

FOR SELF-MANAGING RENTAL OWNERS



Tenant Placement Only

You keep managing the property. EPM Iowa handles the rent strategy, showings, screening, and tenant placement.

RECOMMENDED PILOT

75% of 1st month
due only after a qualified tenant signs and pays move-in funds

Professional leasing help without full-service management.

EPM runs the hard part of turning a vacancy into an approved tenant: pricing guidance, marketing, showings, applicant communication, screening, and a clean handoff using the owner's rental agreement.

Rent Strategy	Showings + Screening	Owner-Ready Handoff
We review the unit, local comps, condition, and timing so the asking rent is competitive without leaving money on the table.	EPM markets the property, schedules showings, answers applicant questions, and screens for income, credit, rental history, and background criteria.	Once approved, EPM coordinates move-in funds and prepares the tenant file so the owner can execute their own rental agreement.

A market-aligned, owner-friendly offer.

Leasing fee	75% of first month	National tenant-placement fees commonly run 50%-100% of one month's rent; 75% gives EPM room to do showings and screening well.
Payment trigger	Success-based	Owner pays only after an approved tenant signs and pays required move-in funds.
Placement guarantee	6 months	If the EPM-placed tenant breaks the lease or must be replaced within 6 months, EPM re-leases the unit with no additional placement fee.

<p>Why this fits the Cedar Valley</p> <p>Waterloo and Cedar Falls have about 16,800 renter households by Census-based estimates, Cedar Falls reports a below-state rental vacancy rate, and Iowa/Eastern Iowa firms already market tenant placement services.</p>	<p>Best fit</p> <p>Owners with 1-20 units, out-of-town owners, landlords with day jobs, inherited rentals, and owners who want quality tenants without turning showings into a second job.</p>
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Suggested terms: owner supplies final lease form and legal terms; EPM supplies leasing execution, screening documentation, rent recommendation, and tenant file. Advertising upgrades, legal fees, and make-ready work are owner costs.

You manage the rental. EPM finds the tenant.