

# ADVERTISE

## HOMES FOR RENT



### When advertising a home for rent...

- ✓ Determine where your potential renters seek information regarding potential rental homes to create appropriate advertisements, such as social media platforms, online classified ads, weekly circulars, newspaper ads, etc.
- ✓ Consider the necessary frequency and tagging the ad to trace and determine effectiveness. Tagging the advertisement could mean choosing different ads for different outlets or utilizing a different paid numbers to track the effectiveness of the specific advertisement or campaign.
- ✓ Ask residents and local business to refer customers and consider paying a referral fee or discounting site rent for a successful referral.
- ✓ Write an effective rental ad. To do so: (1) include an eye-catching headline to differentiate your ad from others, (2) include specifics important to a renter such as the amount of rent, number of bedrooms and bathrooms, locations, school district, nearby amenities and any special features of the home or community that make it unique.
- ✓ Include any notable restrictions in your ad, such as pets or limited parking.
- ✓ Check out ads from nearby competitors to avoid using the same adjectives and stand out.
- ✓ Include high quality photographs of the home and the community. Remove debris or trash from the home and surrounding area. Clean the home and consider staging the main areas. Focus on lighting and if possible, take all of your photos during the day.
- ✓ Include contact information and be sure to respond to inquiries in a timely manner to answer questions and request to setup an appointment to show the home.

### Have Questions?

Have questions about the information listed above? Please reach out to one of our Commercial Community Account Manager (CAMs) or you can call 800-955-0021 Ext 2932 for the East Team and Ext 2933 for the West Team.



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NMLS #2280 Ensuring the Home is Ready for Sale 9/30/2020