

SOUTHLAND
PROPERTY MANAGEMENT

A LANDLORD'S COMPLETE GUIDE

How We Market, Screen & Manage
Your Rental Property

Protecting Your Investment. Maximizing Your Returns. Giving You Peace of Mind.

01 WHO WE ARE

Southland Property Management is a full-service residential property management company serving Southern California landlords. We manage single-family homes, condominiums, townhomes, and small multi-unit residential properties across the greater Los Angeles and Ventura County regions.

Our team brings together licensed real estate professionals, certified property managers, and experienced maintenance coordinators — all working together under one roof to protect your investment and deliver consistent rental income. Whether you own one rental property or a growing portfolio, our systems and expertise are designed to scale with your needs.

We are members of the **National Association of Residential Property Managers (NARPM)** and operate in full compliance with California landlord-tenant law, including all applicable fair housing regulations.

Our Mission

Owning a rental property should be a rewarding experience — not a second job. We handle every detail of your property's operation so you can enjoy the financial benefits of real estate ownership without the day-to-day burden.

98%

AVERAGE OCCUPANCY RATE

21 Days

AVERAGE TIME TO LEASE

4.9★

OWNER SATISFACTION SCORE

500+

PROPERTIES MANAGED

02 OUR THREE-PHASE PROCESS AT A GLANCE

Every landlord relationship follows the same proven, systematic approach. The three phases below describe the complete lifecycle of your property under our management:

Phase	What We Do	Your Outcome
Phase 1: Marketing	Price, prepare, photograph, and advertise your property across all major platforms	Maximum exposure, faster leasing, optimal rent
Phase 2: Tenant Screening	Collect applications, verify income, run credit and background checks, check references	A qualified, reliable tenant in your property

Phase	What We Do	Your Outcome
Phase 3: Ongoing Management	Collect rent, handle maintenance, conduct inspections, manage renewals and compliance	Passive income with full professional oversight

03 PHASE 1 — PROPERTY MARKETING

3.1 Rental Pricing Analysis

Before we list your property, we conduct a thorough **Comparative Market Analysis (CMA)** of current rental activity in your neighborhood. We examine recently leased comparable properties, current active listings, seasonal demand trends, and local vacancy rates to establish the optimal asking rent.

Pricing your property correctly from day one is one of the most important decisions in the leasing process. Overpricing leads to extended vacancy — which costs far more in lost rent than any short-term pricing gain. Underpricing leaves money on the table. Our goal is to position your property at the precise market rate that attracts qualified applicants quickly while maximizing your monthly income.

3.2 Property Preparation Consultation

We conduct a thorough walk-through of your property and provide a written **Rent-Ready Report** — a prioritized list of recommended repairs, touch-ups, and improvements that will increase your property's appeal and justify a stronger asking rent. Common recommendations include:

- Fresh interior paint in neutral, market-preferred tones
- Deep professional cleaning of all surfaces, appliances, and carpets
- Landscaping and curb appeal improvements
- Minor repairs to fixtures, hardware, and appliances
- Staging recommendations for vacant properties

We coordinate all approved work through our vetted network of licensed contractors and vendors at competitive rates, with your approval required before any work begins.

3.3 Professional Photography & Virtual Tours

First impressions are made online. We arrange **professional photography** for every property we list — wide-angle interior shots, exterior and curb appeal images, and detail photos of key features. For select properties, we also produce a **3D virtual tour** using Matterport technology, which dramatically increases engagement from prospective tenants browsing listings remotely. Properties with professional photography

lease significantly faster and attract a higher volume of qualified inquiries.

3.4 Multi-Platform Listing Syndication

Your property is listed simultaneously across all major rental platforms and syndicated to dozens of additional sites:

Platform	Audience Reach
Zillow Rental Network	Largest rental audience in the United States
Apartments.com	High-intent apartment seekers
Trulia Rentals	Broad residential audience
Realtor.com	MLS-connected rental listings
HotPads	Mobile-first rental search
Facebook Marketplace	Social and community-based discovery
Our Company Website	Direct branded inquiries

3.5 Showing Coordination

We handle all showing requests directly. Prospective tenants can schedule showings online through our self-scheduling portal, and our team conducts all in-person or virtual tours. You are never required to be present. We follow up with every showing attendee to gauge interest and gather feedback. You receive regular updates on showing activity, inquiry volume, and market feedback throughout the listing period.

04 PHASE 2 — TENANT SCREENING

4.1 Our Screening Philosophy

Finding the right tenant is the single most important thing we do for you. A qualified, responsible tenant pays on time, cares for your property, and stays for multiple years. A poorly screened tenant can cost a landlord tens of thousands of dollars in lost rent, legal fees, and property damage.

Our Commitment

Our screening process is thorough, consistent, and fully compliant with the Fair Housing Act and all applicable California state and local fair housing laws. We apply the same objective criteria to every applicant — no exceptions.

4.2 Application Requirements

Every prospective tenant is required to complete a detailed rental application that captures:

- Full legal name, date of birth, and government-issued ID
- Current and prior residential history (minimum 3 years)
- Current employer, position, and length of employment
- Gross monthly income with supporting documentation
- Contact information for all prior landlords
- All occupants who will reside in the property
- Disclosure of any pets

4.3 Income Verification

We require that each applicant demonstrate a gross monthly income of **at least 3 times the monthly rent**. Acceptable income documentation includes pay stubs, tax returns for self-employed applicants, bank statements, offer letters, and verified benefit statements. We verify all income documentation for authenticity and contact employers directly when warranted.

4.4 Credit History Review

We pull a **full tri-merge credit report** on every adult applicant. Our review evaluates:

Credit Factor	What We Look For
Credit Score	Minimum threshold appropriate to the property tier
Payment History	Consistent on-time payments; pattern of late payments is a red flag
Collections & Judgments	Any outstanding collections, especially from prior landlords
Eviction Records	Any prior unlawful detainer filings or eviction judgments
Debt-to-Income Ratio	Total monthly obligations relative to verified income
Bankruptcies	Recent filings and current discharge status

4.5 Background Check

Every adult applicant undergoes a comprehensive **criminal background investigation** covering a national criminal database search, county-level court records, sex offender registry, federal criminal records, and terrorist watch list screening. We evaluate criminal history in accordance with California's fair chance housing laws, considering the nature of any offense, the time elapsed, and evidence of rehabilitation.

4.6 Rental History Verification

We contact every prior landlord listed on the application — not just the most recent one. We ask a standardized set of questions: Did the tenant pay on time? Were there lease violations? Was the property returned in good condition? Would you rent to this tenant again? Landlord references are one of the most reliable predictors of future tenant behavior, and we take them seriously.

4.7 Application Decision & Adverse Action

Once all screening components are complete, we present you with a written summary of our findings and a clear recommendation. You make the final approval decision. If an application is declined, we issue a proper **Adverse Action Notice** to the applicant in full compliance with the Fair Credit Reporting Act (FCRA). We maintain complete documentation of every screening decision to protect you in the event of any future fair housing inquiry.

05 PHASE 3 — ONGOING PROPERTY MANAGEMENT

5.1 Lease Execution & Move-In

Once a tenant is approved, we prepare a **comprehensive California-compliant lease agreement** that protects your interests and clearly defines the rights and responsibilities of all parties. The lease includes all required state and local disclosures, addenda for pets, parking, and utilities as applicable, and our standard property rules and regulations.

We conduct a thorough **move-in inspection** with the tenant, documenting the condition of every room, fixture, appliance, and surface with written notes and timestamped photographs. This inspection report is signed by both parties and stored in your property file — it is the definitive baseline for any future security deposit dispute.

5.2 Rent Collection & Disbursement

Rent is due on the first of each month. Tenants pay electronically through our **online tenant portal**, which accepts ACH bank transfers and debit card payments. Electronic payment eliminates the delays and risks associated with paper checks and gives tenants a convenient, reliable way to pay on time.

If rent is not received by the grace period, our team initiates the legal notice process immediately and consistently — without the awkwardness that often prevents self-managing landlords from enforcing their own leases. Your net proceeds are disbursed to you via **direct deposit by the 10th of each month**, accompanied by a detailed owner statement showing all income, expenses, and management fees.

5.3 Maintenance & Repairs

We operate a **24/7 maintenance hotline** for tenant emergencies. For non-emergency requests, tenants submit work orders through the online portal, which are triaged and assigned to our preferred vendor network within one business day. Our maintenance process is built around three principles:

Speed

Deferred maintenance leads to larger, more expensive problems and dissatisfied tenants. We respond quickly to protect both your property and your tenant relationship.

Quality

All work is performed by licensed, insured contractors who have been vetted by our team. We do not use unlicensed handymen or cut corners on repairs.

Cost Control

You pre-authorize a maintenance spending threshold (typically \$300–\$500). Repairs within that threshold are handled immediately; repairs above it require your written authorization before work begins.

5.4 Routine Property Inspections

We conduct scheduled property inspections to monitor the condition of your investment and ensure tenant compliance with the lease:

Inspection Type	Timing	Purpose
Move-In Inspection	Day of tenant possession	Establish baseline condition
Drive-By Inspection	Every 3–6 months	Verify exterior condition and occupancy
Interior Inspection	Annually	Full interior condition review
Move-Out Inspection	Day of tenant vacating	Document condition for deposit disposition

5.5 Lease Renewals & Rent Increases

Approximately **90 days before a lease expiration**, we conduct a fresh market analysis to determine whether a rent increase is warranted. We present you with a renewal recommendation that includes current comparable rents, your tenant's payment history, and the estimated cost of vacancy and re-leasing if the tenant does not renew. We handle all renewal negotiations, prepare the renewal agreement, and obtain signatures — all without requiring your direct involvement.

5.6 Legal Compliance & Risk Management

California's landlord-tenant laws are among the most complex in the nation and change frequently. Our team stays current on all applicable state and local regulations, including:

- **AB 1482 (Tenant Protection Act)** — rent increase caps and just-cause eviction requirements
- **Local Rent Control Ordinances** — city-specific rules in Los Angeles, Santa Monica, West Hollywood, and other jurisdictions
- **Security Deposit Regulations** — proper handling, accounting, and timely return of deposits
- **Habitability Standards** — California's implied warranty of habitability and required disclosures
- **Fair Housing Laws** — federal, state, and local protected class requirements

5.7 Eviction Management

In the rare event that an eviction becomes necessary, we manage the entire process from initial notice through court proceedings and lockout. We work with experienced eviction attorneys and follow every procedural requirement precisely to avoid delays. Our goal is always to resolve tenancy issues before they reach the eviction stage — through consistent enforcement, clear communication, and early intervention.

06 YOUR OWNER PORTAL

Every landlord receives access to our **secure online owner portal**, available 24 hours a day, 7 days a week. Through your portal you can:

- View real-time account balances and transaction history
- Download monthly and annual owner statements
- Review maintenance work orders and vendor invoices
- Access all lease documents and inspection reports
- Communicate directly with your property manager
- Review and approve maintenance requests above your threshold

The portal gives you complete transparency into your property's performance without requiring you to be involved in day-to-day operations.

07 OUR FEE STRUCTURE

We believe in transparent, straightforward pricing with no hidden fees. Our standard fee structure for residential property management is as follows:

Service	Fee
Start Up Fee (new tenant placement)	\$499 (one-time)
Monthly Management Fee	6-8% of monthly rent collected
Lease Renewal Fee	\$150 flat fee
Maintenance Coordination	No markup on vendor invoices
Eviction Coordination	At cost (attorney fees passed through)
Annual Inspection	Included at no additional charge

Fees may vary based on property type, location, and portfolio size. There are no setup fees, no cancellation penalties after the initial term, and no charges for months when the property is vacant and no rent is collected. Contact us for a customized proposal.

08 WHY LANDLORDS CHOOSE SOUTHLAND

Landlords who partner with Southland Property Management consistently tell us the same things: they wish they had hired us sooner, and they no longer think about their rental property as a source of stress. Here is what sets us apart:

We are local experts.

We know the Southern California rental market intimately — neighborhood by neighborhood, city by city. That local knowledge translates directly into better pricing, faster leasing, and smarter decisions for your property.

We are proactive, not reactive.

We do not wait for problems to find us. Regular inspections, consistent lease enforcement, and early renewal outreach mean that issues are addressed before they become expensive.

We protect you legally.

California's landlord-tenant laws are complex and unforgiving. Our team's expertise in state and local compliance means you are protected from the costly mistakes that self-managing landlords frequently make.

We communicate clearly.

You will never wonder what is happening with your property. Quarterly statements, inspection reports, and a responsive team mean you are always informed — without being overwhelmed.

We treat your property like our own.

Every decision we make is guided by a simple question: what would we do if this were our investment?

09 GETTING STARTED

Partnering with Southland Property Management is straightforward. Here is how the onboarding process works:

Step 1 — Free Consultation

We meet with you (in person or by phone) to learn about your property, your goals, and your current situation. There is no obligation and no cost.

Step 2 — Property Evaluation

We conduct a complimentary rental pricing analysis and property walk-through, and present you with our written management proposal.

Step 3 — Management Agreement

If you choose to move forward, we execute a management agreement and begin the onboarding process immediately.

Step 4 — We Get to Work

We prepare your property for market, launch your listing, and begin the tenant placement process — or, if you have an existing tenant, we transition management seamlessly.

SOUTHLAND PROPERTY MANAGEMENT

Southern California's Trusted Rental Specialists



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Member, National Association of Residential Property Managers (NARPM)

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