



Rosen Realty

RESIDENTIAL LEASING FOR SOUTH JERSEY INVESTORS

PROGRAM TERMS

The Rosen 30 Promise.

Lease your rental in 30 days.

Every property accepted into the Rosen 30 Promise is backed by disciplined execution, data-driven pricing, and complete accountability. This document outlines how the program works, what qualifies a property, and what happens if a home remains available beyond Day 30.

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RosenLeasing.com



What the Rosen 30 Promise Is.

The Rosen 30 Promise is a professional leasing commitment for qualified South Jersey rental properties. It is not a marketing slogan. It is a structured process with a clear standard, a defined timeline, and a financial consequence for us if we do not perform.

When a property is accepted into the program, we commit to leasing it within 30 days.

The 30-day period begins the day the property launches to market with agreed pricing, completed professional photography, and the home fully prepared for showings. During that period, we monitor market response daily and make adjustments as needed to keep the property competitive.

If the property has not been leased by Day 30, and the owner has continued to meet all program requirements, the leasing fee begins decreasing on a prorated daily basis until a qualified tenant is secured.

This structure exists because we believe professional leasing should include accountability. When our incentives stay aligned with yours, every decision is made with one goal in mind: reducing vacancy without compromising tenant quality.



The 30-Day Process.

Each stage is designed to generate market feedback quickly and respond to it decisively.

- STEP**
01 **Property Accepted**
We review the property and accept it into the Rosen 30 Promise.

- STEP**
02 **Property Launches**
Pricing is established, professional photography is completed, and the property launches to the full market.

- STEP**
03 **Daily Market Review**
Every listing is monitored daily using inquiry volume, showing activity, applicant quality, and overall market response.

- STEP**
04 **Market Adjustments**
When the market tells us something needs to change, we respond quickly to keep the property moving toward a successful lease.

- STEP**
05 **Home Leased**
A qualified tenant is selected, the lease is finalized, and move-in is coordinated from start to finish.

- STEP**
06 **The Rosen 30 Promise Begins**
Beginning on Day 31, your leasing fee is reduced daily until the property is successfully leased, subject to the Rosen 30 Promise program terms.



Standards for Acceptance.

Not every property is accepted. The Rosen 30 Promise depends on conditions that make a 30-day outcome realistic.

Move-in ready

The property must be 100% move-in ready, with all repairs completed before marketing begins.

Professional marketing

The property must be fully prepared so our team can professionally photograph and present it before launching to the market.

Utilities active

Utilities must remain active throughout photography, showings, inspections, and the leasing process.

Exclusive listing

The property must remain exclusively listed with Rosen Realty throughout the leasing period.

Pricing authority

The owner authorizes Rosen Realty to make timely pricing adjustments within an agreed range based on real-time market response.

Within our service areas

The property sits within the South Jersey markets we actively serve.



What Happens After Day 30?

Beginning on Day 31, the leasing fee for qualified properties is reduced on a **prorated daily basis** until the property is successfully leased. The reduction continues each day the home remains available, creating a direct financial incentive for us to lease the property as quickly as possible.

This applies only to properties that continue to meet all Rosen 30 Promise requirements. The complete program terms, including the daily reduction calculation, are provided during your consultation.

What the Promise Does Not Cover.

Owner decisions

- Refusing qualified applicants we recommend
- Declining to approve market-responsive pricing
- Delaying repairs, photography, or showings

External conditions

- Property condition changes after acceptance
- Restrictions imposed by HOAs or municipalities
- Events outside reasonable leasing control

Ready to discuss your next vacancy?

Schedule a consultation and we'll review the property, the market, and whether it can be accepted into the Rosen 30 Promise.

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This document is a summary of the Rosen 30 Promise program terms. The complete, binding terms are provided in the signed Rosen 30 Promise agreement. Fees, reduction calculations, and eligibility requirements are confirmed in writing before any property is accepted into the program.