

[View in browser](#)

The weekly newsletter that ups your landlord game.

January 20, 2023

COMMUNITY CONVERSATIONS

On Tuesday, we hosted an educational webinar about emotional support animals (ESAs). There were many recurring questions, like:

- How many ESAs can a tenant have?
- What if my insurance policy has a breed restriction?
- Do they have to pick up their dog's 🐾 if it's an ESA?

To find out the answers to those questions and more, [register for our second session on Saturday to attend live from 11 am - 12 pm MT](#). *Can't make it live? We'll email you a free recording if you register anyway!*

What questions do YOU have about emotional support animals as a landlord?

Let Your Questions Off Leash

IN THIS WEEK'S NEWSLETTER

Boring marketing is so 2022.

In this week's installment of TheKey, we discuss how to make a virtual tour of your rental property, posting your listing to social media, and the culprit behind common sewer line issues.

FEATURED ARTICLE

How to Make Virtual Tours of Apartments and Other Rentals

Imagine that your ideal tenant is out there, ready to fall in love with their next rental unit - but they live states away and can't visit in person for at least a few weeks.

What's a landlord to do?

The short answer is to create and upload a virtual tour. When shot well, a virtual tour:

- Shows the entire rental unit as well as how the rooms and amenities connect
- Provides an accurate feel for the size of the space, lighting, and general feng shui
- Saves you time by eliminating less-serious renters (or those who decide they aren't interested after viewing)
- Widens your pool of prospective tenants

We explain how to film your tour solo, the tools you should use, and how to make the most of your footage after the shoot wraps.

[Read More](#)

LANDLORD SPOTLIGHT

Last week's question:

Have you had a renter break a lease, and what were the terms you enforced for early termination?

"We have always had the tenant forfeit their deposit for early termination as a minimum, then add any damages to the claim. If it was a really good tenant, we might incentivize them to leave the premises clean by offering to give back some of the deposit."

-Don M.

LANDLORD LEARNING CENTER

[How to Post a Rental Listing to Facebook Marketplace & Craigslist](#)

Marketing on TurboTenant means sharing your listing to 50+ sites - but if you'd like to take matters into your own hands and post on social media, this guide will help.

[Marketing Your Rental Property to Get the Best Tenants](#)

Industry experts offer tips on finding your perfect tenant, starting with your listing description and photographs.



The image shows a promotional banner for an online course. On the left, there is a video player with a blue background. The video shows a man in a dark shirt and cap standing in a kitchen. Below the video, there is an orange button that says "New Online Course". To the right of the video player, the text "Fair Housing for Landlords" is written in large, bold, black letters. Below this text is a dark blue button that says "Learn More". The top left corner of the banner features the "academy" logo.

RENTAL INDUSTRY ROUNDUP

💰 HUD judge [orders landlord to pay \\$140,649](#) in race discrimination case

👷 [The state of the homebuilding market](#)

🔧 5 main [culprits causing rental property sewer line issues](#)

LET US KNOW

What did you think of TheKey this week?

Hated

Neutral

Loved

This week's newsletter was crafted with care by Krista Reuther, Samantha Yadav, and Maureen Cousineau. Editing by: Jonathan Forisha.

[Is your rental property protected?](#)

Was this email forwarded to you? [Sign up here](#).

Have questions or need help? [Visit our help center](#) or reach out to our support team at support@turbotenant.com.

Keep the conversation going on social:



No longer want to receive these emails? [Unsubscribe](#).

TurboTenant - 320 E Vine Dr. Fort Collins, CO 80524

