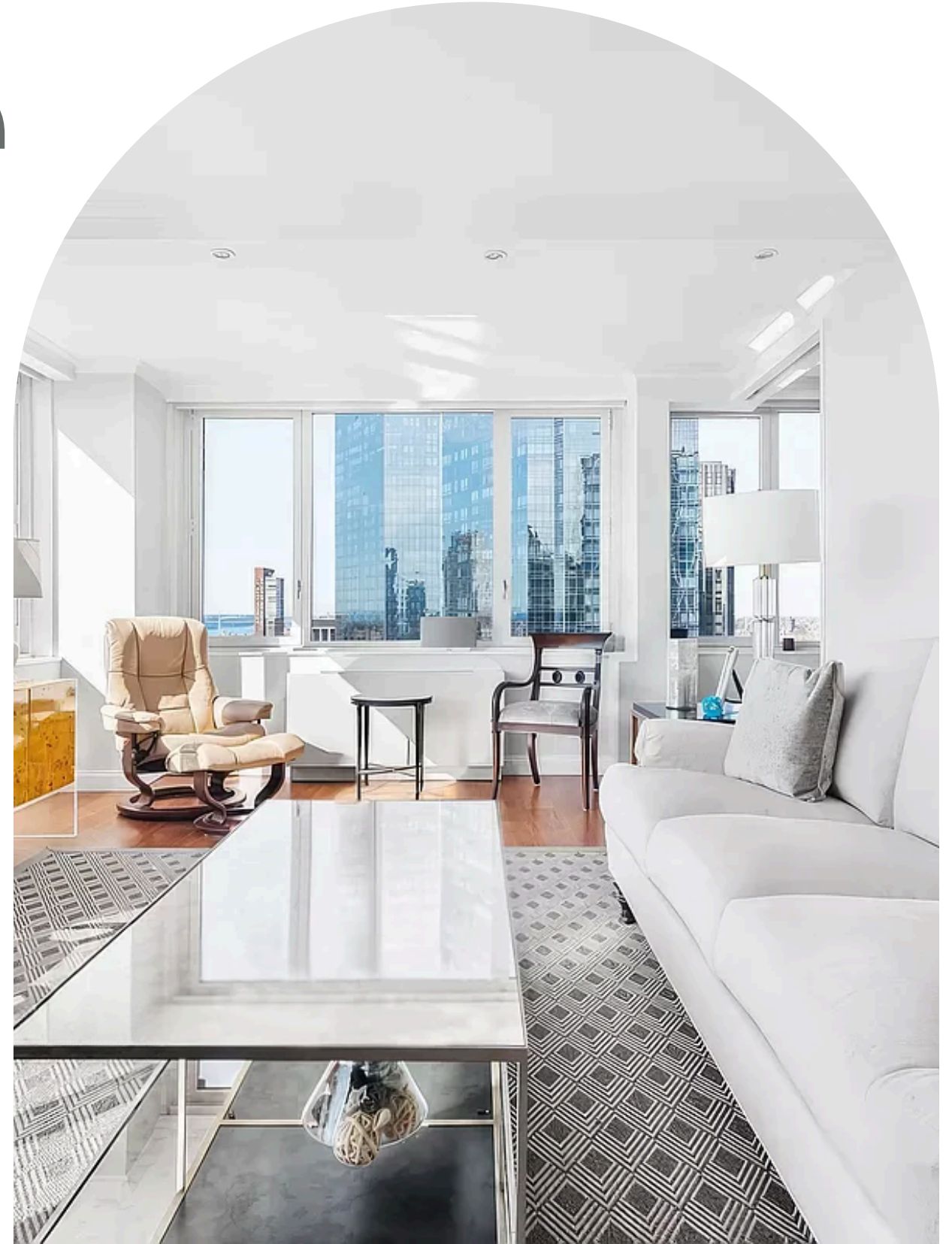


Landlord's **Guide**



M E E T Merih Morgan



Hello

Merih is a dedicated real estate professional with a focus on the Manhattan Luxury Condominium market. Passionate about real estate, interior design and a licensed Contractor. She has worked with several different brokerages including Douglas Elliman before she launched her company City Zen Realty. Through her years of experience and with the resources of City Zen, Merih is uniquely qualified to advise her clients on selling and buying Manhattan real estate.

We're Here to *Help You*



MERIH MORGAN

REAL ESTATE EXECUTIVE

With a wealth of experience under her belt and the resources of City Zen at her disposal, Merih possesses a distinct qualification to provide expert guidance to clients seeking to sell or purchase Manhattan real estate. Additionally, she extends her assistance to clients in need of home refreshing and renovation



JON BITLER

REAL ESTATE AGENT

Combining a tech and business background, Jonathan injects a unique analytic approach into the realm of residential properties in NYC. His consistent communication, determination, and meticulous attention to detail establish the gold standard in client relations.



ZARINA ZHANZA

REAL ESTATE AGENT

She relocated to New York City in 2016, embarking on a transformative voyage into the realm of real estate. Following years of longing for a sense of purpose, she came to the profound revelation that facilitating others in discovering their ideal homes constitutes her lifelong passion.



ELIZA TANG

REAL ESTATE AGENT

Enthusiastic about working with clients, Eliza harmoniously unites unwavering determination with a dedicated pursuit of excellence. Placing effective communication and ongoing development at the forefront, she facilitates seamless property transactions.

OVERVIEW

Home Renting *Roadmap*



Finding A *Great Agent*

INDUSTRY KNOWLEDGE

Our agents have access to a wide variety of resources that is not readily available to the public. They can help you determine the best price and time to sell.

SMART NEGOTIATING

With our collective experience and expertise, we can help you negotiate the best price for your home.

PROFESSIONAL EXPERIENCE

Our agents must undergo annual training and compliance to ensure that they are up to date on any changes in legal or administrative paperwork.

CUSTOMER SERVICE

Our agents are committed to assisting you with any inquiries that emerge during this process. We approach your needs with the same consideration we would expect in return.



Offering comprehensive services, we're your all-inclusive destination. Beyond being a Real Estate Brokerage firm, we proudly operate a fully licensed, insured, and bonded contractor business. Our array of offerings includes move-in and move-out cleaning, repairs, painting, and more. Explore our Yelp page under the name "City Zen Painting" to learn more.

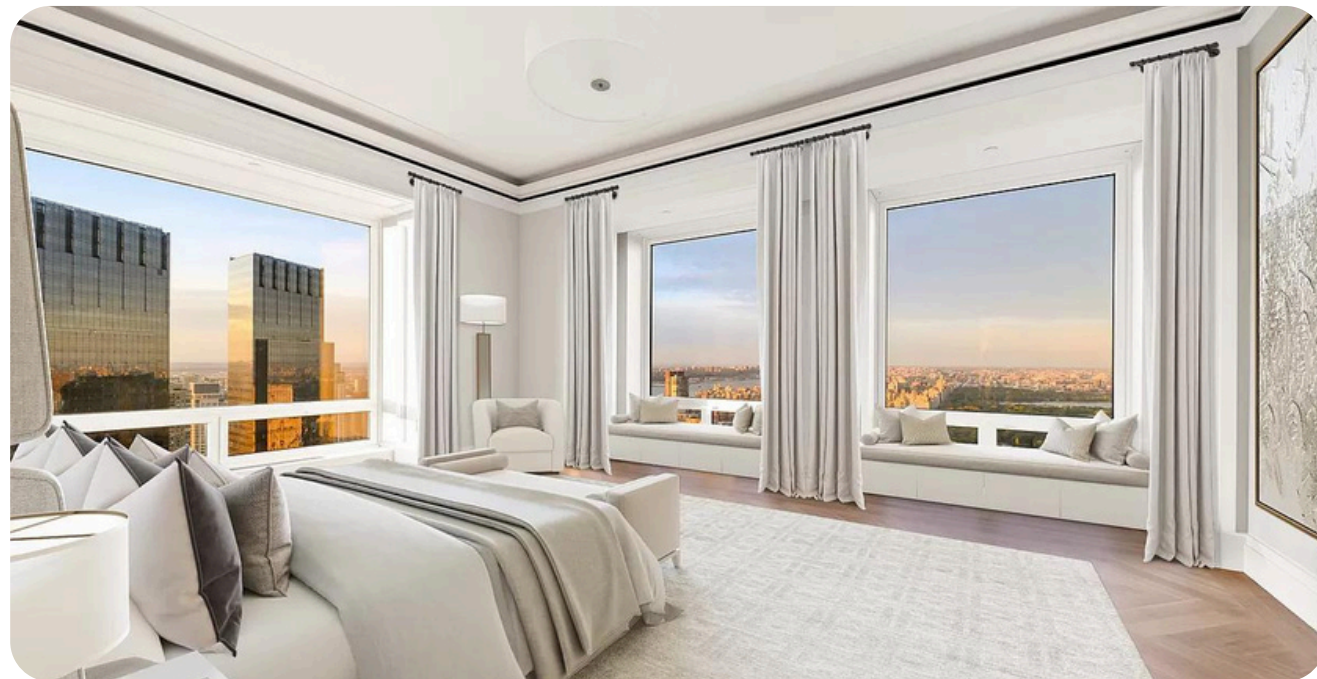
Establish A *Price*

LISTING A PRICE

Setting a reasonable listing price is one of the most important aspects in renting your home.

If your list is too high, you might not get any offers and it can take a while to rent your home.

Alternatively, If your price is low, you might be missing on a greater return of your investment



WHAT DETERMINES THE PRICE?

You have the option to request your real estate agent to conduct an analysis of other apartments currently available to rent within the same building. If there are no comparable units within the building, your agent can extend their research to the surrounding area to establish pricing options. It's important to note that the real estate in NYC undergoes change approximately every three months.

Prepare your *Home*

HOME STAGING TIPS

The preparation of your home's style can significantly influence potential tenant's decisions. It's crucial to create an environment where they can envision themselves living. Pay attention to what's visible to viewers.

If your home requires painting or repairs, our skilled contractor team is available to assist.

Professional photos play a pivotal role in forming the initial impression for the potential tenants.

Be sure to put away any personal photographs, memorabilia and artifacts as it will look like clutter to potential tenants.

You can replace photos with wall art.



Marketing

We ensure that the images used to promote your home are vivid, crisp, and encompass all the favorable perspectives. Including an ample number of photos can enhance potential tenants, confidence in the property

We ensure your apartment gains visibility by listing it on numerous prominent websites and various platforms.

A substantial 95% of potential tenants and buyers originate from Streeteasy website. We also feature your listing to appear at the top of every page.

Our listings span across a range of platform, including STREETEASY, TRULIA, ZILLOW, OLR, BUILDINGLINK, REALTOR, and other major firms.

To showcase your apartment comprehensively, we provide meticulously detailed description along with professional photographs. Moreover, It's available for viewing with minimal notice.

We maintain a highly flexible calendar for showing, ensuring that we seize every opportunity without compromise



Listing

We make sure the photos and descriptions are clear, attractive, and relevant.

These are the first impressions of your home to a potential tenants.

Our team will leverage their network to maximize the visibility of your apartment, ensuring it reaches the right audience.

Additionally, we post the listing on BuildingLink, affording an opportunity to residents already residing in the building and who have been approved by the board.



Showings

During the initial weeks, we prioritize facilitating a multitude of viewing requests for your apartment. This approach offers prospective tenants a wider array of viewing opportunities.

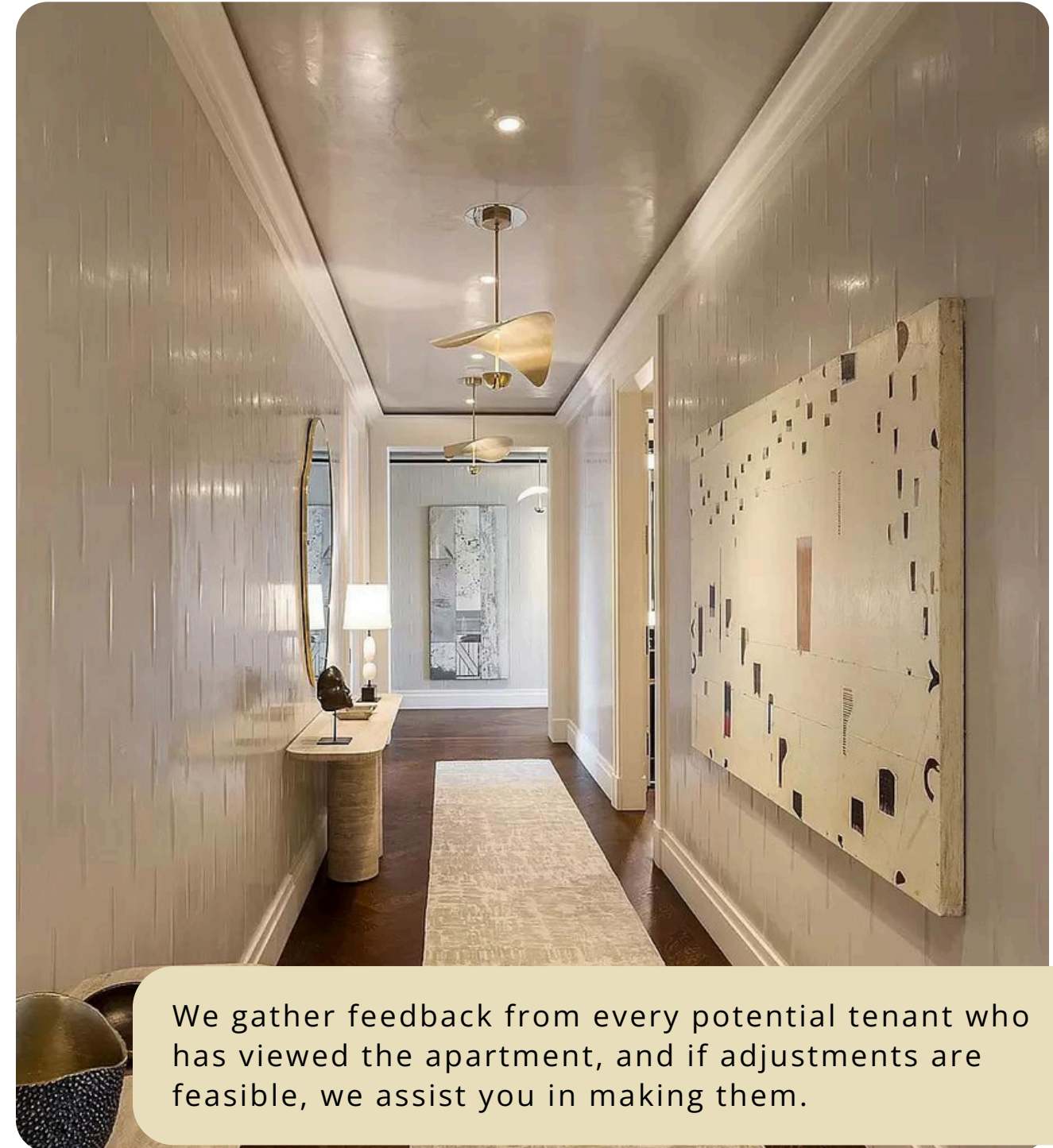
Both private showings and open house viewings will be scheduled within the first few weeks of listing your home.

We craft informative handouts about the apartment specifically for those who have toured the property.

SHOWING CHECKLIST

Ten minutes before showings

- We go to your apartment to make sure it is in showing condition
- Open the blinds, turn on the AC or heater as needed
- Throw away any garbage that may cause an odor
- Tidy up the area if needed
- Turn on the lights



We gather feedback from every potential tenant who has viewed the apartment, and if adjustments are feasible, we assist you in making them.

Offers & Negotiations

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your real estate agent will help you negotiate with the tenant to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the tenant is accurate and up to date.



Lease Signing

Upon identifying a tenant with an income equivalent to at least 40 times the rent, we proceed to collect essential documents. These documents are then presented to the owner/landlord for their consideration.

The documents encompass a credit check, income verification, financial details, proof of renters insurance, a copy of ID, lease terms, and our recommendation to include a rider. In cases where tenant negligence results in additional expenses, they are responsible to covering those costs.

The preparation of the board package is facilitated using the BoardPackager website. The tenant is responsible for the associated fees, and our agent submits the package to the board for review.



Testimonials

Lana U.

I first met Merih through a friend while I was looking for an apt. She understood exactly what I was looking for and I took the second apt that she showed me.

She is a great negotiator. The selling agent was not easy to deal with and Merih found a connection with her and the seller who accepted our offer. Though there was a big competition from other buyers she managed to take care of it. I will gladly work with Merih again in the future.

Dumisile K.

I HIGHLY recommend Merih she is the best realtor i ever dealt with she got me an apartment that has the best View of the city and when i moved in the apartment smelled fresh and was newly painted and every time i called her or text she responded at reasonable time.

Betty B.

Merih rented us our first apartment in Chelsea and got a really great deal so it was an easy choice when it was time to buy our own place. She helped us through the complex coop negotiations and board meetings and even painted our new place in a beautiful fresh white. I couldn't recommend her and Zen Realty enough. Oh, and did I mention that Merih knows all the best spots in the city? Home run.



CITYZEN REALTY

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