

Inside This Free Getting Started Report...

How To Get Approved For The Apartment You Want, At The Best Price, With The Fewest Headaches!

Dear Potential Renter,

The headline above really sums up what you want, right? This special report will take you through the important issues:

Finding an apartment that you truly want.

Getting approved for that apartment in spite of some mistakes in your past.

Getting the best possible deal.

Doing it without losing all of your money in application fees or ending up in psychiatric counseling!

Are those your goals? ***OF COURSE!***

Unfortunately, sometimes renting an apartment ends up being any thing but a happy experience. For many, it turns into a terrible, stressful ordeal. In addition, making the wrong decisions or saying the wrong thing can end up costing you hundreds of dollars!

It doesn't have to be this way!

The key to avoiding the pitfalls and traps that plague many apartment renters comes down to three things:

- 1. KNOWLEDGE OF YOUR OWN NEEDS**
- 2. PROFESSIONAL ASSISTANCE**
- 3. PLANNING**

Renting an apartment can be a fairly complicated undertaking especially if you have made some mistakes along the way. But if you're armed with the proper knowledge and a solid plan, it can be a whole lot easier. It all starts with understanding the apartment renting process, how the "system" works, and what can happen to the typical unprepared renter.

Let me back up for a moment and say that the first step is to determine if renting an apartment is even in your best interest. In helping lots of people over the years, I've learned that most people don't know how to start looking and they often make costly mistakes losing hundreds of dollars in the process.

So point one, is to determine if you really should move NOW. Should you rent an apartment at all? Here are a few examples on when it makes sense to wait:

- Your job is in jeopardy. Layoffs are looming...
- You may qualify for a promotion in a few months and need to change cities...
- Your credit is in shambles...
- You haven't examined your personal financial situation. You haven't run your credit report in years...
- You are not sure when your broken lease (or criminal conviction) happened...

GETTING STARTED

Once you have examined your personal situation and given yourself the green light to rent an apartment

- 1) You'll have less stress and more confidence while apartment shopping because you'll know exactly what you can afford.
- 2) You'll have better negotiating strength with the Leasing Managers when you present them with a personalized, organized, complete and accurate, Tenant Information Package (**TIP**). Your TIP Binder will contain all the information the Leasing Manager will need to make a positive decision about your application for the apartment you want. **Ask Fritz about it!**

We've been talking about how having a plan will allow you to keep on track to get where you are going. In the area of apartment leasing, having a plan is critical!

If you don't have a plan of your own, you will fall into someone else's plan! BE PREPARED...

The first thing that will happen when you go in for an appointment with the leasing manager is you will be hit with lots of questions.

*Where do you work?
Are you self employed?
How much do you make?
What's your gross pay?
How long have you been there?
How much cash do you have in the bank?
How is your credit rating?
How's your Rental History?
Can I see your last two year's tax returns?
What is your spouse's Social Security Number?
What is your spouse's employment Information?*

And that's just a sample! Do you see why you will need to do a little homework and have your plan in order before you step into the jungle – *oops, I mean* leasing office? Most Apartment Management Companies are really excellent at what they do. It's just that if you don't know what *you want*, the Management Company will put you into what *they want* for you... which may not be in line with your goals.

There are no hard and fast rules to answer all of the many questions you'll be faced with. That's because everyone's situation is unique! What's best for you will probably be different than the family down the block.

The only way to know for sure what is in your best interest is to take a good look at your overall financial picture and your goals for the future.



1. So, The First Step - Is To Examine Your Own Needs. No One But You Can Do This....

If you search, you can find someone to help you identify the questions you need answered. Try to find a professional who understands the challenges you will be facing. If you have a broken lease, they should be knowledgeable about your alternatives. If you have a serious misdemeanor or felony, they should truly understand your alternatives. Most apartment locators are generalists – find a specialist.

I had a client tell me that his situation was so specialized that the only analogy he could make was in the medical profession. He said, “I have a broken lease and a felony and most of the Apartment Locators I’m calling are generalists. Then he stated a word picture I will never forget -



“YOU WOULD NOT GO A FAMILY DOCTOR WHEN YOU NEED BRAIN SURGERY. YOU KNOW WHEN YOU NEED A BRAIN SURGEON – AND I NEED A BRAIN SURGEON!”

2. So, The Second Step - Is Finding A Great Apartment Locator! A Specialist! Or, in my clients unforgettable terms, “A Brain Surgeon”. Make sure it is one that you trust. If you don’t trust them, “Move On To The Best One”!

I’ve had clients tell me that the final step, PLANNING, is the hardest. But I don’t think it has to be that way. You need to examine if renting an apartment is in your best interest AT THIS TIME. But, once you are sure that renting an apartment is the smart choice for you, it’s time to get busy. Here’s how to start...

BUT WAIT A MINUTE!!

This does not mean jumping in your car and tearing down the street to find your dream apartment.

Not so fast!

Taking the time to do things right will save you many hours of frustration and hundreds of dollars. What happens if you take off on a journey without having a map or plan - not knowing where you're going?

That's right... YOU GET LOST!!

Same thing when renting an apartment. Except that the thing that gets lost is not you, it's hundreds (or possibly thousands) of your hard-earned dollars!

The purpose of this report is to make you aware of the common mistakes that many apartment renters fall into, and how to avoid them! Having the right information leads to making smart decisions.

It doesn't matter if this is your first apartment or if you've rented a dozen before. No matter what, it makes sense to be armed with the facts!

Renting an apartment is like going out into a bad neighborhood at night – there is potential trouble lurking around every corner, and you can quickly become a victim if you're not prepared.

I am not kidding! A lot more money is lost due to bad decisions in the apartment renting process than in the average mugging. Only when you rent an apartment, the “muggers” are nicely dressed, and are smiling and shaking your hand instead of pointing a knife or gun at you!

My average client, who owes money to a complex, owes about \$1500 and can't afford to pay it off before moving to another complex.

There is an old saying, and although things have changed a lot from the old days of the traveling salesmen, it still applies today when you enter the apartment renting game:

RENTER BEWARE!

I am not saying that everyone or anyone involved in the Apartment Rental industry is a crook – not at all. I'm just saying that there are lots of people out there that are only too happy to take your Application Fees, Administration Fees and other fees if you are not savvy enough to ask the right questions or make the right choices.

It's not that there is a lack of information out there about renting an apartment, it's just that a lot of it is a bit confusing and misleading. Ask the same question from two different so-called "experts" and you'll get two different answers... and probably a bunch of terms that you don't even understand!

The sad truth is that the structure of the apartment renting game is not set up in the renter's favor. If you are not careful, you'll get snared by a big financial trap.

Renting an apartment is a huge investment and commitment. You simply can't afford to "roll the dice" and *hope* that you come out a winner.

The implications of a bad decision can be amplified over one or more years, easily costing you hundreds or thousands of dollars!

The number one mistake made by apartment renters that causes them to make bad decisions and waste countless dollars is *failing to have an organized plan*.

The number two mistake is almost as bad. The mistake is *letting their emotions get out of control!*

Of course, it is impossible to completely remove all of your emotion, after all, if you didn't have some emotion you wouldn't want to move to a nice apartment in the first place.

The key, is to remember that you are entering into a complex business deal, one that can effect your financial situation for a year or more to come. Just try to keep as focused as possible on the dollars and cents, and don't allow yourself to "get caught up in the moment", and make foolish decisions that you will regret later.

As I mentioned before, having a Step-By-Step Plan will make the entire apartment renting process much easier to handle. Here is the basic 12-Step Apartment Renting Plan that has saved hundreds of dollars for many people like yourself:

12-STEP APARTMENT RENTING PLAN

Step 1 - 45 to 60 Days before you want to move (or more) get your “brain surgeon” on board to help you start planning. Determine if renting an apartment NOW is smart for you, or, would it be better if you wait a few months. Did you know, if you have a broken lease or a felony, you might be better off waiting until a time period elapses before you search? An example is 2 years after a broken lease or 7 years after a felony CONVICTION date...there are far more places that will accept you. Your Locator will advise you if it makes sense for you to wait or to proceed.

Step 2 – ask your specialist if you earn sufficient income to be accepted at an Apartment you want? A good Apartment Locator can help you with current rental rates and their affordability at your current monthly income.

Step 3 - Identify neighborhoods or the parts of town you like. Certain areas have more apartments than others – typically if there are more apartments, the prices are more competitive. In areas with several new complexes, you may have an apartment competing to gain clients by giving away 2 or 3 free months. Obviously, when the apartments compete, you win.

Step 4 - Your Apartment Locator will help you find Apartments that fit your **budget, situation and location**. It is critical that you only apply to apartments where you have a good chance of approval. If you have made some mistakes in your past you need to know the Leasing Criteria for each complex before you fill out an application.

Step 5 -Run your credit report. You can run it for free, once a year, at www.annualcreditreport.com. If you haven't run it THIS YEAR do so and dispute any items that are inaccurate.

Step 6 -Ask your Locator to prepare a “First List” of Apartments that match your budget, location and desired list of amenities.

Step 7 - View specific apartments from the exterior only. Drive by and check out the area. Don't go in yet or you may be offered a look and lease special that you are tempted to take – but it's not time yet.

Step 8 - 45 to 30 days before you want to move. Pick out 2-3 of the apartments that meet your needs and give the list to your Locator. They will contact the Apartment Manager, tell them about you and your situation, and negotiate to improve your chances of being approved (to minimize the chance of losing application fees,

administrative fees and deposits). Ask your Apartment Locator to find out about the specials and Look & Lease specials. You must know the specials before you set foot on the property because you normally have 24 hours or less to obtain the Look & Lease special.

Step 9 - Meet with the Leasing Manager, of your First Favorite Complex. Fill out the Guest Card and Apartment Application. (In the REFERRAL area be sure to enter Fritz at Charles Rutenberg Realty). If your first complex is not right for you, go on to your next choice. Repeat until happy.

Step 10 - Sign the Lease and set a move in date. Once you have a firm date you can have all of your utilities connected, insurance changed and address changed at the Post Office. Call me to let me know so we can celebrate.

Step 11 - Move! Let me know your address, complex and unit number, so I can bill the complex and get your Gift Card or Rebate in the works...

Step 12 – When the apartment pays me, I'll send your Free Gift or Rebate to your new address.



3. The “12-Step Apartment Renting Plan” detailed above, has saved my clients HUNDREDS OF DOLLARS! They often save even more when they have issues like *Broken Leases or Criminal Convictions*.

If you don't have a plan of your own, you will fall into someone else's plan! **BE PREPARED** to save on your rent by following these 12-Steps. **Adopt Them Now! Act Now!**

HOW WE HELP PEOPLE GET STARTED

At Apartment Finders Felons we know you may want to learn about this process Fast! So, we developed our "AptFind-FAST Program" to quickly prepare our clients for the Apartment Finding Process. It explains both our role and yours during your search. Think of it as a simple roadmap you can't afford to be without.

This is The "Fast & Easy" way to find your new FL home! Get Started Now!

Pick up the phone and call us while you are thinking about it. We know you may be a little skeptical, but one phone call isn't much to risk, especially when you could save yourself a lot of aggravation and hundreds (or thousands) of dollars!

You can Call us at 888-761-9984 or Text us at 813-699-9801! This is a Free Apartment Locating Service and Fritz is a Florida Real Estate Agent who specializes in helping people rent apartments and town-homes.

We look forward to hearing from you.

All the Best!

A stylized, cursive signature of the name "Fritz" in blue ink.

Fritz

P.S. Procrastination keeps more people from ever reaching their dreams than anything else. Don't miss out on information that can make all the difference in your future!

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