



**Momentum**  
REAL ESTATE SERVICES INC.

# The Furnished Rental Niche Market: Is It Right for You?

Presented by Catherine Brooker  
For the Real Estate Investment Network™  
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# THE FURNISHED RENTAL NICHE MARKET: IS IT RIGHT FOR YOU?

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## Introduction

- ❑ An unfurnished house which rents for \$1800/month rents for \$3,600 to \$5,000/month once furnished.
- ❑ This is a 'What's Behind the Curtain' on the Furnished Rental Industry.
- ❑ How we got started.



## Suitable properties

- Houses vs condos.
- Which locations.
- Must have garage.
- Does the property still suit your portfolio if it is not a furnished rental?

## The Real Math!



- ❑ Start-up costs: furnishing.
- ❑ Vacancy budget.
- ❑ Maintenance costs.
- ❑ Management fees.

- ❑ Paying referral agencies.
- ❑ Ongoing advertising.
- ❑ The cost of cancellations
- ❑ Email money transfers.
- ❑ Credit card set up.



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## Furnishing



- ❑ How furnished is furnished?
- ❑ Don't miss *anything*.
- ❑ 'Just show up with your suitcase.'
- ❑ Include outdoor furnishings: patio set, barbeque.



- ❑ Where to buy furnishings.
- ❑ Have a set-up team.
- ❑ Storing extra furniture.
- ❑ Other items to stock (crib, high chair, cots, etc.).



## Other Services Provided

- All regular utilities.
- Cable, internet, telephone.
- Snow removal, lawn care.
- Maid service – how often.



- ❑ Have stock room on-site.
- ❑ Keyless entry.
- ❑ Mail boxes.

## Quality Controls



- ❑ Linen.
- ❑ Kitchenware. Stock up.
- ❑ Hotel touches.
- ❑ Concierge.
- ❑ Do quality checks.
- ❑ Spotters & spies.

## Manuals



- ❑ Welcome manual.
  - ❑ phone numbers, voicemail, garbage schedule, maps, etc.
- ❑ Inventory.
- ❑ Manual for maids.

## Finding Tenants



- ❑ Your own network.
- ❑ Corporations. Big vs. small.
- ❑ Out-sourcing management.



- ❑ VRBOs.
- ❑ Relocation agents.
- ❑ Usual web sites.



- ❑ Fire/flood displacements.
- ❑ Insurance referrals.
- ❑ How good is *your* coverage?

## Exit Plans



- **1. Sell the house.**
  - It's already staged! Good marketing edge.



## □2. Keep the house.

- Dismantle the furnishings & services, turn the house back to an unfurnished rental.
- How to dismantle.



### □3. Sell as a business

- Include furnishings, existing reservations, marketing systems.

## Closing



- ❑ Introduce Mindy.
- ❑ Don't be seduced by the big rent furnished rentals can generate.



- ❑ Do the full math.
- ❑ Evaluate *all* the variables.
- ❑ Have a big cushion.



**For some of you, the furnished rental business could be your next income stream!**

<b>Inventory for #19 Executive Rental</b>					
<b>Kitchen</b>	<b>Sub-Category</b>	<input checked="" type="checkbox"/>	<b>Kitchen(cont'd)</b>	<b>Sub-Category</b>	<input checked="" type="checkbox"/>
<b>Item</b>	<b>Quantity</b>		<b>Item</b>		<b>Quantity</b>
Microwave	1		Ceramic Utensil Jar c/w		1
Toaster	1		Ladel		1
Coffe Maker	1		Slotted Spoon		1
Electric Kettle	1		Spagetti Spoon		1
Coffee Mugs	12		Potato Masher		1
Dinner Plates	12		Wide Slotted Spoon		1
Small Plates	12		Flippers		2
Bowls	12		Whisk		1
Butter Knives	12		Set S&P Shakers		1
Large Forks	12		Set BBQ Tools c/w		1
Small Forks	12		Tongs		1
Table Spoons	12		Fork		1
Tea Spoons	12		Flipper		1
Serving Utensils			Wooden Case		1
Spoon	1		Set Measuring Cups		
Fork	1		Metal		1
Slotted Spoon	1		Set Measuring Spoons		
Butter Knives	1		Metal		1
Small Serving Spoon	1		Plastic		1
Can Opener	1		Glass Bakeware		
Utensil Tray Plastic	1		9X13 Bakeware		1
Carrot Peeler	1		Square		1
Utensil Tray Metal	1		Loaf		1
Steak Knives	6		Casserole c/w Lids		2
BBQ Tongs	2		Shallow Open Casserole		1
Long Tongs	1		Cookware-ST Steel		
Salad Spoons	1		Soup Pot c/w Lid		1
Spatulas	4		Sauce Pan c/w Lid		1
Tea Towels	4		Metal Mixing Bowls		3
Dish Rags	12		Small Glass Bowls/lids		6
Oven Mitts	1		Tall Glasses		10
Telephone Books			Short Glasses		10
White Pages	1		Garbage Pail		1
Yellow Pages	1		Sink Plugs		2
Wine Glasses	4		Glass Vase c/w flowers		1
Corkscrew	1		Cordless Phone c/w base		1
Knife Block			Clock		1
Scissors	1		Dining Table c/w cloth		1
Steak Knives	6		Chairs		4
Paring Knife	1		Wall Art (Metal)		1
Bread Knife	1		Curtains c/w rods 2 panels		1
Large Knife	1		Non Stick Pan		1
Boning Knife	1				
Knife Sharpener	1				

**Inventory for #19 Executive Rental**

<b><i>Living Room</i></b>	<b><i>Sub-Category</i></b>	<b><i>Bedroom #2</i></b>	<b><i>Sub-Category</i></b>
<b><i>Item</i></b>	<b><i>Quantity</i></b>	<b><i>Item</i></b>	<b><i>Quantity</i></b>
Large Wall Art	2	Bedside Table	1
Fig Trees	2	Lamp	1
Medium Wall Art	2	Clock Radio	1
Hide-a-bed	1	Queen Bed c/w	1
Throw Pillows	2		Mattress
TV 27"	1		Box Spring
CD/MPS Player c/w	1		Bedding Set
	Speakers	2	Dresser c/w mirror
TV Table	1		Cordless Phone c/w
4 Tiered Shelf	1		Base & Adapter
Coffee Table	1	Curtain Panels	2
End Tables	2		Rod Set
Microfibre Couch	1	Small Wall Art	2
Table w metal legs	1	Laundry Bag	1
Lamp	1		<b><i>Bedroom #3</i></b>
Placemat	1		<b><i>Sub-Category</i></b>
Curtain Panels	4	<b><i>Item</i></b>	<b><i>Quantity</i></b>
Glass Coasters	4	Bedside Table	1
Remote for TV	1	Lamp	1
<b><i>Bedroom #1</i></b>	<b><i>Sub-Category</i></b>	Clock Radio	1
		Double Bed c/w	1
<b><i>Item</i></b>	<b><i>Quantity</i></b>		
Full Length Mirror	1	Mattress	1
Ivy Plant	1	Box Spring	1
Dresser	1	Bedding Set	1
Queen Bed c/w	1		
	Mattress	Dresser	1
	Box Spring	Cordless Phone c/w	1
	Bedding Set		Base & Adapter
Medium Wall Art	2		1
Metal Art	1	Curtain Panels	0
Bedside Table	1		Rod Set
Lamp	1	Small Wall Art	1
Clock Radio	1	Laundry Bag	1
Curtain Panels	2		<b><i>Bedroom #4</i></b>
	Rod Set	<b><i>Item</i></b>	<b><i>Sub-Category</i></b>
Laundry Bag	1	Metal Wall Art	
Cable Modem	1	Wall Art	1
		Dresser	1
		Bedside Table	1
		Lamp	1
		Clock Radio	1
		Bedding Set	1
		Wooden Chair	1
		Vase	1
		Curtain Panels	2
			Rod Set
			1

<b>Inventory for #19 Executive Rental</b>				
<b>Linen Closet</b>	<b>Sub-Category</b>		<b>Lower Kitchen</b>	<b>Sub-Category</b>
<b>Item</b>	<b>Quantity</b>		<b>Item</b>	<b>Quantity</b>
Bath Towels	10		Garbage Pail	1
Hand Towels	10		Laundry Baskets	2
Wash Cloths	10		Ironing Board	1
Bedding Set/hidden w/o coverlet matpad	1		Iron	1
	1		Microwave	1
<b>Upper Bathroom</b>	<b>Sub-Category</b>		Kettle	1
<b>Item</b>	<b>Quantity</b>		<b>Patio</b>	<b>Sub-Category</b>
Wall Mirror	1			
Shower Curtains c/w liner & clips	1		<b>Item</b>	<b>Quantity</b>
Small Wall Art	2		Metal Chairs	4
Bathroom Mat	1		Hose	1
<b>Lower Bathroom</b>	<b>Sub-Category</b>		Hose Reel	1
			Sprayer	1
<b>Item</b>	<b>Quantity</b>		BBQ c/w	1
Bathroom Mat	1		BBQ Cover	1
Plunger	2		Propane Tank	1
<b>Back Landing</b>	<b>Sub-Category</b>			
<b>Item</b>	<b>Quantity</b>			
Broom	1			
Mop	1			
Curtain	Door Panel	1		
Vaccumn Cleaner		1		
<b>Bar</b>	<b>Sub-Category</b>			
<b>Item</b>	<b>Quantity</b>			
Complete Poker Set c/w 300 chips	1			
Bumper Pool Set c/w	1			
	Baskets	2		
	Balls	10		
	Instructions	1		
Cue Chalk package		1		
<b>Rec Room (LL)</b>	<b>Sub-Category</b>			
<b>Item</b>	<b>Quantity</b>			
Dart Board	1			
Glass End Tables	2			
Coffee Table	1			
1 & 1/2 Seaters c/w	6 cushions each	2		
Sw Chairs w pillow	Green	2		
42"Plasma TV c/w	Remote	1		
Home Theatre Sys	5 speakers & remote	1		
Poker/Bumper Pool	Table	1		
Folding Chairs		6		
Wall Art	Hockey	1		

# Executive Rental Cleaning Instructions

In addition to your normal house cleaning (dusting, kitchen and bathroom cleaning, sweeping, mopping, and vacuuming, etc.) furnished rentals have these additional requirements:

## **Weekly cleaning**

Assess how many beds were used, then start laundering the first load of bed sheets. Launder used towels, face cloths and dishcloths. Please check the laundry baskets and maid's room for towels and tea towels. White towels must only be washed with other white-only items. Bath towels are to be washed last due to their longer drying time. Make the beds.

If you are cleaning during the middle of a tenants' stay, DO NOT wash dishes left in the sink, on the counter, or pots left on the stove. Otherwise the dishes will always be left for you! We only wash dishes if they are left at the end of a tenancy and we are preparing the house for the next occupant. Please report any time spent on unwashed dishes following a check out.

## **Move-out Cleaning**

For move-out cleaning, did the tenants leave the keys and the garage remotes? If not, please report it immediately!

12816 135 Avenue: 3 keys, 1 remote  
11509 89 Street: 3 keys, 1 remote

Check the dishwasher. Did the tenants turn it on before leaving? If not, please check the soap and turn on the machine. Once the dishes are done, please empty the dishwasher.

Check that the coffee maker is clean.

At the END of a tenancy please clean the fridge, freezer and food cupboards. Throw out all unused food items. Spices should remain in the cupboard. *You are welcome to take home with you any usable food items (eg: frozen steaks, unopened beverages and canned goods, etc).*

N.B.: Please count the towels! They do disappear and we do charge the tenants. There should be 10 each of bath towels, hand towels and facecloths.

Bathmats are laundered at the end of each tenancy.

Replace any burned out light bulbs or clock batteries.

Test the TV remote controls for dead batteries. Spares are in the supply cupboard.

We supply the following for each NEW tenancy. These supplies are kept in the supply room on site.

One box of Kleenex on kitchen table

One roll of paper towels

Toilet paper on each bathroom dispenser (replace if nearly empty). Please fold the end "hotel style"

One spare toilet paper in each vanity cupboard

Coffee filters

Laundry soap

Fabric softener sheets

Dishwasher detergent

Liquid soap for each bathroom sink

New bar soap in each tub or shower

(All of the above do not need to be full, just enough to get the tenant started.

Items less than 1/4 full should be restocked.)

### **Monthly**

Test smoke detectors. Change batteries when required.

Air-fluff duvet covers in dryer (change them on any visit if they are soiled).

Fill up jet-dry dispenser in dishwasher.

Change the bathmats. Clean ones are in the cupboard. Launder the old ones and hang to dry in supply room.

Check vacuum bags, change when necessary.

### **6 Months**

Clean behind/beneath the fridge and stove. Please vacuum the back of fridge.

Wash the outer (fabric) shower curtain.

Launder duvet covers.

### **Before leaving**

Place a candy on each bed pillow.

Ensure the curtains are hanging evenly. Living room sheers should be closed; the heavier drapes should be open.

Is the laundry finished? If there are still bath towels to be dried you can leave the house with towels still in the dryer. Please ensure the dryer is set for a sufficient drying time.

If there an unwashed tea towel or similar item left at the end of your shift, please leave it in the hall closet laundry basket or maid's room laundry basket for your next visit.

Prepare your report.

What supplies need restocking?

Are any towels missing?

Did you notice any maintenance requirements? This includes damage to furniture, small appliances, and other items supplied, not just the house and yard.

Did the guests speak to you and make any requests or suggestions?

Throw out any junk mail in the mailbox.

Grocery bags are used for lining kitchen garbage cans. In addition to bagging all household garbage, check outside if the tenants put garbage out the back door. Please bag all small garbage bags securely into a green garbage bag and take it to the rear lane. Please include any obvious litter in the yard.

Set the thermostat to a reasonably low level (ie: 16 in summer, 19 in winter.) You will be surprised how often tenants leave with the thermostat set all the way up or down!

Stop and take a look. Does the house look like a spotless and welcoming hotel? If so, job well done! Thank you!

Press the 'lock' button on the keypad once you are outside.

Check to make sure the door is locked.