

Winning Over Landlords: A Pitch Checklist

Convincing landlords to list their rental properties with you requires a strong pitch and clear value proposition. Use this checklist to ensure you cover key points and maximize your chances of success.

1. Research & Preparation

- ✓ Identify the landlord's pain points (e.g., high vacancy rates, tenant screening challenges).
- ✓ Research the property and neighborhood rental trends.
- ✓ Gather data on rental pricing and market demand.
- ✓ Prepare testimonials or case studies from past landlord clients.
- ✓ Have a presentation or pitch deck ready (if needed).



Landlords appreciate data-driven insights. Show them how you can help them maximize rental income while minimizing risks.

Resource: [How to Generate a Comparative Market Analysis \(CMA\)](#)

2. Establish Credibility & Build Rapport

- ✓ Introduce yourself and your experience as a rental expert.
- ✓ Highlight any special certifications (e.g., rental specialist, property management training).
- ✓ Mention your access to a rental-specific platform and to qualified tenants.
- ✓ Demonstrate knowledge of local rental laws and regulations.



Start with a friendly, professional approach. Ask questions about the landlord's goals and past rental experiences before diving into your pitch.

3. Communicate Your Value Proposition

- ✓ Explain how you will market the rental property effectively.
- ✓ Showcase your listing reach (MLS, rental websites, social media, agent network).
- ✓ Highlight your tenant screening process and how it reduces risk.
- ✓ Outline your services (showings, lease negotiation, move-in coordination).
- ✓ Address potential concerns, such as commission or fees.



Use real-life success stories or stats to back up your claims.

Example: “90% of my rental listings secure qualified tenants within 30 days.”

Resource: [How to Use Rental Beast's Quick Apply Link to Generate Leads Efficiently](#)

4. Overcome Objections & Address Concerns

- ✓ Be ready to counter common objections (e.g., cost of hiring an agent, self-listing, etc.).
- ✓ Reiterate your risk-reduction strategies (e.g., fair housing compliance, vetted tenants).
- ✓ Explain the long-term benefits of professional representation.



If a landlord hesitates, ask, “What’s your biggest concern about working with an agent?” and tailor your response accordingly.

5. Close the Deal & Follow Up

- ✓ Summarize key benefits of working with you.
- ✓ Provide a clear next step (e.g., signing an agreement).
- ✓ Stay in touch even if they don’t sign immediately (future opportunities may arise).
- ✓ Leave behind a marketing packet or digital info sheet.
- ✓ Follow up within 24-48 hours with a personalized message.



End with a confident close, such as: “I’d love to help you find the right tenant quickly and hassle-free. When can we get started?”