OTHERS REALTY

THE UNCOMMON REALTOR · BUSINESS SENSE, COMMON SENSE

Saul Carter, Broker
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Moorpark · Ventura County · Conejo Valley

RENTAL LISTING GUIDE

From Listing to Leased

How Others Realty markets your rental to the widest qualified audience — and the screening, verification, and showing safeguards that protect your property and your income once inquiries start coming in.

20+	300+	1:1
YEARS LICENSED IN CALIFORNIA REAL ESTATE	CLOSED TRANSACTIONS ACROSS VENTURA COUNTY	DIRECT ACCESS TO YOUR BROKER, NOT A CALL CENTER

Saul Carter
BROKER / OWNER — OTHERS REALTY

SECTION ONE — EXPOSURE

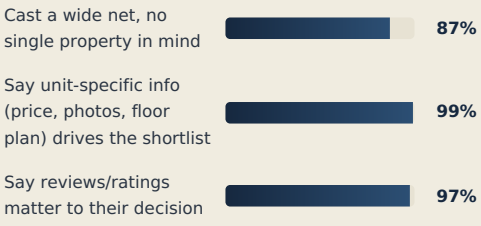
Getting Your Home Seen

Most renters don't start with one property in mind — they cast a wide net, then narrow it down. That means your listing's job is to show up everywhere they're looking, look sharp the moment it does, and give them enough real information to shortlist it. Here's how that breaks down, and where it shows up for your home.

Where Your Listing Gets Placed

- ✓ **MLS & syndication** to Zillow, Realtor.com, Trulia, Apartments.com & Zumper
- ✓ **othersrealty.com** — direct listing page, built for search & speed
- ✓ **Facebook & Instagram** targeted placement to local renters
- ✓ **@saulcarter on YouTube** — Ventura County market content that builds trust before the first phone call
- ✓ **Local lead network** — prospective tenants already in our pipeline, matched & notified directly

Renter Search Behavior



Source: Apartments.com, 2025 Renter Search Survey

118%

more online views for listings with professional photography vs. amateur photos

Source: PhotoUp / World Metrics real estate photography research

10 channels+

of active syndication and direct outreach working on your listing at once

MLS, portals, social, website, video, and direct lead network combined

Wk 1

professional photos and copy are typically ready within the first week on market

Timeline varies by property readiness and photographer availability

SECTION TWO — TENANT ACQUISITION SECURITY

Protecting Your Income

Getting a lot of applicants is only useful if they're the right applicants. Every inquiry we bring you goes through a structured screening process before it ever reaches you as a "yes/no" decision — so you're choosing between qualified renters, not gambling on a hunch.

What Every Applicant Is Screened For

- ✓ **Credit history & risk score** — payment patterns, balances, red flags
- ✓ **Nationwide eviction history** — prior filings and judgments
- ✓ **Criminal background check** — reviewed per Fair Housing guidelines
- ✓ **Income & employment verification** — confirms ability to pay
- ✓ **Rental history & landlord references** — how they actually behaved as tenants
- ✓ **Identity verification** — confirms the applicant is who they say they are

50%+

fewer evictions when landlords use thorough tenant screening

Source: National Apartment Association, 2020 study

$3,500

average cost of a single eviction to a landlord, in lost rent, legal fees & turnover

Source: HUD.gov

1 in 3

rental applications nationally contain some fraudulent or misleading information

Source: industry screening-provider data, 2026

Why the Credit Score Alone Isn't Enough

Rental-specific risk scoring (used in our screening process) has been shown to predict eviction risk **15% more accurately** than a standard consumer credit score, particularly for applicants in the highest-risk range — which is exactly where a wrong call costs you the most. (Source: TransUnion ResidentScore research)

SECTION THREE — ACCESS & PROCESS

Showings, Verified & Tracked

How Access Is Controlled

- ✓ **Electronic lockbox** on the property — every entry & exit time-stamped
- ✓ **No unverified showings** — agent license confirmed before entry is granted
- ✓ **Appointment-only access** — every visit is scheduled and logged
- ✓ **Immediate feedback loop** — we know within minutes when a showing happened
- ✓ **You approve the showing window** — nothing happens without your sign-off

Quick Prep Before a Showing

- ✓ Secure or remove valuables and personal documents
- ✓ Lights on, blinds open, thermostat comfortable
- ✓ Keep pathways & closets clear so the space shows its full size
- ✓ Confirm the lockbox code with our office before the first showing
- ✓ Let us handle the door — never let a showing agent in directly

FROM INQUIRY TO MOVE-IN

1. **Listed & Marketed** — Live across MLS, portals, social & our lead network
2. → **Verified Showing** — Licensed agent confirmed, access logged
3. → **Application & Screening** — Credit, criminal, eviction & income checks run
4. → **Your Approval** — Full results presented — the final call is always yours
5. → **Lease & Move-In** — Signed lease, deposit collected, walkthrough scheduled

SECTION FOUR — WORKING TOGETHER

Why List With Others Realty

- ✓ **You deal directly with Saul** — not a rotating team or call center, from first call through move-in
- ✓ **20+ years of California real estate experience**, with deep roots in Ventura County & the Conejo Valley
- ✓ **Structured screening on every applicant** — no shortcuts to fill a vacancy faster
- ✓ **Straight-talk pricing guidance** — a market-based rental analysis, not a number picked to win the listing
- ✓ **Local market presence** — active YouTube & social content keeps Others Realty visible to renters and owners across the area, every week

Do I need to be local to rent my home through you?

No. We can manage marketing, screening, showings, and lease signing remotely — you'll need to provide access and be reachable for approvals along the way.

How is the rental price determined?

A comparable market analysis of similar recently-leased homes in your area, combined with current supply and demand for your specific property type.

What do I actually need to have ready?

Access for photos and showings, a copy of any HOA requirements if applicable, and a decision-maker available to review applications when they come in.

Let's talk about your rental

Book a free discovery call and we'll walk through your property, your timeline, and what marketing & screening will look like for your specific home.

Phone
805-749-4989

Web
othersrealty.com

Schedule a call
tidycal.com/othersrealty/discoverycall

Saul Carter, Broker/Owner — Others Realty · CA DRE #01349421. Statistics cited throughout this guide are drawn from third-party industry research (Apartments.com, PhotoUp/World Metrics, National Apartment Association, HUD.gov, and TransUnion) and reflect general market trends, not guaranteed outcomes for any individual property.