

Use a Rent Mail List to Send Out Lease Payments

FrescoData of your real estate business will depend on the ability to build a targeted rent list. It is important to understand that building a targeted rent list is a process, and it can take some time. This is especially true if you have just opened your business and are still trying to find your feet. However, rent mail lists allow you to quickly identify those potential clients that are in the market for what you have to offer.

If you are looking to market to those in the rental market for your business, there are several rent collection and rent mailing lists available to you. You want to identify the type of client that you are trying to attract. Are they new property owners, expired leases, long-term tenants, or those that are still renting but are looking for a permanent solution? Your focus should be on targeting the right type of clientele to increase the success rate of your rent collection efforts. By focusing your efforts based on your target market, you can ensure that you put your marketing efforts in the best place to work.

Mailing a rent collection list is a very effective marketing tool. You will have the ability to collect the names and addresses of interested renters from the mailing list and then follow up with the individuals on a specified schedule to remind them of their obligation to rent your building. This enables you to build a list that has the highest percentage of rent collections, making your marketing efforts more effective. As mentioned above, there are many rent mailing lists available to you.

When you set up a mailing list for your rental collection department, make sure to include the complete contact information. You will want to include the name, address, phone number, fax number and e-mail address of every individual on the rent collection mailing list. This will enable you to keep accurate records of your rent collections. When you have accurate, current rent records, you will be in the best position to accurately bill your clients for the rent that they have paid you.

Make sure that you create a signup sheet for every individual on your list. When individuals sign up for the rent collection newsletter, you should send them an "unlimited" newsletter set up to collect their names and e-mail addresses. You should also provide them with an additional newsletter offering tips and tricks to help them manage their rent collections better. You can even provide them with a special offer if they rent from you. This way, not only do you have a loyal clientele, but you have an additional source of potential profit as well. Your business will thrive because individuals will be eager to rent from you when you present them with such fantastic offers.

You will also want to include a rent collection form on each page of your lease paperwork. This form will allow your tenants to sign over the responsibilities for rent collection upon signing the form. This gives you extra material for your e-mails and newsletter, as well as extra pieces of rent collection information to send out to your clients. This list of responsibilities is typically what all landlords collect in one form or another.

In addition to these lists, you may want to compile other important pieces of information about your business. Create a "to do" list for each tenant, a "must do" list for each lease, and even a "feed back" list to handle any issues that your tenants may encounter. Then, distribute your rent collection forms and lease paperwork to each of your tenants as well as

place an additional form in your lease paperwork with the terms of rent collection included. This will help you maintain proper rent collection procedures throughout the duration of your lease.

A rent-mail list can be very beneficial to any landlord. In order to successfully grow your rental property business, you need to make sure that you have a large customer base and that you always have new leads coming into your office. Utilize rent collection forms and newsletters to ensure that your tenants continue to rent your units and you are able to receive your lease deposits. With the proper mail list, you can receive your lease deposits each month and you can also maintain proper rent collection procedures.