

# All 3 Realty Owner Handbook



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# Welcome to the **All 3 Realty Family!**

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In 2013, we founded All 3 Realty as a family-owned and operated company, starting with just three of us and growing into a dedicated team of 18. From day one, our mission has been simple yet profound: *Building Valuable Long-Term Relationships*.

Specializing in long-term property management services, our goal has always been to transform the typical landlord experience. We don't just aim to deliver value—we strive to infuse every interaction with a personal, human touch. This approach has not only fueled our success but also allowed us the privilege of working with remarkable clients and residents over the years.

While some companies hesitate to say, “We treat you like family,” we embrace it wholeheartedly because it's the heart of what we do. Property management isn't without its challenges, and we understand that mistakes can happen. What sets us apart is how we respond—with honesty, integrity, and genuine care. Your trust is invaluable to us, and we are committed to ensuring your experience is smooth, transparent, and rewarding.

We're incredibly proud of the exceptional team we've built and excited to share our expertise with you. Whether you're new to property investment or a seasoned professional, we're here to guide you toward a successful and fulfilling partnership.

Thank you for choosing All 3 Realty. We look forward to growing together and building a lasting relationship.

Warm regards,

**J and Pam Coley**

Founders, All 3 Realty



*Pamela Coley*  
Managing Broker/President of  
Business Development



*J. Arthur Coley*  
Senior Partner

# Meet Your **Support Team**



**Trent Ratliff, RPM®, MPM®**  
President of Management



**Kayla Sharp**  
Director of Property Management



**Bonny Baker**  
Senior Operations Manager



**Morgan Rector**  
Senior Property Manager



**Jake Schwab**  
Director of Maintenance Management



**Barb Dull**  
Director of Accounting



**Nicole Batiste**  
Director of Business Development



**Kamree Hudgins**  
Director of Communications



**Robin Maddox**  
Resident Experience Specialist



**Maria Chilito**  
Resident Experience Specialist



**Isabella Forero**  
Resident Experience Specialist



**Rob Martinez**  
Maintenance Specialist



**Anna-Katherine**  
Maintenance Specialist



**Vania Salablanca**  
Accounting Specialist



**Emily Kessler**  
Field Operations



**Jordan Adkins**  
Field Operations



**Teddy**  
Professional Office Greeter - Georgia



**Tucker**  
Professional Office Greeter (Alabama)

# Introducing Your Owners Portal

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## **Understanding Your Owner's Portal:**

With your Owner Portal, you can securely view reports, property inspections, important documents, and 1099s. You can also make secure contributions to your property via credit/debit card or eCheck (ACH).

## **Registration:**

We'll send you an invite to your Owner Portal—follow the steps to access your portal anytime, anywhere!

### **Open the Email Invitation**

#### **[Visit the "Owner Portal" Login](#)**

Locate the email from your property management company and click the Activate Now button to start setting up your Owner Portal.

### **Enter Your Email Address**

- On the Owner Portal sign-up page, your email address may already be filled in.
- If not, manually type in the email address your property manager has on file.

### **Confirm Your Email Address**

- Check your email inbox for an activation link.
- Click the Confirm My Email button in the email to proceed.

### **Set Up Your Portal**

- Follow the prompts to create a secure password.
- Set up two-factor authentication for added security.

## **Online Owners Payments and Contributions:**

Your Owner Portal is your go-to resource for managing your property with ease and security. From accessing important documents to making secure contributions, the portal simplifies property management and keeps everything at your fingertips. By following the simple registration steps, you'll be set up in no time, ready to enjoy the convenience and peace of mind the Owner Portal offers. Welcome aboard!

# Frequently Asked Questions

If you do not see your question below, [check out our comprehensive owner FAQ's here.](#)

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▶ **Will you lease my property while it is occupied?**

*At All 3 Realty, we do not pre-market occupied properties. While we understand many owners want to pre-lease their property after a resident gives Notice to Vacate to reduce vacancy, there are important considerations to keep in mind. You can read more about [why we don't pre-market here.](#)*

▶ **How will I receive my rent payments?**

*We use AppFolio to make rent collection and payouts simple! Owners can choose disbursements on the 10th or last day of the month (for domestic clients) or the last day of the month (for international clients). Payments process the next business day, so keep weekends and late resident payments in mind. If you're covering a mortgage, it's a good idea to have a backup plan just in case!*

▶ **When will I receive my rent payments?**

*You have two options for owner draws: the 10th of the month or the last day of the month. Most owners choose the last day of the month since it aligns better with expenses like mortgage payments. For international clients, draws are always on the last day of the month.*

▶ **How often are property inspections conducted?**

*At All 3 Realty, we're happy to take care of inspections for you. Partnering with Onsite Pros, we deliver thorough, professional inspection reports for just \$130. These detailed reports provide valuable insights into your property's condition.*

*[Here's an example of what your inspection report will look like.](#)*

▶ **How do you screen for quality residents for my property?**

*All 3 Realty partners with Findigs, a cutting-edge rental screening platform. They use tools like facial recognition, payroll and bank verification, and document authenticity checks to ensure thorough and accurate screening. This helps us approve applicants quickly and fill your property with qualified residents fast! You can read more about the specifics of our qualification process here: [Resident Selection Criteria](#)*

▶ **How does All 3 Realty determine the rental rate?**

*We use a three-step approach to set the best rental price: analyzing recent nearby rentals, reviewing Rentometer reports, and leveraging our market expertise. We also factor in seasonal trends, the owner's goals, included amenities, and our professional instincts to ensure a competitive rate. [Read more about this here.](#)*

▶ **Do you file insurance claims for me?**

*All 3 Realty can handle your insurance claims! We coordinate with vendors, remediation teams, and occupants to streamline the process and keep things moving. Make sure we're listed on your policy as additional insured so we can make your life easier!*

# Fair Housing Essentials

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The Fair Housing Act is a critical piece of legislation designed to prevent housing discrimination and ensure equal opportunities for all individuals. As property managers, we prioritize compliance to protect both property owners and residents. Here's what you need to know:

## **What is the Fair Housing Act?**

The Fair Housing Act prohibits discrimination in housing-related activities, including the sale, rental, and advertising of properties, based on the following protected classes: Race, Color, Religion, Sex, National origin, Disability, Familial status

This means that every applicant must have an equal opportunity to apply and be evaluated based on consistent, non-discriminatory criteria.

## **How We Ensure Compliance**

At All 3 Realty, we are committed to upholding fair housing laws by implementing consistent practices, including:

- 1. Fair and Consistent Screening:**

All applicants are screened using the same criteria outlined in our Minimum Standards of Rental Qualifications. This ensures that every decision is impartial and based solely on merit.

- 2. No Picking and Choosing Residents**

To avoid potential violations, we do not allow owners to pick and choose their residents. This prevents subjective decisions that could inadvertently violate the law. Instead, we handle the entire screening process to ensure full compliance.

- 3. Training and Awareness:**

Our team is trained to identify and prevent discriminatory practices, ensuring that all communications and actions align with fair housing regulations.

## **Why This Matters for Owners**

Following the Fair Housing Act isn't just about avoiding fines or lawsuits—it's about doing the right thing. By partnering with us, you can trust that your property is managed with integrity, fairness, and full compliance.

If you'd like to learn more about the Fair Housing Act, you can [read more here](#) and [here](#).

# The All 3 Realty Difference

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## **What We Do:**

Here at All 3 Realty, we're proud to be your go-to property manager Metro Atlanta and Tri-County Alabama. We take care of everything so you can sit back, relax, and watch your investment thrive. Here's how we do it:

## **Marketing Done Right**

We know marketing is the key to successful rentals. That's why we provide expert market analysis for every property to help you get the most out of your investment.

## **Resident Screening**

Tenant screening is what we do best. We thoroughly vet all applicants and handle the entire process to get your property rented quickly and with peace of mind.

## **Rent Collection**

No need to fret over collecting rent. We make sure your resident has an easy payment platform so they can pay rent on time and you can count on that deposit showing up right when it's supposed to. We make sure rent is paid on time, every time, so you can count on that deposit showing up right when it's supposed to.

## **Maintenance**

We handle inspections at move-in and move-out, and any maintenance issues are tackled promptly. Your property is always in good hands with us.

## **Financial Reporting**

With detailed financial reports and your online Owner Portal, staying on top of your investment has never been simpler.

## **Eviction Protection**

If the unfortunate happens and an eviction is needed, we'll handle it all—from the paperwork to re-renting your property—so you don't have to lift a finger.

## **The All 3 Realty Tech Advantage**

At All 3 Realty, we use cutting-edge tools like AppFolio to make managing your property easier and more efficient. With AppFolio, we can quickly advertise vacancies online, helping you fill them faster while ensuring the rental price is just right for the market using their built-in comparison tool. Our top-notch resident screening process, backed by the largest rental history database, ensures we find reliable and respectful tenants. Plus, with direct deposit, your rental income is sent straight to your bank account—no more waiting for checks. This technology helps us provide the exceptional service you deserve while maximizing your investment.



## Our Property Management Toolkit



INDUSTRY LEADER IN  
MANAGEMENT SOFTWARE  
OWNER ONLINE PORTALS



INDUSTRY LEADER IN  
APPLICATION SCREENING WITH  
STATE OF THE ART DOCUMENT  
FRAUD DETECTING



**Tenant Turner**  
LATEST AND GREATEST IN SAFE  
SELF-SHOWING TECHNOLOGY



30+ PAGE INSPECTION  
REPORTS & 3RD PARTY  
INSPECTORS



90 DAY HVAC FILTER DELIVERY  
FOR YOUR HOME DELIVERED  
RIGHT TO THE RESIDENTS



PREMIER MOVE IN & MOVE  
OUT REPORTING SOFTWARE WITH  
360 DEGREE PHOTOS



3RD PARTY AFTER-HOURS  
DEDICATED MAINTENANCE  
EMERGENCY LINE



TEXTING COMMUNICATION  
FOR RESIDENTS & PROSPECTS  
FOR QUICK & FAST  
COMMUNICATION



**LeadSimple**

INDUSTRY LEADER IN PROCESS  
MANAGEMENT TO STREAMLINE  
COMMUNICATION



BETTER RATES FOR OUR  
CLIENTS AND EASY LANDLORD  
ACCOUNT MANAGEMENT



STATE OF THE ART PHONE  
SYSTEM TO ENSURE YOU CAN  
REACH YOUR DEDICATED TEAM



PROPERTY MANAGEMENT  
SPECIFIC BANKING AND SECURE  
SECURITY DEPOSIT HOLDING



PROPERTY MANAGEMENT  
BUSINESS & STAFF COACHING TO  
CONTINUE TO LEARN HOW TO  
BETTER SERVE OUR CLIENTS



INDUSTRY LEADER IN  
PROPERTY MANAGEMENT  
WEBSITES



National Association  
of Residential  
Property Managers

PROUD MEMBERS OF NARPM  
WHICH SETS A HIGHER  
STANDARD FOR SINGLE-FAMILY  
RESIDENTIAL PROPERTY  
MANAGERS

# The All 3 Realty Difference

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## **Our Mission: Building Valuable Long-Term Relationships**

At All 3 Realty, we're not just about managing properties—we're about building meaningful connections. We take the time to truly understand your goals, needs, and how involved you want to be in decision-making. For us, it's not just about watching over your property; it's about exceeding your expectations and helping your investment flourish with care and attention tailored just for you.

## **Our People Make the Difference**

What truly sets us apart is our team. We're not just here to manage properties; we're here to build relationships. Our folks take the time to understand your investment goals and work tirelessly to make sure we deliver beyond your expectations. With All 3 Realty, you'll always feel like more than just a client—you'll feel like family.

## **Our Core Values**

At All 3 Realty, our core values define who we are and guide everything we do:

### **MAKE IT COUNT, MAKE IT RIGHT, MAKE IT MEANINGFUL!**

We believe in the power of meaningful connections and long-term relationships. These values aren't just words on paper—they're the foundation of our daily actions, decisions, and interactions. They reflect our commitment to excellence, integrity, and creating value for our clients and team members.

To keep these values alive in our culture, we recognize a "Core Value Champion" each month, celebrating those who embody what's most important to us. These principles are more than goals; they're the heart of what makes All 3 Realty exceptional.

# Owner Responsibilities and Expectations

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We're so excited to partner with you on managing your property! To keep everything running smoothly and to provide the best possible service, here are a few key things we'll need from you along the way:

## **Keep Us in the Loop**

Let us know right away if there are any changes in ownership or anything coming up that might affect your property. Staying on the same page helps us keep things seamless for you.

## **Accurate Information**

Be sure to provide us with up-to-date and accurate details about your property and account. This helps us take care of your property and your residents with the care they deserve.

## **Check Your Statements**

Take a look at your monthly statements to ensure everything looks right. If something's off or if there's a balance due, let us know or take care of it promptly so we can keep things on track.

## **Verify Your Deposits**

Double-check that your ACH deposits land safely in your account. If you notice anything missing or incorrect, holler at us so we can get it fixed.

## **Support Fair Housing**

We ask that you join us in committing to Fair Housing Laws. Treating all residents equally and fairly is not just the law—it's the right thing to do.

## **Stay Insured**

Keep your dwelling insurance policy up to date. It's the best way to protect your property from the unexpected.

## **Prioritize Maintenance and Safety**

Be proactive about maintenance and make sure your property is safe for your residents. Timely communication and quick action on repairs go a long way in creating happy residents and protecting your investment.

## **Abide by Alabama and Georgia Tenant Landlord Law**

[View Alabama Tenant Landlord Law Here](#)

[View Georgia Tenant Landlord Law Here](#)

We're thrilled to have you on board and look forward to working together to make your property a success!

# All 3 Realty Guarantees

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**Happiness Guarantee:**

If you're not satisfied with our service, you can cancel your contract—no penalties—within a set timeframe.

**Eviction Protection Guarantee:**

If a resident we place gets evicted within 24 months, we'll re-lease the property at no cost to you.

**Pet Damage Guarantee:**

We'll cover up to \$2,500 in pet-related damage beyond the security deposit for pets approved by our team.

**Quick Fix Guarantee:**

Commit to responding to maintenance requests within a certain timeframe, such as 24 or 48 hours.

**Resident Placement Guarantee:**

Promise to find a qualified resident within 6 months, or waive the first month's management fee.

**Lease Compliance Guarantee:**

We keep a close eye to make sure tenants follow lease terms, so you don't have to worry about compliance.

**Communication Guarantee:**

Commit to responding to any owner or resident communications within a business day.

**Financial Reporting Guarantee:**

Your financial reports will be accurate, timely, and sent to you every month without fail.

**Top Notch Vendor Guarantee:**

We only use licensed and insured vendors for repairs and maintenance, ensuring quality work every time.

**No Rent, No Fee Guarantee:**

If we don't collect rent, you don't pay a management fee for that month. We're committed to collecting your rent on time, every time.

**We Know Your Name Guarantee:**

No matter who you talk to on our team, we'll know your property inside and out. You'll always feel valued and recognized with us.

**Core Value Commitment Guarantee:**

We promise to uphold our core values—Make it Count, Make it Right, Make it Meaningful—in everything we do. From communication to service quality, our actions reflect these principles, ensuring you always experience the care and dedication that define All 3 Realty.

# Getting Your Property **Rent Ready**

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At All 3 Realty, we're here to make sure your rental is ready to shine and attract top-quality residents. Here's how we handle the process:

## **Rent-Readiness**

Before we show your property, we'll complete a maintenance review and rental market analysis. Then, we'll chat with you about setting the best rental price and making any repairs or improvements to boost your property's appeal. A little TLC upfront goes a long way in keeping vacancy times short and your property competitive!

## **Setting the Rent**

We base the rental price on market supply and demand, location, and property condition. If there are lots of similar rentals nearby, a competitive price helps attract the right resident quickly. On the flip side, if rentals are scarce, we can price higher. Since the rental market changes fast, we use real-time data to decide the most accurate price and are proactive when listing properties.

## **Minimizing Vacancy**

We know one of your top concerns is how long your property will stay vacant. While it's hard to predict an exact timeframe, our priority is to fill your property with a dependable resident as quickly as possible. Vacancies hurt your return on investment, and that's why minimizing them is a big deal for us.

## **Advertising/Marketing**

Your property will be listed everywhere it counts! From our website to national platforms like Zillow, Trulia, Realtor.com, and many others, we'll ensure your rental gets maximum exposure. We also leverage MLS systems and use Tenant Turner for virtual showings and instant responses to prospective residents, keeping things efficient and professional.

Before showings, potential residents complete a pre-screening process that complies with Fair Housing laws. This includes uploading their ID, which reduces unnecessary foot traffic and keeps your property secure.

The best part? Every Sunday night at midnight, you'll get a detailed report showing all the leads, showings, and feedback we've gathered. We're big on transparency, and this is one way we keep you in the loop.

Your property will be listed on these platforms and more:

**ALMLS / GMLS**

**Zillow**

**Trulia**

**Realtor.com**

**Apartments.com**

**Rentler**

**HotPads**

**Zumper**

With this approach, we'll get your property noticed by the right residents in no time!

# Getting Started Checklist

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We're thrilled to partner with you in managing your rental property! To kick things off smoothly, here's what we'll need:

- Signed Management Agreement**  
*Make sure all property owners have signed the agreement*
- Complete your Owner onboarding link: [.Welcome to All 3 Realty! - Property Onboarding](#)
- Lead-Based Paint Hazard Disclosure (if needed)**  
*If your property was built before 1978, complete this form. If it's newer, no need to worry about this step!*
- All Keys and Access Items**  
*Provide keys for the house, pool, garage door openers, and gate cards/remotes. Two keys per door are ideal, so we're always prepared.*
- HOA or Condo Rules (if applicable)**  
*If your property is governed by an HOA or Condo Association, share a copy of their rules and regulations along with the association's contact info.*
- Insurance Policy**  
*Provide a copy of your insurance policy naming All 3 Realty as an **additional insured** (not additional interest). Minimum liability coverage is \$1,000,000.*
- Current Lease Info (if applicable)**  
*If there are existing residents, send us a copy of the current lease agreement and any assignments from the previous landlord. Include resident names and contact details.*
- Security Deposit Info (if applicable)**  
*If there are existing residents and a security deposit is being held, this will need to be transferred into All 3 Realty's security escrow account for safe keeping*
- Completed W-9 (or equivalent)**  
*Submit a signed W-9 form with your Social Security Number or Taxpayer ID. If you're a non-U.S. citizen, provide the applicable taxpayer form (like W-8 or 4224).*
- Owner Portal Deposit**  
*Fund the rental trust account with:*  
**\$400** if you're a domestic owner who can respond within 24 hours.  
**\$750** if you're an international owner or will be harder to reach (like during a two-month hiking trip or a dreamy three-month cruise).
- Direct Deposit Info**  
*If you'd like your funds deposited directly into your bank account, complete the "Authorization for Automatic Deposits" form and attach a voided check.*

# Home Sales Solutions

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You already know us, and we know your property like the back of our hand. That means we're perfectly positioned to attract the right buyers and make the process as smooth as a hot knife through butter. Plus, with our extensive network of potential buyers and a reduced commission rate of just 2.5%, selling with us is a no-brainer! Here's what we bring to the table:

## **Seamless Transition**

We're already managing your property, so as your resident moves out, we're ready to step in and get it market-ready without skipping a beat.

## **Our Full-Service Sales Solutions**

**Market Analysis:** We provide a detailed market analysis to help you understand your property's value and set the right selling price.

**Property Preparation:** We'll give you advice on staging and coordinate any repairs or upgrades needed to make your property shine.

**Custom Marketing Strategy:** Our marketing pros will craft a strategy to showcase your property across online and offline channels, ensuring it gets the attention it deserves.

**Showings and Open Houses:** We'll handle scheduling and coordination, presenting your property in its best light to potential buyers.

**Negotiation and Closing:** Our skilled team will represent your best interests during negotiations and provide support all the way to closing, ensuring the sale goes off without a hitch.

**Post-Sale Support:** Even after the sale, we're here to help with anything you need to ensure a smooth transition for you and the new owner.

## **Exclusive Commission Discount**

As a valued property management client, you'll enjoy a reduced commission rate of just 2.5%.

### Georgia Sales Team



**Bonny Baker**  
Associate Broker



**Kayla Sharp**  
Associate Broker



**Nicole Batiste**  
Realtor



**Barb Dull**  
Realtor

### Alabama Sales Team



**Pamela Coley**  
Managing Broker



**Morgan Rector**  
Realtor

Whether you're a seasoned investor or selling your first property, we're here to make the process stress-free and help you maximize your return. With our deep knowledge of your property and a network of buyers ready to go.

*Note: Home sales are not available for Realtor-referred clients.*

# Thank You

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Welcome to the All 3 Realty Family!

We are thrilled to assist you with the management of your rental property. We understand how important it is to know how and where to contact the right people, especially with a team of dedicated staff ready to support you.

To ensure you receive quick responses, we have created shared inboxes for specific needs:

- [georgia@all3realty.com](mailto:georgia@all3realty.com) for Georgia properties
- [alabama@all3realty.com](mailto:alabama@all3realty.com) for Alabama properties
- [maintenance@all3realty.com](mailto:maintenance@all3realty.com) for maintenance follow-ups, questions, and inquiries

Our leadership team is here for you. If you ever need to reach us directly, please don't hesitate to get in touch. We are committed to looking out for your best interests and ensuring that your property is managed with care.

Thank you for the opportunity to serve you!

## Contact Us

Call/Text: (678) 782.7447

Website: [www.all3realty.com](http://www.all3realty.com)

**Georgia Branch**  
103 Hickory Avenue  
Fayetteville, GA 30215  
Brokerage License #66437

**Alabama Branch:**  
772 Monument Drive  
Millbrook, AL 36054  
Brokerage License #000119573-0