



Fall 2011

To All Our Summer Rental Property Owners.....

The internet has changed the summer rental business dramatically. Instead of coming down and seeing the properties before they rent, almost all renters now rely on the internet to make their property choice. Renters can now compare properties and prices in one place.

Price is the deciding factor for many! For 2012 we have created a plan that might be of interest to you, our owner. We call it the **“Early Bird Rental Payment Plan”**. The plan offers the tenant a discount on the rental if they **pay the rent in full by 4/30/2012**. We believe a benefit to you will be booking your property quicker and having the rent monies in full, in the spring, instead of waiting until the summer! The benefit to the tenant is a rent savings, “a deal”!

We would suggest, and it is your choice, offering a 5% or 10% discount for payment in full of rent by 4/30/2012. If you choose to try this new program we would mark your property on our website, so that prospective renters know. We have attached a **“Early Bird Rental Payment Plan”** rental form for you.

If you do rentals on your own, you may be interested in another new program we have designed. We call it the **“Owner Co-Op Rental”**. If you have a tenant, say from a rent by owner site, for a commission of 6% we will prepare the lease, collect the rents and provide the tenant with all the normal services. You simply e-mail our office with the details of the rental and we take it from there!

We hope you find our new programs of interest and we are happy to answer any questions. Wishing you a great 2012 Summer Rental Season!

Very truly yours,

John LaRosa,
Broker/Owner



John LaRosa
Broker of Record

Office:
609-398-3199

Fax:
609-398-9399

Email:
info@DTSRealty.com

Web:
www.DTSRealty.com

2163 Asbury Avenue
Ocean City, NJ 08226





Early Bird Rental Payment Plan
Authorization

The below listed property owner agrees to participate in the Down The Shore Realty "Early Bird Rental Payment Plan";

Owner _____

Mailing Address _____

Rental Property(s) Address _____

Property owner authorizes rental agent, Down the Shore Realty, to discount the rental amount of the above listed rental property by 5% ____ or 10% _____ (choose amount) on leases produced by Down The Shore Realty for the 2012 Summer Rental Season if the tenant **pays the rent in full by 4/30/2012**. (Payment in full by the tenant must be post-marked or received by Down The Shore Realty by 4/30/2012). Leases will be written with the rental rate supplied by owner, discount off that rate will be given if tenant pays in full by specified date. If a tenant does not pay in full by the specified date no discount will be given.

Rental agent is authorized to discount the following weeks for the amount specified above by the property owner;

Week of

06/02/2012 ___ 06/09/2012 ___ 06/16/2012 ___ 06/23/2012 ___ 06/30/2012 ___

07/07/2012 ___ 07/14/2012 ___ 07/21/2012 ___ 07/28/2012 ___

08/04/2012 ___ 08/11/2012 ___ 08/18/2012 ___ 08/25/2012 ___

09/01/2012 ___ 09/08/2012 ___ 09/15/2012 ___ 09/22/2012 ___ 09/29/2012 ___

10/06/2012 ___ 10/13/2012 ___ 10/20/2012 ___ 10/27/2012 ___

This authorization may be canceled by the property owner at anytime, however property owner agrees to give the discount on leases written before cancellation and where tenant pays the rent in full by 4/30/2012.

Owner Signature _____

Date _____

