

# Owner Onboarding SOP

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## Goal:

### *Example*

To onboard property owners into the management system by collecting required documentation, verifying property eligibility, setting up financial accounts, and establishing clear expectations on communication, maintenance, and service policies. This process ensures a smooth transition into management, reduces delays, protects both owner and company liability, and provides full access to the owner portal and services.

Applies to all property owners entering active management under [Company Name], including vacant and tenant-occupied properties, with or without HOA or warranty coverage.

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## Triggers:

### *Example*

The onboarding process officially begins once the **Property Management Agreement (PMA)** is signed by both parties, and ownership verification is completed.

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Outcomes:

*Example*

**Successful Completion:**

- All required documents submitted.
- Owner portal activated within 48 hours.
- Financial accounts and reserves established.
- Property rent-ready or active in the marketing/leasing pipeline.
- Owner expectations documented and aligned.

**Pause or Voluntary Cancellation:**

- Process is paused if documentation is incomplete after defined follow-up attempts.
- Owner voluntarily cancels before completion of onboarding steps.

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## Key Milestones and Required Steps:

*Example*

### **Initial Owner Communication:**

- Send welcome email with intake form, owner handbook, and timeline overview.
- Include portal activation timeline and next steps.

### **Documentation Collection:**

- Signed PMA and any addendums
- W9 form and ACH/Banking details
- Proof of landlord insurance with required coverage, company listed as additional insured
- Home warranty documents and emergency contacts (if applicable)
- HOA documents and compliance rules (if applicable)
- Lease agreements, deposit ledgers, and inspection reports (if tenant-occupied)

### **Property Condition & Compliance:**

- Schedule property evaluation and readiness checklist
- Address habitability and rent-ready standards
- Schedule required lock change or smart lock installation before next tenant move-in

### **Financial Account Setup:**

- Confirm reserve deposit collected (e.g., \$500 minimum)
- Set up owner payment preferences (ACH or portal)
- Activate financial reports and automated distributions via portal

### **Owner Portal Setup:**

- Owner portal activated within 48 hours of completion
- Provide owner with login credentials, welcome packet, and portal walkthrough

### **Marketing Preparation (If Vacant):**

- Schedule professional photography
- Draft and review marketing description
- Activate online listings within [X] business days post-inspection

### **Onboarding Closeout:**

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- Confirm active management status (leased or marketed)
- Formal handoff to portfolio manager for ongoing relationship

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Linked SOPs/Child Processes:

*Example*

- **Unit Onboarding**
- **Property Condition / Make-Ready Evaluation**
- **Tenant Onboarding**

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Team Members Involved:

*Example*

- **Owner Onboarding Coordinator or Portfolio Manager:** Main point of contact guiding the owner through each step, collecting documents, and answering process-related questions.
- **Bookkeeper:** Assists with reserve account setup, verification of payment preferences, and uploads of required financial documentation to the owner portal.
- **Maintenance Coordinator:** Conducts property evaluations (if needed) and coordinates make-ready services prior to tenant placement or for tenant-occupied property verifications.

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Company Policy Notes:

*Example*

- **Insurance Requirement:** Minimum \$500,000 liability and property coverage with company listed as additional insured. \$50 annual fee applied for compliance management.
- **Reserve Funds:** Minimum \$500 reserve required prior to activation of services.
- **Habitability & Compliance:** All properties must meet local habitability standards; lock change or smart lock installation required before any tenant placement.
- **Communication Channel:** Owner portal is the primary channel for communication, reporting, and documentation.
- **Home Warranty Coordination:** Company must be registered as contact on home

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<p>warranties; warranty protocols followed for service calls.</p> <ul style="list-style-type: none"> <li>• <b>HOA Compliance:</b> HOA documents collected, rules acknowledged, and owner advised of responsibilities.</li> </ul>
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Communication Touchpoints:

*Example*

Phase	Communication Touchpoint	Method
<b>1. Initial Onboarding</b>	Welcome Email with next steps	Email
	Onboarding Call covering process and portal	Phone/Video Call
	Portal Access Email with login instructions	Email
	(Optional) Mailed Welcome Gift	Mail/Parcel
<b>2. Property Readiness</b>	Property Condition Update	Email
	Lock Change Notification (if applicable)	Email
<b>3. Marketing &amp; Leasing</b>	Listing Activation Notification	Email
	Weekly Marketing Update	SMS or Email



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