



北美地产学堂

NORTH AMERICA REAL ESTATE ACADEMY

高效管理投资房

招租选租

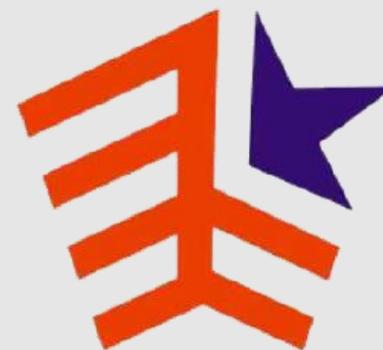
房博士



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NORTH AMERICA REAL ESTATE ACADEMY

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# 房产管理

是房产投资成败与收益高低的

**关键因素**



# 系统化高效管理投资房，最大化收益

## “4+1”投资房管理系统

  
选购投资房



# 内容纲要



招租



选租



01

招租

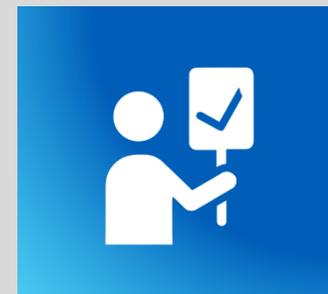
# 招租



市场推广  
(Marketing)

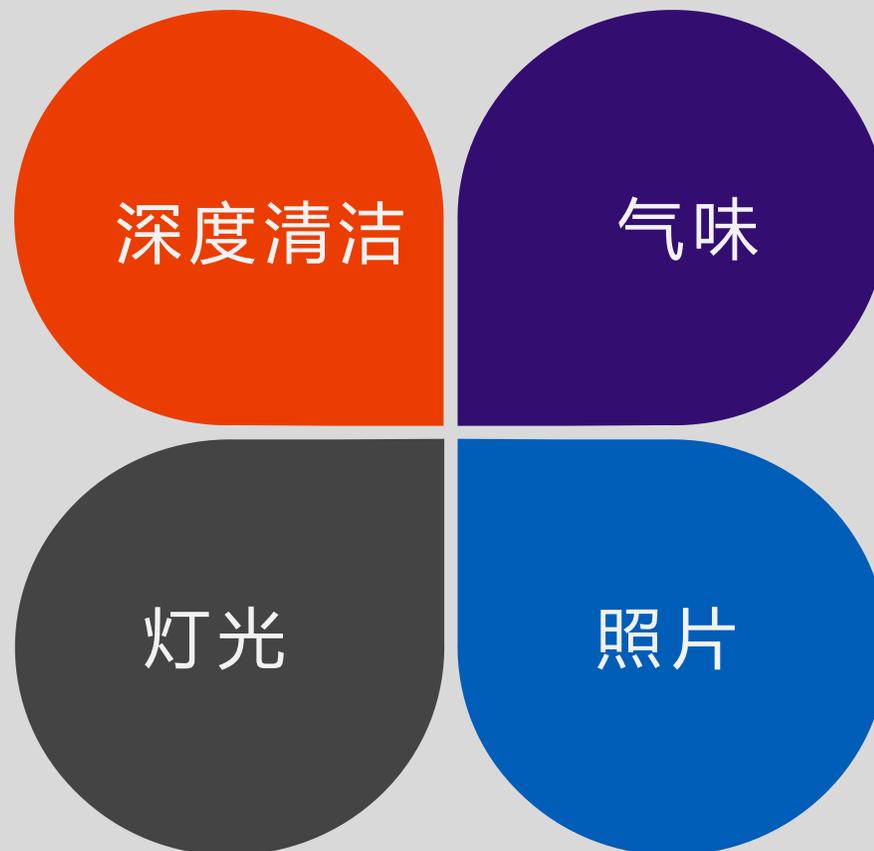


预审  
(Prescreening)



看房  
(Showing)

# 市场推广-房屋准备



# 市场推广-气味



# 市场推广-定价



定价

租金定价



价格调整

每周查看

不要高于市场价

# 市场推广-租金定价



MLS

MLS



Zillow®

Zillow



rentometer

Rentometer.com

# 市场推广-租金价格调整

市场反馈	正常情况	如果低于正常	建议行动
电话咨询数	每周 ≥ 5-10 个	每周 < 3 个	租金偏高 → 下调 5%
预约看房率	每 5 个电话 → 至少 2-3 个 预约	电话多但预约少	工作质量
看房到申请率	每 3-4 个看房 → 至少 1 个 申请	看房多但申请少	房子性价比不足 → 下调 5-10%
申请质量	大部分申请人符合要求	申请人多但无一合格	租金可能合适 → 检查筛 选标准/目标客群, 不急 于降价

# 市场推广-用ChatGPT修改房子描述

## Property Info

- 123 Main St. Slidell, LA 70460
- 3B2B
- Floors: 1
- Car Parking: 2 Car Garage
- Year Built: 1990
- Living Area: 1,500 sqft
- Total Area: 8,000 sqft
- Rent: \$1,700
- Down Payment: \$8,000

## Selling Point

### Location

- Highway/main road
- School, College
- Large commercial plaza
- Restaurant
- Walmart, Sam's Club, Home Depot, etc

## House Features

- Wood and Tile Flooring
- New Paint
- New Roof
- Granite Kitchen Countertop
- Carport for 4 vehicles
- Large backyard
- Stone Fireplace
- Central AC and Heat
- Pet Friendly
- Great architectural layout



 New chat

 Search chats

 Library

 Sora

 GPTs

 Projects NEW

# ChatGPT例子

## Description

### Own Your Dream Home Through Rent-to-Own!

Spacious home with a thoughtful split-bedroom floor plan. The large den with a wood-burning fireplace opens seamlessly to a covered patio, perfect for indoor-outdoor living. Recent updates include new flooring in the living room and bedrooms, a new oven, dishwasher, water heater, and stylish white countertops.

Enjoy the convenience of a pantry and an inside laundry room. The primary suite is privately separated from the other bedrooms, offering extra comfort and quiet. A formal dining room provides an elegant space for gatherings.

Situated on a large corner lot with a two-car garage, this home also features cathedral ceilings and plenty of natural light, located in flood zone C, making it both inviting and functional.

With our flexible rent-to-own program, you can enjoy the comfort of living here now while working toward full homeownership in the future. Don't miss out on this opportunity to own in a desirable location.

Don't wait. Call or text 985-272-1328 to schedule a showing or to learn more about this opportunity.

# 市场推广-线上平台

- Zillow
- Facebook Market Place or Groups
- Nextdoor
- Craigslist
- Property management Software
- AffordableHousing—section 8 properties
- Local Housing office

包含信息： 房屋描述， 学校， 地标建筑， 公共交通，  
对房客最低要求等

# 市场推广-Signs on property (资料)



Why Rent?  
Own Your Home!  
No Banks Needed  
3-5 BR / 2-3 BA  
Under \$\_\_\_/month  
FREE Grant Money  
985-272-1328  
OwnershipHelp.com



# 市场推广-其他途径

01

现有租客

02

邻居

03

5 miles Pending house  
的经纪人

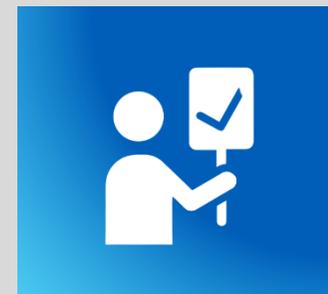
# 招租



市场推广  
(Marketing)



预审  
(Prescreening)



看房  
(Showing)

# 预审



1. 写出你的租客标准
2. 找到大致靠谱的申请人
3. 减少带人看房的工作量
4. 电话还是短信联系(还是都用)

# 预审-表格



House Ownership Solution  
 (985) 272-1328

[Home](#) [Properties](#) [Apply Now](#) [Testimonials](#) [FAQ](#) [Contact us](#)

## Buy A Home

### Preliminary Application for Path To Home Ownership® Program

Taking the first step towards your path to home ownership is just a few questions away. Our simple and straightforward application process is designed to help us understand your needs and preferences, so we can match you with the perfect home. Unlike traditional bank loans, we offer alternative methods of buying a home, including lease-options and owner financing. Please fill in the following form as completely as possible. All information provided will be kept strictly confidential. If you don't wish to buy or rent a home now, you can [contact us](#) by email or phone with any questions or comments. Items marked with a red asterisk (\*) are required.

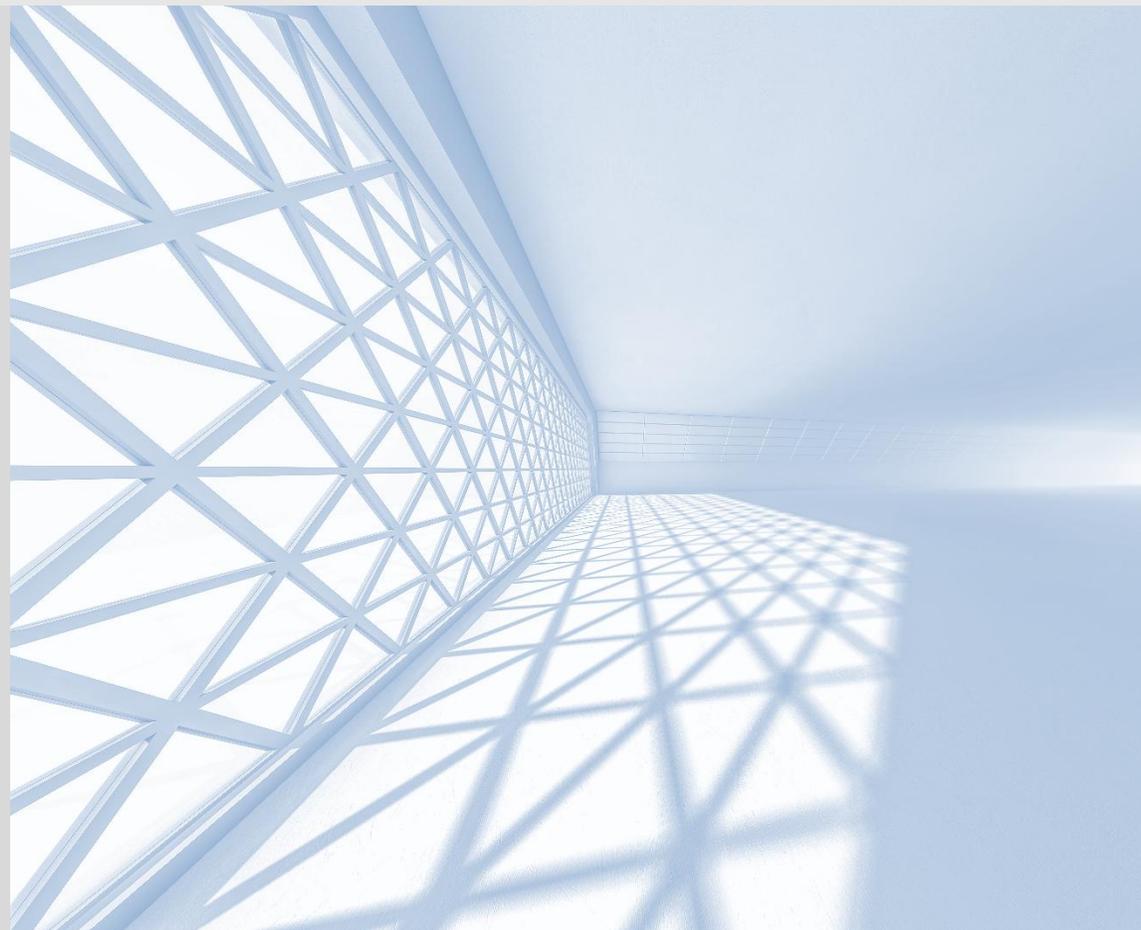
### Basic Information (#)

Please Fill Out Completely

<p>* First Name</p> <input type="text"/>	<p>* Phone</p> <input type="text"/>
<p>Middle name</p> <input type="text"/>	<p>Number of Adults in Your Household</p> <input type="text"/>
<p>Last name</p> <input type="text"/>	<p>Number of Kids in Your Household</p> <input type="text"/>
<p>Address</p> <input type="text"/>	<p>* Annual Household Income</p> <input type="text"/>
<p>City</p> <input type="text"/>	<p>* Current Monthly Rent</p> <input type="text"/>

# 预审问题

- 收入
- 驱逐历史
- 信用分数
- 搬入时间
- 感受是否配合?
- 是否符合最低标准?



不符合最低标准，不预约看房！

# 预审问题



How many people will be living in your next home?

Is there any particular features or amenity you want to have in your next properties?

How many pet do you have?

How soon do you look to move in?

Where do you work?

How long have you work there?

Approximate income?

Any other income?

# 预审问题



We obtain a credit report, eviction history for all applicants, Is there anything we should know?

We also check your background, which will provide any information regarding criminal charges or judgment fillings. Is there anything we should know?

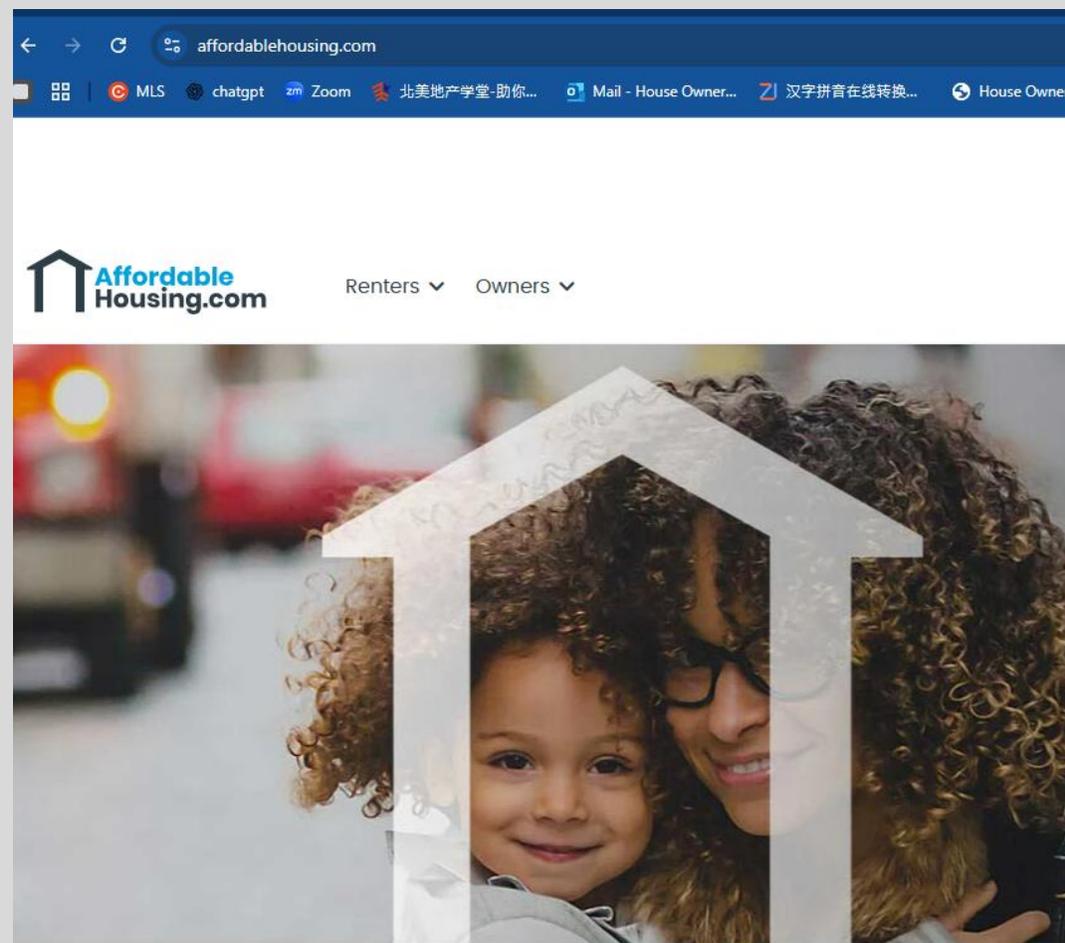
What is the best contact number for you?

# 预审-Section 8

情况	好处	坏处
招 Section 8	收租有保障	租金受限
	空置率低	流程繁琐
	租金也许比市场价高	房屋检查严格
不招 Section 8	租金灵活	空置风险高
	自主筛选	收租不稳定

# 预审-Section 8

- 政府网站查看租金
- 未必能支付最高价格
- 审核时间可能较长
- 如果不想租：拖或者直接标注



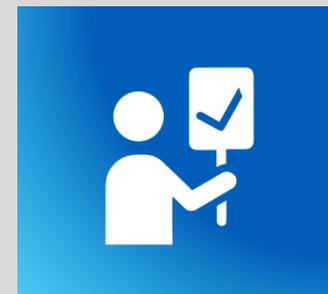
# 招租



市场推广  
(Marketing)



预审  
(Prescreening)



看房  
(Showing)

# 看房



空房

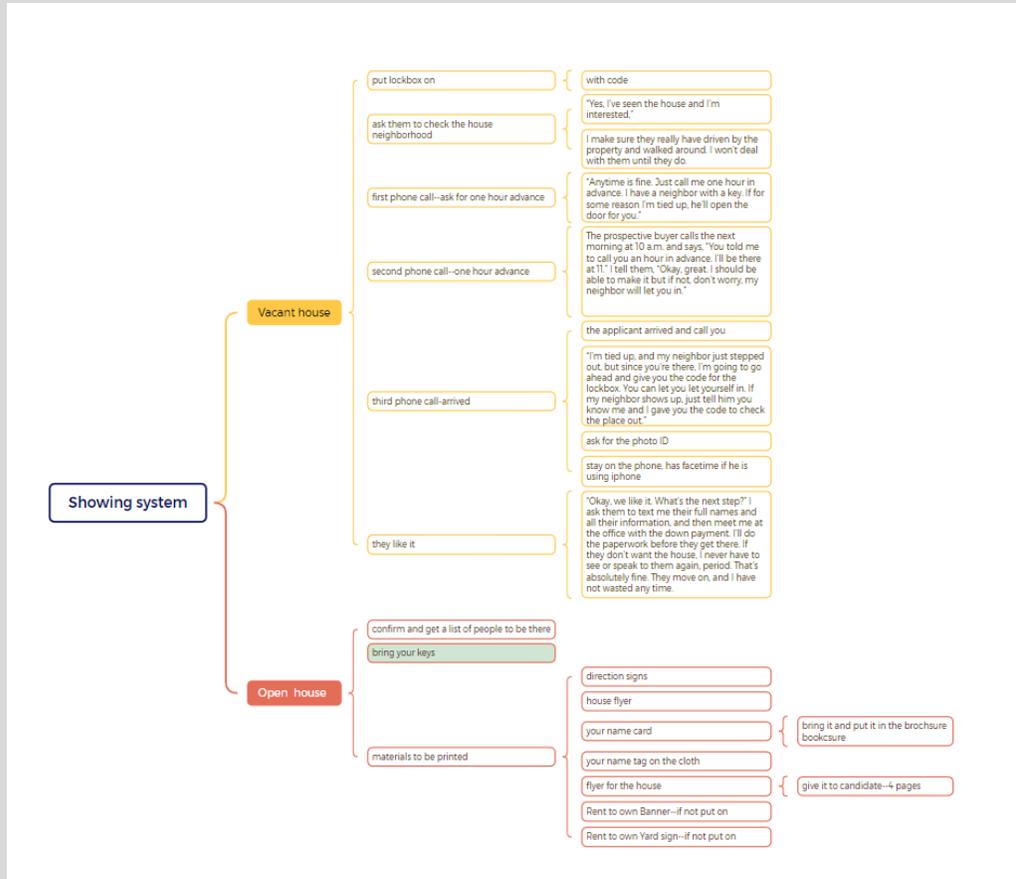
自己去看



团体看房

周末下午 2:15PM

# 看房系统 (资料)



提醒：  
看房前一个小时text message确认，  
否则你不会去

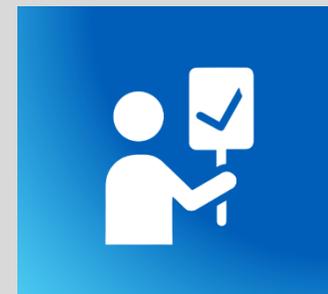
# 招租



市场推广  
(Marketing)



预审  
(Prescreening)

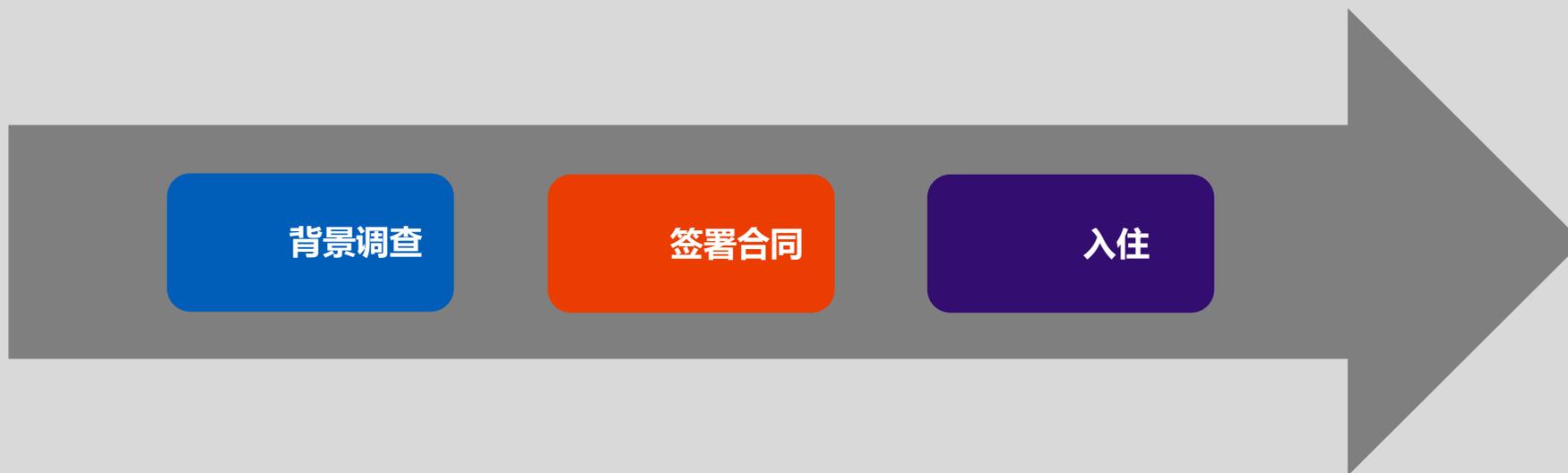


看房  
(Showing)

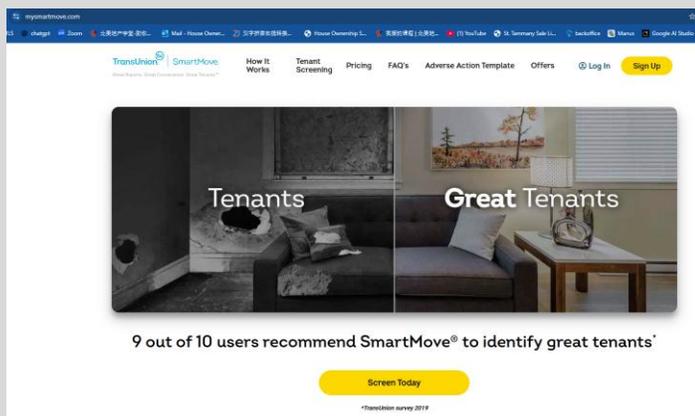
# 02

# 选租

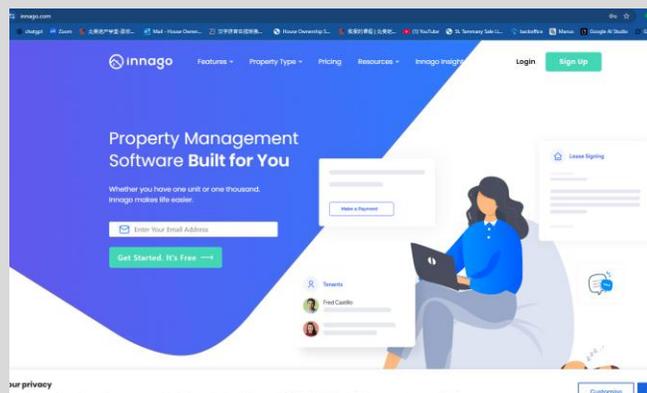
# 选租



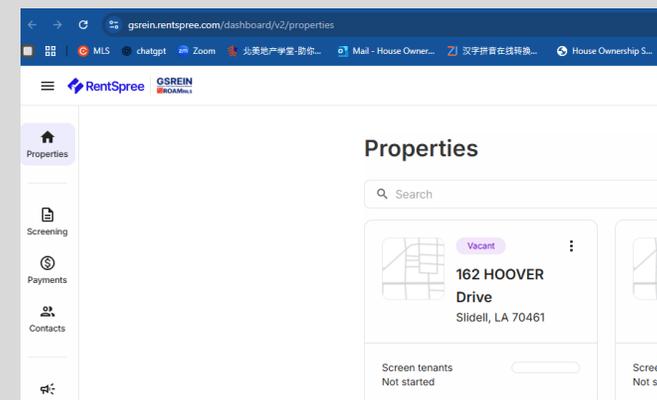
# 选租-背景调查 (信用记录, Eviction history, 犯罪记录)



MySmartMove



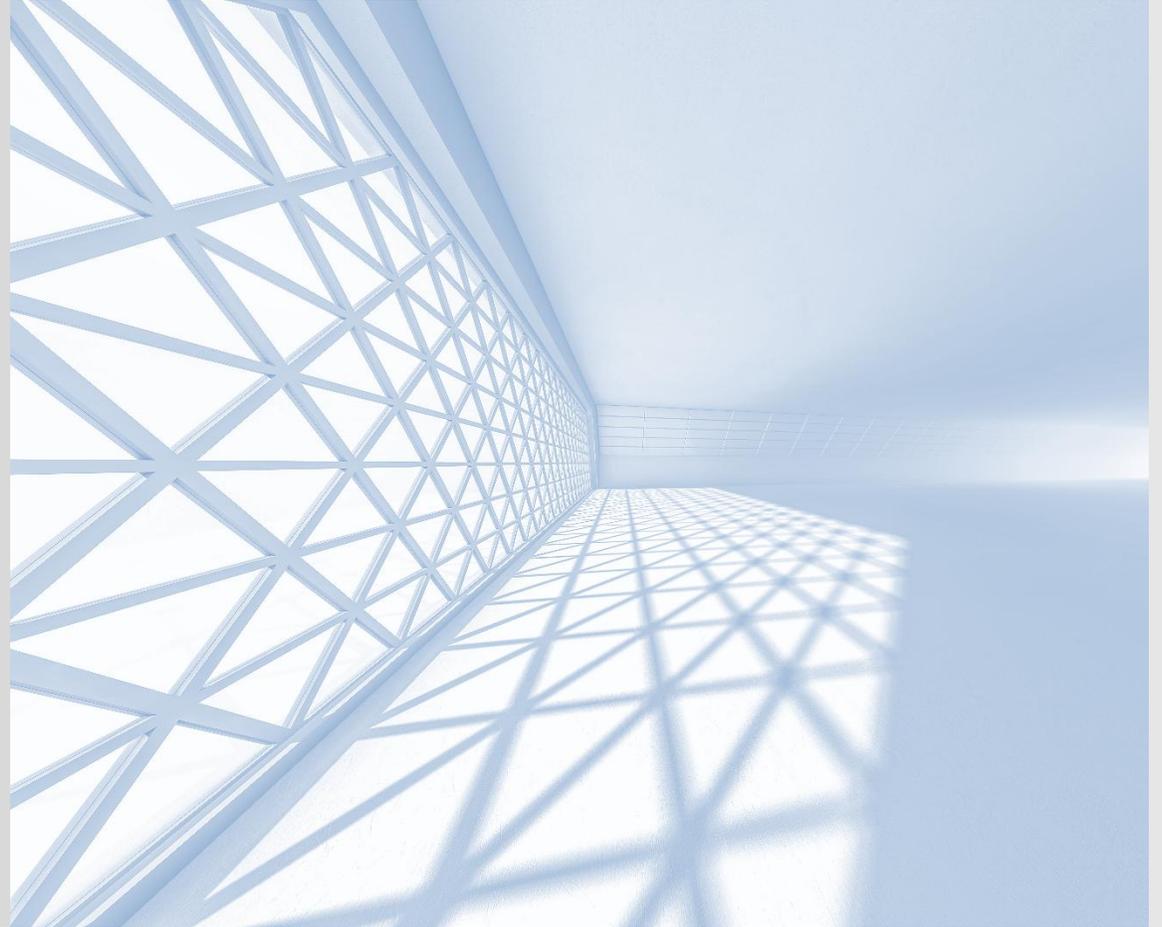
Innago



RentSpree

# 选租-背景调查

- 不要用Zillow 的背景调查!!!
- 核实工作单位
- 核实收入
- 给前房东打电话
- 交叉验证



# 选租-背景调查-Fair Housing Act



- **The Fair Housing Act prohibits discrimination in housing because of:**
  - **Race**
  - **Color**
  - **National Origin**
  - **Religion**
  - **Sex**
  - **Familial Status**
  - **Disability**

<https://www.justice.gov/crt/housing-cases-summary-page>

# 选租-背景调查-Fair Housing Act



- 不要歧视任何人
- 尽量少说话
- 做好预筛选 (不抽烟, 犯罪背景, 信用分, 被驱逐记录.....)
- 要求文件和客观条件: 两月工资单, 两个月银行流水记录, 信用分数, 破产纪律.....
- 不要在广告中, 和房客交流涉及到敏感问题
- 尽量保持一个公平持续一致的过程
- 注意军人, 残障人士的一些需求
- 注意当地法律情况的变化

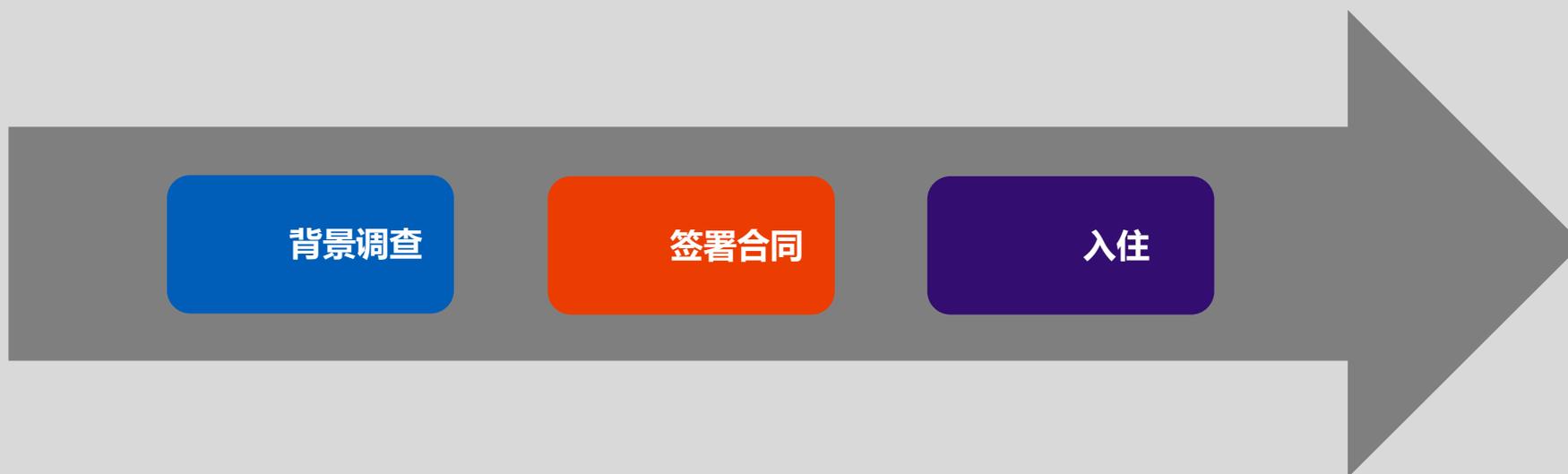
# 选租-背景调查-用评分系统选租客 (见资料)

	A	B
1	<b>Score</b>	Alexander
2	credit score (reject 1, condition 2, accept 3)	
3	Total Income ( less than 2, 0; 2.5-3 times 1, 0; 3-4 times; 2; more than 4 times, 3)	
4	coordinate (no, 1; ok, 2; good, 3)	
5	easy to cotact ( do not answer phone call, email, text within 24 hours; 1; answer within 24 hours, 2; good, within 8 hours, 3)	
6	file completeion (no, 1, ok, 3; good, 3)	
7	move in date (more than 2 month, 1; 1-2; 2; less than 1; 3)	
8	eviction history (yes, 0; no; 3)	
9	stable working history (less than 6 month, 1; 6-1 yr; 2; >1 year,3)	
10	criminal background (yes, 1; yes, minoral , 2) no : 3	
11	reference check (not current landlord, the previosue landlord): rent payment in time, move out condition; not good; 1; OK, 2; good, 3)	
12	People size fit the house : more than 2 for each room; 1; between 1.5-2, 2; less than 1.5; 3	
13	bank statement money available for deposit (less than half deposit, 1; half depsoit to 1 times; 2; more than 1 times deposit, 3)	
14	bank statement negative balance (more than 2 negative balance; 1; less than 2; 2; no negative; 3)	
15		
16		
17		
18	not accept: eviciton history within 3 years; total family income less than 2 times.	
19		
20		

# 选租-背景调查

- 不想租的申请人
  - 不回复
  - I don' t know too much about ...
  - I need to do some research
  - Your application is being reviewed, please wait patiently
  - 一直拖着到有合适的更好的租客

# 选租



# 合同-必要文件

**RESIDENTIAL LEASE OPTION FILE CHECKLIST**  
Annual Rental Rate Version - Auto-Fill

Resident: **Georgina Cox and Stephen Vanscoy** Property State: **Covington** Property County: **St. Tammany Parish**

Property Address: **70330 C St.** Property City, State, ZIP: **Covington, LA, 70431** Inside City Limits?

Rental Agreement Start Date: **05/01/2025** Monthly Rent Due Date: **1** Days in Initial Rental Month: **31** End Date: **04/30/2026**

Initial Rental Agreement Term: **36** months Annual Rental Rate: **\$20,000.00** Number of Adult Occupants: **2** Number of Children: **0**

Monthly Rental Rate: **\$555.56** before discount → Discount for time Payment: **\$100.00** → Discounted Rental Amount: **\$455.56**

Rent Proration Calculated from: **\$555.56** to **\$600.00** Days in Initial Rental Month: **31** Days to be Prorated: **0**

Discounted Rent Amount: **\$1,275.00** Prorated Discounted Rent Amount: **\$ 0.00** Rent Prorated for **05/01/2025 to 05/01/2025**

Additional Daily Rent: **\$20.00** Returned Check Fee: **\$20.00** Eviction Filing Fee: **\$500.00**

Pet Fee: **\$0.00** Pet Rent: **\$50.00** per month per pet → Pet Names & Descriptions: **Dispinix breed mix (1) 25 lbs, Cat mixed female**

Rentals: **None** (2) (1)

Rental Agreement Special Stipulation: **NO OTHERS**

2) Option Agreement Start Date: **05/01/2025** Option End Date: **05/01/2027** Date after which Option may be Exercised: **05/01/2027**

Option Agreement Term: **36** months Option Fee: **\$11,000.00** Beginning Price of Property: **\$260,000.00**

Option Fee Credited: **\$6,000.00** Monthly Option Credit: **\$166.67** Seller Financing Down Payment: **\$0**

Seller Financing Rate: **6.000%** Seller Financing Term: **6** months Seller Financing Points: **0**

Also: **\$0.00** Price will increase by **0.00%** (4) (1) percent **0.00%** per month

Options: **Buyer** Notice of repairs if over **\$500.00** Options: **Seller** responsible for repairs over **\$1,000.00**

Option Agreement Special Stipulation: **A. None**

This file contains:  
 New & all telephone numbers of all Residents → Call home phone number: **728-885-1212**  
New home phone number: **728-885-1212** OR **728-885-1212**  
Name: **Georgina Cox** Name: **Stephen Vanscoy**

租房合同

**DISCLOSURE OF INFORMATION ON LEAD-BASED LEAD-BASED PAINT, ASBESTOS, MOLD AND RADON**

Lead Warning Statement: Housing built before 1978 may contain lead-based paint. Lead from paint, paint chips, hazards if not taken care of properly. Lead exposure is especially harmful to young children and pregnant women housing. Landlords must disclose the presence of known lead-based paint and lead-based paint hazards in it also receive a Federally approved pamphlet on lead poisoning prevention.

**Lessor's Disclosure (initial):**

(a) → Presence of lead-based paint or lead-based paint, asbestos, mold and radon hazards in the housing (explain):  
 Known lead-based paint and/or lead-based paint are present in the housing (explain):  
None

Known asbestos, mold, and/or radon hazards are present in the housing (explain):  
None

Lessor has no knowledge of lead-based paint and/or lead-based paint hazard in the housing.  
 Lessor has no knowledge of asbestos, mold, or radon hazards in the housing.

(b) → Records and reports made available to the Lessor (check one below):  
 Lessor has provided Resident with all available records and reports pertaining to lead-based paint, asbestos, mold and/or radon hazards in the housing (list documents below):  
None

Lessor has no reports or records pertaining to lead-based paint and/or lead-based paint, asbestos, mold and/or radon hazards in the housing.

**Lessee's Acknowledgment (initial):**

(a) → Lessee has read and understands all information listed above.

Lead-based paint disclosure

**MOVE-IN / MOVE-OUT INSPECTION REPORT**

Property Address: **70330 C St., Covington, LA 70431**  
Resident: **Georgina Cox and Stephen Vanscoy** Inspection Date: **May 1, 2025.**

ROOM	OK	MOVE-IN CONDITION	OK	MOVE-OUT CONDITION
<b>GENERAL</b> Paint interior - Walls & Ceiling Paint exterior - Siding & Trim Windows - Screens - Casings Pet odor - cleaning Smoke - Collectors Entry Hall Light Fixtures - none Light Fixtures - none Patio Yard Garden, etc. Other	1	1		
<b>LIVING ROOM</b> Carpet - none Crown Molding Floors & Ceilings Partitions & Columns Stairways & Columns				
<b>DINING ROOM</b> Carpet - none Down & Loose Floors & Ceilings Partitions & Columns Stairways & Columns				
<b>KITCHEN</b> Stove & Oven Refrigerator Dishwashers & Dishwashers Cabinets & Countertops Sinks Floors Down & Loose Floors & Ceilings Partitions & Columns Stairways & Columns				
<b>FAMILY ROOM/GREASE</b> Carpet - none				

Move-in move-out inspection

**Tenant Emergency Contact Form**

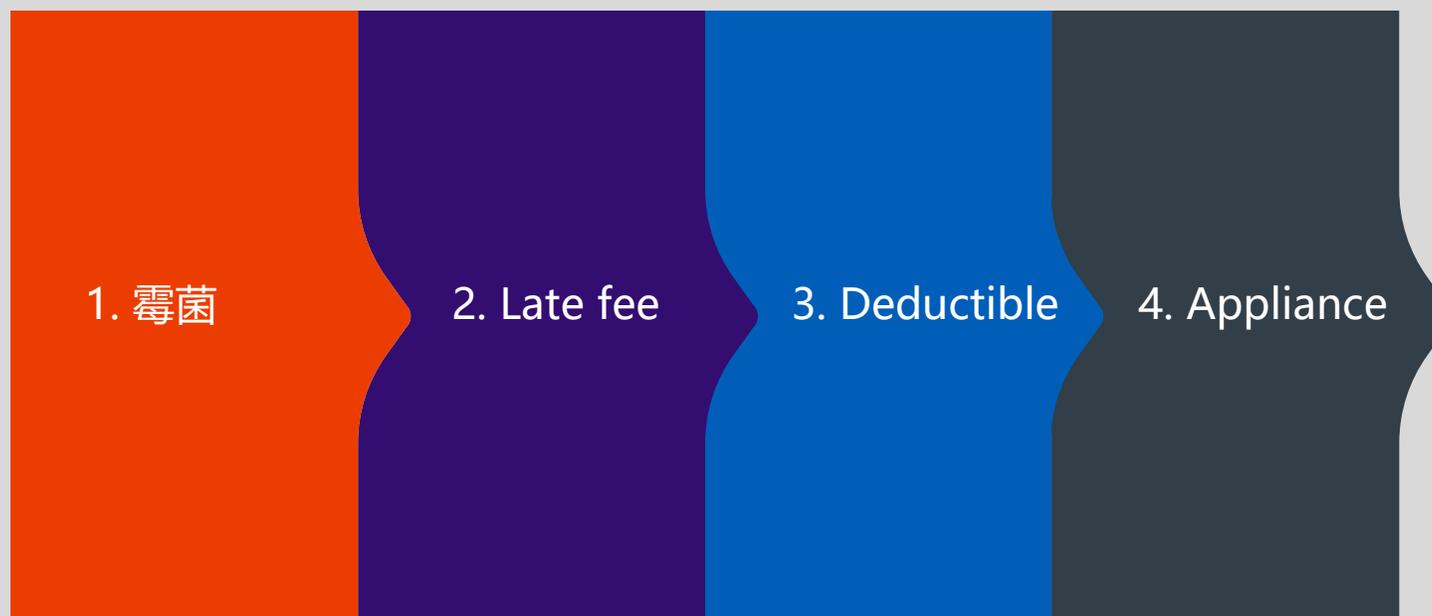
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

**Primary Emergency Contact**

Name: \_\_\_\_\_  
Relationship to Tenant: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Emergency Contact

# 合同-租约必备条款 (资料)



# 合同-免通知条款

👉 查看你们州是否允许免通知

# 签署合同流程

VA根据模板准备合同

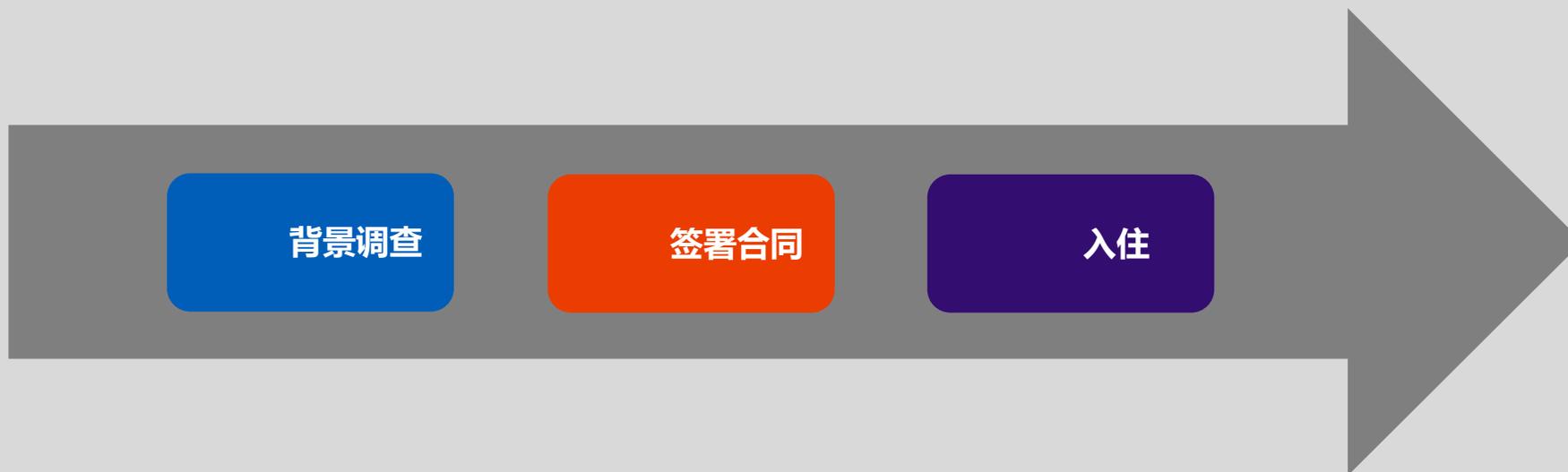
核实合同

Zoom meeting

Esign

发送租约, 水电信息, 录像

# 选租



# 入住-收押金以及入住费用

## ■ 可接受的付款方式

- Cashier' s Check
- Money Order
- Online Transfer (Venmo, CashApp, Zelle)

## ■ 不接受的付款方式

- ACH
- Wire
- Personal Check
- Innago
- Credit Card

# 入住当天

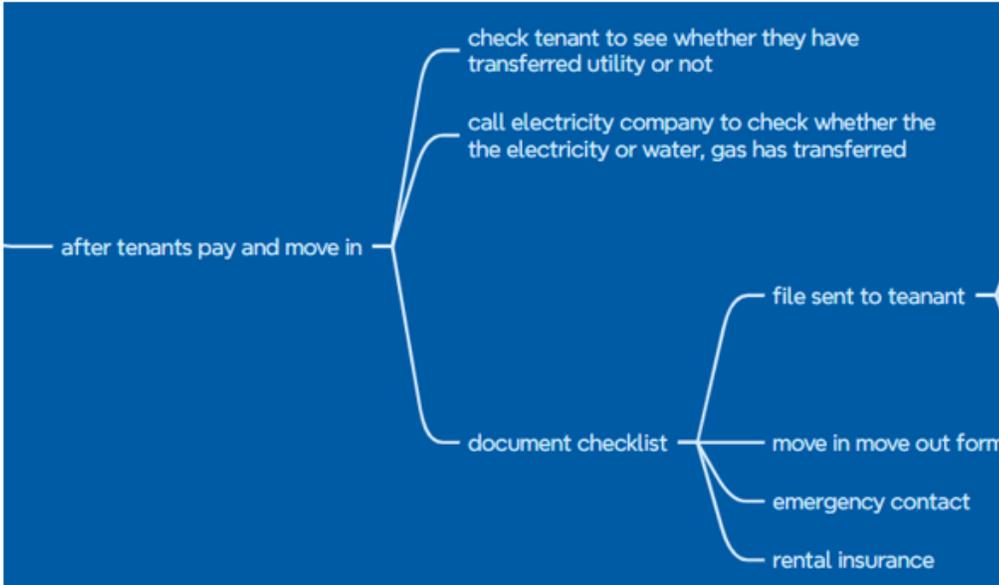
- 收钱（如果分两次）
- 要求转水电气
- 给钥匙
- 水电气meter的照片
- 房子照片和录像
- 录制Testimony
- Walk through
  - AC filter
  - 烘干机的filter
  - Appliance使用



# 入住后核实 (资料)

- 材料归位
- Lockbox, Sign
- 一周后检查水电是否过户
  - 联系Utility公司确认
- 入住/退租表 (可选)
- 租客保险
- 紧急联系人

**SOP for move-in tenants:**



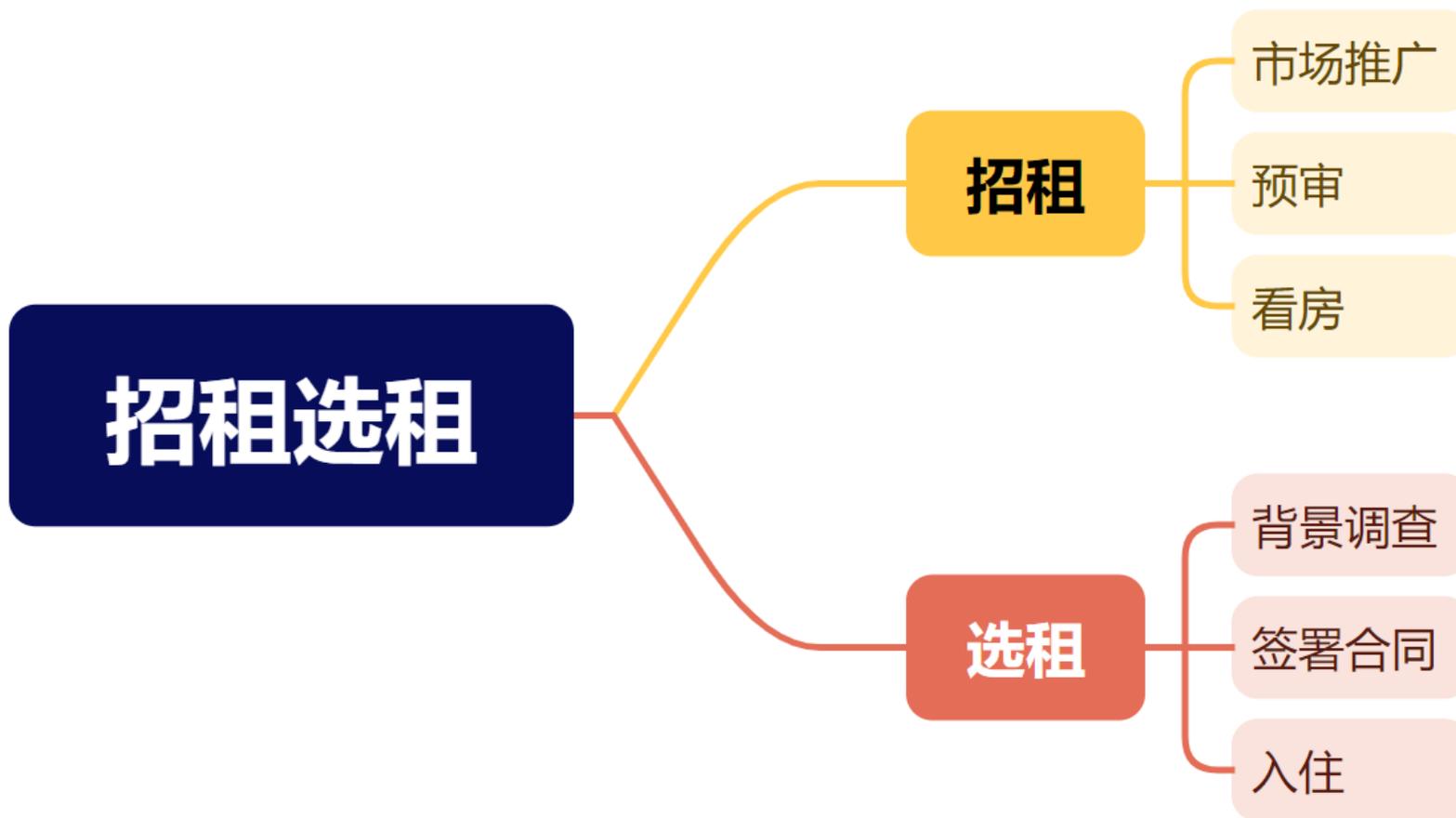
```

    graph LR
      A[after tenants pay and move in] --> B[check tenant to see whether they have transferred utility or not]
      A --> C[call electricity company to check whether the the electricity or water, gas has transferred]
      A --> D[document checklist]
      D --> E[file sent to teanant]
      D --> F[move in move out form]
      D --> G[emergency contact]
      D --> H[rental insurance]
  
```

**File sent to tenant:**

1. → Lease
2. → Lead disclosure
3. → Lead pamper
4. → Emergency contact

# 内容回顾



1. 做好清洁布置和拍照，让房子呈现最佳第一印象。
2. 合理定价并根据带看和申请情况,灵活调整。
3. 多渠道推广房源，结合线上平台与线下招牌推荐。
4. 严格筛选申请人，核查收入、信用和驱逐记录。
5. 规范签约流程，确保合同条款完整并解释清楚。
6. 细致交接入住，收齐款项、确认过户并建档管理。



## 本讲小结



**Thank You**

北美地产学堂 助你财富增长

**ourrea.com**