

EP51: A Community of Residential Property Managers

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. We're so glad to have you with us today. I'm in the studio today with my wife, Jenny Tiner, and always happy to have her. She's the interesting part of the show. I'm kind of the dry facts, and she is the color. Welcome, Jenny.

Thank you. Thanks, everybody. Thanks for listening. Yeah, he brings me here for the entertainment.

And just so you know, Tiner Property Management is a property management firm, family business, 50 years in business this year. It's been doing it a long time. We manage 1,400 homes roughly in the Sacramento area, mostly single family homes and duplexes, not a lot of multifamily. But we are good at what we do. We're with 1,400 properties. We're doing about one eviction a year, which is extraordinary. So we outperform the market certainly in that area and several other important areas too. We're good at it. But we make owning rental properties turnkey and easy for the landlord. Take the risk out of it. Minimize your risk. Maximize your return. Keep up with the rents. We do rent increases. We help find great tenants. That's probably the most important thing we do. But then we keep up with the rents. Raise them when they're going up. Try to do the lease renewals to keep people on leases. We coordinate the repairs for you. And then we do all the monthly accounting and the year end accounting. So everything that you need for your tax preparation is laid out and a pretty easy report for you.

The price of a gardener. It's really affordable. And I think one of the most important pieces of it all is that we keep up with the new laws, which is changing very quickly right now. So that's what a professional property management company does for you. We just have extra tools for screening tenants that the average person would not have availability for. We can check people's bank records and see if their income is really what they claimed or not in a legitimate way. We can see what the rent they actually paid out through their bank records. We can even see if they tell us they don't have a pet and they've been going to PetSmart all the time. That'll even flag for us.

Yeah. So we're a full service management company. We do everything. We make it easy. So if you are in the area of Sacramento, give us a call. Check our website out. Phone number is 916 974 6003. And our website is Tiner.com. And that's T I N E R dot com.

But we really take the risk out of owning a rental property. And in California, that's becoming harder and harder to do because there's more laws, more ways to go wrong, more ways to get yourself in trouble financially or with audits or with claims against fair housing claims, different things like that. They can honestly just cost a property owner a lot of money. So we're here to kind of share with you what works, what doesn't work, what's safe, what to avoid as a landlord. And also what's going on in the industry, what's going on in the market.

This last week, Jenny and I spent a week in Napa. And it was NARPM, which is National Association of Residential Property Managers, California convention. And so people from all over the state had come here. And the first day was an almost all day event with an attorney talking about new laws and best practices around those laws, which is something I always dig into every year anyway so most of it was review for me but it was a lot of heavy stuff wasn't it Jenny?

Yeah, you stick a day of attorney lingo and laws and it was a lot. The brain hurt at the end of the day. It was heavy. We also, our team also looked at each other too and realized we knew most of the information. Some of it was new. Some of it, you know, the attorneys have stories of their own in cases and those always scare you. Usually at the end of going through law classes and fraud classes, I need some wine in between the classes because it's a lot. It's scary. But it also reiterates why we are in the business and why it is important to hire a professional property manager.

Risk mitigation is a very important piece of it. But I think the attorneys sometimes when they teach these classes, they have the tendency to kind of set it up so that you need them for everything. I think that's the way attorneys often operate. And when you need them, you need them badly. But a lot of times, you know, they can talk sometimes about something that's a risk and it's not a high risk. It's a very low risk. And then other things are very high risk. And knowing the difference between, you know, what is likely to get you into deep water as a landlord versus what is a rather minute point in the law that probably isn't even going to come up, you know, even with 100 properties. There's a distinction there. So we spend a lot of our time kind of analyzing, you know, what's a fire and what's a fire drill. It's all important. But which ones are the ones that you have to be really careful to get right so that it doesn't cost you a lot of money?

Right, because if you make a, if you don't follow the rules, if you're a do it yourself landlord. It's our job. We have to do this. And people pay us to know this. But if you're a do it yourself landlord or if you maybe manage properties, just a few for someone, you need to know these laws too. And so how do you get those resources if you don't go to these conferences? So you just have to stay up to date on the new laws. The good thing is, so far, what are we in? First part of the year. As of right now, there's not really any on the horizon. Everything's kind of been, we're really kind of going over new laws that started the first of the year.

Right. 2026 laws, most of them started the first of the year. A couple of them have phased roll in pieces that come in later in the year. But for the most part, they start fresh at the beginning of each year.

And I think one of the most important ones that now we've been in this for a few months now is the law on the refrigerator. So now she kind of just went over what's practical, what's not. You know, it's a very, it's a written law, obviously, but some verbiage is vague. Like how big does the refrigerator have to be? Leave some wiggle room on what a landlord would provide for a tenant. You don't want to have a college dorm fridge or like a beer can fridge for a family of six or whatever. So reasonable. But then also it's reiterating you also don't want to have a fancy fridge. You don't want to have one with ice makers on the outside and digital basic. Make it because if you get more features, then that's more stuff to break.

Yeah. One of the questions I heard someone asking the attorney was, well, if we want a tenant to leave because we want to sell the property, but they're under, they're under rent control. What could go wrong? Why wouldn't I just give them a notice to vacate? And the answer is wrongful eviction. It can cost you over \$100,000. So if you have a tenant way below market and you just give them a notice to vacate, you don't have just cause, it can be very expensive for the landlord.

Yeah, we have some of that. I think in a later show, we're going to talk about selling property with tenants in place. And we'll go through some of those in the future. But just a couple of things on this property management conference. It was neat. We had four of our team members that we took with us. So we took our president and vice president of operations, our operations team, me and John and Susan and Holly. And then they've been to the California conference with us last year in Huntington Beach. But what was neat this year is we took two of our executive property managers. And it was really see them go through all the classes and see what we've been listening. And it's kind of funny. You go to these conferences, the executives and the operations go to the conferences. It's kind of a joke. We go back to the team to implement this stuff. And then we just expect everybody to buy in and do it. And it's hard to get some of that change within the team. But there's also some really good technology out there. There was a lot of AI, which is interesting because I don't really remember that as much last year and definitely not two years ago.

Yeah, it was nowhere on the board two years ago, and now it's the number one topic.

And I love AI. I see AI as a time saver for me, for my company, for my team members, for a lot of things. I know that a lot of the world can be scared by AI, and that's reasonable. Our team embraces just what the good is of that and the time saver.

Right. So AI can answer phones for you. It can diagnose problems for you. It can do leasing calls for you. Chase work orders. It does so many things pretty well. But you still need humans for some pieces of that too, right? And how do you make the two play together well and the resistance to change? One of the neat things that happened in the conference was one of the leaders in the industry who's using AI kind of targeted our company because he knew we had a really rapid growth in Sacramento, and he wanted to implement and kind of beta test some new concepts. So he's going to be coming into Sacramento specifically to help our company set up a few things. And it was really cool to sit down with the guy who actually writes the software and

have him sit down with our team, answer questions, and get their buy in because it's a lot easier now to come back.

Yeah, he was one of the bigger presenters that threw out, you know, presented to a thousand people. And then, hey, Jenny, grab your team and we're going to go. I want to talk just with you guys for an hour afterwards. And having our managers talk with him, he's the person behind this wonderful company of software. And what's your problem? And one of our property managers really had problems. I'm like, tell him what your problem is because you'll listen. And he did. And he fixed some things. And like John said, he's going to come to town. And so it's just neat to see in person some of the people behind the companies. And what's also neat with those conferences is somebody could sell their product as much as you can because there's also a vendor fair. So there's vendors there.

Selling their goods.

Selling their goods. But the difference is then you go and talk to other property owners, other team members in the company, and then you say, well, do you use this? Do you use this? Yes, I do. What do you like? What are your pain points? So it's really neat. Get some user perspective there.

We get way more of that there in these meetings than we could anywhere else. The big thing about artificial intelligence is that the world is changing. And if property management companies don't adapt and utilize some of them, they're going to be way less efficient. And they won't be here in a few years. You've got to change. We got thinking backwards back when we used Thomas Brothers maps and how many things that we did archaically. And we know that we've made a lot of changes to get here. But all of a sudden, it feels like we have to make more changes quicker than ever. And that's the way the world's growing, right?

It is, yeah. And they've even said we don't even know what everything is ahead of us yet. I am really excited about it. Like I said, I do see it as a time saver. And I think just as, yeah, the one of the fraud classes that I took, there's more and more fraud. And I know there's probably going to be more and more AI fraud as time goes on and AI learns how to fraud.

Exactly.

But it also...

For bad reasons, too.

Yeah. And applicants. Yeah. So it was a really good conference. And the one thing is we do is we find it's important to go so much so that we took four of our team members with us. And we keep up on the laws and technology and all that good stuff. But it's important to go to those, too. Some companies don't. And it's really just seeing what I've seen over the last just three to four years is change and keeping up to date with some of those things.

So the things we learn at these kind of conferences is part of what keeps us on the cutting edge of the industry. And we always are. And that's part of why we're able to outperform the market. But if you're hearing us and you're realizing, you know, Tiner Property Management is investing their time and their effort and their money and their employees to go keep up with the new technologies and the new laws. And I have some rentals and I'm not really doing that. It could be very costly for you. It's literally, we always say professional property management doesn't cost, it pays. And we get the calls from the people who've done it wrong and had extremely expensive situations come up. Bad tenant selection, evictions, lawsuits because they didn't know the law and they thought that they were okay. But actually, that's not any excuse. If you don't know the law and you still do it wrong, you can still be held accountable.

So if you're out there listening to us as a landlord and you're thinking, yeah, I could fall into that category pretty easily myself, we would love to help you and hear from you. So if you could give us a call, the way to reach us, best ways to reach us are a couple. You can call us directly at 916 974 6003. Or from your cell phone, you can dial pound 250 and say the word Tiner. And that'll give you some valuable information. And also eventually it rings through to us and you can call us that way also. And of course, our website is a great resource for anybody who wants to just check us out from behind the scenes and not talk to anybody. And that's Tiner.com, which is T I N E R dot com.

Yeah, if you check all of these radio shows, turn in a podcast, and then those are on our website under resources. We also have a really good video library that John's put together, some fantastic videos, owner resources, tenant resources, a maintenance series. So check us out on there. And then we're located in the Sacramento area. But if you're listening, I know that the show gets broadcasted to the Bay Area with these conferences. We do meet other property managers and we have a spreadsheet of people who refer people. So let us know and we might be able to send your referral because, yeah, we'd rather we vetted some of these property managers. So we get a good referral there.

Call us 916 974 6003. Or from your cell phone, dial pound 250 and say the word Tiner. That'll send you some information that's very valuable to you and then also ring through to us. And of course, there's our website, which is Tiner.com. T I N E R dot com. When we get back, we want to talk some about the way the market's shifting and the way it's best to be able to sell a property when you have tenants in place. That's something we do a lot of. So we'll be right back and talk about it. Stay tuned.

As we talk through some of these new laws and best practices, some of you do it yourself landlords are going, great. You're taking notes and you're going to implement a lot of these kinds of things in your own properties. But other landlords are hearing this and you're going, this is just too much to keep track of. I'd really like to hire a professional who's vested and does this every day, reads all the legal blogs and stays up to date on all that. Well, if you want to call us for that. We're ideal for you, so we'd be happy to help you out with your own property.

We collect your rent every month from the tenant. We place great tenants for you in the first place, screen them out really carefully. We turn down about four out of five, and we are doing

less than one eviction for every 1,000 properties. So we're good at what we do. And then on an ongoing basis, we help coordinate the repairs. We do all the accounting for you so that you have everything you need for your tax person. We just make it really turnkey for you and easy. You get a check deposited directly into your account every month and then you don't worry about anything. You worry about your life. You do what's best for you.

On your mobile phone, dial pound 250 and say Tiner. Leave your name and number and we'll 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.

Now is the market. So we often get asked that, even with this conference, different markets, different areas of California from this conference that we went to. And what we're noticing is, it's shifting. But first, let's tell you a little bit about what we're seeing in the market.

So are we talking about the sales market or the rental market?

We could talk a little bit about both because they both go together right now. They are hand in hand.

I mean, not just now, but all the time, but especially now.

Right. So what we're seeing this year, particularly right since the first of the year, is that there are a lot of people selling off their rental properties. And there's a wide variety of reasons people need to do that. Sometimes a family inherits and inherits a property and siblings have different needs for that money and some of them want to be paid out. That's one reason we see. We have some people come to us because they're just seeing all the new laws in California and they kind of just don't want to be a landlord here anymore. So they're selling their property for that reason. And then some people who turned their property into a rental a couple years ago, they are hitting that point where their three year anniversary is coming up since they moved out. And they know that if they don't sell it before the third year anniversary, they may have capital gains. That's a reason for it. But all these reasons have come together right now in such a way that Jenny and I are seeing, I don't know what we've got, 13 listings going?

Yeah, we have 13 listings coming up. And I would say majority of those, like 95%, are properties that we manage. And we manage 1,400. So that business of management spins off a lot of sales. And John and I are the sales team. And we get a lot of those referrals because we've worked with these owners. They've gained our trust. I've talked to numerous owners this week alone that I had not talked with them before. But my company has proven that we're trustworthy. They trust us. And they also know that it's easier for us to sell it with the tenants there, even if we don't sell it with the tenants in place, but we know the rules. We know all of that. And we can work with the tenants, serve appropriate notices. We know all the laws.

Right. So the vast majority of the properties that we do sell, by the way, I don't want to forget to say this. If you're a listener today and you're a realtor, we do not steal clients from realtors. So the ones that have come to us from the radio show or other sources directly, if they want to sell down the road at some point, we help them. The other ones, the ones that were referred by realtors, go back to the realtor.

Right. We have a really big referral source of realtors, and we appreciate that. Solicitation guarantee. We register you. If they happen to come to us and say, hey, I'm interested in selling, we look at our system right away. They don't even get talked with me. Our manager points them back to that realtor.

But if we can work with them, then we go through a process. And I'd say that a high percentage of all the listings that Jenny and I take are. They have tenants in place at least when we start.

Yeah. Well, a lot of the ones we're working with now is we started talking back in December. And so because it takes a while. If you're selling the property and you have a tenant in there, you're talking months ahead of time because you have to plan. Plus, we're in prime time of selling right now. So we're getting to be spring, early summer is really with the cycle of selling.

April, May. Best production months in the annual cycle in most cases. So we're certainly seeing it. But we have more production going on right now than we did probably all of last year or the year before. So it's definitely a little shift in the market and more sellers now. I think we'll see more inventory coming into the market. And the buyers are jumping in. Buyers are buying, which is really neat. And not just, I think the investors, the majority of them are out. I say that. We just had one of our clients that we manage for purchased all cash in the \$600,000 range. And we just closed escrow with her last month. And so that's easy. We help her buy the property and then we place the tenant. And so we do have, seeing some investors, but cash investors and people coming in with a lot of cash because they're exchanging, 1031 exchanges are kind of only investors coming into the market. It doesn't make sense to put 40% down to break even on the cash flow.

Because if you're 7% interest rate for a home buyer, that's 8% interest rate for an investor. It's usually a point higher. And interest rates just went up a little while ago.

So in our business, what we said is we're working on about 13 listings right now. But we are also seeing I get copied on all the account closings. And so then I want to know why. And then I see the reason, selling with an outside agent. Then I want to know why didn't they use us? A lot of those have come with realtor referrals. So I'm like, okay, that makes sense then. But the other ones, you know, we want to help them if we can. We know everybody knows a realtor, but we are seeing a lot of inventory, which is interesting because at the end of last year, a lot of last year, it seemed like nobody was moving. Nothing was moving. Inventory was low. We can definitely see that shift.

So when we do have realtors come to us sometimes we didn't know that the owner was going to sell a property and somehow they had a relationship with a realtor and they, they're going to list

the property. Sometimes we find out they've already listed it and they haven't. What are some of the mistakes we see come in?

Oh gosh, yeah. So several part of it they don't, they haven't looked to see if the tenant's on a lease. They don't know if they can give them a notice. They don't know if they're under rent control. If they're under rent control, how many days of notice that they have to give them. Many of them don't know that you're required to have a 120 day notice of intent to sell that can be served on the tenants. It changes the showing requirements for a tenant. So all those things are really important.

And so if you're a realtor and you're selling an investment property, there's a whole other body of knowledge that you need in order to walk that through carefully and do it right. And if you don't, you can anger tenants. You know, we've heard of realtors just putting a lockbox on and not even telling the tenant they were going to market. And then you end up with an angry tenant who digs their heels in and they don't want to show the house to anybody. And even though the owner has a right to sell, they can certainly sabotage a sale. So it's important to walk through things in the right way.

And we wrote a blog on that. It's probably one of the most commonly read one that I have. And then we've also taught this to realtor groups, but it's available for anybody on our website. If you go to Tiner.com, T I N E R.com, and look under resources, and then the blogs, it's a written blog from late in 2024, and it's been updated several times along the way since then. But that's a great resource for realtors or owners who are just interested. Do it yourself if you have a tenant in there and how to sell it. You know, it's a good resource to help. It's a step by step process of what they should be thinking about and how they should go about the conversation with the tenant.

And if you are listening to this today, though, and you've got a rental property and you're thinking, I would like to sell it and I'd like to have realtors who really know what they're doing with regard to that process, they want to give us a call. We'd love to hear from you. Our number, 916 974 6003. Or from your phone dial pound 250, say the word Tiner. And, of course, you can check us out on our website if you don't want to talk to anybody. But we would love to hear from you.

There was one that John told me about because John belongs on all of the Facebook realtor groups. And somebody had posted something in there that said, well, my realtor did this, this, this, this. And he came and was telling me all this. And I'm like. Did you say the comment that maybe you should get a new realtor? Because they obviously did not know anything about selling a property with a tenant in place.

Yes, I know. But a lot of realtors will just tell landlords or property owners, just don't sell a house. If you've got a tenant in place, wait till it's vacant. And they don't even know that maybe they can't make it vacant. There's ways to do that. John and I, in a normal market, we're selling 30 to 50 homes a year. We have sold what, maybe even 1,000 now together with tenants in place.

We've sold a lot. We're good at it. We know how to do it. And we're going to do this show another day soon where we are going to walk all the way through the process on air.

Yeah. And we thought it was important. We've talked about it before. But I think that I have had the same conversation with multiple owners, I would say, two dozen times in the last two weeks. I mean, it's, you know, so much so that I will probably eventually do a video on this because it's the same thing and it's strategies. And we've dealt with all kinds of different things. We've seen so many different scenarios. So even the conversation I had with somebody yesterday was I said, well, we sit down with the tenant. But I don't know what's going to happen. It could go all these different roads. I'll touch on a little bit of them. And then every single road that it could go down, we know what to do. And then so, yeah, we'll go through that in a future show.

If you're listening today and you've got a property you've been thinking about selling, maybe a rental property, and you'd like to talk to us, we'd love to talk with you too. So just give us a call at 916 974 6003. That probably come directly through to me. You can also, from your cell phone, dial pound 250, say the word Tiner. We'll send you some valuable information, and that also rings through to us. And, of course, our website that we've been talking about, Tiner.com, a lot of resources on there, a lot of things that you can check out without talking to anyone. So we'd love to hear from you, though. And thank you for listening, everybody. Tune in next week. Check out those resources if you don't want to wait for next week. And remember, 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.