YOUR ULTIMATE GUIDE TO

LISTING YOUR HOME FOR LEASE

01 MEET THE TEAM

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

We look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

Tiffany Russell

BROKER OWNER

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ABOUT

Tiffany Russell leads her real estate group with a commitment to building lasting partnerships grounded in trust and community connection. With over 20 years in the industry, Tiffany brings a unique blend of local insight and global reach, guiding clients through Austin's dynamic market and expanding opportunities in places like Costa Rica.

With experience spanning land, commercial properties, residential homes, and hospitality investments, Tiffany's strategy caters to clients from first-time homebuyers to seasoned investors. In recent years, she's expanded her investment footprint into Savannah, Georgia, where her real estate knowledge extends across diverse property types. She's more than a guide—she's an advocate who prioritizes each client's unique vision, ensuring they feel at ease and well-informed.

CREDENTIALS

- Broker Owner
- Certified Green Agent
- CIPS- Certified International Property Specialist

What you can expect working with me

I'm *Curious*

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm *Committed*

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'm *Proactive*

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm *Personal*

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.

Valeria Ramos

REALTOR

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ABOUT

As a dedicated Texas real estate agent, Val is passionate about helping people find their dream homes. With deep roots in Texas, she's lived in various cities, including Corpus Christi, San Antonio, Houston, Dallas, and now Austin. This diverse background gives her a unique understanding of the state's diverse real estate market.

Beyond real estate expertise, Val is an active community member, volunteering time and supporting local initiatives. When not at work, she enjoys spending time with my pets, Lola and Cashew, or cheering on my favorite sports teams. Val's commitment to excellence and client-focused approach make her a trusted advisor for buyers and sellers alike.

Cresil Lomocso

ABOUT

Cresil, a dedicated mother of two, brings invaluable real estate expertise to her position as an administrative assistant. Specializing in administrative support and listings management, she ensures her clients have ample time for what truly matters while consistently delivering exceptional service and satisfaction.

02 Prepare for the Market

Consider Home Repairs

Tenants gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall the marketing process.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the marketability of your home, it will keep the leasing process moving quickly once a prospect shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a tenant. Keep their perspective in mind as you make decisions on repairs.

Listing Preparation Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a maintenance person if anything needs to be repaired.

GENERAL

TO DO	DONE	
		Light fixtures
		Light bulbs
		Carpets
		Windows
		Cabinets
		Sinks and faucets
		Paint
		HVAC
		Flooring
		Doors and trim
		Wallpaper
		Hardware
		Carbon monoxide detector
		Smoke detector

KITCHEN

TO DO	DONE	
		Clean counters and declutter
		Clean backsplash
		Clean appliances (Inside & out)
		Organize drawers, cabinets and pantries
		Clean floors
		Clean sink and disposal

BATHROOMS

TO DO	DONE	
		Dust and clean all surfaces
		Declutter countertops and drawers
		Fold towels
		Tidy cabinets and remove unnecessary toiletries
		Clean or replace shower curtains
		Clean moldy areas

LIVING & DINING

TO DO	DONE	
		Remove clutter & personal items
		Stage with pillows and throws
		Dust and clean all surfaces and fixtures
		Keep all tables clear and decluttered

BEDROOMS

TO DO	DONE	
		Remove clutter & personal items
		Clean out and organize closets
		Repair any damage in walls
		Keep closets closed during showings
		Make beds before any showings

EXTERIOR

TO DO	DONE	
		Pressure wash concrete or driveway
		Clean or repaint doors
		Repaint trim
		Wash windows
		Sweep walkways & patios
		Trim hedges
		Mow lawn
		Weed & mulch
		Arrange outdoor furniture
		Repair fence
		Replace any rotten wood
		Pool/spa is clean and in working condition

Tenants decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds*

03 Strategic Marketing

Pricing Your Home

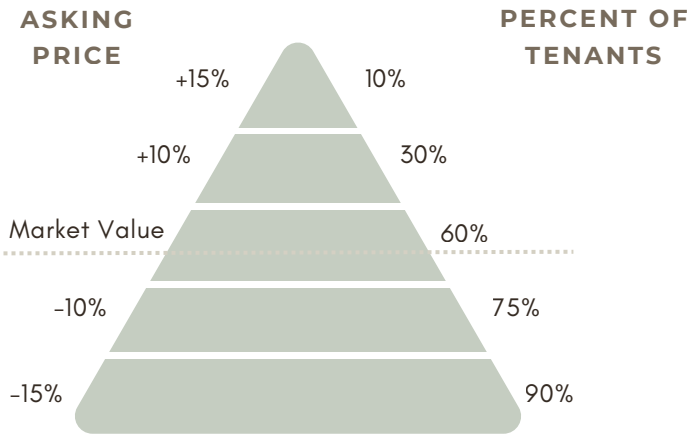
Here's something that may surprise you...

Properties that are priced right from the beginning *typically lease for more in the end*.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.



Pros & Cons of Pricing

AT MARKET VALUE

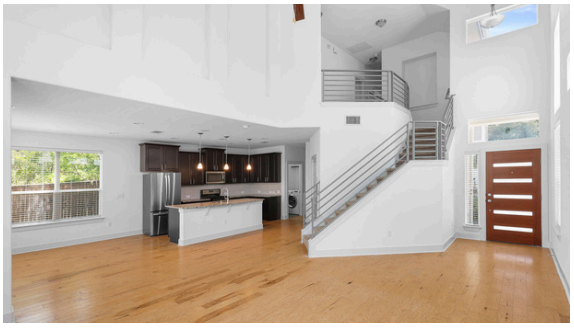
+ Tenants and agents will recognize a fair price
+ Home will appear on more relevant tenant searches

BELOW MARKET VALUE

+ The home will receive high interest and a quick application
+ Multiple offer scenario, which may include offers higher than asking price
– Risk of having to lease at a lower price

OVER MARKET VALUE

– It could take longer to lease
– The longer it's on the market, the less favorable it appears to prospects



What’s the big deal about listing photos & videos?

The photos of your home directly influence whether or not a potential tenant will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light at no cost to you.

The photos to the left are examples from our previous listings

What's Included in my Marketing Plan

- Guidance on staging or decluttering
- Professional photography
- 2D home layout
- Displayed on brokerage website
- Social media campaigns
- Pre-listing exposure on Top Agent Network
- Exclusive sneak peeks
- Youtube walkthrough
- Yard sign
- Listed on MLS, Zillow, Realtor.com, Trulia, Apartments.com, and more, to maximize visibility.

04

Showing Your Home

It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the occupant is not present. If this is not possible, we will work together to create the best experience for the prospect that also fits your lifestyle.

We'll provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, we are notified. That means no one is accessing your home without my knowledge.

After each showing we will share any feedback received from the potential tenant.

Before each showing, follow the checklist on the next page to create the best atmosphere possible.

Showing Prep Checklist

- [ ] Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- [ ] Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- [ ] Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- [ ] Turn on lights and open curtains to invite natural light.
- [ ] Close toilet seats and shower curtains. Put out fresh, crisp linens.
- [ ] Arrange furniture to create a sense of space and flow in each room.
- [ ] Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- [ ] Add fresh flowers or a bowl of fruit to add a welcoming touch.
- [ ] Use staging strategies to showcase your home's best features.
- [ ] Set the thermostat to a comfortable temperature well before guests arrive.

05 The Application Process

This process begins once we receive an application on the home. Here are the major milestones to expect:

Application: The prospect will fill out a full application and load employment and pet information, ID, and any other addenda requested.

Processing: We process through Go4Rent.com, encompassing criminal, rental, and work history checks. You'll receive access to the application portal to follow the progress of each application and a detailed breakdown of each applicant for your approval or denial.

Review and Initial Approval: We will review all documents to determine if the applicant should be approved or declined

Lease Paperwork: Once approved, our team will write, review, and send out the lease agreement to all parties involved.

Coordination: An email will be sent to all parties with move-in instructions, renters insurance options, and utility information.

Deposit Collection: Oversee the secure transfer of the tenant's deposit.

Renters Insurance: We will work with the tenant to ensure they provide the required content insurance and that you receive the rent as per the lease terms on or before the move-in date.

Access: We will work with the tenant for access on the morning of lease commencement.

Private Listing Options

Sometimes the right move isn't going fully public right away. Our private listing strategy allows us to build interest and momentum while keeping your preferences and timeline in mind.

FLEX MLS – Private Listing
We'll enter your property into FLEX MLS as a Private Listing. This allows us to market within MLS directly to other agents, while keeping the listing hidden from consumer-facing sites. It's a smart way to capture attention and generate early interest before going fully live in December.

Clubhouse Access
Through Clubhouse—a private, agent-to-agent platform exclusive to Austin's top-producing agents—we'll showcase your home to a curated group of professionals who specialize in connecting off-market opportunities with motivated buyers.

Top Agent Network (TAN)
As members of TAN, a trusted, invitation-only community for the top 10% of producing agents, we'll position your property in front of serious buyers who are actively seeking homes not yet available on MLS.
Social Media Preview (Address Withheld)
We'll create a teaser-style social media post highlighting your home without publishing the address. This sparks curiosity and drives inquiries from agents and tenants, while ensuring privacy until your tenant has moved out.

Our Layered Strategy
This approach ensures your home gains traction with the right audiences—all while protecting your privacy and timeline. By the time you're ready to return to the active MLS market, we'll already have strong interest in place.

Why Offering Agent Compensation is a Smart Move

Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for applications.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient lease process.

Positively impacts lease outcomes

Properties offering agent compensation often lease quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient lease process, setting a positive tone for the transaction.

SERVICE *levels*

70%

- Online Meeting & Price Evaluation
- Listing Placement: Signs & lockboxes for easy showings
- Photography
- MLS & Leading Websites: MLS, Zillow, Realtor.com, Trulia, Apartments.com, & more
- Application Management: All aspects of paperwork
- Application to Move-in: Guidance & timely reminders for upcoming deadlines
- Key Exchange: Coordinate the key exchange process for the tenant along with utility providers

80%

- 70% package plus the following
- In-Person Meeting & Price Evaluation
- Property Evaluation: Comprehensive assessment of any necessary repairs or improvements
- Viewings & Feedback: Schedule & conduct showings, provide you with feedback from potential tenants
- Professional Photography
- Video Walkthrough
- Digital Marketing: On popular social platforms like Instagram & Facebook, as well as realtor-specific forums
- Complimentary yearly renewal paperwork

100%

- 80% package plus the following
- 2D Layout
- Weekly progress email & area market report
- Complimentary lease changes throughout the year
- Lease renewal notices & guidance on market changes when providing the tenant a renewal notice

Early Withdrawal & Lease Preparation Fee

If the Owner elects to withdraw the Property from the market prior to the completion of our leasing services, including the placement of a tenant, a base listing fee of $500 shall be due and payable to compensate for marketing, administrative, and professional services already rendered. Additionally, if the Owner independently secures a tenant during the listing period and requests that our team prepare or execute the lease agreement, the same $500 base listing fee will apply.

This fee ensures coverage of time, resources, and expertise invested in the leasing process, regardless of how the tenancy is ultimately secured.

Please note: By law, all commission rates are negotiable. The rates listed in this guide are not fixed and can be adjusted based on a mutual agreement between the homeowner and the agent.

CLIENT *accolades*

"

The Austin market has been challenging this year but Tiffany and her team were able to use their vast knowledge base and creativity to properly market and ultimately sell our home above asking. We've worked with Tiffany on two homes and would work with her a third if we were in the Austin area. She is very personable, patient, and always available for whatever questions arise – she's the best!

I don't think the English language has words powerful enough to convey how highly I recommend Tiffany. She is THE BEST realtor I could have ever imagined. She is extremely knowledgeable, attentive to detail, and is always ready to explain the nuances of a house. Tiffany is so responsible! She is always on the ball, does not procrastinate and is never too busy for questions or follow ups or showings. She is a fantastic negotiator, and got thousands knocked off our closing costs. Tiffany is just a true and honorable person, and also funny and kind and a joy to be around.

I've used Tiffany for 2 real estate purchases, and several rental properties, and she and her team have always handled things with the utmost care and professionalism.
I know I can always count on Tiffany and her team to be there if I ever have any questions.
Can not recommend more!

Tiffany is amazing. I can't recommend her highly enough. Tiffany recently worked with me to sell my home in Central Austin (the first time I had sold a home). From start to finish, she was responsive, efficient, decisive, and sharp. She returned calls right away, marketed the home early in the process to ensure a quick sale, and was available and knowledgeable throughout the negotiation and closing process. I was incredibly impressed with Tiffany and would recommend her without hesitation. Thanks Tiffany!

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Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 72 hours.

Getting your home leased for top dollar is a huge deal and I am honored to be considered to get the job done.

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