

MARKETING AND SHOWINGS POLICY

PMI BREWDER REALTY

A. <u>PURPOSE</u>: Showing properties to prospective tenants is an essential part of the leasing process. Traditionally, showings required interested parties to coordinate with the Manager for a time that each could agree to see the Property. Frequently this caused issues with conflicting appointments or no-shows. This decreases the number of qualified applicants and increases the amount of time to show properties and thereby leaving the property vacant for longer. Modern technology has improved greatly and now we are able to create virtual showings online and allow self-showings in a controlled and safe manner. In turn, we are able to increase the amount of interested applicants and decrease the average duration of vacancy.

<u>Tenant Turner</u> is the primary third-party software that PMI Brewder Realty uses for much of the leasing management; including marketing, pre-qualifications, and scheduling showings.

B. <u>**TERMS**</u>: Every Property under management at PMI Brewder Realty will be under this policy unless the Owner has opted out.

<u>Photos and Videos</u> – Manager is trained in taking real estate photos and videos but is not a professional photographer and does not use professional level equipment. Typically, these are perfectly acceptable for use in marketing properties for rent. Owner may request professional photos, video, or other services to improve the marketability of the Property for an additional fee per PMI Brewder Realty Time and Expense Policy.

<u>Virtual Showings</u> – Manager may post photos and video of the Property online for prospective tenants to view, along with a full description of the Property. Manager may also post a layout of the Property. Manager will determine the appropriateness and level of quality of marketing materials in consultation with the Owner.

In-Person Showings – Manager may show Property to prospective tenants upon request at times coordinated between Manager and prospect without prior notice or approval from the Owner. If Property is currently occupied, Manager will also coordinate with current Tenant in accordance with landlord-tenant laws. Showings may be escorted or unescorted ("Self-Showing") at Manager's discretion, unless Owner has opted out of self-showing. Manager will collect prospects personal information and verify identity prior to showing, including a photograph of the person. This information will be discarded appropriately after the showing.

Escorted Showing – If Property is occupied, Manager will show the Property with respect and courtesy to the current Tenant and in line with landlord-tenant laws. If Property is vacant, Manager may choose not to enter the dwelling unit with the prospect. This is for safety of the Manager and it allows the prospect to see "him/herself in their new home". Manager will report when, where, and who to another person prior to showing a Property for safety. Manager may allow another Washington state licensed broker to escort the prospect on Manager's behalf, whether directly affiliated with PMI Brewder Realty or not.

<u>Self-Showing/Unescorted Access</u> – This will only be used during times of vacancy, at Manager's discretion, unless Owner has opted out. Manager will secure a lockbox to the exterior of the dwelling unit with a key inside. Once pre-qualified and identity is verified, the prospective tenant may request a self-showing. Tenant Turner issues a one-time use code to the lockbox. Manager is provided a notice each time self-showing is requested and when prospect accesses the lockbox. Manager will follow-up with each prospect after accessing the Property.