



1070 N. Cole Road, Boise, ID 83704
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Marketing Strategy and Agreement

Property Address: _____

Available Date: _____ Existing Owner New Owner

It is in the best interest of both the owner and Capital First Management to rent property as soon as possible. Rentals are price sensitive. If a property has not rented in a reasonable time period, usually two to four weeks, it is most commonly because the rent is higher than current market conditions warrant.

In developing the upcoming marketing plan, Capital First Management will proceed with the advertising and reduction in asking rents as follows:

Marketing Tools

Start Date: _____

- For Rent Sign - included with Management fee
- Capital First web page – included with Management fee
- Craigs List – included with Management fee (updated weekly)
- Rentals.com @ \$75.00 per month feeds to hundreds of rental web sites, ie- Truilia, Zillow, Hot Pads, etc.

Initial marketing price \$ _____ **Deposit \$** _____

Reduce to \$ _____ if not rented by _____.

Reduce to \$ _____ if not rented by _____.

Reduce to \$ _____ if not rented by _____.

Minimum rent to be accepted without further consultation with Owner \$ _____

Capital First Management

Date

No action is required. However, if you wish to change or do not agree with the above marketing strategy please make the necessary alterations and sign below. This form must be delivered to Capital First Management to confirm notification.

Owner

Date