

LANDLORD MASTERY



**Your Go-To Guide To
Becoming A Master Landlord**



DISCLAIMER

This guide is an accumulation of the knowledge and real life experience through our own practices that we have acquired over the past 20 years of landlording our own investment properties, coupled with our knowledge and experience in our career as real estate brokers, property managers and paralegals.

We believe that if you follow the steps in this workbook, you will not just become a better landlord, you will also attract better tenants and have better relationships with them.

This guide is not a basis for legal advice, nor does it establish any sort of paralegal-client relationship. The information contained herein is only for purposes of general information. It is recommended that you should not rely on or take any action based solely upon the information contained in this guide without the benefit of professional counsel.

We are providing information to give landlords steps that can be followed to becoming a better landlord.

Should you have a legal issue, please contact Stonegate Legal Services in order to better assist you.

We encourage you to share this guide with your colleagues, clients, family and friends.

Thank you.



What Makes Us Qualified?

If you have downloaded this guide, there is a chance that you have no idea who we are. We are- Stonegate Legal Services! We didn't start off with offering legal services. Our journey started back in 2001, where we started as real estate brokers. Over the years, we have acquired the extensive experience with multi-residential properties for our out-of-town clients and noticed that there was a lack of property managers who understood the ins and outs of real estate. We decided to fill this need by starting a property management company- Stonegate Property Management. Over the years of managing properties, we were fortunate enough to gain experience by dealing with tenants, renovating units, evictions of non-paying tenants and systematizing the process. With the inevitability of having to evict tenants who don't pay their rent and other reasons for evictions, we tried to assist our landlords at the Landlord and Tenant Board (LTB). Unfortunately, many adjudicators would only allow ONLY landlords, paralegals and lawyers to represent their clients. We decided to acquire our paralegal designation to further help, not only our landlords, but other landlords with the expertise of knowledge we have attained over the years and that was the start of Stonegate Legal Services.

Why Is This FREE?

Our goal is to provide landlords with a better understanding about the rental business. We have put together this guide, which contains all the knowledge, experience and systemized processes that we use to landlord our own investment properties and still use to this day for our landlords and even our own properties. We encourage you to share this with friends, colleges, and clients so that they can enjoy the fruits of being a successful landlord.



STEPS TO BECOMING A BETTER LANDLORD:

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OBJECTIVES

Here are the steps that we have taken to becoming successful landlords. Please be sure to not skip steps and read through everything thoroughly. If you are a new landlord, you may need to read this over a few times. For you seasoned landlords, this will be a great refresher of what you ***SHOULD*** be doing.



STEP 1: MIND SET

"Mr. landlord, you have decided to get into the rental BUSINESS. As in all businesses there are good times and bad times. There is income and expenses. If you are going to have a business of owning rental properties, it would be prudent of you to hire a legal professional to assist you." - Toronto Adjudicator

We have spoken to many landlords who have purchased a condo or a house with a finished basement in hopes of renting it out and collecting rent. Some of these landlords even own two, three, four, even up to, five properties. The reality is that you will have tenants who don't pay you, tenants who know the law better than you and tenants who will take advantage of you. Somethings you need to remember...

You Must Treat This Like A Business

- Build a team (Realtor you can trust, legal professional, property management).
- Understand that going to the landlord and tenant board is inevitable.
- Know your rights, your forms and send them out correctly and promptly.
- DO NOT become friends with your tenants. They are your tenants and it is your responsibility to provide a safe and properly maintained property for them to live in.
- Real estate is a long term game. Think long term. Stop the mentality of getting rich quick.
- Treat your tenants fairly.
- Know the market trends and the market rents for your area - know your numbers!
- Systematize your processes!
- Stop relying on GURUS for information about real estate investing!



STEP 2: PREPARATIONS

Something that we do when we have a vacant unit is a walk through to see how we can improve the property. This way we can guarantee market rent or even more. Here are a few things that you can do to prepare your unit for the next tenant:

1) Paint

We strongly suggest that whenever a tenant leaves, you should repaint the unit using light colours. This will be important when you have to repaint it. We often buy paint in bulk (5 Gallon jugs \$165.00). The colour we like to use is "**White Whisper**" by Dulux.



2) Repairs

First impressions are always important when showing your rental unit. Focus on the things to get your unit rented. Try to avoid buying expensive light fixtures, doorknobs or high end curtain rods. Focus on painting, dry wall holes and light bulbs.



3) Cleaning

Who doesn't want a clean rental place to live in?! When you show your unit to a prospective tenant make sure your place looks clean and smells good. If you have already painted the unit it should smell fresh as well. A tip we like to do is adding an inexpensive air freshener to the entrance.



STEP 3: FINDING TENANTS

A question we get asked often is- where (and how) can we attract a tenant? More importantly, a good tenant! No matter where your prospective tenant comes from, it is up to you to qualify them.

In the description, state what kind of tenant you're looking for.

You get what you ask for, so don't be afraid to be picky. Before you list your property on any platform make sure the unit is ready to show. Take good quality pictures so that you can minimize the time your property is not rented. We try to take 10-12 high quality pictures so that our properties stand out from the others.

Here are the main areas where we have found a tenant.

1) Facebook Marketplace (FREE)

Some people don't know that Facebook has a Marketplace where you can buy, sell and rent items. The advantage of the Marketplace is that people who are interested can communicate with you through messenger.

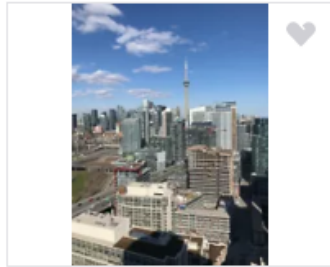


A screenshot of the Facebook Marketplace interface showing various real estate listings. The left sidebar includes filters for Groups, Stores, Buying, Selling, and Saved Items, along with a "Sell Something" button. Below this are filters for Price (Min to Max), Location (Markham, Ontario, Within 10 kilometers), Sort By (Recommended), and Categories (Vehicles, Electronics, Rentals). The main area displays eight listings with photos, prices, and descriptions. The listings include: 1) A 3 Bed, 2 Bath Condo in Toronto for \$2,300. 2) A 1 Bed, 1 Bath Condo in Toronto for \$900. 3) A 2 Bed, 1 Bath Condo in Toronto for \$1,900. 4) A 2 Bed, 2 Bath Condo in Markham for \$2,200. 5) A Master bedroom available in a 2 bed 2 bath condo in Toronto for \$1,600. 6) A 1 Bed, 2 Bath Condo in Markham for \$2,100. 7) A Unionville Luxury Condo for Rent in Markham for \$1,880. 8) A Markham Place II #3143 - Luxury Condo for Rent in Toronto for \$1,800.



2) Kijiji (FREE)

Another great classified that you can post up to three properties for free. From our experience these are not great leads, however, it has been around and is trusted with tenants.



EXECUTIVE ONE BED + DEN....WAKE UP TO CITY AND LAKE VIEWS

\$2,200.00

Mississauga / Peel Region | 09/04/2020

Just Move In & Enjoy This Large, 1 Bedroom+ Den Very Clean & Professionally Sanitized Condo With Locker. Chefs Kitchen With Large Island & Stainless Steel Appliances, Granite Counter Top & Island ...

Beds: 1 + Den



Great Condo in the Heart of Leslieville, Locker and Parking Incl

\$2,195.00

City of Toronto | 11/03/2020

Close To Downtown. Heart Of Leslieville. Beautiful Apartment. Exclusive Parking Spot And Locker. Security. Elevator. Great Place To Live. Rent Plus Hydro Only! Easy To Major Highways. Occupancy ...

Beds: 1

3) Realtor (MLS) (Cost for this service)

Although this is the most expensive of the three options there are a few advantages to consider:

- a) You have a professional who deals with real estate transactions on a daily basis!
- b) You get access to the whole market of tenants looking for a property like yours!
- c) It's a trusted source with tenants!
- d) The realtor will qualify, and draft the contract!

One of the advantages of hiring a Realtor that is the real estate cost can be used as an expense that can be claimed on the Landlord's Income Tax Return to help reduce the rental income taxes.



STEP 4: QUALIFYING TENANTS

If you have followed the steps above, you should have leads interested in your property.

No matter how you obtain a prospective tenant you need to qualify them to make sure they are suitable for your property. There are certain things you should be asking your interested tenant. More importantly you should have certain documents ready to send to the prospective tenant.

The purpose of speaking to the tenant is to qualify them for your property. We are amazed of how many landlords DO NOT qualify their clients and then have headaches later on.

***Phone script (refer to the forms section)**

Set Up A Showing Day

As you start getting calls for your rental unit, you want to set up **ONE** day and time for all your prospects to come to the property. In the spirit of running this like a business you want to avoid showing the property different days and times. We like to choose **ONE** day (usually Saturday) when all the prospects can come and look at the property between 2:00pm to 4:00pm.

Documents To Ask For :

Rental application (refer to forms section)

Letter of employment

Credit check (refer to forms sections)

Things To Do Next ...

Call employer to make sure prospective tenant works there!

Call all references (note previous landlords are not a good reference because if a landlord wants a tenant to leave he/she will give a good reference)!

Social media check - See how they live, habits, lifestyle... etc.

Meet the tenants!



Step 4: Qualifying tenants Con't

RENTAL APPLICATION (refer forms section)

We highly recommend prospective tenants to fill out a rental application to give the landlord a sense of the tenants background. The point of the rental application is to get as much information about the prospective tenant as possible. DO NOT skip this step. Get the information and make sure their information is correct.

LETTER OF EMPLOYMENT

Another document that landlord's should request from their prospective tenant is a letter from their employer as proof that they are employed and how long they have worked there. It will highlight the information and authentication that you should be looking for when receiving a letter of employment from your tenant. We have encountered fraudulent papers so make sure when you call to verify, I would call a few days later.

CREDIT CHECK (Equifax)

A credit check is a must when it comes to choosing the right tenant. It will give you a sense of cash flow and if they would be able to pay on time. It is also a good idea to have a guarantor on the lease should the tenant stop paying rent. This is a great contact information that you would need should you have to bring your tenant to the Landlord and Tenant Board. [Click here](#) for a sample of a credit check.

STEP 5: SIGNING A LEASE

Before you get the tenant to sign a lease you need to get your forms in order. In this section we will talk about what forms you need.

Forms (All in forms section)

- 1) Info brochure for new tenants (mandatory)
- 2) Ontario standard lease (mandatory)

Other Forms (In forms section)

- 1) Work orders
- 2) Rent receipts
- 3) Rent increase reminders
- 4) Smoke alarm acknowledgement
- 5) Carbon monoxide detector acknowledgement
- 6) Separate agreements - parking agreement, snow removal, grass cutting



STEP 6: LANDLORD & TENANT FORMS & MORE

As a landlord, something that you must prepare and expect is that, one day, you WILL have to go to the landlord and tenant board. With resources, like Google, many tenants are becoming savvy and know the laws, sometimes even better than landlords.

In this section, we have compiled all of our forms and notices that we have used, and still use, in our everyday business of owning and managing rental properties- both for our own rental properties and for our clients' rental properties.

Forms found in this section:

Note- These are templates that we use for our business. You will need to fill out the appropriate spaces with your information.

Script: How to qualify tenant prospects over the phone

24 hour notice to enter

Request for Maintenance and Repair (Work Order)

Rent increase reminder

Tenant update information

Pest control notice

and more....

[Click here](#) for forms and more



BONUS: LEGAL SERVICES

Tell us that you are using this guide and receive a comprehensive analysis for **FREE (\$150 value)**

With over 20 years in the real estate industry, we have the experience with buying, selling, leasing, renovating properties and evicting tenants (bad tenants, of course!). We have such a vast knowledge about real estate that we decided that our firm was only going to concentrate on the thing we know best... ***LANDLORD AND TENANCY MATTERS!***

The Landlord and Tenant Board (LTB) and the Residential Tenancies Act (RTA) can be very complex to navigate. The RTA applies to **MOST** landlords and tenants in Ontario and includes most types of rental housing, ranging from high rise apartments to family homes, with some exemptions.

Areas of representation:

- Non payment of rent
- Evictions
- Termination of tenancy
- Late rent payments
- Illegal acts
- Leases
- Damages to property
- Rent arrears
- Rent increases
- Incomplete maintenance and repairs
- ... and more!



Direct: 416-937-2766

www.StonegateLegalServices.ca

**Be sure to follow us on social media for updates,
videos, and giveaways- like this guide!**



www.StonegateLegalServices.ca

THANK YOU

