



LANDLORD EAST BAY

August/Sept. 2019

THERE'S NO DOUBT...WE'RE SEEING A PULLBACK IN EAST BAY HOME PRICES:

City	June 2018 Avg. Home Sale Price	June 2019 Avg. Home Sale Price	Last 12 Months
Fremont	\$1,340,000	\$1,150,000	-14%
Union City	\$1,050,000	\$900,000	-14%
Newark	\$1,000,000	\$927,000	-7%
Pleasanton	\$1,320,000	\$1,290,000	-2%
Hayward	\$750,000	\$705,000	-6%
Castro Valley	\$870,000	\$870,000	—

Source: East Bay Association of Realtors

Any rental property needs to have a big "sweet spot" that combines cap rate, appreciation, and low risk. See below:



Come to our September 14th seminar to hear about rentals with a great "sweet spot".

8 TIPS ON CHARGING THE RIGHT MONTHLY RENT AMOUNT

Here are eight tips on getting the rental price right:

1. Perform a rental analysis at Rentrance.com. It will cost you \$20. This is by far the best place to start, as the analysis will give you the median rental price based on 10 rental homes similar to yours in the neighborhood currently on Zillow. If you'd like, call or text me (Mike at 510-996-3238) and I will take a couple of minutes to perform the analysis for you at no charge.
2. If you're looking at comps on Zillow, subtract 5-10% as those are all "asking" not "actual" rents.
3. You must adjust your rental price based on your homes condition. Most prices for rent are in "slightly above average" to "good" condition. If your home is in "excellent" condition, adjust up \$200-300. If its in "average" condition, adjust down \$200-300.
4. I like to price a home \$100 below market (about 3%). That's because my tenants all have 700+ credit scores, great income and great rental history. They deserve a break for their good standing. In addition, they'll stay longer (reduced vacancy) and cause less headaches (less maintenance). Don't squeeze the tenant.
5. If you are not getting 2-3 inquiries per day off of Zillow, then you're priced too high. Drop it \$100.
6. Don't listen to your friends or neighbors. They will always suggest a rental price that's too high.
7. Have your rental price end in \$90 (I.E. \$2,990 instead of \$3000) for the psychological factor and price filters.
8. After 10 days of little or no action, drop it by \$100. Every day it's vacant is like throwing \$100 in lost rent out the window.

WILL SHOW HOW TO P.M.S THESE PUT ON SEMINARS

TWO UPCOMING LANDLORD SEMINARS IN SEPTEMBER

SHOULD I HOLD, SELL OR EXCHANGE MY RENTAL HOME IN 2019/2020

Saturday, Sept. 14, 2019, 10-12 Noon

- Where we are in the East Bay 2019 real estate cycle
- The pros and cons of selling in 2019
- Pros and cons of residential vs commercial
- How a 1031 can be your best friend
- Finding California rental properties with a 6% cap rate or higher

Taught by Tom and Mike Connolly of Landlord Realty

RSVP call or text 510-996-3238



THE TWELVE BASICS OF MANAGING A RENTAL HOME

Saturday, Sept. 7, 2019, 10-12 Noon

- Rehab basics
- 3 ways to make more rental profit
- Advertising tips
- Screening for the A+ tenant
- Using Proper forms
- Lease essentials
- East Bay rental laws
- Taking all potential tax deductions
- Rental outlook for 2019, 2020

Taught by Mike Connolly

RSVP call or text 510-996-3238

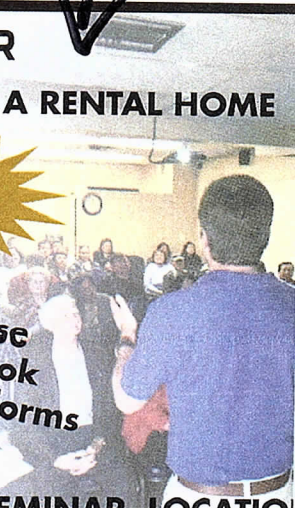
\$59

Includes:

- our lease
- handbook
- proper forms

SEMINAR LOCATION

2011 Paseo Padre Pkwy, Fremont



HOW DOES YOUR CURRENT EAST BAY RENTAL HOME COMPARE TO OTHER RENTALS OUTSIDE THE BAY AREA?

NO	TYPE OF RENTAL	LOCATION	CURRENT 2019 VALUE	MONTHLY GROSS RENT	CAP RATE	APPRECIATION FROM 2017 TO 2018	RISK FACTOR 1 BEING THE LOWEST, 5 BEING THE HIGHEST	GROSS RENT OVER 10 YEARS
1	Single family	East Bay	\$900,000	\$3,000	2.2%	3%	1.5	\$360,000
2	Two duplexes	Sacramento	\$900,000	\$6,400	4.5%	7%	2.5	\$768,000
3	Retail Strip Center	Fresno	\$900,000	\$8,200	6%	6%	3	\$984,000
4	8 single family homes	Kansas City	\$900,000	\$8,000	6%	9%	2	\$960,000
5	5 Single family homes (new construction)	Central Florida	\$900,000	\$8,000	6%	9%	2	\$960,000
6	Triplex (6 beds, 3 baths)	San Leandro	\$900,000	\$5,400	4%	3%	3	\$648,000

“Live where you want to live but invest where the numbers make sense.”



LANDLORD REALTY
“Helping Landlords Sell For The Maximum Price”
Call Tom NOW 510.656.7653
 BRE#01422975
www.landlordret.com

9 Reasons For Investing In Rental Homes

1. Appreciates 5% per year (national avg.)
2. Often less work than other rental types
3. Residential vacancies are less volatile
4. Less down payment required than commercial
5. When you buy a home it's from an anxious seller. When you buy a commercial property, it's often from a seasoned investor.
6. A well located home often fares better during a recession than multi-family or commercial.
7. A houses value is not dependent on whether it's rented or not.
8. You can still be diversified by owning a variety of homes in various markets.
9. You're already familiar with being a landlord of a rental home.

From “Building Wealth One House At A Time” By John Schwab

Feedback Form

06/01/2019

I'm interested in the following:

- Email of today's PowerPoint presentation
- Property management discussion with Mike Connolly
- Attending the Saturday June 8th, seminar, "Should I Hold, Sell, or Exchange" from 10am - 12pm
- Attending the Saturday June 8th, seminar, "Should I Hold, Sell, or Exchange" from 1 - 3pm
- Possible selling, 1031 Exchange discussion with Tom Connolly of Landlord Real Estate
- Future Seminars
- Other (please describe) _____

How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

Please give a comment regarding the presentation: _____

Name: Dr. Satyendra Kaith Phone: M: (510) 209-7435

Email: satkaith@yahoo.com

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

Excellent. Very well education is good

Please give a comment regarding the presentation: _____

Name: Ken Wu Phone: 510-456-8694

Email: kenzwu@hotmail.com

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

Very Good

Please give a comment regarding the presentation: _____

Name: EDWARD LAM Phone: 510-794-7044

Email: TRAVELER2Mch@COMCAST.NET

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

5, but I thought I am coming to a different seminar

Please give a comment regarding the presentation: _____

Name: Mahmoud Amiri Phone: _____

Email: mriazi@sbcglobal.net

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- Other (please describe) _____

How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

5

Please give a comment regarding the presentation: Very informative
given in an engaging manner

Name: JUSTIN ALI Phone: (408) 922-9085

Email: JUSTIN-ALI@HOTMAIL.COM

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How would you rate the content and delivery of this presentation 1-5 (5 being the best):

Very good thank you for allowing me to come today as I'm out of town next weekend June 8th you invited me today for free
Please give a comment regarding the presentation: *Very detailed + helpful!*

Name: Lulwana DEYOUNG Phone: 510-537-9121
Email: LULWANA1@SBCGLOBAL.NET

CSF MISSAO
4/12

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

5

Please give a comment regarding the presentation: _____

Name: Seferina Rivera Phone: 925 922 1728

Email: srivera@mills.edu

CALLER, SHE WAS IN
SAN ANTONIO. WILL
CALL ME BACK

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

Please give a comment regarding the presentation: it was good - a bit more in depth would have been great

Name: Kimberly Altus Phone: 510-552-0311

Email: Kaltus409@gmail.com

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

definitely 5

Please give a comment regarding the presentation: very informative, learn a lot, thanks for sharing your expertise.

Name: Hon Sit. Phone: 408 334 1889

Email: honsit@gmail.com

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

Please give a comment regarding the presentation: 1031

Name: RAQUEL EVANGELISTA Phone: (408) 834-0060

Email: RQE2004@YAHOO.COM

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

5

Please give a comment regarding the presentation: Good Seminar

Name: STEVEN LIN Phone: 510-551-6971

Email: SLIN94539@hotmail.com

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

5 _____

Please give a comment regarding the presentation: great instructor and

very informative + useful seminar!

Name: Debbie Lam Phone: (510) 996-2365

Email: ~~debbie.lam@rentalinfo88.com~~ rentalinfo88@gmail.com

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06/01/2019

will think & report

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

Very good Thank you

Please give a comment regarding the presentation: _____

Name: _____ Phone: _____

Email: _____

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

5

Please give a comment regarding the presentation: _____

Name: Yung-Shung Yu Phone: (925) 600-8808
Email: YUNG@S Yu @ yahoo.com

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

Please give a comment regarding the presentation: _____

Name: Amnit Karth Phone: ^{M:} (510) 366-6025

Email: _____

Feedback Form

06/01/2019

I'm interested in the following:

- Email of today's PowerPoint presentation *yes please!*
- Property management discussion with Mike Connolly - *I will call you.*
- Attending the Saturday June 8th, seminar, "Should I Hold, Sell, or Exchange" from 10am - 12pm
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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

5 - excellent Thank you!

Please give a comment regarding the presentation: Thank you for keeping me updated. Not sure I can attend June 8 seminar, but I will try.

Name: Grace Huerta Phone: 510-754-8757(c)

Email: lghuerta@sbccglobal.net

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

4

Please give a comment regarding the presentation: GREAT INFORMATION

Name: OCTAVIO RAMALHO Phone: 209-221-0063

Email: OCTAVIO209@COMCAST.NET

NOTE: PLEASE EMAIL ME WITH RENTAL ANALYSIS FOR: 1193 OLD CANYON Rd
FREMONT CA 94531.

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How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

Please give a comment regarding the presentation: excellent

Name: Romy Tecson Phone: (925) 839-5966
Email: RomyZT@gmail.com

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Please give a comment regarding the presentation: _____

Name: GUS CANO Phone: _____

Email: GSENDER@GMAIL.COM

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- Other (please describe) Reference to realtors in other markets e.g. (Salt Lake City, Texas, Denver, Sacramento)

How would you rate the content and delivery of this presentation 1 - 5 (5 being the best):

(5)

Please give a comment regarding the presentation: Very clear & ^{well-}structured presentation; EBPM already manages our rentals. V. happy with you.

Name: SRIVIDYA PRAKASH Phone: (415) 254 2927

Email: SRIVIDYAPRAKASH@HOTMAIL.COM