



---

# INVEST WITH ROOST

---

**ROOST**<sup>TM</sup>

**REAL ESTATE CO.**

# Hello

When I started ROOST Real Estate Co. in 2014, I wanted to create a business that serviced 100% of the people in the market who needed a roof over their heads – not just the 55% to 65% of the people in the market who owned their own roof.

I did not want to simply be in the real estate sales business, I wanted to be in the shelter business.

Being in the shelter business meant that we had to become experts at working with tenants, as well as the real estate investors who put their hard-earned capital to work buying properties for qualified tenants to rent.

As a real estate investor myself, I understand the challenges our investor clients face. That's why landlord profitability is the primary mission of Invest With ROOST™.

Whether your goal is to create long term wealth to pass along to your family, or monthly mailbox money to supplement you income, we can help.



*Chris McAllister*

**ROOST Real Estate Co.**  
**Chris@ROOSTRealEstateCo.com**  
**844-806-6577**



# CONTENTS

- **We Are Licensed Realtors®**
- **Our Local Teams**
- **ROOST Rehab & Maintenance**
- **Accounting**
- **Our Websites**
- **Application and Screening**
- **Security Deposits**
- **Collecting Rent**
- **A Word About Pets**
- **Expanding Your Empire**
- **Standard Services**



## We Are Licensed Realtors®

In every state we do business our property managers are licensed real estate agents and brokers.

Being licensed is not a bonus or a 'nice' thing to have, it is the law.

Only a licensed real estate sales agent or broker can offer property management services, real estate sales services, or investment consulting for another for a fee.

State licensing laws help ensure that your property manager is not only qualified to manage your assets, but up to date on all of the laws and regulations that affect housing, including Fair Housing laws.

At ROOST Real Estate Co. all of our licensed property management team members are also Realtors®.

In order to become a Realtor, a licensed agent or broker needs to be a member of the National Association of Realtors®. As a member, a licensee subscribes to the standards of the association and The Realtor Code of Ethics. ([www.NAR.Realtor](http://www.NAR.Realtor))

**All of this means that we have a moral, legal, and fiduciary responsibility to protect your interests as a property owner. We are your experts on the ground and your connection to your tenants and your property.**

# Our Local Teams

Each of our local teams is led by a **Property Manager** who has an **Assistant Property Manager** and a **Tenant Relations Specialist** reporting to them. Our Property Managers work directly with our owner clients as well as our tenants.

One of the secrets of our success are the detailed job descriptions that we have developed for each team member over the years. These descriptions provide a myriad of benefits. They keep us on task, help us communicate, and remind new and existing team members what is expected of them.

When we have a job opening, we hire to the job description. We use the job description to describe the position when we advertise for help, and we use it as the basis for assessing performance. Every team member has every other team member's job description so they know how they all must work together to take care of our owners and tenants.

**The more we can keep individual team members focused solely on their areas of responsibility, the more smoothly the team runs.**



# ROOST Rehab & Maintenance

We employ W2 Maintenance People who handle regular tenant maintenance requests as well as preventive maintenance and rehab tasks as required in vacant properties between tenants.

We also collaborate with several independent rehab and maintenance contractors in each of our markets to complete more extensive turns on behalf of, and in partnership with, our owners.

**Because rehab and repairs are the two functions that can make or break landlord profitability, we have a dedicated Maintenance and Rehab Manager on staff to ensure every 'make-ready' project is completed as quickly and as economically as possible.**



# Accounting

We partner with a software provider called Appfolio to run our business. (www.Appfolio.com) Appfolio is an online cloud- based service that allows each of our owners to access their monthly and year-end financial reports and statements through a secure owner portal.

# Our Websites

We do extensive internet marketing using our websites including

**[www.ROOSTRentals4U.com](http://www.ROOSTRentals4U.com)**

**[www.ROOSTRentalsDayton.com](http://www.ROOSTRentalsDayton.com)**

**[www.ROOSTRentalsColumbus.com](http://www.ROOSTRentalsColumbus.com) in Ohio**

**[www.ROOSTRentals.com](http://www.ROOSTRentals.com) in Florida**

Homes listed on our for-rent sites automatically populate hundreds of rental websites including Zillow. Our rental listing exposure is second to none.



# Application and Screening

We encourage prospective tenants to apply online. Each applicant is charged a non-refundable application fee only they after the answer a set of property specific screening questions via [www.TenantTurner.com](http://www.TenantTurner.com) We perform credit and criminal background checks on every adult applicant. Fairness and consistency in this process is paramount because it is first good business, and second, it ensures we do not run afoul of the law.

## Security Deposits

We ask each applicant for a security deposit equal to one month's rent. Once we approve an applicant we ask them for the security deposit prior to signing the lease and collecting the first month's rent.

The security deposit is non-refundable. We do not want to take a property off the rental market without some assurance that they will indeed sign the lease on the agreed upon date.

If the tenant fulfills the terms of the lease and leaves the property damage free and broom swept, they will be refunded their deposit within 30 days.

In Ohio security deposits are allowed to be held by the property owner. In Florida, state law requires that tenant deposits are held in a tenant trust account maintained by the brokerage.

# Collecting Rent

Most of our tenants mail a check or money order to our office. Some pay in person as well. More and more of our tenants are choosing to pay their rent electronically through a personalized tenant portal we create for them using Appfolio.

# A Word About Pets

Some of our owner clients do not want any pets in their homes. Depending on the home in question this may be appropriate. Ultimately, the decision to allow pets, and what kind and quantity, is the decision of the owner. One of the screening questions prospective applicants are asked before they view a property is whether or not they have pets.



# Expanding Your Empire

If you ever decide to add to your portfolio of rental properties we can help you. Our Realtor® professionals are skilled in the evaluation and acquisition of both single and multi-family real estate assets in every market we serve. And if you ever decide to sell a property, there is a good chance we have another owner we already work with looking to expand.

# Standard Services and Fees

- **Management Fee**.....We charge a flat monthly fee per unit.
- **Lease Fee**.....The Lease Fee is the equivalent of one month's rent.
- **Annual Lease Renewal**.....The Annual Lease Renewal Fee is \$250 if the tenant chooses to sign a lease for an additional term.
- **Maintenance In Occupied Units**.....We provide regular maintenance as well as 24-hour emergency service to all of our tenants using via Property Meld at [www.ROOSTRepairs.com](http://www.ROOSTRepairs.com).
- **Unit Turns**.....We utilize both our internal human resources and local independent contractors to ensure that your vacant units are made ready for your next tenant as quickly and as cost effectively as possible.



[www.InvestWithROOST.com](http://www.InvestWithROOST.com)

Acquire Analytically • Manage Profitably • Leverage Wisely • Expand Confidently

# Whenever You're Ready –

Here are 5 ways we can help you grow your residential property investment business:

1. Get daily subscriber only updates of newly listed 4-19 unit apartment buildings from the Commercial Real Estate Exchange. Email me personally to get on the list.  
[Chris@ROOSTRealEstateCo.com](mailto:Chris@ROOSTRealEstateCo.com)
2. Get a FREE Market Rate Rent Analysis for your properties. Sometimes a second opinion can make a big difference in your business. [www.MarketRateRent.com](http://www.MarketRateRent.com)
3. Have a property you're thinking of selling? Schedule a Pin-Point Price Analysis with one of our Investor Specialists. [INFO@ROOSTRealEstateCo.com](mailto:INFO@ROOSTRealEstateCo.com) and put 'PIN POINT' in the subject line.
4. Automate your rent collection and get on with your life! Download The Landlord Profitability Playbook at [www.ProfitabilityPlaybook.com](http://www.ProfitabilityPlaybook.com).
5. Get a Personalized Property Management Quote at [www.PMServicesQuote.com](http://www.PMServicesQuote.com)



## **COLUMBUS, OH**

1135 Cleveland Avenue, Columbus Ohio 43201  
[380] 214-7880

## **SPRINGFIELD, OH**

1636 N Yellow Springs St., Springfield, OH 45504  
[937] 390-3715

## **MELBOURNE, FL**

C/O The 1900 Building, 1900 S Harbor City Blvd.,  
Melbourne, FL 32901  
[321] 405-1116

**ROOST**<sup>TM</sup>

**REAL ESTATE CO.**

**INVEST WITH ROOST**