

Rocktown Realty

www.RocktownRealty.com

A Friendly and Professional Choice



Here is everything you need to know when signing on with Rocktown Realty.



About Us

At Rocktown Realty, we offer the best services available in the industry at the best value. Our focus is to grow by providing great customer service, extensive planning, and industry innovations available while maintaining the flexibility to better meet the needs of each individual property. We have set the stage for what we believe to be the future of property management with a commitment to providing a superior product and our dedication to employee education and training. The right partner makes all of the difference.

- Founded in May, 2010 and moved to current location 2013.
- Manage over 800 Properties
- Four Full-Time Licensed Property Managers with combined 30 years experience and multiple support staff members.
- Over 30 years of investment property experience in Harrisonburg and the surrounding areas.
- Maintenance Service Company, Real Estate Sales Department, and HOA Management Services to help provide for all of your real estate needs.
- Hands-on management, open lines of communication, industry-leading innovations
- Philosophy based around making clients lives easier while protecting a major part of your investment portfolio.



Property Management

Let us manage your rental property



We offer a full range of property management services tailored to you as an investor, homeowner, or landlord. We have an extensive portfolio of single family homes, townhouses, condos and student friendly rentals in Harrisonburg and surrounding communities of Rockingham & Augusta County.



Benefits of using Rocktown Realty

- Turn Key Property Management
- Open Communication
- Detailed Accounting And Reporting
- No More Trips To Court
- Leasing With Prescreened Tenants
- Property Fiscal Management
- Licensed Sales Agents Show Prospective Tenants Your Property
- No Hassle Management
- Automated Owner Statements
- Online Owner Portal Access
- Industry Leading Marketing Tools
- 24/7 Maintenance Request Handling
- Prompt Response To Tenant Requests
- Low Vacancy Rate
- Low Time On Market
- Industry Specific Local Knowledge



The Process

Property Evaluation

Rocktown Realty will begin with an assessment of your property. We know the market well and have extensive experience in optimally pricing homes for rent.

We offer in-house contracting services, that include maintenance and turning between tenants, to quickly get your home ready to lease and maximize rental income for you.

Tenant Screening

We will thoroughly screen potential tenants by checking their rental references, employment history and credit. For students we may require a parent to cosign the lease.

Marketing

Once your home is ready to rent, we will begin extensive online advertising as well as placing a "For Rent" sign at your property. If you have a property accommodating students please note we attend JMU's off-campus housing events and stay active with the student community to help ensure you always have tenants for the upcoming school year.

Lease Preparation


Once a tenant is found we will get a signed lease and perform a move-in inspection. Rocktown Realty will handle all communication with the tenant including rent collection and maintenance requests. Upon move-out we will do a final inspection with the tenant and handle the refund of any security deposit due.

Fees

Rocktown Realty receives a 10% commission per month of the total lease amount. If more than 1 property the commission is 8%. To secure tenants we charge a \$150 per tenant fee for rentals by the room and a flat \$350 fee for residential listings. We also offer the service of getting your property ready for the next set of tenants.



Owner Portal

Rocktown Realty, LLC

Get Helpemail@mail

Statements

Transactions

Inspection Reports

Documents

Welcome! This is what your owner sees when they view their owner portal.

Statements

Your Name

Most Recent Packets:

Apr 13, 2023 to May 09, 2023

(Published May 09, 2023 at 02:37PM)

Download Packet

(Includes Owner Statement, Rent Roll, Delinquency, Work Order, and Work Orders)

Mar 10, 2023 to Apr 12, 2023

(Published Apr 12, 2023 at 02:36PM)

Download Packet

(Includes Owner Statement, Rent Roll, Delinquency, Work Order, and Work Orders)

Feb 10, 2023 to Mar 09, 2023

(Published Mar 09, 2023 at 02:04PM)

Download Packet

(Includes Owner Statement, Rent Roll, Delinquency, Work Order, and Work Orders)

Jan 10, 2023 to Feb 09, 2023

(Published Feb 09, 2023 at 12:20PM)

Download Packet

(Includes Owner Statement, Rent Roll, Delinquency, Work Order, and Work Orders)

Jan 01, 2022 to Dec 31, 2022

(Published Jan 10, 2023 at 08:06PM)

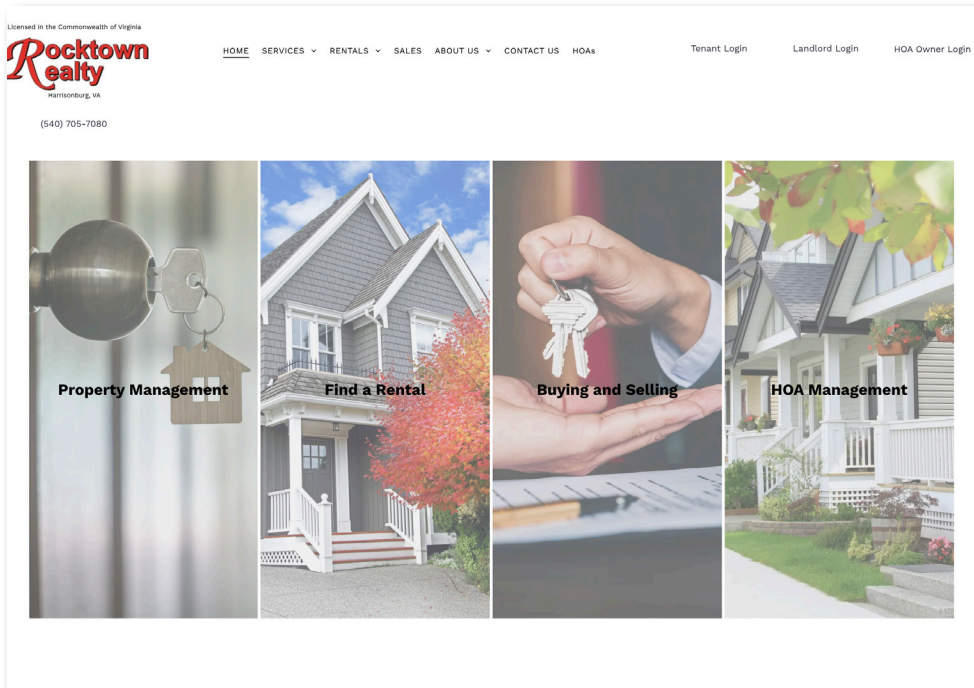
Download Packet

(Includes Income Statement 2022)

Once you sign with us you will have access to your own private online portal along with an App you can access at anytime. On this portal you can securely access reports, property inspections, important documents, 1099s shared by your property manager, and make secure monetary contributions to the property of your choice via credit/ debit card or eCheck (ACH).

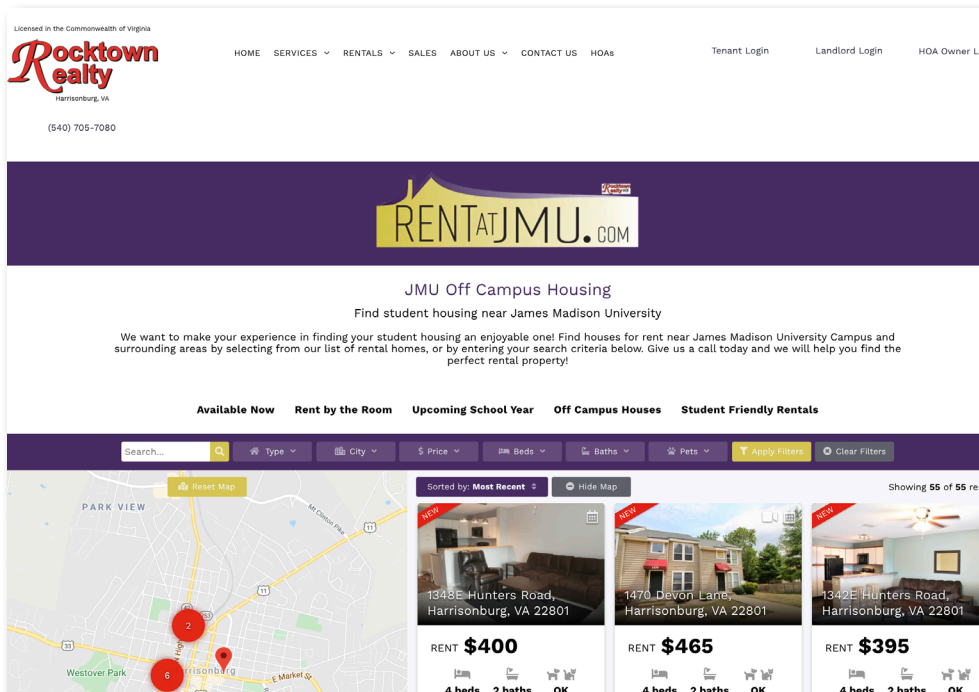


Advertising



When you sign with us, we will take professional photos and do a thorough inspection of your property. From there we will have your property advertised within the week.

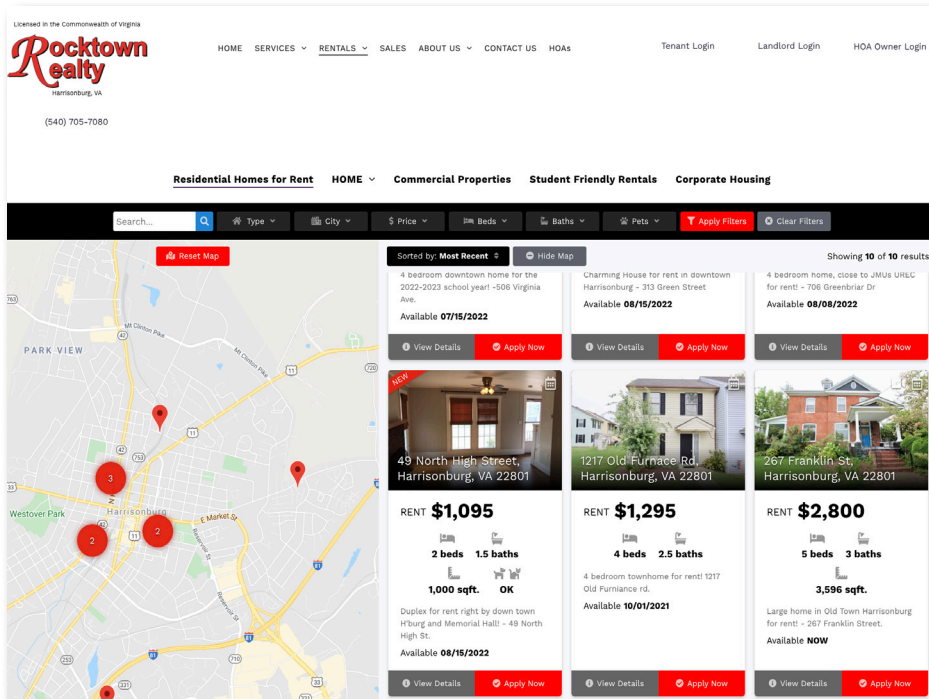
Where will your property be advertised?



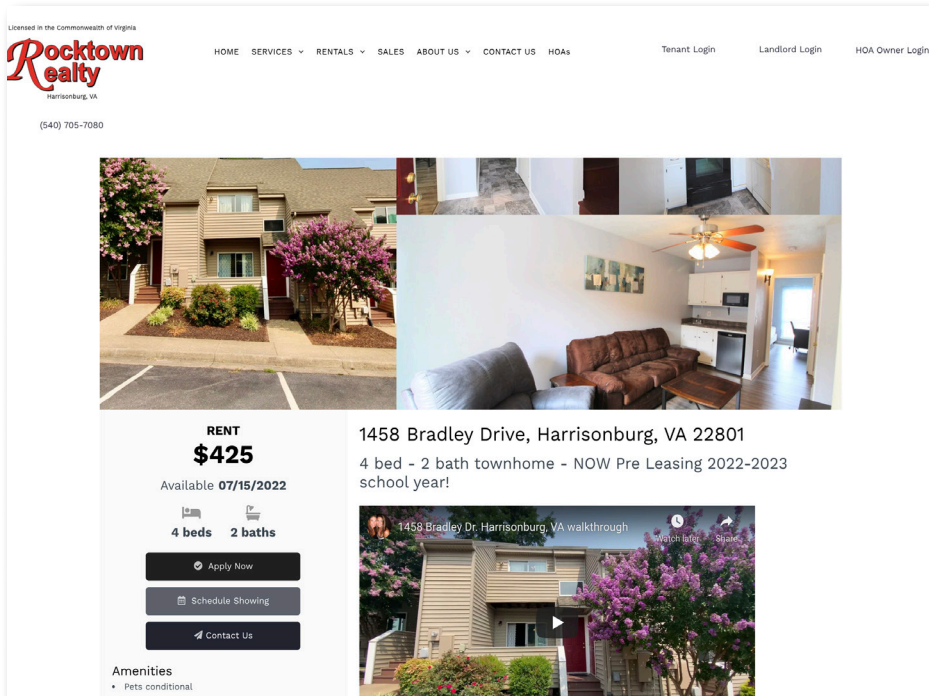
- Our Website (RocktownRealty.com)
- Zillow
- Apartments.com
- Zumper
- Realtor.com
- Lovely
- Craigslist
- OffCampusHousing.JMU.edu (student friendly property)
- RentatJMU.com (student friendly property)
- Along with many other sites



Advertising



We make it easy for potential tenants to find your property and apply!



Photos and walkthrough videos in the advertisement are large for potential tenants to visualize themselves living there. Description of the property and any amenities, are included in the description to give transparency to those looking for a rental.



Common Questions

Why should we use Rocktown Realty for the management of our property?

Rocktown Realty opened its doors 13 years ago with the idea that we were going to offer excellent customer service not only to our owners but our residents as well. We treat your property as if it were our own. We work hard to get qualified tenants at the highest rental rate possible and maintain your property so you won't have to.

Under what conditions can I cancel my management contract?

Most management agreements are for an initial period of one year and auto renew for another one year period. Either party would need to give the other party 60 days notice prior to the end of the agreement.

Are there fees when the property has no tenants?

No, we only charge management fees on the collected rent.

How do you handle late payers?

Normally we send a late notice on the sixth of the month and give them five days to settle their account. We then determine if a court date is needed and will have them served with an unlawful detainer.

How long are your properties typically vacant?

We normally allow two weeks for a property to get ready between tenants.

What miscellaneous fees could I be charged?

We do charge our normal monthly management agreement and we charge a one-time leasing fee at move in. Renewal fees are charged when a tenant renews their lease.

What is the owner/tenant response time?

Our policy is to respond to an owner or tenant the same day unless an inquiry comes in late afternoon and then we'll be in touch the following morning.

How often will I get updates on my property?

Your property manager will do inspections of your property and will make suggestions on improvements. We feel strongly that this is your investment and will work hard to keep it in tip top shape.

How do you handle maintenance requests?

We have an on-site maintenance company and use independent contractors as well that are licensed and insured.

