

# What is “market rent” for my investment property?

**Market rent** is the level at which other similar properties are renting, with adjustments for time of year, condition, location, and improvements. Our Property Managers use the multiple listing system, experience in their market areas, internet listings, and contacts with other managers and agents to determine a competitive price for your property. *A well maintained rental offered at a fair market price will attract good tenants and rent faster.*

Well qualified tenants understand they are in demand and shop to get the best value for their rent dollars. You can't overprice your property to offset a high interest mortgage payment or other expenses - it simply won't rent. *Market rent has no relationship to ownership expenses.*



Negative cash flow in the first few years of ownership is not unusual. However, when you consider the *tax advantages* of owning rental real estate, including the fact that depreciation and expenses (including management fees) are deductible, the net result is frequently positive – particularly as the property value and market rents increase over time.

Some factors that affect price are:

- General appearance. Does your rental property have “curb appeal”?
- Interior features. Are the appliances, cabinets, and other fixtures and systems in the house fully functional, attractive, and well maintained?
- Is the property in a desirable location? How about schools? Access to shopping? Commuting distances?
- Central heat and air? Multiple baths? Amenities?
- Is the paint and flooring in very good to new condition to entice top quality tenants?

**Call us to learn how our program can take the worry out of owning rental property.**

**Property Management Division**  
Selina James, Vice President  
selina.james@longandfoster.com  
14501 George Carter Way, 3<sup>rd</sup> Floor  
Chantilly, VA 20151  
703-877-7700 • 800-340-5182  
[www.longandfoster.com](http://www.longandfoster.com)

