

Lease - Only Services Overview

Base Leasing Package

Fee: One Month's Rent (or a minimum of \$2,000)

Our full-service leasing solution is designed to attract qualified residents quickly while ensuring a compliant, seamless experience from system setup through lease execution.



Market Positioning & Preparation

- **Rental Analysis:** Data-driven pricing based on market conditions, seasonality, location, amenities, and comparable properties. Final recommendation triangulated through three professional pricing sites, final rental price to be set by the owner/client.
- **Unit Assessment:** High-level recommendation to improve rent potential and marketability (e.g., cosmetic updates, window treatments, rent-ready improvements).
- **Professional Marketing:**
 - High-quality listing photos
 - Exposure on major platforms (Zillow, Apartments.com, and more)
 - Targeted local outreach when appropriate

Leasing & Showings

- Showings managed by WHM team, scheduled through integrated software
 - 24/7 inquiry response with AI support and team oversight
 - Access to multiple leasing agents, 7 days/week (9 AM–7 PM)

Application & Screening

- Comprehensive screening: credit, background, rental history, and income verification
- Fraud prevention tools and bank-level income validation
- Pet/ESA screening support - note, ESA certified animals are allowed at any property, regardless of pet preference and WHM cannot legally deny if ESA certified
- Fair Housing–compliant selection process (objective criteria applied consistently)
- Note: client/owner cannot 'choose' the tenant, as that violates Fair Housing compliance

Lease & Move-In Coordination

- Professionally drafted lease language reviewed by legal and property management experts
- Minimum 12-month lease; yet lease end dates negotiated between April–June to position next vacancy to occur during busy season (increasing potential for higher rent and better rental candidates)

- Confirmation of renter's insurance required at move-in (verbal confirmation and outlined as a mandate in the lease), but WHM is not liable for renter's insurance oversight through completion of lease
- Move-in coordination to include date confirmation and key/lockbox communication

Funds Handling

- Security deposit (one month's rent) and first month's rent collected within 24hrs after lease signing
- Security deposit transferred to owner at service completion
- First month's rent collected can serve as WHM payment, or can be paid separately as negotiated at on-boarding

Communication & Timeline

- Weekly leasing status updates shared by leasing team **every Wednesday**
- **Leasing target:** 21 days or less (seasonality may affect timing)

Owner Responsibilities

- Ongoing maintenance management
- Clarification and management of resident responsibilities (outlined in lease) such as lawn/snow care, light bulbs, and filter replacement
- Security deposit return at move-out (per state requirements)

Onboarding

Onboarding Fee: \$308

Covers:

- Property setup in our system
- Key transfer and bank information setup
- Marketing preparation
- Insurance and pet policy verification

This fee is collected upfront as a commitment deposit. The property will be listed once onboarding is complete.

Our Goal: Lease your property quickly, compliantly, and with high-quality residents—while keeping you informed every step of the way.

Optional Add-On Services

Note: if packaged together, WHM will honor both add-ons for \$500 total

Opt 1: Maintenance Deep Dive – \$400

Detailed inspection of major systems and appliances, including condition, age, and repair/replacement recommendations. Includes estimated costs and guidance on “Must Do / Should Do / Could Do” improvements to protect property value and maximize rent potential.

The intent is to provide an overarching, professional POV on the investment opportunities to return the highest value of your property across a long-term period. Many clients utilize this for future property and financial planning, and for clarity on what needs to be prioritized within the property based on current wear, tear, and tenant expectations.

Note: This is an assessment only; the repair work itself is not included but the assessment will include general prices based on WHM vendor contacts and inspection expertise

Opt 2: Move-In Inspection & Handoff – \$200

- Detailed photo documentation of unit condition - less marketing-focused, but focused on wear & tear of unit at move-in for proper tenant enforcement at end of lease
- Tenant walkthrough at move-in and signed condition report
- Move-in meeting for key/code handoff and final orientation, client does not need to meet tenant during evenings or weekends for this walkthrough, as our agents will lead
- Creates a smooth resident experience and strong documentation for future security deposit discussions
- Enhanced Marketing Asset: A 360° digital walkthrough of the unit to prepare for future posts, increasing resident interest and engagement with your unit

Please reach out to **Clare Pitcher** for additional questions or information

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