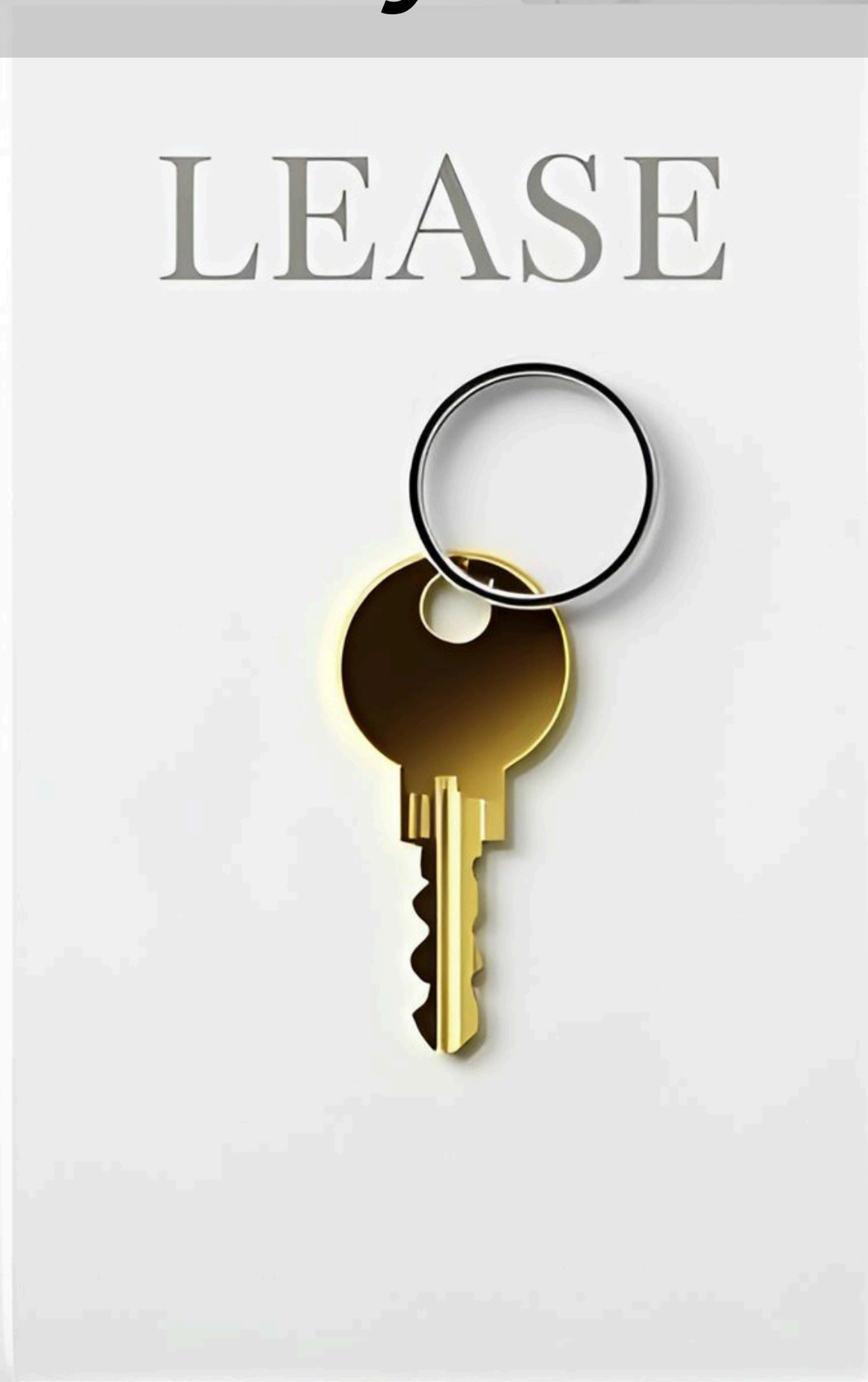


The Premier Renting Guide

*Smart Tips, Resources, and Tools
for Today's Tenants*



The Real Yasherica

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License #: 125131 | eXp Referral Division

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Dear Renter,

My goal is to help you navigate the rental process confidently, efficiently, and stress-free so you can move into a space that truly feels like home. Finding the right rental can feel overwhelming, but it doesn't have to be. Whether you're looking for an apartment, a house, or a short-term lease, the right guidance can make all the difference.

I would like to introduce myself in an open and honest way. Real estate has been my passion since I was 12 years old, sparking over a decade of dedication to understanding the industry and leading to the earning of my real estate license in 2021. After three years of hands-on experience as an agent, in 2025 I shifted my focus to my true passion—connecting people—by launching my referral business. As a real estate “matchmaker” agent (referral agent), I specialize in creating seamless connections between clients and agents, ensuring every interaction is smooth and successful. My background blends marketing, negotiation, technology, communication, psychology, and data analysis with a deep understanding of what it takes to make every real estate journey seamless and rewarding. I pride myself on offering advanced solutions, personalized support, and a collaborative approach to ensure that every connection is a perfect match.

As your referral agent, my role is to connect you with trusted rental professionals who know your desired area inside and out. Whether you're looking for an apartment or a single-family home, I match you with agents who understand your budget, lifestyle needs, and timeline—saving you time, stress, and guesswork in the process.

Inside this packet, you'll find resources specifically designed for renters: helpful tips, checklists, and guidance to make your search simple and stress-free. Take a look at my “Topics To Consider & Why (Renters Edition),” which will pair with my renters questionnaire, the “Rental Readiness Report”, to help me understand your priorities so we can match you with agents who are best suited to help.

Renting should be exciting—not stressful. I'm here to make sure you feel informed, supported, and empowered throughout your rental journey. Feel free to reach out anytime with questions or to discuss your next steps.

Sincere regards,

YashERICA Goodin

How This Works: Steps of Services (S.O.S)

Guiding Your Real Estate Journey, One Step at a Time

STEP	OFFER	SERVICE
Contacting	<ul style="list-style-type: none">- A return of contact (phone, email, text, social media, website)- To start or schedule a free consultation through phone or video chat	I respond back to your initial contact of reaching out or putting in an inquiry about your real estate needs.
Consultation	<ul style="list-style-type: none">- A brief introduction of myself and my services- A collection of basic information from you about your real estate needs	We will have a brief introduction of what your goals are and how my services can help.
Preparing	<ul style="list-style-type: none">- Time to help you understand the real estate process- An emailed packet with helpful guides, checklists, and resources	I provide resources to get you ready for what's to come in this real estate journey.
Evaluation	<ul style="list-style-type: none">- A questionnaire of your goals, readiness, and preferences- An in-depth analysis of you, your finances, property, & environment	We will have a one-on-one discussion about all information needed for your real estate path.
Researching	<ul style="list-style-type: none">- To begin searching for an agent based on your personal real estate goals- Utilizing my market research analysis and tech savvy skills	I screen agents based on their local market expertise, transaction history, community involvement, and communication style.
Recommendations	<ul style="list-style-type: none">- Provide the best agents in the correct area to choose from based on your needs (proof/facts provided)- Interview with your chosen agent for extra assurance	We review my curated shortlist of agents and go over which would be an excellent fit for your needs.
Connecting	<ul style="list-style-type: none">- Arrange a group meeting of me, you and the selected agent (call, text, video chat)- Offer my help and assistance to both client & agent	I facilitate an introduction between you and the selected agent, ensuring a smooth transition to the next step of your real estate journey.
Progression	<ul style="list-style-type: none">- Make sure your chosen agent has went over his/her plans to meet and align with your goals- Collaborate with agent to address any concerns	We go over plans going forward from me and/or the selected agent about your real estate goals to ensure your satisfaction.
Monitoring	<ul style="list-style-type: none">- Regular check-ins to track progress within the real estate journey- Guidance on next steps or adjustments, if necessary	I keep in touch and check in to see if everything is going as expected in terms of tasks and time frame.
Completion	<ul style="list-style-type: none">- Celebration of reaching your real estate milestone- Resources to help you settle into your new situation (tips & checklists)	We seal the deal on your real estate vision and go over what you could do next to get settled.

Client Services: Profiles of Professionalism (P.O.P)

Evaluating Agents to Match Your Real Estate Vision

Profiles	Offers	Professionalism
Marketing	<ul style="list-style-type: none">~ Agent's performance in market~ Agent's local expertise includes knowledge of specific neighborhoods, markets, and property types~ Agent's community involvement includes event participations, partnerships with businesses, and organization memberships	An agent's marketing profile can tell how professional they are with local expertise and community involvement.
Researching	<ul style="list-style-type: none">~ Detailed research on agent's~ Agent's unique selling points includes specific skills or specializations, such as first-time homebuyers, luxury homes, commercial properties, or investment properties~ Agent's experience & credentials includes background, years of experience, and certifications	The more research that can be done on an agent, the more information I can find such as their unique selling points or experience and credentials.
Analyzing	<ul style="list-style-type: none">~ Analysis on the numbers~ Agent's market presence includes activity level in the local market such as the numbers of active listings, homes sold, and reviews~ Agent's transaction history includes transaction record such as time on market, price range, and asking vs selling price	Analyzing and getting into the numbers can provide knowledge on an agent's market presence and transaction history.

Golden Services for Clients

As a client of mine, my biggest goal is to find the right agent for your needs. My services go beyond just picking an agent in the area. I utilize my skills in market research analysis to show and tell you why an agent may be a good fit for your needs. Here's how I do it:

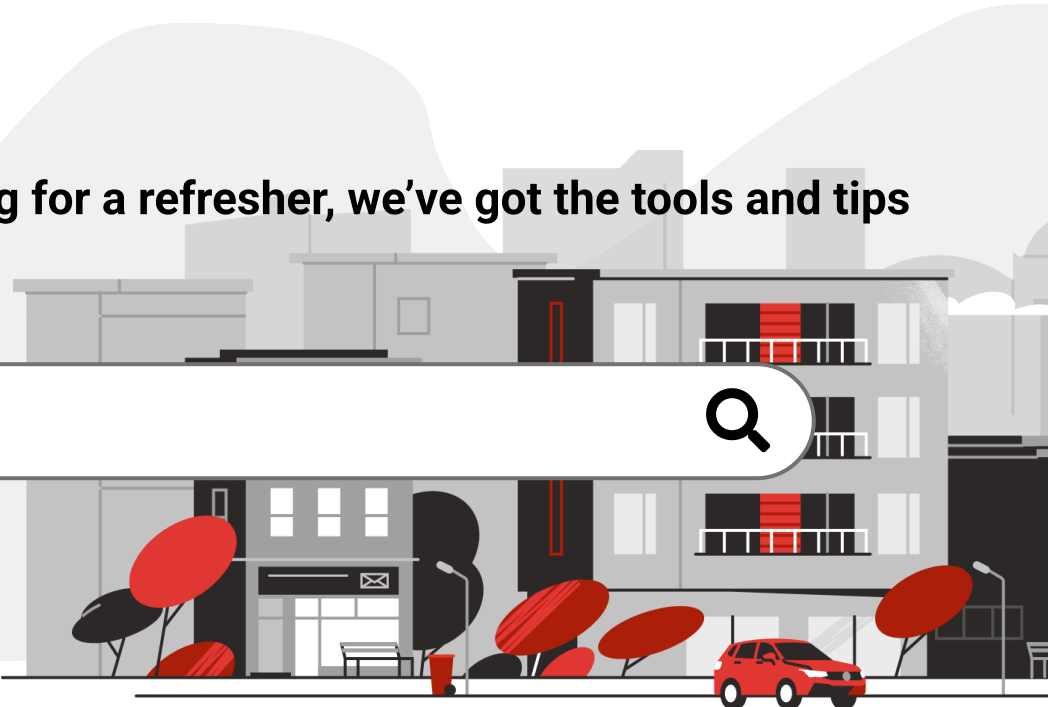
- **Agents Performance In MARKET**
 - **Agent's Local Expertise:** knowledge of specific neighborhoods, markets, and property types
 - **Community Involvement:** event participations, partnerships with businesses, and organization memberships
- **Detailed RESEARCH On Agent's**
 - **Agent's Unique Selling Points:** specific skills or specializations, such as first-time homebuyers, luxury homes, commercial properties, or investment properties
 - **Agent Experience & Credentials:** background, years of experience, and certifications
- **ANALYSIS On The Numbers**
 - **Market Presence:** activity level in the local market, including the number of active listings, homes sold, and reviews
 - **Transaction History:** transaction record, including time on market, price range, and asking vs selling price



Renter's Resource Center

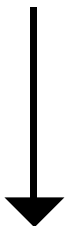
Whether you're renting for the first time or looking for a refresher, we've got the tools and tips to find the perfect home for you.

Start searching... 



Your rental roadmap

Take a guided ride through the typical rental process



Step 1

Set your budget

Knowing what you can afford is key. Crunch the numbers to determine your price range.

[See calculation tips](#) ▶



Step 2

Find the right neighborhood

It's all about location, location, location!
Our [interactive map](#) can help you pick the ideal spot.

[Define your search area](#) ►



Step 3

Prioritize your wish list

Figure out what you can (and can't) live without. In-unit laundry, a doorman, a pet-friendly place—you name it!

[Consider these amenities](#) ►



Step 4

Start your search

Use our free [apartment hunting checklist](#) to narrow your top choice.

Pro tip! Save your search to get real-time updates on listings you'll love.

[Start searching.](#) ▶

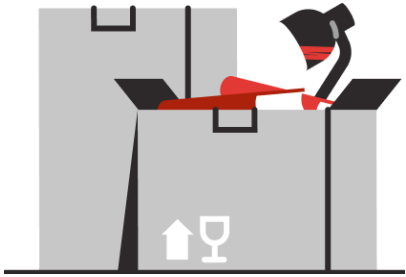


Step 5

Submit an application

Increase your chances of getting approved for your top rental with these helpful tips.

[Ace the paperwork.](#) ▶



Step 6

Make your move

Once you're approved for the new digs, hire movers, arrange temporary storage if needed, and transfer utilities and other services.

[Follow these steps.](#) ▶

Topics To Consider & Why (Renter's Edition)



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1. Credit Readiness

- **Why We Ask:** Your credit score range gives landlords and property managers an idea of your financial responsibility and whether you meet their rental requirements.
- **Benefits to You:** Knowing your credit range upfront helps avoid wasted time on rentals you may not qualify for and positions you to move quickly when you find the right place.
- **Think of These:**
 - Do you know your credit score range (excellent, good, fair, poor)?
 - Have you recently checked your credit report?
 - Would a co-signer or guarantor improve your approval odds?

2. Employment Stability

- **Why We Ask:** Landlords want to confirm stable employment as proof you can reliably pay rent each month.
- **Benefits to You:** Having your job details prepared speeds up the approval process and helps build trust with landlords.
- **Think of These:**
 - How long have you been in your current job?
 - What's your job title or role?
 - Do you have documentation (like pay stubs or offer letters) ready?



3. Income & Co-Signer Needs

- **Why We Ask:** Your income is usually measured against the monthly rent, and some landlords require a co-signer if income doesn't meet their ratio requirements.
- **Benefits to You:** Knowing this in advance helps you target properties that fit your budget and prepare a co-signer if needed.
- **Think of These:**
 - Can your income alone comfortably cover rent?
 - Do you already have a co-signer or guarantor in mind?
 - Are you aware of landlord income-to-rent ratios (commonly 2.5–3x rent)?

4. Rental History

- **Why We Ask:** Landlords often check past rental experiences to see if you've paid rent on time and maintained the property.
- **Benefits to You:** A strong rental history makes your application more competitive and builds credibility with landlords.
- **Think of These:**
 - Have you rented before?
 - Do you have references from past landlords?
 - Was your rental record positive (timely payments, no major issues)?



5. Lease or Eviction Background

- **Why We Ask:** Past lease breaks or evictions may show up on screenings, so it's important to address them upfront.
- **Benefits to You:** Being transparent helps us guide you toward landlords who are more flexible, or prepare documents to explain your situation.
- **Think of These:**
 - Have you ever broken a lease?
 - Have you ever faced eviction?
 - Can you provide context if something shows up in your history?

6. Pet Policies

- **Why We Ask:** Landlords have varying rules about pets, from restrictions on breed/weight to added deposits or fees.
- **Benefits to You:** Sharing details early ensures you only look at homes that welcome your furry friends.
- **Think of These:**
 - What type of pets do you have?
 - How many pets live with you?
 - What are their breed(s) and weight?



7. Lease Term Preference

- **Why We Ask:** Landlords want to know if you need a short-term or long-term lease so they can match you with the right rental.
- **Benefits to You:** Clarifying lease length upfront avoids wasting time on homes that don't fit your timeline.
- **Think of These:**
 - Do you need a month-to-month, 6-month, or 12+ month lease?
 - Are you looking for a temporary or long-term rental?
 - Do you want the option to renew when the lease ends?

8. Special Accommodations

- **Why We Ask:** Some renters may need accessibility features or specific accommodations to make a home livable.
- **Benefits to You:** Mentioning these upfront ensures your housing search includes homes that actually meet your needs.
- **Think of These:**
 - Do you require wheelchair access or no stairs?
 - Are there safety or health features you need (e.g., grab bars, air filters)?
 - Do you need reserved or close parking spaces?



9. Move-In Funds

- **Why We Ask:** Landlords typically require first month's rent, a security deposit, and sometimes other upfront fees.
- **Benefits to You:** Being financially prepared helps you secure a lease faster and with less stress.
- **Think of These:**
 - Do you have funds ready for the first month's rent?
 - Do you have money set aside for the security deposit?
 - Are you aware of other possible fees (pet deposit, application fee, admin fee)?

10. Must-Have Features

- **Why We Ask:** Every renter has deal-breakers or essentials that make a property feel like home.
- **Benefits to You:** Identifying these priorities keeps your search focused and ensures you don't settle for less than you need.
- **Think of These:**
 - Do you need in-unit laundry or a fenced yard?
 - Is parking or a garage non-negotiable?
 - Do you require certain amenities like a pool, gym, or home office space?



Apartment Hunting Checklist



Section 1: About the Apartment

- **Address:**

Total cost to rent per month: _____

- ☐ Rent price:
- ☐ Utilities fee:
- ☐ Pet fees:
(deposit, rent, cleaning fees)
- ☐ Parking fee:
- ☐ Renter's insurance:

- **Upfront costs to move in:** _____

- ☐ Move-in fee or security deposit fee:
- ☐ Administration fees:
- ☐ First or last month's rent:
- ☐ Renter's insurance:
- ☐ Other:

- **Beds:** _____

- **Baths:** _____

- **Square footage:** _____

- **Length lease:** _____

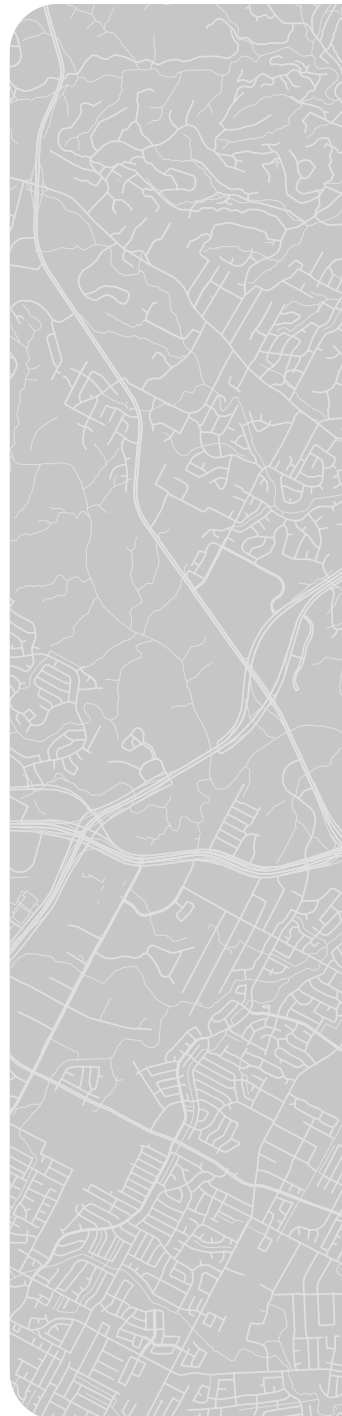
- **Available move-in date:** _____

- **Pet friendly:**

- ☐ Yes ☐ No

Breed Restrictions

- ☐ Yes ☐ No



- **Available amenities**

- ☐ Stainless steel appliances
- ☐ In-unit washer and dryer
- ☐ Central air
- ☐ Walk-in closet
- ☐ Balcony/patio
- ☐ Wheelchair accessible
- ☐ Electric car charging stations
- ☐ Furnished rental

- **Natural lighting**

- ☐ Great ☐ Okay ☐ Not Ideal

- **Water pressure**

- ☐ Great ☐ Okay ☐ Not Ideal

- **Overall condition of rental**

- ☐ Great ☐ Okay ☐ Not Ideal

- **Nearest public transportation**

- ☐ Train
- ☐ Bus
- ☐ Both

- **Utilities renter is responsible for**

- ☐ Water
- ☐ Gas
- ☐ Electricity

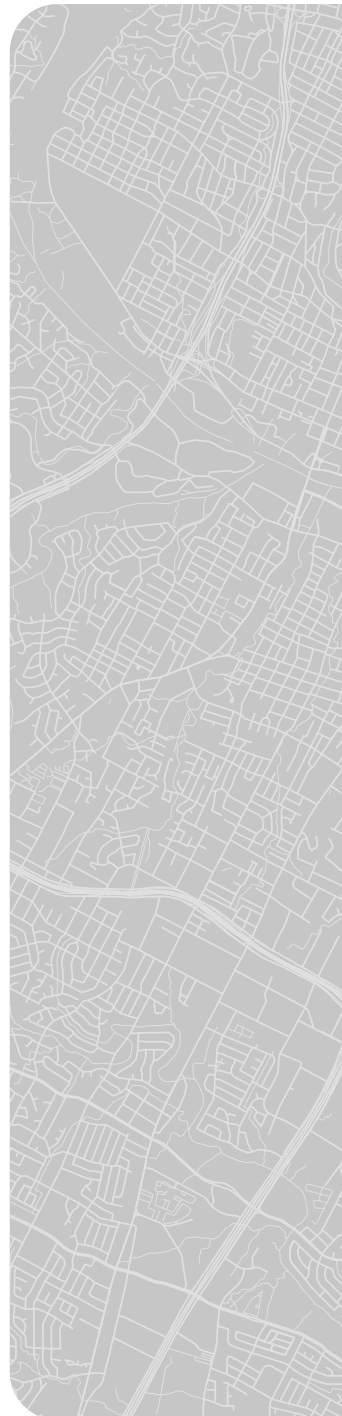
- **Available parking**

- ☐ Garage parking
- ☐ Street parking
- ☐ Private parking lot
- ☐ Guest parking
- ☐ Valet parking
- ☐ None



Section 2: About the Building & Community

- Front desk concierge: ☐ Yes ☐ No
- Gated community: ☐ Yes ☐ No
- Dog play areas: ☐ Yes ☐ No
- Mail room: ☐ Yes ☐ No
- Laundry room: ☐ Yes ☐ No
- Fitness center: ☐ Yes ☐ No
- Community room: ☐ Yes ☐ No
- Working space: ☐ Yes ☐ No
- Elevator: ☐ Yes ☐ No
- Pool: ☐ Yes ☐ No
- On-site maintenance: ☐ Yes ☐ No
- High flood risk: ☐ Low ☐ Moderate ☐ High
- Wild fire risk: ☐ Low ☐ Moderate ☐ High
- Noise level: ☐ Low ☐ Moderate ☐ High



Section 3: Questions to Ask Management Staff

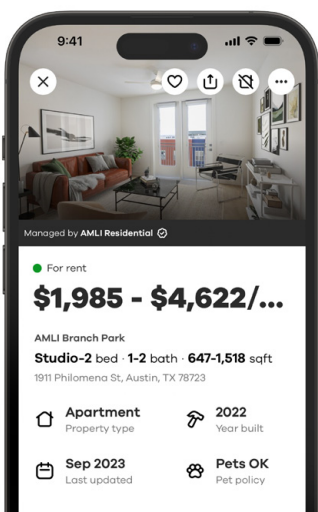
- Are the leasing staff responsive via email/SMS/app?
- Can the maintenance team address tickets submitted within 24 hours?
- Who is the main point of contact in case of being locked out of an apartment?
- What is the policy on breaking a lease?



Section 4: Application Requirements

- Application fee:
- Minimum credit score:
- Screening report check:
 - ☐ Credit check
 - ☐ Background check
 - ☐ Eviction check

Overall Score (Out of 10): _____



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Helpful Neighborhood Information (Example)

Finding the right home can sometimes be more than the home itself, but its surroundings as well. A neighborhood and its amenities can be just as important to fit your lifestyle. Here are some examples of what you can look for around a potential property.



Address
Unit
City, State, Zip Code

Local Schools

Daycare
Elementary School
Middle School
High School
Academy
College/University

You can also find extra information like fun facts, public transportations, medical facilities, pet-friendly amenities, and historic landmarks.

Shopping

Target (2.5 miles)
Michaels Crafts (3 miles)
TJ Maxx (3.5 miles)
Walmart (1 miles)
Dollar General (2 miles)
Food Lion (4 miles)
The Home Depot (3.5 miles)
Sherwin-Williams Paint Store (4 miles)
Lowe's Home Improvement (5 miles)
Best Buy (2.7 miles)

Dining & Entertainment

Olive Garden (2.5 miles)
Chick-Fil-A (3 miles)
Starbucks (3.5 miles)
Hardee's (4 miles)
IHOP (5 miles)
Bojangles (2.7 miles)
Ben & Jerry's (3.5 miles)
Planet Fitness (4 miles)
Nearby Museums (5 miles)
Local Beach (8 miles)


















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ICON	NAME	INFO	JOIN
	Linktree Page	Find all my contacts in one link.	https://linktr.ee/therealyasherica
	Personal Website	All things relating to me, my business, and the services I offer.	https://therealyasherica.com
	Call	For detailed discussions, scheduling consultations, or resolving time-sensitive issues.	843-405-9169
	Text	For quick follow-ups, confirmations, or urgent updates on the go.	843-405-9169
	Email	For sharing documents, detailed inquiries, or requesting comprehensive resources.	therealyasherica@gmail.com
	Google Meet	Virtual meetings to discuss strategies, review progress, or address any questions about your real estate journey.	therealyasherica@gmail.com
	Instagram	Follow me for “Market Monday” updates as I share real estate stats and trends to keep you informed!	https://www.instagram.com/realyasherica?igsh=dXd5cGk0eHQ1ZXk4&utm_source=qr
	Threads (IG)	Dive into “Market Monday” on Threads for key moments of real estate reports.	https://www.threads.net/@realyasherica?igshid=NTc4MTlwNjQ2YQ==
	LinkedIn	Connect with me on “Tribe Tuesday” as I spotlight real estate professionals and fields that make a difference.	https://www.linkedin.com/in/yasherica-goodin-6b3675344?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=ios_app
	YouTube	Join me on “Welcome Wednesday” for a behind-the-scenes look at my personal real estate journey.	https://youtube.com/@realyasherica?si=raGdA0sl6X2Wnlyw
	Snapchat	Catch open moments on Snapchat for “Welcome Wednesday” as I share my real estate routines.	https://snapchat.com/t/DJBTYj6n
	TikTok	Get real estate advice and must-know keywords every “Tips & Terms Thursday” to make your journey smoother!	https://www.tiktok.com/@realyasherica? t=ZP-8uDJKmfsApz& r=1
	Facebook	Discover local insights about the Grand Strand, SC every “Field Friday” - your guide to the community and lifestyle.	https://www.facebook.com/share/16EZPtMxjn/?mibextid=wwXlfr
	X (Twitter)	Stay updated with “Statement Saturday” as I share key real estate information specific to South Carolina.	https://x.com/realyasherica?s=21
	Pinterest	Explore “Society Sunday” highlights of popular locations across the USA for inspiration and travel.	https://pin.it/2iPMgooAM