

Renting with Pets: Pet Rent, Pet Fees, & Pet Deposits Explained

Video Headline: Renting with Pets: Pet Rent, Pet Fees, & Pet Deposits Explained

Video Summary: Renting with pets entails a lot of responsibilities - both for the tenant and landlord. Aside from additional maintenance, it also includes more expenses on top of the monthly rental payment. These additional fees can sometimes be confusing so it is important to understand each of them. In this video, I'll be talking about the difference among pet rent, pet fees, & pet deposits.

I. Introduction

Hello, and welcome to [name of your show], my name is [your name] and I am a real estate agent serving the area of [area name]. Today we are going to talk about Renting with Pets: Pet Rent, Pet Fees, & Pet Deposits Explained.

If you know anyone to whom you think this may be of interest, please feel free to tag them in the comments so they can get all the details! Alright, let's dive in!

II. Hook

If you have a story that you can tell related to your topic, this is where you want to share it before you get into the content of your video. Stories make your content more relatable and will hook your viewers into engaging more.

****[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]****

III. Content

Do you love pets? The number of people who own pets has increased due to the pandemic. Because yeah, pets are awesome! They can be great companions at home. But as much as they are lovable and charming, owning a pet entails a lot of responsibilities - especially when you are renting! Different properties have different rules when it comes to renting with pets. And these guidelines almost always involve extra fees. So to ensure that you don't miss anything, whether you are a tenant or a landlord, it is important to know what these fees are and what they cover.

The first thing we are going to talk about is **Pet Rent**. If you have a pet, a **pet rent is a monthly payment that is charged in addition to your monthly rental fee**. It is a non-refundable fee

that your landlord will charge every month in order for you to keep your pet with you throughout your stay on the property. Basically, it is your pet's monthly rent. It is typically used to cover the anticipated costs of possible wear on the property and the extra maintenance needed that are caused by pets. However, it is a must to check state laws regarding pet rent as not all states allow charging pet rent. Also, check with your landlord the specific amount of the pet rent as it might depend on how big or how many pets you'll be bringing in with you.

The next thing we are going to talk about is **Pet Fees**. Pet fees are one-time, non-refundable fees that landlords charge upfront to allow tenants to have pets on the property and to cover any damage that they might cause. This also allows landlords to cover wear and tear on carpets and upholstery when a tenant moves out. Pet fees usually cost around \$100 to \$500 and can differ depending on the number of pets, type of pets, and size of the pet.

Lastly, we're going to talk about **pet deposits** and how it differentiates from the first two. A pet deposit is like a security deposit, but for pets. Like a pet fee, it is a one-time payment; however, unlike pet fees, pet deposits are refundable unless there are pet-related damages when the tenant moves out. It covers flea infestations, stains, broken appliances, and holes and scratches on the floor and walls. It costs around \$500 to \$1275 depending on how much the monthly rent is.

IV. Conclusion [Time to wrap up]

Whether you are a landlord or tenant, it is important to know these three terms! No matter how well-behaved we think our pets are, there is always a small chance that they'll inflict some damage to our homes. Pet rent, pet fees, and pet deposits are there to protect our rental property and to maintain our rental homes for long-term use!

However, you'll also need to remember that you cannot charge these fees for service animals and emotional support animals as they are not merely pets, but are essential to the people they are helping. What you can do is request for them to pay damages caused by their service animals when they occur.

V. Call to Action

Planning to rent with a pet but still confused about what you need for a hassle-free rental? Or are you a landlord who's thinking of making your rental property pet-friendly? I'd love to help clear any confusion that you might have about renting with pets. Feel free to reach me anytime at [\[your contact info\]](#). I'd love to chat with you and discuss anything about real estate!

FACEBOOK LIVE CHEAT SHEET FOR REAL ESTATE

Promote It

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your database, make an announcement in a group(s) that could benefit from your live, run a Facebook ad and post it on your social media channels.

Write a Scroll Stopping Headline

Your description about your live is by far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

Set The Tone

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

Connect

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

Create a Few Practice Videos

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

Ask Your Viewers to Interact

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

Have an Actionable Sign Off

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

Reach More People and Go Live More Often

By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favorite examples:

- Hot topics or breaking news

- Go live with an industry leader such as a mortgage broker or home inspection

- Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.

- Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

Promote It After It's Done

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well.