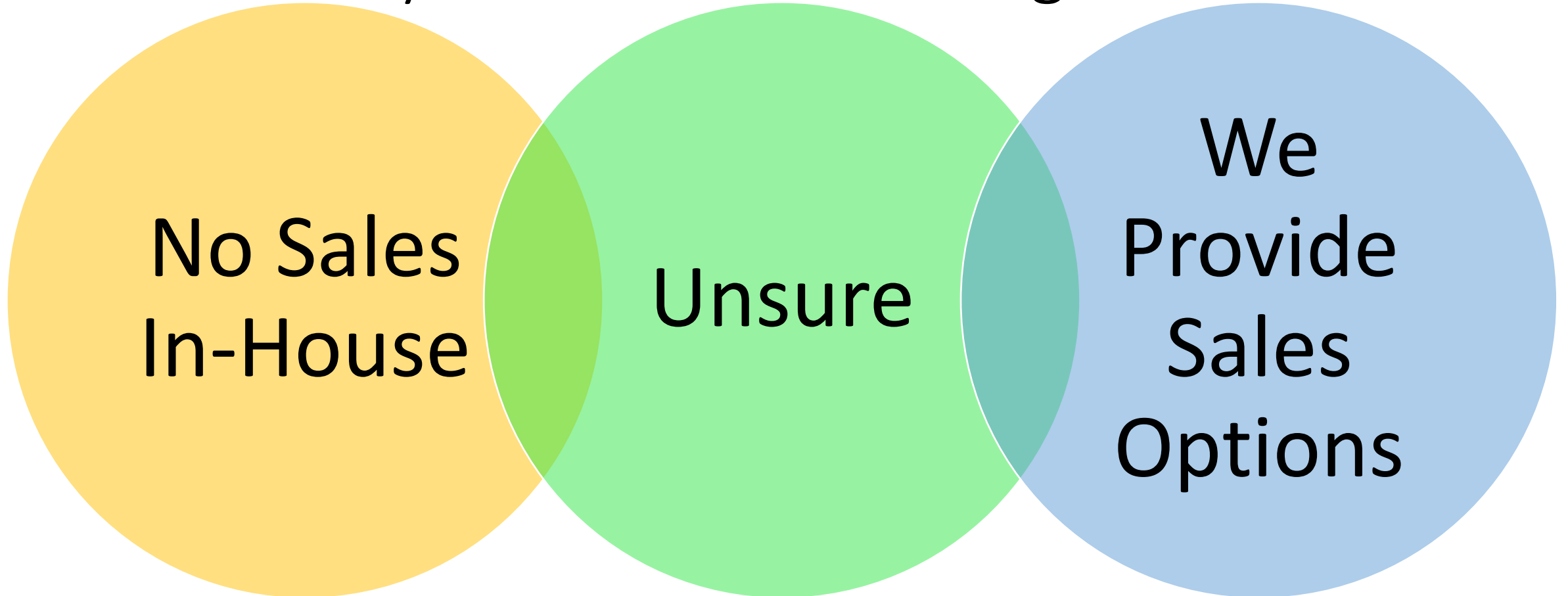


Landlord, Agent, Referee?

Managing Sales with
Tenants in Tow



Where do you fall in these categories?





What are the biggest challenges in managing the sale of a tenant-occupied property?

Top Challenges:



Communication Hassles

Property Condition Concerns

Resident Cooperation

A large yellow arrow pointing to the left, with the text "Low Involvement" centered inside it.

Low
Involvement

A large blue arrow pointing to the right, with the text "High Involvement" centered inside it.

High
Involvement



1. What are the **main reasons** you are considering selling?
2. What are the **timing needs** of the sale?
3. Are you open to selling to the tenant or to an existing investor?
4. Educate! Educate! Educate!

2025: August – October (Salt Lake County)

Market Statistics

Average DOM	58
Average List Price	\$667,544
Average Sold Price	\$656,441
# of Sales	3,211

2023: August – October (Salt Lake County)

Market Statistics

Average DOM	37
Average List Price	\$618,432
Average Sold Price	\$609,231
# of Sales	3,067

Market Statistics for 2021

2021: August – October (Salt Lake County)

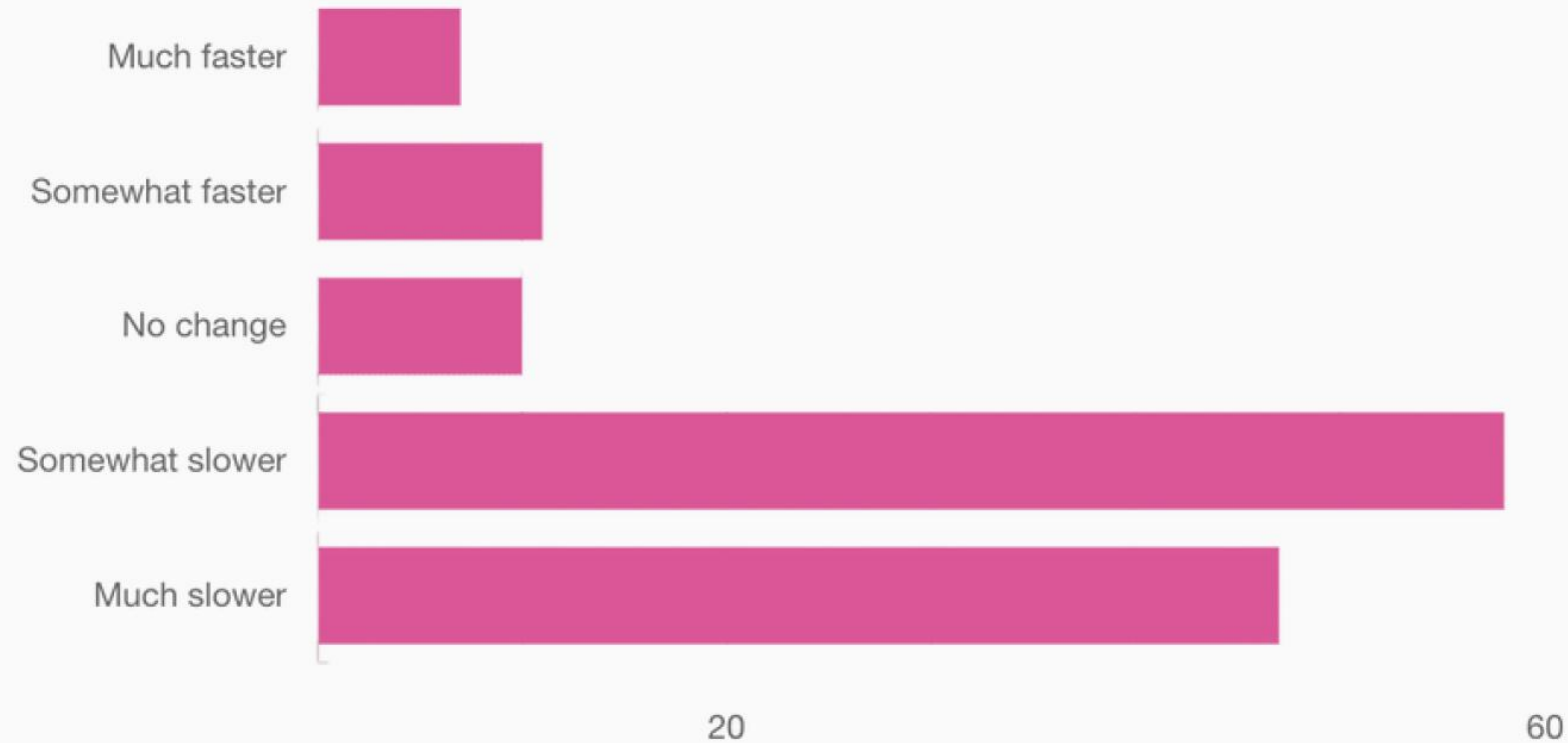
Market Statistics

Average DOM	19
Average List Price	\$550,839
Average Sold Price	\$556,359
# of Sales	4,746

FACT:
THE REAL ESTATE SALES
MARKET AIN'T WHAT IT
USED TO BE

How quickly did you lease up properties this summer compared to last summer?

Somewhat slower leading with **58** out of **133** votes (**43.61%**)



Courtesy of [Peter Lohmann's Newsletter](#)

Price reductions

4.6% / \$99.99

Average total price reduction

Days on Market

26.8

Average number of
Days on Market

15.4

Days on Market since
latest price change

Sell Property
To Resident

Sell Property
To Existing Owner

Opportunities

Sell Property to You

Sell Property at the End of
The Lease

	Sell to an Existing Resident	Sell to an Existing Owner	Sell to You
Lease Stays in Tact	X	X	X
No Cash Flow Interruption		X	X
Maintain Profit from Management		X	X
Maintain \$ from Ancillary Services		X	X
Commission Opportunities	X	X	X
Resident Interruption	Little to None	Low	Low
Revenue Opportunities During Due Diligence	X	X	

Review Your Lease & Management Agreement

5.11 SALE OF PROPERTY:

In the event Owner sells the premises, Owner may terminate this lease within thirty (30) days with written notice. Such notice may be given at any time after Owner has entered into a final earnest money agreement with a bona fide third-party purchaser. Resident agrees to allow inspection of the premises by potential buyers provided, Owner or its agent gives at least twenty-four hours' notice. However, such inspections shall not be of such a frequency to interfere with the peaceful enjoyment of the premises by Resident.

5.12 ASSUMPTION

Communication Hassles

1. Establish Early who contacts the resident
2. How will the resident be contacted?
3. How long will the home be listed on the market?
4. Establish showing windows and open-house times in advance.
5. Outline the sales process to the resident. What should they expect with showings, due diligence, etc.?
6. Stack Visits whenever possible
7. Create an FAQ sheet for owner / resident / agent



Property Condition Concerns

1. Perform a Walk-Through (\$)
2. Prepare Work Order History & Summary (\$)
3. Prepare Property / Tenant Documents (\$)
4. Make sure agent is fully aware of current property condition concerns so they are communicating well (\$)



Resident Cooperation



Provide Professional Cleaning

Provide Window Cleaning

Move-Out Incentive (Cash for Keys)

Security Deposit Concession

Provide Carpet Cleaning

Incentive During Showing Windows

Moving Cost Concession

Rent Reduction

Do you have another rental in your portfolio you could move resident to?

ANY QUESTIONS?



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