Listing Template and Inquiry Replies

From the Chimi Rental playbook (chimirental.com/playbook). This is a starting point that we use for our own rentals, shared as-is and without warranty. It is not legal advice. Adapt it to your state, city and situation, and have a local attorney review anything that affects someone's tenancy or money.

Listing

[Beds] bed / [Baths] bath [house / duplex / apartment] for rent at [street or neighborhood]: $[Rent]/month

[One or two sentences on what makes this home good: e.g. "Quiet street, big shaded backyard, updated kitchen, 5 minutes from ___."]

- [Square feet] sq ft, [layout, e.g. "3 bedrooms upstairs, living and kitchen down"]
- Appliances included: [fridge, stove, dishwasher, washer and dryer?]
- [Parking / garage] [Yard] [Pool / community amenities]
- Nearby: [schools, grocery, hospital, parks, bus line]

Terms

- Rent: $[Rent]/month. Security deposit: $[Deposit]
- Tenant pays: [electric, gas, water, trash, internet]
- Pets: up to [2] pets with approval, $[35]/pet/month. Assistance animals are welcome and are not charged pet rent.
- No smoking of any kind
- Lease term: [12 months]
- Available: [date]

To qualify

- Combined household income of at least 3× the rent ($[3 × Rent]/month)
- Average credit score of [580] or higher
- No evictions or broken leases in the last year, and no money owed to a previous landlord
- Every adult (18+) applies; the screening fee is $[35] per adult and is non-refundable

To schedule a tour, send your name, phone number and email.

Reply to a new inquiry

> Yes, it's still available, thanks for reaching out! A few requirements up front: combined household income of at least $[3 × Rent]/month, an average credit score of [580]+, no smoking, pets $[35]/pet/month (max [2]), and a $[35] non-refundable screening fee per adult. If that works for you, please send your name, phone number and email, and we'll call you within a few days to set up a tour.

Short reply (for chat platforms)

> Yes, it's available! Please leave your phone number and I'll call you as soon as I can to schedule a showing.

Missed call

Hi [Name], I tried to call about the [street] home, but you might be busy right now. No worries! Let me know a good time for a quick chat.

Scheduling the prescreen call by email

Hi [Name],

Thanks for your interest in [address]. We'd love to tell you more about the home and the lease on a quick phone call. Please pick a time that works for you here: [scheduling link].

So you know before we talk, here's what can disqualify an application: combined income under 3× the rent, average credit below [580], an eviction or broken lease in the last year, money owed to a previous landlord, multiple collection accounts, a bounced check in the last three years, false information on the application, or more than [2] pets. Every adult who will live in the home needs to apply.

[Your name]