that John did too. And again, we send that out to our owners. And it's probably one of the most useful videos and items that we share for our clients and also anybody listening. What is 100% rent ready? That's their goal every time before we start marketing properties.

So if you're a do it yourself landlord and you have a property and you need some help with it, or maybe you're not managing it at a high level and you want it managed professionally, you want it done right. Pick good tenants, control the maintenance costs, and understand the laws and using best practices available. That's what the Tiner Property Management Pros do. We handle your rental investment income while minimizing your risk and maximizing your return. We get you a check every month. We give you a statement every month that shows you exactly what money was spent on your property, the management fee comes out of it, and in most cases, you can certainly net more. When rental properties are managed professionally with Tiner, we keep the rents up to where they should be. Before the rent control laws kicked in, we were able to catch up lagging rental rates up to the market level quickly. Now it takes a little longer, but we can help you get caught up to the market and use the best legal practices to do it.

If you need help in your own property, reach out to us. On your mobile phone, dial pound 250 and say Tiner. Leave your name and number, and we will provide you with a free e book with 16 questions you should ask your next property manager. Again, dial pound 250 and say Tiner. Learn why a good property management company doesn't cost. It pays.

Here again are your hosts, John Tiner along with Jenny Tiner on the Landlord Logic Show.

One of the things that came up in some of my landlord blogs that I've seen recently, someone asked the question based on an article that we saw in a local newspaper here about can a landlord enter the property without notice to the tenant? And, you know, that just makes the hackles raise on a lot of people. There's some older landlords, particularly older ones, they get like this. I own the property. I ought to be able to go there anytime I want. Well, no, not really under the law.

Older ones are just cocky ones. This is my property. I can enter it whenever I want.

Yeah. I had one like that. He insisted on doing his old pool service. This was like 30 years ago. I just wouldn't allow it now if I was going to manage the property. But he wanted to do his pool service. He normally came like on a Wednesday. He decided to come on a Tuesday because he was going to go on vacation. One week, he didn't tell the tenant. He walked in on them. They were sunbathing in the nude and she was furious started a lawsuit with him they had to settle it was and i was kind of caught in the middle because i were the property i was a property manager i actually dropped the account because i told him not to do this and he did it anyway and he was one of those strong willed guys so it's a red flag for us we don't even want to

manage a property for for a person like that on the other hand there are times when a landlord can enter a rental property with no notice or without prior written notice. But there are exceptions, and there are obvious exceptions. One is an emergency. Obviously, if there's a fire or a flood, you can't reach the tenant. You need to stop the water, stop the fire. You may not even be making the entry. It may be the fire department knocking the front door down. But that's one time that you can do that. What are some of the other exceptions in the law, Jenny?

To make agreed upon repairs, improvements, and services. Or show the unit to a prospective tenant or buyer.

Yeah, but you still have to give notice for those ones, right? So notice to enter, 24 hours written in advance. There's an exception for the 120 day notice for a property being on the market. It changes the entry laws when someone's selling the property. We serve that when we're selling property sometimes, and it changes the law where you don't have to give written notice every time. You have an agreement separate usually for that. So you can enter, but you have to give notice. You can't just show up.

When else can you enter when the tenant has abandoned the unit?

Right. Sometimes tenants just vacate, leave. You have to serve a notice of belief of abandonment. There's a process and a timeline on that, but there's a process to get back in the property and take possession of it.

If a court order permits the landlord to enter.

Mm hmm. Court orders sometimes do that. Unusual circumstances.

Have you had any of those?

No, I've never had that happen in all my years. Well, I guess an eviction is one of those notices, right? So I guess, yes, a writ of possession. If they give you a writ of possession, the tenant didn't pay, you go through the whole process, and that is a court order. So I guess that would probably be what that applies to.

To inspect an outdoor elevated area, such as a balcony, because there are balcony rules now.

Yeah, the new balcony inspection requirements, you have to get in there. So we had a few balconies in the state that actually failed, and people were killed. Because they maybe got dry rot where they attached to the wall or something. So there's some new requirements now to inspect these balconies to make sure that they are still safe and that they're not going to fall down on the tenants and hurt somebody. So the requirements are to get in there and do that. You need access to be able to inspect them. And sometimes the access is intrusive. In other words, you have to cut a section of the stucco out to actually inspect what's behind it to make sure that dry rot hasn't started to ruin the structural integrity where the balcony ties into the... We have some rentals in our portfolio that have balconies and we've addressed them. And some of

them are those fourplexes where the unit four on top, it's a condo and that's one of those. We probably have more of those than single family homes.

Usually the homeowners association in that case is responsible to do the inspection, not the property manager. And condos too, the same thing.

Yes, HOAs take care of those. But if you are listening to these and you're thinking, I don't want to keep track of all that, we'd always love to be able to talk to you because this is what we do. We manage rental properties. We're good at it. We keep up with the new laws. We create policies that help you stay in compliance but still do it in the smartest way possible. So if you ever want to reach out to us, we'd love to hear from you, 916 974 6003.

So if you're just tuning in, I am John Tiner, owner of Tiner Property Management, in the studio with my wife and business partner, Jenny Tiner. And we wanted to touch on one more new law for 2026 in our show today. It's AB325, restrictions on pricing algorithms. This had to do with, I think, originally there was a commercial practice where a lot of the commercial properties were getting rented and they were seeing prices elevating pretty quickly because all the commercial property managers were using the same software and it was suggesting a rent price and then everybody was using that so it was a violation i think of the hatch act or something else that you know it's price fixing essentially which is illegal so the market tells you where it should be you should be using comparable rental properties to determine your value and this had some really heavy implications as far as liability to the owners for for price fixing. So it applied to commercial, but now it also applies to residential. This law has come into effect for us, but I don't think in residential we have such a software that is creating that kind of a problem for us.

Does this apply to Zillow?

Yeah, Zillow has a rent estimate, right? And so does...

A Z Estimate.

Z Estimate, yeah. Rent Z Estimate, that's what they call it. Or like Rentometer, some of those websites. So those are tools that estimate rent values. But they don't have proprietary information. So they're not a software company where they know the rent values of everybody else. They're using an algorithm that compares it to apartments and other rental properties that have rented it. But it's all out there in the public. The problem that they had in the commercial side was this software company had the inside information on exactly what everybody was renting for. And they were sharing that information. And you really can't. There has to be a free market where you can have competition. And the software was stopping that from happening. And that's what's really illegal about it. So I don't think residential has such an issue coming up. But being aware that that happened in commercial should, for example, AppFolio or RentVine or some of the big software companies, if they ever started working together and creating these values and saying this is what you should rent it for, that would be illegal.

Oh, that makes sense. So we can access comparable rental properties through AppFolio. It tells us what our properties have rented for. That's fine. It's looking at comps and making analysis, which is what a landlord should be doing.

Right. But you're not using the software to actually price everything. Right. And I'll just state my opinion since we're talking. We mentioned Zillow.

Zillow is about as accurate. As it's not accurate.

The A in Zillow is for accuracy.

There's no A. Yeah. And why is that, John? Can you explain why that is?

Well, it's a good indicator of value. But all it can do is look at what other people, Zillow doesn't even know what properties actually rent for. It's not public record. Like a sale is public record. So they're just basing it on what other people have been asking for rentals. They may have had price reductions. They may not have gotten that property rented for that amount. So we see Zillow tending to be high or a lagging indicator in a declining market. That's what we've had for a couple of years now since interest rates went up, rent values have dropped. And so if you're using the rent estimate, rent estimator on Zillow, we found, I look back at 200 properties that we had rented and we were about 10% different, lower than Zillow estimated so it can be pretty optimistic. Of course landlords that are coming to us will often have looked at that and expect to get that rent amount. It may not be realistic in the market today.

Yeah, we get phone calls. Well my neighbor rented it for this much because I saw it on Zillow. Well that's great that's what they were asking for, but it's not, you don't see like a sold rent.

Right. You don't get that final figure. We don't know the last effect. We don't know it. We are out of time today, Jenny. So we just want to give you one last opportunity. Give us a call if you need some help with your rental property. Call at 916 974 6003. If you're on your cell phone, you can dial pound 250 and say the word Tiner, or you can also check our website out, which is Tiner.com. And that's T I N E R. We have a lot of great resources, information. It's all free for you to use. We have a resource tab on there, and that's where you would find laws, blogs, videos. These radio shows turn into podcasts in there. So check out our website. And then we're also here on Sundays.

Yep. We'd love to have you back next week, 830 to 9 on KFBK, where professional property management doesn't cost. It pays.

Would you like to learn more about the services provided by the Tiner Property Management Pros? Their professional property management team will take care of your rent at home from start to finish. Simply dial pound 250 and say Tiner to learn more about the ease of managing rental properties or check out their website, Tiner.com. Join us again next week for the Landlord Logic Show with John Tiner.

Owning a rental is risky, but not with Tiner Properties. For nearly 50 years, Tiner Properties provides expert management for residential rental properties. They keep up with all the new laws, find great tenants, coordinate maintenance, and handle all the paperwork and accounting for you. With over 1,000 doors managed, they have less than one eviction a year. That's risk free rental. Call pound 250 and say the keyword Tiner. You'll have the option to receive a one time auto dial text message from iHeartMedia.