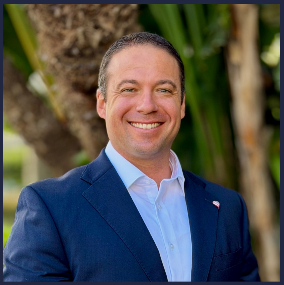
FIRST TEAM REAL ESTATE / AGENT IMPLEMENTATION SERIES

# The Lease Lead Multiplier

A New Agent Playbook for Shorter-Cycle Production, Future Clients & Residential Leasing

**ONE LEASE. MULTIPLE OPPORTUNITIES. A BIGGER BUSINESS.**




Jacob Lawlor

Regional Branch Manager | First Team Real Estate
Mission Viejo + San Clemente


PROVEN PRINCIPLES. MODERN LEVERAGE. SERIOUS AGENT GROWTH.

WHY THIS GUIDE EXISTS

# Sales Take Time. Your Business Still Needs Momentum.

A new real estate agent can do everything right and still face one practical reality: residential sales transactions often take time to develop. You may meet a buyer today who does not purchase for three months. You may meet a seller who is six months away from listing. A healthy pipeline can start forming before meaningful income does.

That does not mean abandoning the long-term sales business. It means learning every legitimate way to create production opportunities while that business matures.

Residential leasing can become one of those lanes.

A lease often moves on a shorter cycle than a purchase or sale. It puts you in front of real consumers, real property, real contracts, real deadlines, and real decisions. It also creates repetitions in the exact skills a new agent needs to build: market knowledge, client communication, follow-up, showing strategy, negotiation, paperwork, and transaction management.

And the lease itself may only be the beginning.

Today's tenant may become tomorrow's buyer. Today's landlord may eventually sell, buy another investment, or refer another owner. A visitor at a lease open house may not want that property at all, but may need something else you can help with.

That is why this is not a rental side-hustle guide.

## It is a business-development playbook.

### WHAT THIS STRATEGY CAN BUILD

01

#### Near-Term Production Opportunity

A shorter transaction cycle can create an additional path to commission while your sales pipeline continues to mature.

02

#### Field Experience

You practice the business with actual clients and actual property instead of waiting to feel ready.

03

#### Market Knowledge

Every rental you preview, show, price, or lease deepens your understanding of neighborhoods, inventory, condition, and consumer behavior.

04

#### Future Business

Every renter, landlord, applicant, neighbor, and open-house visitor can become part of the database you are building for the next several years.

**CORE PRINCIPLE**

Leasing is not the destination. It is another road into the real estate business you are trying to build.

**WATCH OUT**

This guide teaches strategy and workflow. It does not guarantee income, commissions, applications, approvals, or transaction speed. Current law, First Team policy, C.A.R. forms, and MLS rules always control.

THE LEASE LEAD MULTIPLIER

# The Lease Is the Transaction. The Database Is the Asset.

Most agents look at a lease and see one transaction.

The Lease Lead Multiplier asks a better question:

## What else can this one opportunity create?

A well-served lease client can create value in two directions at the same time: value you may realize now, and value that continues after the keys are delivered.

IMMEDIATE VALUE

- **Potential Lease Commission**
- **Transaction Experience**
- **Contract Competence**
- **Market Knowledge**

One Lease Opportunity

FUTURE VALUE

- **Future Buyer**
- **Future Seller**
- **Future Investor**
- **Future Referral Source**
- **Future Neighborhood Opportunity**

**Potential Lease Commission.** You may be compensated for successfully representing a tenant or landlord, subject to the agreements in place.
**Transaction Experience.** You learn to communicate, coordinate paperwork, manage deadlines, solve problems, and move a real transaction toward completion.
**Contract Competence.** Forms stop being abstract when you use them correctly in real situations.
**Market Knowledge.** Every property you enter makes the next pricing, showing, or client conversation easier.

**Future Buyer.** A renter may be leasing as a bridge before purchasing.
**Future Seller.** A landlord may eventually sell. A renter may already own another property. A neighbor may meet you through the lease and later need listing help.
**Future Investor.** An owner with one rental may eventually acquire another.
**Future Referral Source.** People remember the professional who was useful when they needed help.
**Future Neighborhood Opportunity.** Lease open houses create conversations with consumers who were never part of the original transaction.

### JACOB'S PLAY — ONE LEASE OPEN HOUSE, MULTIPLE SALES

Earlier in my career, I held an open house on a lease property because there was nothing else available to hold open in an area I wanted to work.

One neighbor came in because she was going through a life change and wanted to understand what renting in the area might look like. I ultimately earned her listing. Other conversations connected me to additional buyers and sellers. In total, that one lease open house eventually contributed to roughly $6 million in sales volume.

That is a personal example, not a typical-result claim. The lesson is not that every lease open house produces millions of dollars in business. The lesson is simpler: the property you are sitting in is not the only opportunity in the room.

### MULTIPLIER OPPORTUNITY

Do the lease transaction well. Then build the relationship beyond it.

THE TWO-LANE BUSINESS

# Two Clients. Two Workflows. One Bigger Database.

The Lease Lead Multiplier has two distinct lanes. You need to understand both because the responsibilities, conversations, documents, and risks are different.

LANE 1

## Representing Tenants

Meet › Consult › Represent › Search › Tour › Apply › Lease › Nurture

When you represent a tenant, your job is to bring structure to what can otherwise feel like a chaotic search.

You help the client clarify what they need, understand the process, establish representation, organize their search, move efficiently through showings, prepare for applications, communicate with the listing side, and complete the lease correctly.

Then you stay in the relationship.

A renter who needs a lease today may become a buyer next year.

LANE 2

## Representing Landlords

Discover › Verify › Price › Prepare › Market › Screen › Select › Lease › Document › Handoff

When you represent the housing provider, your responsibility shifts.

Now you are helping an owner position an asset, verify the property is ready to be marketed, establish a rental price, expose the property, organize the application process, follow fair-housing requirements, coordinate the lease, document move-in, and create a clean handoff.

Then you stay in that relationship too.

A landlord who owns one rental may own three more. They may sell. They may buy. They may refer another owner.

THE CROSSOVER IS WHERE THE MULTIPLIER LIVES

A tenant becomes a buyer. A landlord becomes a seller. A lease applicant becomes a referral source. A neighbor becomes a listing lead. A renter asks whether buying would make more sense next year. A landlord asks what another investment might cost.

The business gets larger when you stop thinking transaction by transaction and start thinking relationship by relationship.

COACHING QUESTION

If this lease closed tomorrow, what would I need to do so this person still thinks of me 12 months from now?

BEFORE YOU BEGIN: THE RULES MATTER

# Leasing Can Move Fast. Your Process Cannot Be Sloppy.

The faster a transaction moves, the easier it is for an inexperienced agent to skip steps, make assumptions, or treat the file casually.

Do not do that.

Residential leasing involves agency, compensation, screening, fair housing, disclosures, money handling, property condition, tenancy law, and potentially significant liability for the tenant, housing provider, brokerage, and agent.

You do not need to become a landlord-tenant attorney. You do need to know the checklist, recognize your boundaries, and ask for help before guessing.

## FIVE NON-NEGOTIABLE STANDARDS

### 01 ESTABLISH REPRESENTATION AND COMPENSATION CLEARLY

Do not assume who is paying you, how much you will be paid, or that another party is required to compensate you. Use the correct current agreements.

### 02 TREAT FAIR HOUSING AS A STANDARD, NOT A SCRIPT

Never improvise housing criteria based on the person standing in front of you. Do not steer, speculate, or make the owner's housing decision for them.

### 03 FOLLOW THE STATED APPLICATION PROCESS

Do not invent qualification standards. Do not promise someone will be approved. Help clients organize and submit accurate information through the required process.

### 04 HANDLE MONEY ONLY THROUGH APPROVED PROCEDURES

If money or anything of value is handled, follow First Team's trust-fund procedures and documentation requirements.

### 05 KNOW WHERE YOUR JOB ENDS

Placing a tenant does not automatically make you the property manager. The current First Team lease checklist requires the company's Lease Advisory — No Property Management.

**WATCH OUT**

If current law, a current C.A.R. form, a CRMLS rule, or First Team policy differs from this guide, the current law, rule, form, and company policy control.

**DO THIS NEXT**

Before your first lease transaction, pull the current First Team Residential Lease Checklist and Lease Listing Checklist. Do not rely on memory or an old file saved to your computer.

YOUR 30-DAY LEASE LAUNCH

# Learn Enough to Start Correctly. Then Build Competence Through Repetition.

You do not need to wait until you feel like a leasing expert.

You do need enough structure to begin correctly.

The first 30 days are designed to move you from “I have never done this” to “I have a repeatable process I can improve.”

01 Learn + Build › 02 Create Opportunity › 03 Convert Conversations › 04 Repeat + Improve

**WEEK 1 — LEARN + BUILD**

Understand the tenant and landlord workflows. Review the core forms. Confirm your RentSpree access. Run your first Lease Opportunity Scan. Practice the conversations.

**WEEK 2 — CREATE OPPORTUNITY**

Study active rental inventory. Call lease listing agents. Pursue lease open houses. Start talking to renters and relocation prospects already in your network.

**WEEK 3 — CONVERT CONVERSATIONS**

Hold lease open houses. Follow up quickly. Set small showing blocks. Conduct Tenant Strategy Sessions. Establish representation when you become the tenant's agent.

**WEEK 4 — REPEAT + IMPROVE**

Work active applications correctly. Repeat what is creating conversations. Begin landlord conversations. Put lease-expiration follow-up into Follow Up Boss. Review the scorecard with your coach.

**CORE PRINCIPLE**

Activities first. Transactions second. Production follows the quality and consistency of the activities.

## WHAT SUCCESS LOOKS LIKE AFTER 30 DAYS

Success is not “I mastered leasing.” Success is:

- I know the basic tenant and landlord workflows.
- I know where to find the current checklist and forms.
- I have created real lease-related conversations.
- I have practiced the open-house and tenant-consultation process.
- I am tracking opportunities and next actions in Follow Up Boss.
- I know exactly where I still need coaching.

*Page 23 gives you the detailed four-week implementation sprint. This page gives you the destination.*

TENANT REPRESENTATION: THE COMPLETE ROADMAP

# Meet › Consult › Represent › Search › Tour › Apply › Lease › Nurture

A tenant does not need an agent merely to open a door. Your value is the structure you bring to the entire process.

A strong tenant representative helps a client understand the market, narrow the search, move efficiently, organize an application, communicate professionally with the listing side, understand the lease process, and avoid unnecessary confusion.

| | | | |
|---|---|---|---|
| 01 Meet | 02 Consult | 03 Represent | 04 Search |
| 05 Tour | 06 Apply | 07 Lease | 08 Nurture |

**01 MEET**
Create the initial conversation. This may happen at a lease open house, through a referral, your sphere, an online inquiry, relocation, or a consumer who initially thought they wanted to buy.

**02 CONSULT**
Understand what the move is really about: timing, location, budget, pets, commute, household needs, lease term, and the problem the move is supposed to solve.

**03 REPRESENT**
Explain your role, establish the agency relationship, and define compensation using the appropriate current agreement.

**04 SEARCH**
Build an efficient search rather than sending random listings.

**05 TOUR**
Show property strategically. Group showings geographically and learn from every property.

**06 APPLY**
Follow the housing provider's required application process. Help the tenant organize accurate documentation without making promises about approval.

**07 LEASE**
Coordinate the required documents, communication, and closing steps using the current First Team checklist.

**08 NURTURE**
Track the lease term. Stay useful. Create the next housing conversation before the lease expires.

**MULTIPLIER OPPORTUNITY**

A tenant relationship should not disappear after keys are delivered. The move-in date is the beginning of your follow-up plan.

FINDING TENANT OPPORTUNITIES

# Do Not Wait for Renters to Find You.

Most new agents understand that they need buyer and seller leads. Far fewer intentionally prospect for tenants.

That is precisely why leasing can create an interesting lane for a newer agent willing to learn it.

## FOUR PLACES TO START

### 01 LEASE OPEN HOUSES

The signature Lease Lead Multiplier strategy. You help create exposure for an active lease listing while meeting renters, buyers, neighbors, and future clients.

### 02 YOUR SPHERE + DATABASE

People relocate, divorce, renovate, change jobs, combine households, downsize, sell before they buy, or need temporary housing. Do not assume your database only contains buyers and sellers.

### 03 RENTAL INQUIRIES

A consumer asking about a rental already has a housing need. The opportunity is to understand the larger move, not merely answer one listing question.

### 04 RELOCATION + FUTURE BUYERS

Someone moving into an unfamiliar area may prefer to lease before purchasing. If you serve them well and stay connected, the lease can become the beginning of a longer client relationship.

## THE 7-MILE LEASE OPPORTUNITY SCAN

The first time I taught this strategy in a live coaching session, I ran a simple MLS search around the surrounding South Orange County area. At that moment, it showed 151 active leases at $5,000 per month or more and 67 leases in that price range that had closed in the prior 30 days.

Those numbers will change. That is the point.

> Do not memorize the statistic. Learn to run the scan.

## YOUR SCAN

CENTER POINT ______

LEASED IN PAST 30 DAYS ______

RADIUS / TARGET AREA ______

NEWEST LISTINGS ______

ACTIVE LEASES ______

AVERAGE / MEDIAN DOM ______

ACTIVE LEASES $5,000+ ______

THREE COMMUNITIES WITH ACTIVITY

1. ______
2. ______
3. ______

**DO THIS NEXT**

Identify five fresh, attractive lease listings you would be willing to hold open this week.

THE LEASE OPEN HOUSE STRATEGY

# Your Lowest-Competition Open House May Not Be For Sale.

Most agents understand open houses for sale listings. Far fewer intentionally pursue open houses on lease listings. That creates an opportunity.

The strategy is simple: identify a strong rental property, ask the listing agent for permission to hold it open, serve that listing professionally, and build relationships with the people who discover that particular property is not right for them.

## THE PLAY

### 01 FIND THE RIGHT LISTING

Prioritize fresh inventory in an area you want to learn and work. Higher-rent properties can be useful because they often attract consumers making significant housing decisions, but the strategy works because of the conversations, not because of a particular price point.

### 02 CALL THE LISTING AGENT

Offer to hold the lease open as a service.

### 03 FOLLOW THEIR APPLICATION PROCESS

If the listing side uses RentSpree or another application system, direct interested applicants appropriately. Do not create confusion about who is handling the listing.

### 04 SERVE THE PROPERTY FIRST

If someone wants that lease, help them understand the listing side's process.

### 05 BUILD RELATIONSHIPS WITH THE PEOPLE WHO NEED SOMETHING ELSE

The renter who wants a yard. The family that needs a different location. The visitor who realizes the home is not the right fit. The person who came through because of the sign and actually has a different housing problem to solve.

#### JACOB'S PLAY — THE LISTING AGENT CALL

"Hey, I saw your lease listing on ______. I had kind of an unusual question. Would you be open to me holding it open for you this weekend? I'm happy to direct anyone interested in your property through whatever application process you want me to use. My goal is really just to help you create exposure and meet the people who discover it isn't the right fit and may need something else. Would that be helpful?"

#### WATCH OUT

You are there with the listing agent's permission. Follow their instructions. Be transparent about your role. Do not interfere with the listing agent's client relationship or application process.

#### MULTIPLIER OPPORTUNITY

Your opportunity is often not the person who wants that house. It is the person who needs the next one.

HOW TO WORK THE LEASE OPEN HOUSE

# The Goal Is Not Foot Traffic. The Goal Is the Next Appointment.

A successful open house is not measured by how many people signed a sheet. It is measured by whether you created a meaningful next step.

BEFORE

## Prepare the property and the plan

- Know the listing.
- Know the asking rent.
- Know showing and application instructions.
- Know pet, parking, and lease-term information shown in the listing.
- Know two or three comparable alternatives.
- Confirm how applications should be submitted.
- Prepare the approved application link or QR code if applicable.
- Enter the event into your follow-up calendar.

DURING

## Understand the visitor, do not interrogate them

Useful questions include:

- "What brought you in today?"
- "When are you hoping to move?"
- "Are you focused on renting right now, or are you still deciding between renting and buying?"
- "What do you like about this one?"
- "What is missing?"
- "What other areas are you considering?"
- "If this is not the right fit, would it be helpful if I pulled together two or three stronger options?"

AFTER

## Convert the conversation into a next step

- Follow up the same day whenever practical.
- Enter every real opportunity into Follow Up Boss.
- Create a next action.
- Offer to show a small group of appropriate alternatives.
- Do not send 47 listings and call that service.

THE ONE-APPOINTMENT STANDARD

## I set one meaningful follow-up appointment from each open house.

That appointment may be a showing block, Tenant Strategy Session, buyer conversation, landlord conversation, or future follow-up.

DO THIS NEXT

Before you leave the property, ask: Who did I meet today who deserves a specific next step?

FROM WALK-IN TO TENANT CLIENT

# Earn the Next Conversation.

Do not try to conduct a full consultation in the doorway of an open house.

The first conversation has one purpose: determine whether you can be useful enough to earn the next one.

## THE MICRO-FUNNEL

**Open House Conversation**

¾

**Follow-Up Appointment**

¾

**Show 2–3 Appropriate Properties**

¾

**Tenant Strategy Session**

¾

**Representation**

¾

**Active Client**

## FOUR TRANSITION QUESTIONS

1 "What are you hoping this move solves?"

This gives you context. A lease is usually attached to a life event.

2 "When do you realistically need to be in the new place?"

Timing tells you whether this is curiosity or an active move.

3 "Are you only considering rentals, or are you still deciding whether buying makes sense?"

Do not assume renter means "not a buyer."

4 "If this one is not right, would it be helpful if I pulled together two or three stronger options and we looked at them together?"

This creates the next appointment naturally.

### AFTER THE SHOWING BLOCK

If one of the properties is clearly right, help the client understand the application process.

If none is right, that is often the best time for a short Tenant Strategy Session. You now have real information about how they react to property. The consultation becomes more useful because it is based on experience rather than hypotheticals.

CORE PRINCIPLE

Do not force the client into your process. Use the process to make their decision easier.

THE TENANT STRATEGY SESSION

# A 15—25 Minute Conversation That Creates Clarity

A tenant consultation does not need to become a one-hour presentation. It needs to answer the questions that allow both sides to work efficiently.

### 1. YOUR MOVE

Where do you want to live? When do you need to move? What is your comfortable monthly budget? Who will occupy the property? Any pets? What commute, parking, school, outdoor-space, or lifestyle needs matter? What is non-negotiable and what is simply preferred?

### 2. YOUR READINESS

Explain that each housing provider may use different screening criteria and application procedures. Your job is to help the tenant become organized, not to invent standards or predict approval.

### RENTAL-READY MATERIALS

Depending on the property and screening process, an applicant may be asked for items such as:

- identification;
- application and screening authorization;
- income or employment documentation;
- rental-history information;
- pet information when applicable;
- other documentation required by the housing provider's stated process.

*The exact package can vary. Follow the actual application instructions for the property.*

### 3. HOW WE SEARCH

Explain how you will identify property, communicate options, group showings, and keep the search focused. Set expectations around response time because strong rental inventory can move quickly.

### 4. HOW REPRESENTATION WORKS

Explain your role as their agent and the required representation agreement. The tenant should understand what you are agreeing to do and what you need from them in return.

### 5. HOW COMPENSATION WORKS

Explain the agreed broker compensation clearly. If compensation may be requested from the housing provider, explain that separately. Never imply that a landlord or listing broker is required to pay your fee.

### 6. WHAT HAPPENS WHEN WE FIND IT

Application › review › possible negotiation › lease documentation › funds › move-in.

### TENANT STRATEGY SESSION NOTES

TARGET AREA

TOP THREE PRIORITIES

MOVE DATE

PETS / PARKING / SPECIAL CONSIDERATIONS

BUDGET

NEXT ACTION

GETTING HIRED + GETTING PAID

# Compensation Should Be Clear Before It Becomes Awkward.

One of the fastest ways to create a bad client experience is to wait until the tenant finds the perfect property before having a real conversation about compensation.

Establish the relationship correctly at the beginning.

TRBC

### Tenant Representation & Broker Compensation Agreement

When you are the tenant's agent, the current First Team checklist requires the TRBC.

The TRBC establishes the representation relationship and the agreed broker compensation. Think of it first as the agreement that defines the working relationship, not merely as "the form that gets you paid."

LCA

### Lease Commission Agreement

The current First Team checklist identifies the LCA when the tenant asks the housing provider / rental property owner to pay agent compensation.

In practical terms, the tenant and broker establish compensation first. When appropriate, the tenant may then request that the housing provider pay some or all of that compensation through the LCA process. Any third-party compensation is handled according to the representation agreement and brokerage requirements.

## SIMPLE EXAMPLE

| | |
|---|---|
| Agreed broker compensation | $1,500 |
| Housing-provider payment | $1,000 |
| Remaining amount | Handled pursuant to the TRBC |

The key point is that third-party compensation does not automatically create a second unrestricted fee beyond the amount agreed with the client.

WATCH OUT

Do not say: "The landlord has to pay me." "The listing agent owes me 2%." "This is the standard fee."

Compensation is negotiable and must be established correctly.

JACOB'S PLAY — COACHING STANDARD

Set compensation deliberately. It should be specific, understandable, and appropriate to the services you are agreeing to provide. Do not treat the agreement like a game of setting an arbitrary ceiling.

CORE PRINCIPLE

Clarity early prevents conflict later.

SEARCH, APPLY, LEASE & NURTURE

# Finish the Transaction. Keep the Relationship.

The tenant-side workflow becomes much easier when you think in four stages.

STAGE 01

## Search

- Confirm the client's criteria.
- Review listing remarks and showing instructions.
- Confirm obvious property fit before scheduling.
- Group showings geographically.
- Learn from every property you enter.

STAGE 02

## Apply

- Follow the housing provider's stated process.
- Use the required application method.
- Help the tenant submit complete and accurate information.
- Do not alter information.
- Do not promise approval.
- Do not invent qualification criteria.
- Communicate professionally with the listing side.

STAGE 03

## Lease

- Use the current First Team Residential Lease Checklist.
- Coordinate required signatures and disclosures.
- Confirm compensation documentation is complete.
- Follow approved procedures for funds and commission.
- Complete move-in documentation.
- Record the closed transaction correctly.

STAGE 04

## Nurture — the closing is not where the relationship ends

Record:

| | |
|---|---|
| Lease start date | Lease expiration date |
| 6-month check-in | 9-month housing-plan conversation |
| Approximately 90 days before expiration: next-move review | |

At the right time, ask:

- "How is the property working for you?"
- "Do you think you will renew, move, or possibly buy when this lease is up?"
- "What would have to be true for buying to make sense?"

**MULTIPLIER OPPORTUNITY**

A well-served renter gives you something more valuable than one commission: a known future housing decision with a date attached to it.

**CORE PRINCIPLE — FINAL TENANT-SIDE STANDARD**

Your goal is not to close out the renter. Your goal is to earn the right to help with the next move.

LANDLORD REPRESENTATION: THE COMPLETE ROADMAP

# Discover › Verify › Price › Prepare › Market › Screen › Select › Lease › Document › Handoff

Representing a landlord is not simply “put the property on the MLS and find a renter.”

You are helping an owner make decisions about an asset while navigating a regulated housing process. The workflow therefore needs more discipline.

| | | | | |
|---|---|---|---|---|
| 01 Discover | › 02 Verify | › 03 Price | › 04 Prepare | › 05 Market |
| 06 Screen | › 07 Select | › 08 Lease | › 09 Document | › 10 Handoff |

**01 DISCOVER**
Understand the property and the owner's actual objective.

**02 VERIFY**
Confirm ownership, authority, HOA considerations, existing tenancy issues, and property-specific restrictions before marketing.

**03 PRICE**
Build a rental CMA based on current competition and recently leased property.

**04 PREPARE**
Get the property ready to show and establish the application/showing process.

**05 MARKET**
Launch the listing, syndicate appropriately through approved systems, and create exposure.

**06 SCREEN**
Use written, objective criteria and follow the current application process.

**07 SELECT**
The housing provider makes the housing decision. The agent organizes and communicates the process.

**08 LEASE**
Use the current Residential Lease Checklist and required documents.

**09 DOCUMENT**
Complete move-in inspection, closing documentation, MLS status, commission documentation, and conversation log.

**10 HANDOFF**
Make the scope boundary clear. Tenant placement is not automatic property management.

**MULTIPLIER OPPORTUNITY**

A landlord is not just the owner of one lease listing. They may become a repeat landlord, investor, seller, buyer, or referral source.

THE LANDLORD DISCOVERY MEETING

# Understand the Property. Then Understand the Owner.

Before you talk marketing, understand what the owner is trying to accomplish.

A strong landlord meeting should answer two questions:

What exactly are we leasing? What outcome matters most to the owner?

### PROPERTY QUESTIONS

- Who owns the property?
- How is title held?
- Is the property held in a trust or other entity?
- Is it currently occupied?
- Is there an HOA?
- Are there rental restrictions or minimum lease terms?
- What appliances remain?
- Who pays which utilities?
- What parking and storage are included?
- Are pets being considered?
- What condition is the property in?
- What repairs or preparation are needed before launch?

### OWNER QUESTIONS

- Why are you leasing instead of selling?
- How long do you expect to hold the property?
- What lease term do you prefer?
- How important is speed versus maximum asking rent?
- Have you rented the property before?
- Who will manage the property after tenant placement?
- Do you own other rental property?
- Is there any chance you may sell within the next few years?

### FORMS YOU WILL ENCOUNTER EARLY

The landlord-side file includes several mandatory documents. The forms most directly connected to the discovery and owner-intake conversation include:

| | |
|---|---|
| LL — Lease Listing Agreement | RPOI — Rental Property Owner Intake Form |
| RPOA — Rental Property Owner Advisory | RPOD — Rental Property Owner Disclosure |

Other mandatory listing documents are shown in the compliance appendix. Use the complete current checklist rather than treating this short list as the entire file.

COACHING QUESTION

If the owner says, "I just want the highest possible rent," what do you need to learn before deciding what pricing strategy actually serves them best?

VERIFY BEFORE YOU MARKET

# Never Promise That a Property Can Be Leased Just Because the Owner Wants to Lease It.

A lease listing begins with verification.

This is where a newer agent can create real value by slowing down before the marketing begins.

### OWNERSHIP + AUTHORITY

Confirm the property profile or prelim. The current First Team Lease Listing Checklist requires one.

If someone is signing in a representative capacity, determine what additional documentation is required. The listing checklist specifically identifies RCSD-HP as mandatory when the landlord is a trust. The residential lease disclosure checklist also identifies representative-capacity documentation when applicable to an entity. Use the current file requirements for the actual ownership structure.

### CURRENT OCCUPANCY

If there is an existing tenant, do not treat the property like a vacant listing. Showing, entry, notice, and transition need to follow the correct process. The Residential Lease Checklist identifies NOE — Notice of Entry when applicable.

### PROPERTY-SPECIFIC ISSUES

Before marketing, identify facts that may trigger additional disclosures or addenda, including older construction, pools/spas, parking/storage arrangements, water submetering, wildfire location, landlord default, or other property conditions.

### HOA + COMMUNITY RULES

If the property is in an HOA or common-interest development, obtain the current rental rules. Confirm items such as:

- Minimum lease term
- Rental restrictions
- Tenant registration
- Move-in procedures
- Parking
- Storage
- Pet rules
- Access / gate requirements
- Relevant community fees or forms

> Do not rely on what the owner remembers from three years ago.

**WATCH OUT**

Do not guess which disclosure applies. The point of the checklist is to prevent memory from becoming your risk-management system.

**DO THIS NEXT**

Before entering the listing into the MLS, ask: What fact about this property could surprise a tenant later if we fail to address it now?

THE RENTAL CMA + COST OF VACANCY

# The Highest Asking Rent Is Not Always the Highest Realized Return.

Pricing a lease is not the same as pricing a sale. A rental owner usually cares about income, but income is affected by both monthly rent and vacancy.

A strong rental CMA therefore needs two views.

### RECENTLY LEASED PROPERTY

- What have comparable homes actually rented for?
- How long did they take?
- How similar were the location, size, bedrooms, bathrooms, parking, outdoor space, amenities, and condition?

### CURRENT ACTIVE COMPETITION

- What can a tenant choose today instead of this property?
- How many comparable rentals are active?
- How long have they been available?
- Which ones are reducing price?
- Which ones are clearly stronger or weaker values?

#### THE COST-OF-VACANCY CONVERSATION

Imagine the market appears to support **$5,000 per month**, but the owner wants to begin at **$5,300**. The extra asking rent is $300 per month. That sounds attractive until enough additional vacancy erases the gain.

MARKET-SUPPORTED RENT

$5,000 / month

Priced where the current tenant pool is transacting.

OWNER'S DESIRED RENT

$5,300 / month **+$300 / month**

Additional vacancy can offset the higher advertised number.

**FIRST-YEAR REALIZED RENTAL INCOME = MONTHLY RENT COLLECTED − MONTHS OF VACANCY**

Your job is not to predict exactly how long the property will sit. Your job is to help the owner see the tradeoff between asking rent and realized income. The figures above are an illustration of the tradeoff, not a guaranteed result.

### RENTAL PRICING WORKSHEET

OWNER'S REQUESTED RENT $

MARKET-SUPPORTED RANGE $

MONTHLY DIFFERENCE $

CURRENT COMPARABLE DOM

VACANCY ASSUMPTION AT REQUESTED PRICE

VACANCY ASSUMPTION AT MARKET PRICE

FIRST-YEAR REALIZED-RENT COMPARISON

#### JACOB'S PLAY — THE CONVERSATION

"Would you rather advertise $300 more and potentially sit vacant longer, or price where the current tenant pool is actually transacting? Let's look at what even a few additional weeks of vacancy could cost before we decide."

PREPARE + MARKET THE PROPERTY

# Good Leasing Starts Before the Listing Goes Live.

A rental property competes just like a sale listing does.

Condition, photography, access, price, communication, and showing convenience all affect how quickly qualified renters engage.

01

## Prepare

- Confirm repairs are complete.
- Clean and declutter.
- Address obvious safety or habitability concerns through the owner and appropriate professionals.
- Confirm what stays with the property.
- Clarify showing access.
- Confirm keys, gate access, lockbox, alarm, or tenant-occupied procedures.

02

## Build the marketing file

- Complete the required listing documents.
- Obtain the property profile/prelim.
- Complete the owner disclosures and intake/advisory documents.
- Secure property-image authorization when applicable.
- Complete lockbox documentation when applicable.
- Enter the listing accurately into the MLS.

03

## Define the application path

Before launch, know:

- How applicants will apply.
- Who receives the application.
- How screening is handled.
- What information will be requested.
- How the listing agent wants tenant agents to communicate.
- Whether RentSpree or another approved process is being used.

USE OPEN HOUSES INTENTIONALLY

A well-run lease open house can help the owner by concentrating activity, gathering market feedback, and making the property easier to experience.

It can also become a lead-generation event for the hosting agent, as long as the listing and housing provider are served professionally first.

MULTIPLIER OPPORTUNITY

The better you run the lease listing, the easier it becomes to ask the owner a year from now, “What are you thinking about doing with the property next?”

SCREENING: CONSISTENCY OVER IMPROVISATION

# Fair Housing Is Not a Script. It Is a Standard.

Screening is one of the highest-risk parts of landlord representation. This is not the place for improvisation.

The operating principle is straightforward:

> Help the housing provider establish and follow a consistent, objective process. Do not substitute your personal judgment for the housing provider's documented decision process.

### BEFORE APPLICATIONS ARRIVE

The housing provider should understand the screening process being used. Criteria and procedures should be established before individual applicants are evaluated.

### WHEN APPLICATIONS ARRIVE

- Follow the current process consistently.
- Keep documentation organized.
- Do not change standards from person to person.
- Do not promise approval.
- Do not coach a housing provider to exclude someone based on a protected characteristic.
- Do not make statements about who “belongs” in a neighborhood or community.

### YOUR ROLE

- You can organize information.
- You can communicate the stated process.
- You can help keep the file consistent.
- You can raise questions to management or legal.
- You should not invent criteria or become the owner’s substitute housing decision-maker.

### FIRST TEAM FILE REQUIREMENTS

The current checklists include **FHDA — Fair Housing and Discrimination Advisory** as mandatory in both the residential lease file and the lease-listing file.

The Lease Listing Checklist also marks **DRA — Denial of Rental Application** as mandatory if an application is processed.

WATCH OUT

If a landlord expresses a preference that raises a fair-housing concern, do not normalize it, rewrite it, or quietly work around it. Stop and involve management/legal as appropriate.

CORE PRINCIPLE

Speed is never worth a fair-housing problem.

APPLICATIONS ’ SELECTION ’ LEASE

# Organize the Process. Do Not Become the Housing Decision-Maker.

Once applications begin arriving, your job becomes operational.

Keep the process clean, documented, and consistent.

### 01 APPLICATION RECEIVED

Confirm the application arrived through the required channel. Confirm the file contains what the housing provider's process requires. Do not “improve” an applicant's information. Track additional applications received when applicable.

### 02 SCREENING / REVIEW

Follow the established process. Maintain clear records. Communicate with applicants or agents professionally. Ask management/legal when something falls outside your competence.

### 03 HOUSING PROVIDER DECISION

The housing provider makes the housing decision. Your role is to communicate the process and prepare the next step. If an application is denied, use the current required documentation. The First Team checklists identify the DRA when applicable and mark it as mandatory on the listing checklist when an application is processed.

### 04 LEASE PREPARATION

Once a tenant is selected, move to the current Residential Lease Checklist.

That file may include, depending on the facts:

**RLMM** **RCJC** **TRPR** **FHDA** **CCPA** **RPOD** **LRM** **WCMD** **WHSD** **BBD**

**TFHD** *and other conditional forms or disclosures.*

Do not treat this list as a substitute for the live checklist. Use the appendix and current company file.

**WATCH OUT**

A newer agent’s natural instinct is often to celebrate the “approved” application and rush into signatures. That is exactly when you slow down enough to ensure the file is correct.

MOVE-IN, HANDOFF & THE FUTURE RELATIONSHIP

# A Clean Move-In Protects the Relationship You Just Built.

The lease is not complete merely because the parties signed the RLMM.

The current First Team Residential Lease Checklist includes specific closing documents that need to be handled before the file is truly complete.

### MOVE-IN DOCUMENTATION

| | |
|---|---|
| MI — Move-In Inspection | Mandatory always |
| MII-SUM — Move-In Inspection Summary | Mandatory always |

Use the current forms and company process to document the move-in condition.

### CLOSING FILE

The current checklist also calls for:

| | |
|---|---|
| MLS Print Out — Closed | Copy of Commission Check |
| Conversation Log | CLR — when applicable |

and CLR — Cancellation of Lease or Rent when applicable.

### HANDLE FUNDS CORRECTLY

The lease checklist includes copies of deposit/rent checks when applicable and a Trust Log if any money or things of value are handled. Do not casually accept funds and figure out the paperwork later.

### MAKE THE HANDOFF CLEAR

First Team's Lease Advisory — No Property Management is mandatory always in the current residential lease checklist.

Placing a tenant is not the same thing as agreeing to manage the property for the next year. Make sure the owner and tenant understand who handles ongoing rent, maintenance, repairs, notices, and tenancy issues after placement.

### KEEP THE OWNER RELATIONSHIP — WITHOUT BECOMING THE PROPERTY MANAGER

Your future follow-up is a business-development relationship, not ongoing tenancy management. Schedule:

| | |
|---|---|
| 30-day relationship check-in | Mid-lease business check-in |
| 90–120 days before expiration | Annual property-value / rental review |

Ask about future plans without taking on management duties you did not agree to perform.

**MULTIPLIER OPPORTUNITY**

A landlord with one rental may own the next five listings you have not met yet.

THE 30-DAY LEASE LAUNCH SPRINT

# From Learning to Doing in Four Weeks

The Lease Lead Multiplier works only if it moves from a guide into your calendar.

Use this sprint as the starting operating plan.

## WEEK 1 — GET OPERATIONAL

### Learn the system well enough to begin correctly.

- [ ] Review this guide start to finish.
- [ ] Review the current First Team Residential Lease Checklist and Lease Listing Checklist.
- [ ] Pull clean copies of TRBC, LCA, LL, and RLMM.
- [ ] Set up or update RentSpree.
- [ ] Run the 7-Mile Lease Opportunity Scan.
- [ ] Identify five potential lease-open-house properties.
- [ ] Practice the listing-agent call out loud.
- [ ] Practice the Tenant Strategy Session opening.

## WEEK 2 — CREATE EXPOSURE

### Put yourself in position to meet renters.

- [ ] Call lease listing agents.
- [ ] Secure at least one lease open house if possible.
- [ ] Preview rental inventory in the target area.
- [ ] Study the active competition.
- [ ] Ask your sphere whether anyone has an upcoming lease or relocation need.
- [ ] Add every real opportunity to Follow Up Boss.

## WEEK 3 — CREATE APPOINTMENTS

### Turn conversations into client relationships.

- [ ] Hold lease open houses.
- [ ] Follow up the same day.
- [ ] Schedule two-to-three-property showing blocks.
- [ ] Conduct Tenant Strategy Sessions.
- [ ] Establish representation when you are becoming the tenant's agent.
- [ ] Begin application workflows for clients who find the right property.

## WEEK 4 — CREATE PIPELINE

### Build repetition and long-term value.

- [ ] Repeat the open-house strategy.
- [ ] Submit and track applications correctly.
- [ ] Begin landlord outreach and owner conversations.
- [ ] Add lease start and expiration dates to FUB.
- [ ] Review your scorecard.
- [ ] Bring the results to your coaching conversation.

DAY 01 — DAY 30

**CORE PRINCIPLE**

The shortcut is shortening the time between learning and implementation.

THE LEASE LEAD MULTIPLIER SCORECARD

# Track the Activities That Create the Transactions.

You cannot control whether someone signs a lease this week. You can control whether you created enough opportunities for one to happen.

Use this scorecard every week. Print the page, write the numbers, and bring it to your coaching conversation.

WEEK OF ______________________

| METRIC | WEEKLY GOAL | ACTUAL | NOTES |
|---|---|---|---|
| Lease properties researched | | | |
| Listing agents contacted | | | |
| Lease open houses secured | | | |
| Lease open houses held | | | |
| Consumer conversations | | | |
| Follow-up appointments set | | | |
| Tenant showing blocks | | | |
| Tenant Strategy Sessions | | | |
| TRBCs signed | | | |
| Applications submitted | | | |
| Leases completed | | | |
| Landlord conversations | | | |
| New contacts added to FUB | | | |
| Future buyer opportunities | | | |
| Future seller / landlord opportunities | | | |

## END-OF-WEEK REVIEW

What worked?

Where did I get stuck?

What confused me?

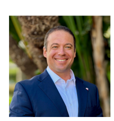
Which conversation deserves follow-up first next week?

What did I learn this week that will make next week easier?

## THE "WHAT'S NEXT?" CALL

Use the scorecard in your coaching conversation.

> "Jacob, I did what you asked me to do. This happened. What should I do next?"



Do not hide the weak numbers. The numbers tell us what to fix.

CONVERSATION QUICK REFERENCE

# Short Language. Clear Next Steps.

These are conversation starters, not speeches. Use your own voice.

| | |
|---|---|
| **CALLING A LEASE LISTING AGENT** | "Hey, I saw your lease listing on ______. Would you be open to me holding it open for you this weekend? I'm happy to send anyone who wants the property through your application process. I'm mainly looking to help you create exposure and meet the people who need something different." |
| **GREETING A LEASE OPEN-HOUSE VISITOR** | "Welcome in. What brought you by today — are you actively looking for a rental, or did you just see the open-house sign?" |
| **WHEN THE PROPERTY IS NOT RIGHT** | "Totally fair. What is the biggest thing this one is missing for you?" |
| **TRANSITIONING TO OTHER SHOWINGS** | "If you want, I can pull two or three options that are stronger on those things and we can knock them out in one trip. Would that be helpful?" |
| **OPENING THE TENANT STRATEGY SESSION** | "My goal is to make this easier and make sure we are not wasting your time. Let me understand the move, what matters most, and how soon you need to be in place. Then I can show you how I work." |
| **EXPLAINING REPRESENTATION + COMPENSATION** | "If I'm going to become your agent and actively search, advise, communicate, and negotiate on your behalf, we'll put that relationship in writing. We'll also agree upfront on how my brokerage is compensated so there are no surprises later." |
| **PROSPECTIVE LANDLORD** | "Before we talk about putting it on the market, I'd like to understand what you actually want from the property. Is your priority getting it occupied quickly, maximizing monthly rent, keeping flexibility to sell later, or some combination?" |
| **PRICING / VACANCY** | "Let's compare what the extra asking rent is worth with what even a few additional weeks of vacancy could cost. I want to optimize the income you actually receive, not just the number we advertise." |
| **"WHY DO I NEED AN AGENT TO RENT?"** | "You may not. My value is making the search more organized, helping you understand the process, coordinating the properties and paperwork, and giving you one person responsible for helping move it forward. If that is useful to you, great. If not, I'd rather be clear about that upfront." |

THE LEASE LEAD MULTIPLIER OPERATING SYSTEM

# Find Opportunity › Create Conversation › Establish Representation › Execute Professionally › Add to Database › Create the Next Opportunity

This entire guide fits inside one operating system.

01

### Find Opportunity

Study the market. Find fresh lease inventory. Call listing agents. Talk to your sphere. Pay attention to relocation, transitions, temporary housing, and landlord needs.

02

### Create Conversation

Hold lease open houses. Ask good questions. Learn what people actually need. Earn the next appointment.

03

### Establish Representation

When you become the client's agent, make the relationship and compensation clear in writing.

04

### Execute Professionally

Follow the current checklist. Communicate. Document. Ask questions when you do not know. Protect the client and the brokerage.

05

### Add to Database

Every real opportunity belongs in Follow Up Boss with notes, dates, and a next action.

06

### Create the Next Opportunity

Lease expiration. Future purchase. Future sale. Investment property. Referral. Another listing. Another open house.

°THE SYSTEM RETURNS TO STEP ONE

## HOW THIS BUILDS THE THREE PILLARS

**CONTRACT KNOWLEDGE**

TRBC. LCA. LL. RLMM. Disclosures. Addenda. Move-in documents.

**MARKET KNOWLEDGE**

Rental inventory. Neighborhoods. Property condition. Pricing. Demand. Days on market. Competition.

**SALES SKILLS**

Open houses. Lead generation. Follow-up. Consultations. Representation. Pricing conversations. Landlord conversations.

The leasing strategy is valuable because it forces you to practice all three pillars in the field.

**FINAL WORD**

The goal is not to become "the rental agent." The goal is to become a working real estate professional faster, build a larger database, create more real client experience, and give yourself more ways to help people while your long-term sales business grows.

## Compliance Appendix

PAGES 27–33

Source of truth for this appendix: First Team Real Estate, **Residential Lease Checklist — June 2026** and **Lease Listing Checklist — June 2026**. This appendix reorganizes that checklist for field use. It does not replace the current checklist. If First Team updates the checklist after June 2026, use the newer version.

FIRST TEAM RESIDENTIAL LEASE FORM MAP

# Residential Lease File: Core Documents

Use this page as an orientation map. The live First Team checklist controls.

## LEASE DOCUMENTS — MANDATORY ALWAYS

| | |
|---|---|
| LRA — Lease Application to Rent | BIRN — Background Investigation Notice |
| RLMM — Lease Agreement | RCJC — Rent Cap and Just Cause Addendum |
| TRPR — Offer of Tenant Positive Rental Payment | FHDA — Fair Housing and Discrimination Advisory |
| CCPA — California Consumer Privacy Advisory | RAD — Realtor Acknowledgement & Disclosure |
| MLS Active Printout | CDA — Commission Disbursement Authorization |

## REPRESENTATION / COMPENSATION

**TRBC — Tenant Rep & Broker Compensation Agreement**

Mandatory when you are the tenant's agent. The checklist's separate Representation Agreement section lists TRBC as mandatory within the tenant-representation file.

**LCA — Lease Commission Agreement**

Use when applicable. The checklist identifies LCA when the tenant asks the housing provider / rental property owner to pay agent compensation.

## CONDITION-TRIGGERED / IF APPLICABLE

**SDDA** — Security Deposit Disclosure & Addendum — mandatory when deposit > 1x rent

| | |
|---|---|
| ADM — Addendums | AAA — Additional Agent Acknowledgement |
| ATCA — Animal Terms & Conditions Addendum | Copy of Deposit and Rent Checks |
| AEA — Amendment of Existing Agreement | AC — Agency Confirmation — needed if AC in lease is not complete |
| NOE — Notice of Entry — used so current tenant lets new tenant see property | PPN — Pre-Possession Notice to Pay Rent |
| Additional Applications Received — from other potential tenants | DRA — Denial of Rental Application |

Trust Log — if any money or things of value are handled

**WATCH OUT**

"If applicable" does not mean "optional." Applicability depends on the facts of the transaction. Use the current checklist and ask when unsure.

FIRST TEAM RESIDENTIAL LEASE DISCLOSURE MAP

# Disclosures: Mandatory, Conditional, Property-Specific

Use the current First Team checklist to determine the complete file.

## MANDATORY ALWAYS

| | |
|---|---|
| RPOD — Rental Property Owner Disclosure | LRM — Lease/Rental Mold and Ventilation Addendum + attached 4-page booklet |
| WCMD — Water Conserving Fixture / Carbon Monoxide Disclosure | WHSD — Water Heater / Smoke Detector |
| BBD — Bed Bug Disclosure | TFHD — Tenant Flood Hazard Disclosure |
| Lease Advisory — No Property Management — FIRST TEAM FORM | |

## MANDATORY IF LEASE IS OVER 1 YEAR

| | |
|---|---|
| AD — Agency Disclosure signed by Tenant | Environmental Hazard Book Receipt — signed by tenant |
| ESD — Exempt Seller Disclosure | AVID — Agent Visual Inspection Disclosure |

## MANDATORY IF PROPERTY BUILT BEFORE 1978

| | |
|---|---|
| LPD — Lead Based Paint Disclosure | Lead Hazard Pamphlet |

## MANDATORY IF PROPERTY IS IN A WILDFIRE AREA

| | |
|---|---|
| WDFA — Wildfire Advisory | |

## IF APPLICABLE

| | |
|---|---|
| **PHSA** | Pool, Hot Tub and Spa Addendum |
| **RCSD-HP** | Representative Capacity Housing Provider — when RPO is an entity |
| **RCSD-T** | Representative Capacity Signature Disclosure — Tenant — when tenant is an entity |
| **PSD** | Parking and Storage Disclosure |
| **WSM** | Water Sub-meter Addendum |
| **LID** | Landlord in Default — if NOD filed |

**FIELD RULE**

Do not memorize only the “usual” disclosures. Property facts change the file.

FIRST TEAM RESIDENTIAL LEASE CLOSING + REPRESENTATION DOCUMENTS

# Closing the Lease File Correctly

## CLOSING DOCUMENTS — MANDATORY ALWAYS

| | |
|---|---|
| MI — Move-In Inspection | MII-SUM — Move-In Inspection Summary |
| MLS Print Out — Closed | Copy of Commission Check |
| Conversation Log | |

### IF APPLICABLE

CLR — Cancellation of Lease or Rent

### REPRESENTATION AGREEMENT DOCUMENTS

**TRBC** — Tenant Rep & Broker Compensation Agreement — mandatory within the tenant-representation file

**LCA** — Lease Commission Agreement — mandatory when asking the rental property owner / housing provider to pay compensation

### FINAL FILE CHECK

Before you consider the file finished, confirm:

- move-in documentation is complete;
- the closed MLS printout is saved;
- commission documentation is in the file;
- the conversation log is complete;
- representation / compensation documents are present when required;
- any money or things of value handled are documented as required; and
- the Lease Advisory — No Property Management is present in the residential lease file.

**WATCH OUT**

A signed lease is not the same thing as a complete brokerage file.

FIRST TEAM LEASE LISTING FORM MAP

# Taking the Landlord Listing

The June 2026 First Team Lease Listing Checklist identifies the following documents.

## MANDATORY ALWAYS

- AD — Agency Disclosure signed by landlord
- LL — Lease Listing Agreement
- MLSA — Multiple Listing Service Addendum
- RPOD — Rental Property Owner Disclosure
- RPOI — Rental Property Owner Intake Form
- RPOA — Rental Property Owner Advisory
- FHDA — Fair Housing and Discrimination Advisory
- CCPA — California Consumer Privacy Advisory
- MLS Active — Agent full report signed by seller
- Property Profile or Prelim

## MANDATORY WHEN THE CHECKLIST TRIGGER APPLIES

| | |
|---|---|
| Proof of Listing Registration | Mandatory if delayed marketing |
| RCSD-HP — Representative Capacity Signature Disclosure — Housing Provider | Mandatory if landlord is a Trust |
| DRA — Denial of Rental Application | Mandatory if an application is processed |

## IF APPLICABLE

- ADM-GEN — Addendum — Generic
- SDDA — Security Deposit Disclosure & Addendum
- MT-LA — Modification of Terms, Listing Agreement
- Sign Up / Sign Down
- KLA — Key Safe / Lockbox Addendum
- PIA — Property Images Agreement
- Misc.

**DO THIS NEXT**

Build the listing file before marketing. Do not wait for an application to discover that the owner intake, disclosure, authority, or MLS paperwork is incomplete.

CONDITION-TRIGGERED DOCUMENT QUICK REFERENCE

# Stop and Check the File When Any of These Facts Exist

This page is an index to the June 2026 First Team checklist, not an independent legal determination.

| TRANSACTION / PROPERTY FACT | CHECKLIST ITEM(S) TO REVIEW |
|---|---|
| You represent the tenant | TRBC |
| Tenant asks housing provider / RPO to pay broker compensation | LCA |
| Security deposit exceeds 1x rent | SDDA |
| Animal / pet terms apply | ATCA |
| Money or things of value are handled | Copy of checks when applicable + Trust Log |
| Existing tenant must allow new tenant to see property | NOE |
| Agency confirmation in lease is incomplete | AC |
| Pre-possession rent notice applies | PPN |
| Additional applications are received | Additional Applications Received documentation |
| Application is denied / processed | DRA — use the applicable checklist requirement |
| Lease term exceeds 1 year | Tenant AD, Environmental Hazard Book Receipt, ESD, AVID |
| Property built before 1978 | LPD + Lead Hazard Pamphlet |
| Pool / hot tub / spa | PHSA |
| Housing provider signs in representative capacity / entity context | RCSD-HP as applicable |
| Tenant is an entity | RCSD-T |
| Parking / storage disclosure applies | PSD |
| Water submetering applies | WSM |
| NOD has been filed | LID |
| Property is in wildfire area | WDFA |
| Delayed marketing | Proof of Listing Registration |
| Landlord is a Trust | RCSD-HP mandatory on Lease Listing Checklist |
| Lockbox form applies | KLA |
| Property images agreement applies | PIA |
| Lease is cancelled | CLR |

**WATCH OUT**

This table helps you spot triggers. It does not tell you that other documents are unnecessary. Always return to the complete current checklist.

COMPENSATION DECISION TREE

# Tenant Representation Compensation: Keep It Simple and Documented

STEP 01

## Are you representing the tenant?

**YES \u203A** TRBC is required under the current First Team checklist. The TRBC establishes the tenant-broker representation relationship and the agreed compensation.

¾

STEP 02

## Is the tenant asking the housing provider / RPO to pay broker compensation?

**YES \u203A** Review and use LCA as required. The June 2026 checklist identifies the LCA for this situation.

¾

STEP 03

## Document the agreed compensation.

**ALWAYS \u203A** Do not rely on a text message saying, \u201CI think the landlord is paying 2%.\u201D Use the correct agreements.

¾

STEP 04

## Apply third-party compensation according to the representation agreement.

### EXAMPLE A

| | |
|---|---|
| Agreed broker compensation | $1,500 |
| Housing-provider payment | $1,000 |
| Remaining obligation | Handled pursuant to the TRBC |

### EXAMPLE B

| | |
|---|---|
| Agreed broker compensation | $1,500 |
| Housing-provider payment | $1,500 |
| Tenant obligation | Reduced / credited pursuant to the agreement |

These figures are illustrations of the relationship between the agreements, not standard or guaranteed amounts.

WATCH OUT

Do not assume a listing broker or housing provider owes compensation merely because you brought the tenant. Do not receive compensation outside the brokerage. Do not treat compensation as an afterthought.

CORE PRINCIPLE

Agree first. Document correctly. Request housing-provider payment when appropriate. Let the agreements control.

COMPLIANCE UPDATE PROTOCOL + GLOSSARY

# Before Every Lease Transaction

Residential leasing rules, forms, and company procedures can change.

Your best protection is not memorizing this guide. It is building a repeatable verification habit.

## THE FIVE-STEP UPDATE PROTOCOL

**01 Pull the current First Team checklist.**
Confirm that the Residential Lease Checklist and Lease Listing Checklist you are using are the most recent versions.

**02 Use current C.A.R. forms.**
Do not reuse an old form package simply because it is saved in your templates.

**03 Confirm transaction-specific requirements.**
Lease term, property age, trust/entity status, wildfire area, pool/spa, security-deposit structure, parking/storage, submetering, existing tenancy, and other facts can change the required file.

**04 Check HOA / local requirements where relevant.**
Do not assume the property can be leased under the owner's preferred terms until applicable restrictions are verified.

**05 Ask management / legal when uncertain.**
The fastest way to turn a small question into a large problem is to guess.

## QUICK GLOSSARY

| | | | |
|---|---|---|---|
| **TRBC** | Tenant Rep & Broker Compensation Agreement | **LCA** | Lease Commission Agreement |
| **LL** | Lease Listing Agreement | **LRA** | Lease Application to Rent |
| **RLMM** | Lease Agreement | **RPOI** | Rental Property Owner Intake Form |
| **RPOA** | Rental Property Owner Advisory | **RPOD** | Rental Property Owner Disclosure |
| **FHDA** | Fair Housing and Discrimination Advisory | **MI** | Move-In Inspection |
| **MII-SUM** | Move-In Inspection Summary | **DRA** | Denial of Rental Application |
| **CRMLS** | California Regional Multiple Listing Service | **Housing Provider / RPO** | Landlord / rental property owner as referenced in the transaction forms |

**FINAL COMPLIANCE NOTE.** This guide is a training and implementation resource. It is not legal advice and does not replace First Team management, company counsel, current C.A.R. forms, CRMLS rules, or the current First Team transaction checklist.

> When in doubt: stop, check, ask.