



Your Property  
Is Our Priority



**SERVICE GUIDE**



Dear Property Owner,

Finding someone to manage your investment property can be daunting. As an owner, you want a company you can trust to protect your valuable asset and ensure it is creating a positive return for you.

I am proud to be leading an organization that has served Calgary property owners for nearly 30 years. Building on a strong legacy of trust and credibility, we have assembled some of the city's finest property management professionals to work with our clients.

Our expert team is dedicated, reliable, responsive, and focused on just one thing: property management. It's all we do. What's more, we are selective about the homes we manage. Our inventory is made up of hand-picked properties in executive-preferred areas of Calgary. We understand the market, and the communities we serve. Our seasoned local knowledge means we know how to make the most of your property to realize the best financial outcomes.

From marketing your property to finding qualified tenants to on-going management, you can count on us to be in your corner - not only when things are running smoothly but also during those times when being a landlord can be challenging.

We at Residential Leasing Group understand that our client relationships are what drive our business. We work hard to earn your respect and, more importantly, your trust in managing your investment. It's why we can confidently say that at Residential Leasing Group, your property is always a priority.

Thank you for taking the time to get to know us. I look forward to discussing the future of our partnership.

Regards,

Brad Currie  
Broker & President



*"As a nervous first-time landlord, I had many questions about the leasing process. Residential Leasing Group addressed all of my concerns, even before I chose them to be my management company. I know that my property and its residents are in good hands."*

**Karen M -**  
Property Owners, 2 Years

## YOUR RENTAL PROPERTY – MANAGED DIFFERENTLY

**When it comes to the management of your property, the Residential Leasing Group difference is your advantage.**

**Property management is all we do:** We are strictly property managers. It's not a sideline or business add-on. We do not buy and sell properties. From marketing your property, to finding qualified renters, to property maintenance and day-to-day operations, our entire infrastructure and processes are designed around one thing - the professional management of your property.

**Select properties in desirable Calgary neighbourhoods:** Our properties are hand-picked and strategically chosen for Calgary's corporate market. We manage high quality, individually owned houses, townhouses and condos in Calgary's downtown, inner city and executive-preferred communities. By keeping our portfolio targeted and manageable, we can stay focused and responsive to our property owners.

**Quality tenants make better tenants:** Our listings for homes in desirable neighbourhoods naturally attract discerning tenants who value your home for the same reasons you do. Quality tenants are reliable and take pride in their rental home, caring for your property as if it were their own.

**Nearly 30 years in corporate relocation:** Through our long-standing relationships with tier-one corporations and corporate relocation agencies, we have access to corporate renters who are relocating to Calgary, rent for longer periods, and seek upscale homes or condos in safe communities for their families.

**Specialized services for non-resident property owners:** It's not uncommon for Canadian property owners to live outside the country. Our in-house team of experts has more than 25 years of experience guiding non-resident owners smoothly through the tax process.

**Trustworthy, fully licensed brokerage:** Our brokerage is licensed under the Real Estate Council of Alberta (RECA) and subject to all governing bodies, rules, regulations, codes of ethics and conduct. We ensure that our staff is held to an exceptional standard and all of our associates are fully licensed. We are also an accredited business with the Better Business Bureau, a member of the Calgary Chamber of Commerce, and proudly affiliated with the Canadian Employee Relocation Council, and the Calgary Residential Rental Association.

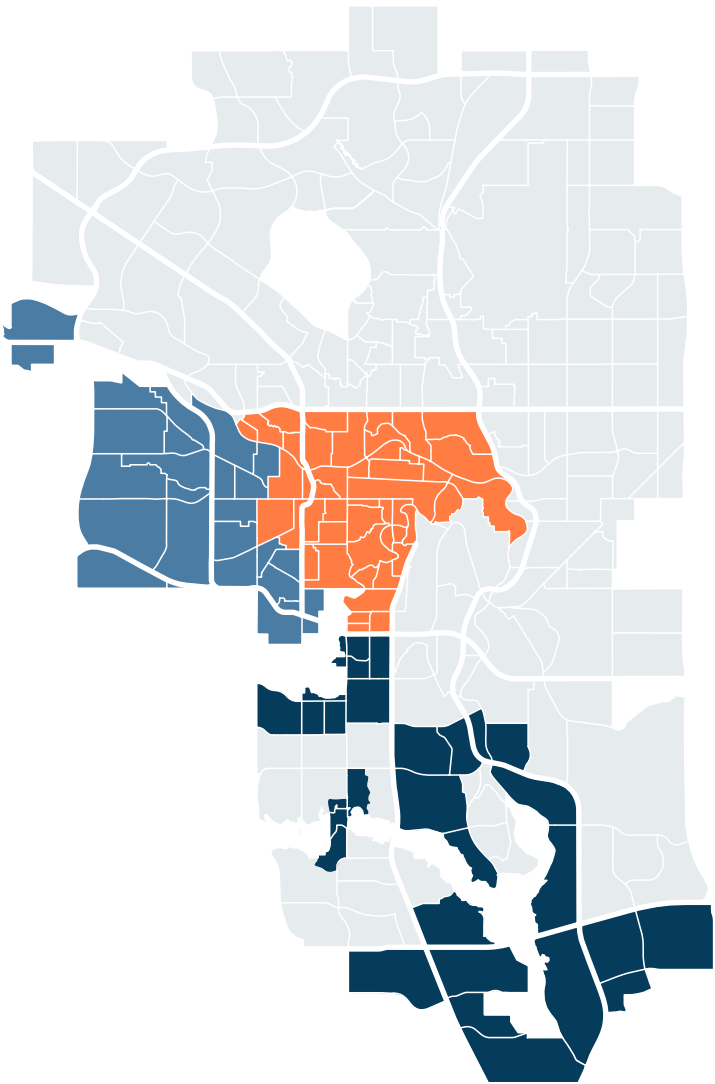






**KNOWN FOR OUR NICHE PROPERTIES IN  
SELECT CALGARY COMMUNITIES**

**At Residential Leasing Group, our portfolio is built on high quality  
properties in these desirable communities in Calgary’s inner city,  
West End and South End areas.**



**West End**

- Aspen Woods
- Bearspaw
- Christie Park
- Coach Hill
- Cougar Ridge
- Crestmont
- Currie Barracks
- Discovery Ridge
- Elbow Valley
- Garrison Green
- Glamorgan
- Glenbrook
- Glendale
- Lakeview
- Lincoln Park
- North Glenmore
- Patterson
- Rosscarrock
- Rutland Park
- Signal Hill
- Springbank Hill
- Spruce Cliff
- Strathcona Park
- Valley Ridge
- Westgate
- West Springs
- Wildwood

**Inner City**

- Altadore
- Bankview
- Bel-Aire
- Beltline
- Briar Hill
- Bridgeland
- Britannia
- Cliff Bungalow
- Crescent Heights
- Downtown
- East Village
- Eau Claire
- Elbow Park
- Elboya
- Erlton
- Garrison Woods
- Glengarry
- Hillhurst
- Inglewood
- Killarney
- Lower Mount Royal
- Mayfair
- Meadowlark Park
- Mission
- Parkdale
- Park Hill
- Ramsay
- Renfrew
- Richmond
- Rideau Park
- Rosedale
- Roxboro
- Scarboro
- Shaganappi
- South Calgary
- St. Andrews Heights
- Sunalta
- Sunnyside
- Upper Mount Royal
- West Hillhurst
- Windsor Park

**South End**

- Auburn Bay
- Bayview
- Canyon Meadows Estates
- Chaparral
- Chaparral Valley
- Chinook Park
- Cranston
- Douglasdale Estates
- Eagle Ridge
- Evergreen Estates
- Haysboro
- Kelvin Grove
- Kingsland
- Lake Bonaventure
- Lake Bonavista
- Legacy
- Mahogany
- Maple Ridge
- McKenzie Lake
- Oakridge
- Palliser
- Parkland
- Pump Hill
- Quarry Park
- Seton
- Silverado
- Sundance
- Walden
- Willow Park



*"We have utilized Residential Leasing Group for our property management needs for the past four years and have been very satisfied with their responsiveness and the level of service we received. Knowing our property was being managed by RLG provided piece of mind while living outside of the country."*

**Sean & Tara T –**  
Property Owners, 4 years

## HOW WE MARKET, MANAGE AND MAXIMIZE YOUR INVESTMENT

**We understand that when you entrust your rental property to Residential Leasing Group, you're handing over the keys to a valuable investment. We make it our mission to ensure that your property is well marketed, managed and maintained so it realizes the best possible returns for many years.**

### Marketing your property

We make sure your property is seen by the right people, right away through our multi-faceted marketing plan that includes:

- For Rent listings on our website at [www.rlg.ca](http://www.rlg.ca)
- Corporate relocation partners
- Focused Google AdWords campaigns and mobile device advertising
- Social media channels: Twitter, Google, Facebook, YouTube, LinkedIn, Pinterest
- Newsletters, direct mail and bulletins
- Property signage
- Local listing websites and publications such as [rentfaster.ca](http://rentfaster.ca), [zumper.com](http://zumper.com), [padmapper.com](http://padmapper.com) and GreatNews publishing

### Finding qualified renters

Our team of trained, licensed leasing agents and administrative support staff handles all the details including:

- Showing your property to potential renters
- Conducting employment and income verification and credit checks
- Collecting the security deposit
- Making sure tenants have tenant insurance
- Conducting comprehensive move-in/move out inspections
- Ensuring a residential tenancy agreement is in place outlining the terms of the tenancy
- Working with condo board on behalf of renters to ensure all obligations are met
- Collecting and depositing monthly rent into a trust account

### Reliable, responsive repair and maintenance

Our maintenance service includes:

- 24/7 dedicated call line answered by a real person to resolve tenant issues that may arise
- Conducting bi-annual periodic property inspections to look for preventive maintenance issues inside and out, and to monitor tenants' care of the property
- Arranging for contractors/suppliers to complete repairs as required
- Following up to ensure work is completed to our high standards





## THE RENTAL PROCESS

**From placing responsible tenants in your property to professionally managing and maintaining it, we're committed to keeping your property working for you.**

- 1 When a candidate decides they would like to rent your property, one of our Leasing Agents helps the prospective tenant complete an "Application To Lease". A deposit accompanies the offer, which is held until the application is approved, and then placed in our trust account.
- 2 Prospects are carefully screened through credit and reference checks and employee verification, and the offers are presented to you along with our recommendations for your final approval.
- 3 The lease is signed by the tenant, and we make arrangements with the tenant for rent payments.
- 4 A complete walk-through of the property takes place. Photographs are taken, and notes from the walk-through are documented on an Inspection Report, which the tenant signs and the Leasing Agent signs on your behalf. At this time, we also require the tenant to provide proof of rental insurance.
- 5 The tenant is given the keys and is able to move in.
- 6 An account is set up for your tenant in the Tenant Portal on the Residential Leasing Group website. The tenant portal will allow the tenant to place maintenance requests, review statements and documents.

### Monthly rent

- Rent is collected on the first of each month - funds are deposited and allocated to your designated account.
- If there are vendor invoices to be paid, they are paid from your designated account.
- Your account is reconciled at the end of the month. On or before the 15th day of the following month you will receive the net funds by direct deposit into your bank account.

### Vacating tenant

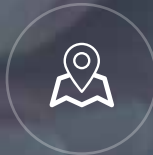
- When a tenant moves out, we complete a move-out inspection referencing the inspection report and photos from the move-in inspection.
- If your property is in comparable condition as when the tenant moved in, the security deposit is refunded.
- If there are damages beyond normal wear and tear, we repair the damage and the costs are covered by the tenant's security deposit.

# The Path to Success

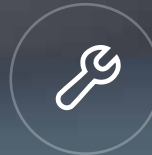
## INTAKE AND CONSULTATION



AGREEMENT SIGNED



PROPERTY  
WALK-THROUGH



COMPLETE REPAIRS  
(IF REQUIRED)

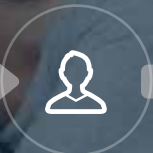
## FIND TENANT



MARKET  
PROPERTY



SHOW PROPERTY  
TO POTENTIAL  
TENANTS



SCREEN  
APPLICANTS



ACCEPT  
TENANT



COLLECT DEPOSIT  
AND FIRST  
MONTH'S RENT



SIGN LEASE



MOVE-IN  
INSPECTION

## MANAGE AND MAINTAIN



TENANT  
MOVES IN



COLLECT RENT IN  
TRUST ACCOUNT



MANAGE MONTHLY  
INCOME AND  
EXPENSES



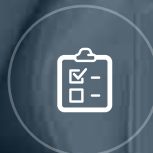
DIRECT DEPOSIT  
TO OWNER'S  
ACCOUNT



SEND MONTHLY  
OWNER'S  
STATEMENT



BI-ANNUAL PROPERTY  
INSPECTIONS



COMPLETE REPAIRS AND  
MAINTAIN PROPERTY  
AS REQUIRED



## **A SMALL PRICE TO PAY FOR YOUR PEACE OF MIND**

**Upon consultation, our broker, Brad Currie will evaluate your property and personally provide you with the full details of the fee structure required to effectively manage your property and result in a sound investment.**

### **Leasing fee**

There is a leasing fee charged when the property is leased to a new tenant. This fee covers showing and screening prospective tenants, processing the application, preparing and executing the lease, arranging rental payments, verifying tenants' proof of adequate insurance, coordinating with utility service providers, ensuring obligations to condo management companies are fulfilled, and performing the move-in inspection. You pay no fees until your tenant is moved in.

### **Management fee**

Our competitive fee structure is based on a percentage of the gross monthly rent collected from your tenant.

A designated code within our trust account is created for all monies received by you or for you. The account is audited annually by a third party accounting firm to meet the requirements of the industry governing body RECA (Real Estate Council of Alberta).

### **Maintenance and repair costs**

Should your property require maintenance and repairs, we consult with you prior to making significant purchases. We have an exceptional group of trades and services suppliers whom we monitor for quality workmanship and reasonable rates, always keeping your best interests in mind.

There are no hidden costs, administration charges or surcharges of any kind added to the cost of work completed by contractors, suppliers and vendors.

### **Advertising expenses**

The advertising for your property is handled by our management of an advertising float collected from you at the time of intake. We implement a comprehensive advertising campaign to secure tenants for your property and once the property is leased, we refund any unused portion of the advertising float.





## TESTIMONIALS

**We take pride in the care that goes into managing our relationships with all of our clients and it shows in their feedback!**

"I am very pleased to say that the Residential Leasing Group staff consistently does a great job in working with my team and our clients. I am always thrilled to work with Residential Leasing Group because my questions are answered immediately. In this age of self serve, it is a real treat to work with a company who is always there to help out."

**Brenda C** – Senior Executive Relocation Consultant

"I have been a tenant with Residential Leasing Group for almost two years now, in which time they have been more than helpful with me making the transition from being a homeowner to a tenant. They are quick to respond to any requests and have been transparent in any and all maintenance items that were required during my tenancy. The service has been great and the people are even better. I would highly recommend Residential Leasing Group to anyone looking for a management company."

**Steve M** – Tenant

"We have been with Residential Leasing Group for over 5 years and are very satisfied with their service and attention to detail. We have had very few issues over the years but when encountered they were handled in a professional manner. We have high regards for their staff."

**Real & Pat M** – Property Owners, 5 Years

"Over my three years as a tenant of Residential Leasing Group, the team have been a pleasure to work with. I couldn't have been more pleased with my rental experience and I am so thankful we were matched up. I've told my neighbours and friends in Calgary that if they ever need a management company, look no further than Residential Leasing Group."

**Dana F** – Tenant

"The team at RLG gave me the confidence I was seeking as our family decided to lease our home. They've demonstrated professionalism in all aspects of the process and I have the comfort that my home is being well cared for and maintained. They do indepth screening of prospective tenants and they provide detailed inspection reports for my property. The staff is very quick in responding to any questions and the monthly and yearly statements make tax submissions easy for me. I wholeheartedly recommend RLG to anyone looking for a reasonable-priced and excellent property management company!"

**Stan B** – Property Owner

*"Residential Leasing Group takes the stress out of being a landlord. Our experience with them has been one of complete professionalism. We often refer friends and business associates. We consider our relationship with RLG to be one of our best real estate decisions."*

**Cheryl B –**  
Property Owners, 4 Years

## NEXT STEPS – LET'S GET STARTED!

### How to form your partnership with Residential Leasing Group



- ☐ Review, complete and sign the Management Agreement - All owners listed on the title for the property must sign.
- ☐ Review, complete and sign the Property Information Package.
- ☐ If your property is a condo, you must provide a copy of condo bylaws and any other applicable condo documentation. RLG is required to provide this information to all new condo tenants.
- ☐ Notify your insurance company that your property will be for lease under a licensed property management brokerage to ensure you have proper coverage in place.
- ☐ Provide RLG with verification of your insurance including company, policy number, contact information, deductible, and start and end dates for the policy.
- ☐ Provide the Advertising Float of \$500.00 for your property intake. RLG will establish an in-trust account.
- ☐ Complete the Property Inventory Sheet:
- ☐ Unfurnished properties may have inventory items that should be documented such as garden tools, storage racks or cable boxes.
- ☐ Furnished properties must provide a complete inventory, which is included with our portfolio listing. Furnishings will be documented and replaced as required to keep the property in executive-standard condition.
- ☐ Provide three full sets of keys, FOBS, and garage door openers.
- ☐ Call our Broker, Brad Currie at 403.244.6944 to arrange for a meeting to turn over the paperwork, advertising float and keys.

*"Over the 10 years that RLG managed my home, I was always kept in the loop about maintenance items or tenant issues. We made it a priority to visit our home every year with our property manager and they were very good at pointing out preventative maintenance items. My accounting statements arrived like clockwork each month which always gave our family peace of mind. I have referred my friends and colleagues to RLG and I am very glad that I did, as they have experienced the same level of service I have."*

**Tracey W -**  
Property Owner, 10 years

## HELP US MAKE A GREAT FIRST IMPRESSION

**Your property has one chance to make an impression. Our advertising campaign is designed to showcase it in the most positive light.**

You can help us promote your property by preparing it for the photograph session and subsequent leasing activity by:

- ☐ **Cleaning** - Before we show your property to prospective tenants, we request that it be professionally cleaned, including any carpeting. This will help attract the best tenants. Furthermore, the condition of the property at move-in is the condition that we expect the tenants to leave it in at the end of their tenancy. Call our office if you need help arranging for cleaning.
- ☐ **Prepare for photo session** - Make beds with freshly laundered, pressed linen. Check that all lightbulbs are working. Remove all items from countertops, fridge doors, tables, desks, side tables and bathroom vanities. Open the curtains and blinds. Cut the lawn, shovel snow from pathways and driveways. Close the garage door and remove vehicles from the driveway.
- ☐ **Manuals** - Gather all appliance and equipment manuals into one easily accessible place.
- ☐ **Special cleaning products** - If you have special cleaning products you want used, leave a sample at the property. Provide us with a list of your preferred products and where to purchase them, and we will include the information in the Welcome Letter we give your tenants.
- ☐ **Maintenance check** - Do a complete maintenance check on your property to make sure everything is in proper working order.





## CONTACT INFO

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