

So, you've taken the plunge!

Congratulations on becoming an investment property owner! You're now ready to join the many Canadian homeowners who are also landlords.



The first order of business is marketing your investment property to prospective tenants.

Here are a few tips.

1. **Understand your target market:** Before you begin marketing your property to potential tenants, you need to understand your target market. What type of tenant would most likely be interested in renting your property? What would potential tenants appreciate most about your property's location?
2. **Highlight your property with high-quality photography and videography:** Not including photos with your ad, or settling for low-quality photos will leave a poor impression on potential tenants. Showcasing your property with professional photography will capture their attention. Offering a virtual video walkthrough allows tenants to tour your property and see everything it has to offer whenever and from wherever they want.
3. **Craft an effective ad:** Understanding your target market will help you write an ad that will speak to your ideal tenant. But remember, you're not just highlighting your rental property. You want to market your community too. If you're targeting urban professionals, it's all about location and amenities. Young families? A safe neighbourhood, access to parks, schools, and/or daycare.

Your property description should tell a story. For example, rather than simply saying that your property has two bedrooms, say that it has two bright, spacious bedrooms with large closets.

You'll also save time and appear more transparent by including the monthly rent and any additional costs in your ad.

4. Cover all your bases: When looking for their next home, tenants have a plethora of online and offline resources to choose from. Understanding your target tenant can help you better direct your marketing efforts and advertise your property on all the right channels.

Marketing your rental property can be a daunting process. Partnering with the full-service professionals at Almega will save you time and ensure that your rental property gets the attention it deserves. Every rental property is showcased with professional photography and videography. We will market your property on [our website](#), along with more than 20 of the most popular classified advertising websites and top realtor sites such as Realtor.ca and Condos.ca!

Ready to learn more? [Let's get started!](#)