



EQUITY GUARD RENT MANAGEMENT • ONE-STOP SHOP

Take the weight off your back.

Your one-stop shop — a team working for you. Hands-on local management for San Fernando Valley landlords: one point of contact for your tenants, a home warranty, and full service from 6%.

INTEGRITY - COMMITMENT - RESULTS

Carlos Sotelo, REALTOR®
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LuxuryCollective.

Full-service care at 6% — the low end of the 6–10% Valley norm

6%

of total lease, paid monthly or quarterly

full-service management — low end of the 6–10% Valley range

Service	Fee	Example
Full-service management (occupied)	6% of total lease	\$3,000/mo → \$2,160/yr
Vacancy leasing & marketing	6% of total lease	\$2,500 × 12 = \$30,000 → \$1,800
Typical Valley PM (ongoing)	6–10% of rent	\$3,000/mo → \$2,160–\$3,600/yr



One point of contact

Tenants call me — not you.



Follow-up that never drops

Rent reminders, notices, and lease items in writing.

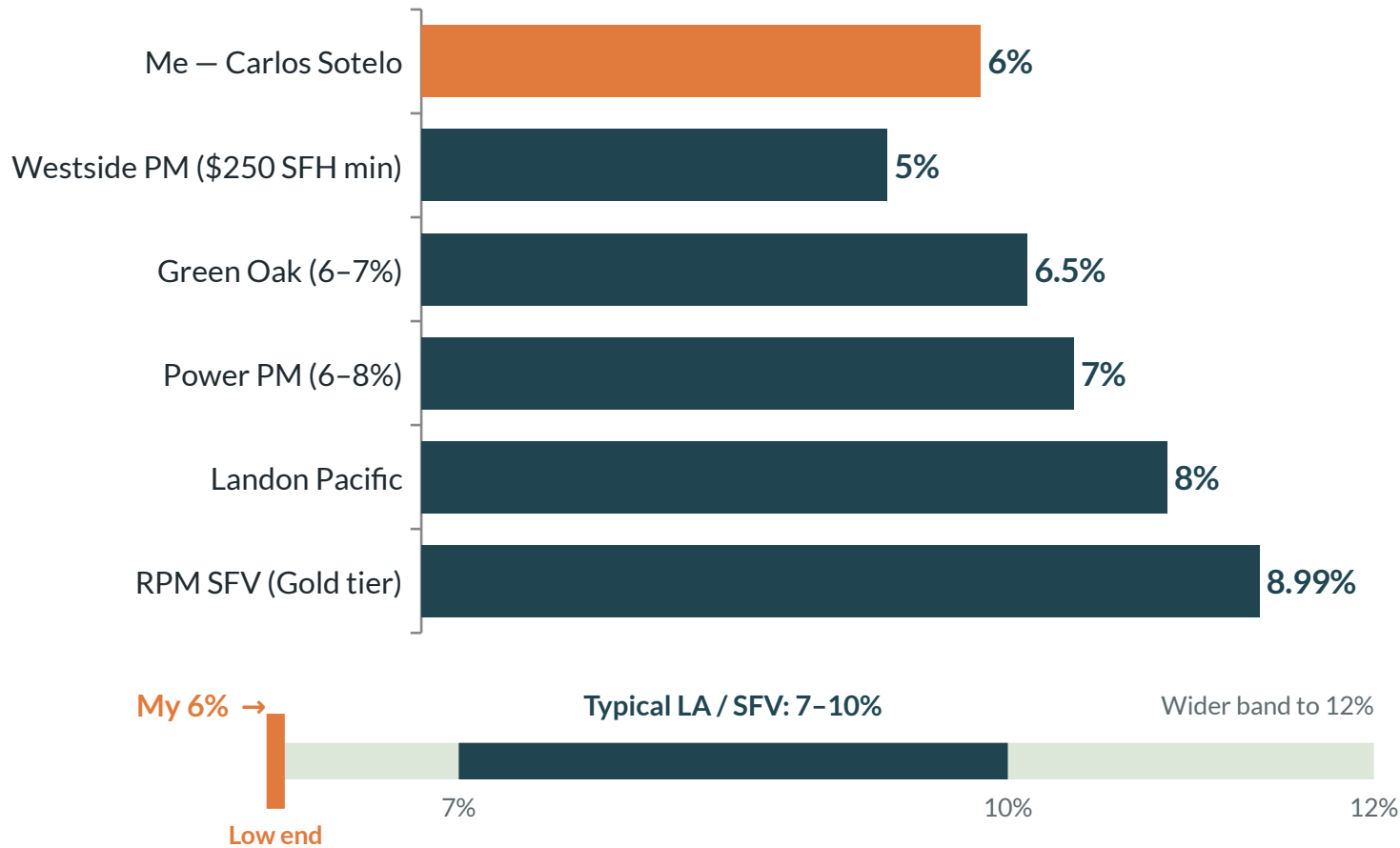


Long-term tenant focus

Stable, professional, compliant tenancies.

Examples only; actual fees are set in a written agreement. A separate 6% leasing/marketing fee applies only when a vacant home must be listed, marketed, and leased. Sources in notes.

Where my 6% sits: the low end of the LA / SFV range



6%
my ongoing fee, of total lease

7-10%
typical LA / SFV full-service SFH, of collected rent (wider band 6-12%)

Leasing too: many firms add 50-100% of first month; my vacancy lease fee is 6% of total lease (slide 19).

Published examples • Oct 2026 • not a quote for your property. Ranges shown at midpoint; sources in speaker notes.

From handoff to peace of mind in six steps



STEP 1

Onboard

Leases, rent roll, keys, owner approval limits; I introduce myself to your tenants.



STEP 2

Home warranty

Move-in inspection, then a warranty plan covers wear-and-tear failures.



STEP 3

Rent collection

Clear due dates, reminders, late notices, documented payments.



STEP 4

Maintenance

Requests triaged and sent to vetted on-call pros within your limits.



STEP 5

Renewals

Lease dates calendared; renewal terms reviewed with you in advance.



STEP 6

Peace of mind

Owner updates and statements. You step back; it keeps running.

One-stop shop: Equity Guard rent management — a team working for you, from handoff to renewals.

Existing long-term tenants stay in place — no placement fee applies to an occupied home.

A home warranty, added for you

- I Inspect first**
Optional ~\$300 general home inspection (part of my package, not a HomeGuard fee) confirms systems work, so claims aren't denied as pre-existing.
- 2 Wear & tear covered — for the landlord**
HomeGuard rental plans cover you, the lessor: covered systems and appliances that fail from normal use. Not a tenant plan; not for Airbnb/VRBO.
- 3 Not pre-existing**
Items already broken before the plan starts are not covered.
- 4 Insurance intro**
Optional landlord-insurance introduction through Goosehead.

EXAMPLE PRICE • NOT A QUOTE

\$650—\$700

CA Advantage SFH, 12 months — e.g.,
Quarry \$650 • Applewood \$700

\$95 trade service fee / call

Claims coordinated through
HomeGuard — I'm your point of
contact.
Example coverage on the next slide →

Example pricing from recent HomeGuard invoices; your price, options, and fees vary by home and plan. See the HomeGuard contract.

What HomeGuard CA Advantage SFH covers — example

 Heating & A/C	 Plumbing	 Electrical	 Water heater	 Dishwasher
 Range / oven	 Disposal	 Garage opener	 Re-key	 Roof leak (limited)

The example plan

- Lessor (landlord) rental path — not for Airbnb / STR.
- ~\$650–\$700 / 12 months (examples, not a quote).
- \$95 trade service fee per call. A/C via Advantage.

Not covered

- Pre-existing or not working at plan start.
- Optional ~\$300 inspection (my package) lowers denial risk.



HOMEGUARD ORDER LINE (866) 993-2301

Miranda Avalos • mavalos@hghw.com
Service line (866) 993-2302 • hghw.com

Examples from the HomeGuard CA contract and recent invoices; coverage limits and exclusions apply — see the contract.

TRUSTED INSPECTORS

Inspectors I trust with your homes

Inspector	Company	Contact	What they inspect
Mark Sandoval	Supreme Home Inspections LLC	(818) 233-7151	General home inspection: roof, exterior, plumbing, electrical, HVAC, interior, chimney, attic, structure. My primary recent inspector.
Johnny Villalobos	JVI Home Inspections & Retrofit	661-713-6073	General home inspection + retrofit
Jose Lopez	Foundational Building Inspectors	(562) 637-5057	General residential home inspection
Alan Meyer	Independent inspector	amhomeinspect@gmail.com	General home inspection; my longest history



Optional ~\$300 inspection

A general inspection safeguards your HomeGuard home warranty.



Report shared with you

You get the full inspection report for your records.



Retrofit when needed

JVI also handles retrofit work that a report flags.

The ~\$300 general inspection is an optional item in my management package, not an inspector's quoted price. Inspectors from my recent inspection history (Oct 2026).

Marketing your home for lease, powered by RentSpree



Professional photos

Pro photos (~\$250–\$300), owner-covered when needed.



Rent pricing & comps

Market-backed rent price from nearby rental comps.



RentSpree syndication

Zillow, Redfin, Apartments.com, Zumper, Realtor.com + partner networks.



CRMLS / ListHub

MLS listing feeds 900+ consumer home-search websites.



Apps + screening

Online applications; TransUnion screening: \$39.99 Standard / \$49.99 Advanced per adult applicant (applicant pays by default).



E-sign + deposit

Lease signed and deposit paid online for a faster move-in.

My goal: I place the tenant myself, start to finish.

My RentSpree PRO toolkit: screening, rent, and repairs



Income
verification
reports



Automated
reference checks



Secure
document
requests



Custom
professional
profile page



Collect &
showcase
reviews



Automated rent
collection



Earn up to 2.5%
on rent payouts



Financial
reporting



NEW
Maintenance
requests &
dispatch



NEW Tenant
correspondence

Who pays for PRO

- I run and pay for RentSpree PRO as my agent toolkit for your leasing.
- You are not charged the PRO subscription.
- RentSpree PRO is built for agents, not landlords.

What you see

- Your own RentSpree dashboard for each property.
- Dashboard tour on the next slide.



24/7 EMERGENCY 818.447.5224

Carlos Sotelo · cell 818.447.5224
Call or text — tenants reach me, not you.

Features from rentspree.com/pricing, checked Oct 26, 2026. RentSpree PRO is an agent plan, paid by me. NEW = recently released features.

Tenant screening: Standard \$39.99 or Advanced \$49.99

Tier	Price (per adult applicant)	Included reports	Added verification
Standard	\$39.99	Online application + TransUnion credit, criminal background, and eviction reports	—
Advanced	\$49.99 total	Everything in Standard	Extended background, income verification, reference checks, document requests



Finicity income verification

Last 2 years of bank deposits via a secure bank link (Finicity, a Mastercard company).



Reference checks

Email and text forms go to the references the applicant lists.



Document requests

Valid ID by default; add proof of income, bank statements, W-2s, or tax returns.

Applicant pays by default (owner or agent may cover). No screening-product cost to me. Per adult applicant; subject to RentSpree's current pricing. Decisions stay with you. Not legal advice.

What you see: one dashboard for your homes



PRO subscription billed to you

I run and pay for RentSpree PRO as your agent

Property tab	What you see
Listing	Your listing and its syndication to rental sites
Applications	Online applications and screening reports
Lease	Lease, e-signatures, and compliance notices
Payments	Online rent payments and receipts



Rent tracking

Recurring payments, reminders, and receipts.



Portfolio view

Every property in one view from the main menu.



Rental Hub

Set up for you through my agent RentSpree account.

Screening is applicant-paid where allowed (see marketing slide). Tenant ACH free; cards 3%. Sources: support.rentspree.com/en/ll-what-is-rentspree + rentspree.com/pricing, Oct 26, 2026.

RentSpree helps you and me stay compliant

- 1 Written screening criteria for every applicant**
Shared up front, supporting the CA Civ. Code 1950.6 / AB-2493 process.
- 2 One consistent application path**
First-come processing, with application-fee receipts and documentation.
- 3 Professional screening reports**
Credit, background, and eviction reports with a clear paper trail.
- 4 California ICRAA notice workflow tools**
Built-in notice tools; you and I still send the required notices.
- 5 C.A.R. lease build + e-sign**
Disclosures and addenda: Fair Housing, bedbug, CCPA, flood, rent cap / just cause.
- 6 Signed leases and records, stored**
Signature audit trail, plus payment records when rent runs through RentSpree.

ONE PROCESS • TWO BENEFITS

For you

Documented screening and leases,
cleaner books, fewer “he said / she said”
gaps.

For me

The same compliant toolkit on every
deal, organized records, and a
professional process I can show you.

Not legal advice; final compliance remains with agent/owner. Features per RentSpree support pages; sources in speaker notes.

Rent goes to you. My fee is billed separately.



STEP 1

Tenant pays

Rent paid online through RentSpree: ACH is free to the tenant; cards run about 3%.



STEP 2

RentSpree processes

Recurring payments, reminders, and receipts tracked in your RentSpree dashboard.



STEP 3

You get paid

Add your payout info through Stripe in RentSpree. Rent lands in your bank; you stay the payee.



STEP 4

I invoice my 7%

7% of total lease when rent runs through RentSpree (6% + 1%); 6% if you self-collect.

RentSpree platform fee: \$3 per recurring ACH rent payment on a Basic account; waived when my PRO covers it · 24/7 line 818.447.5224

Salesperson under brokerage supervision; owner remains payee on this option. Full trust-account management (tenant pays broker trust, fee out, balance to owner) needs broker setup and is not the default offer. Not legal advice.

6% if you self-collect, 7% when rent runs through RentSpree

+1%

on my 6% base when rent runs through RentSpree: 7% of total lease

6% if you collect rent yourself

Option	Who collects rent	My management fee
A • You self-collect	You collect rent outside RentSpree	6% of total lease
B • Rent through RentSpree	Tenant pays via RentSpree to your Stripe-linked bank; I collect via my RentSpree PRO and handle reminders and follow-up	7% of total lease (1% more)



I pay for PRO

The RentSpree PRO subscription is on me, not you.



You stay the payee

Rent lands in your Stripe-linked bank. I never hold it.



My fee, billed separately

Invoiced monthly or quarterly, apart from rent.

Option B adds 1% for my collection work through my RentSpree PRO: reminders, follow-up, and payment tracking. Salesperson under brokerage supervision. Not legal advice.

Vetted vendors on call — 24/7 for emergencies



AC & HVAC repair



Plumbers



Electricians



Handymen



Landscaping



Locks & rekeys

How a request flows

- Tenant reports the issue to me — not you.
- Emergency vs. routine triage (burst pipe vs. slow drip).
- Covered failures go to the home warranty first.
- Licensed pros dispatched within your approval limit; bids for bigger jobs.
- Photos and receipts kept on file for you.



24/7 EMERGENCY LINE 818.447.5224

Tenants get one number for after-hours emergencies.

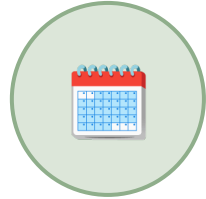
5 AI assistants + 1 virtual assistant, on every date



AI ASSISTANT 1

Reminders

Rent due dates, late notices, owner check-ins



AI ASSISTANT 2

Calendar

Lease ends, renewals, inspections, vendor visits



AI ASSISTANT 3

Follow-up

Tenant and vendor messages answered and logged



AI ASSISTANT 4

Records

Leases, receipts, photos, and warranty claims filed



AI ASSISTANT 5

Alerts

Insurance, warranty, and registration renewals flagged



+ 1 virtual assistant

A real person who oversees the AI work, keeps the calendar current, and makes sure nothing slips. I stay personally accountable for every decision.

Top 10 Agent at Luxury Collective — out of 300+



5.0 ★ • 25 reviews

10 sales in the last 12 months

\$8.5 Million

SALES VOLUME
2026 year to date

150+

HOUSES SOLD
Career sales

\$200M+

TEAM SOTELO
Career sales volume

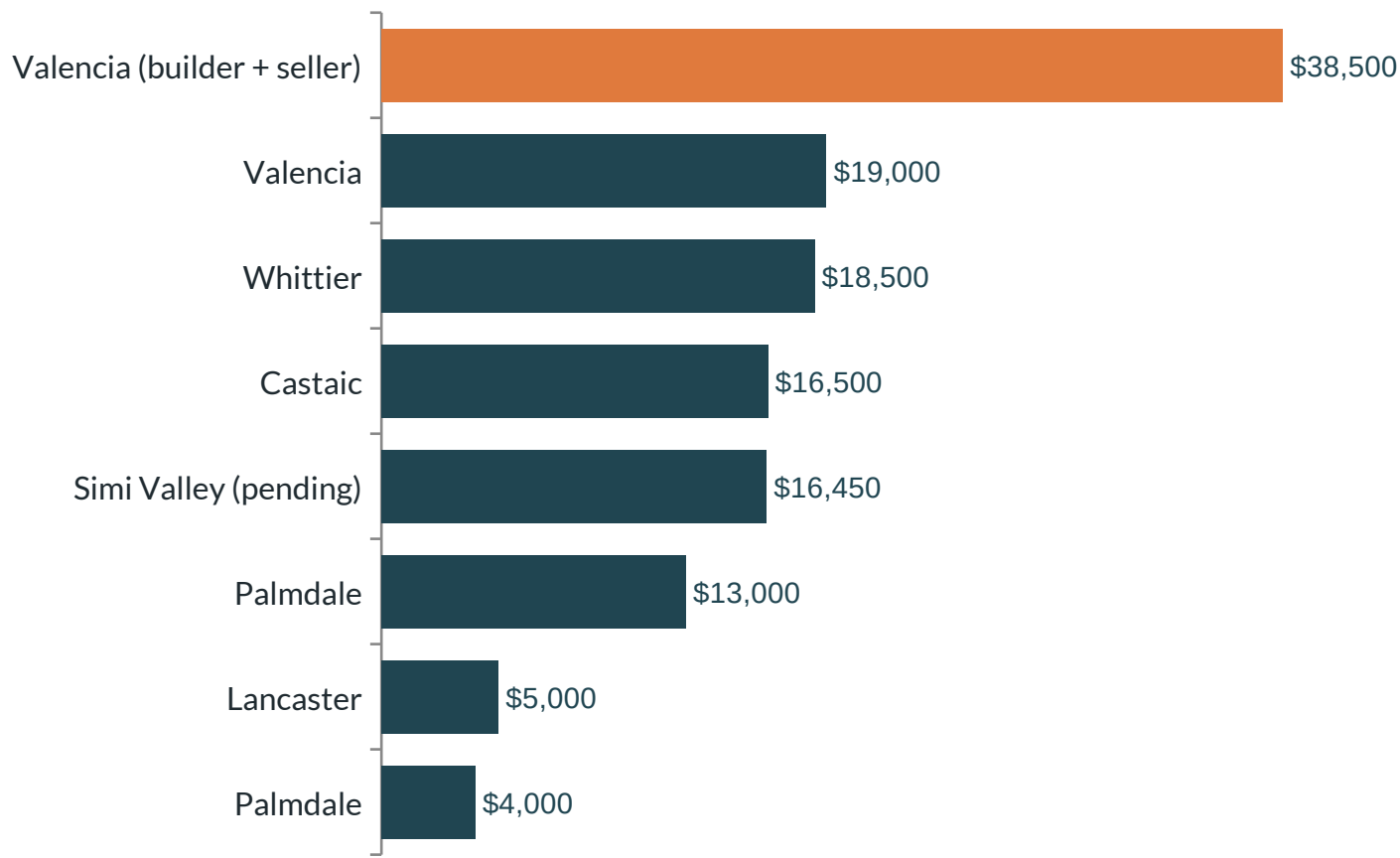
101%

LIST-TO-CLOSE RATIO
Sale price vs. list price

JUST SOLD • RECENT CLOSINGS



\$130,950 in credits won for my buyers this year



9
seller & builder credit lines

8
properties, Jan 1 – Oct 23, 2026

The same negotiating you'd get on repairs, vendor bids, and renewals.

Closing statements and escrow amendments; one Simi Valley credit is under contract (close expected ~Oct 28). Agent commission credits and listing-side concessions excluded.

Backed by the platforms landlords trust

Zillow

Top Agent on Zillow; rental listings reach Zillow renters

MLS (CRMLS)

Full MLS access for pricing and comps

Southland Regional Association of REALTORS®

Local board membership and standards

RentSpree

Leasing, screening, e-sign, and rent tools

HomeGuard

Home warranty plans and claims

Goosehead

Landlord-insurance introductions

Let's talk

1. Share rent roll + leases
2. Agree on approval limits
3. Kickoff call; I meet your tenants

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Team Sotelo • Luxury Collective

Equity Guard Rent Management — your one-stop shop

Not legal or tax advice. Services, fees, and warranty terms are confirmed in a written agreement; plan details vary by provider. Rent-control and notice rules depend on the property — confirm with counsel.

Vacant? I list, market, and lease it for 6%

6%

of the total lease amount to list,
market, and lease a vacant home

*Example only; actual fee is set in a written
agreement.*

On \$2,500/mo × 12 = \$30,000	Rate	Fee
Vacancy leasing & marketing	6% of total lease	\$1,800
Full-service management (occupied)	6% of total lease	\$1,800 / yr
Typical tenant placement	50–100% of 1 month	\$1,250–\$2,500



900+ websites

CRMLS / ListHub feeds your
listing to 900+ home-search
sites.



Zillow & rental sites

RentSpree syndicates to Zillow,
Redfin, Apartments.com, and
more.



I place the tenant

I aim to find, screen, and place
your tenant myself.

Call or text 818.447.5224 • carlos@carlossotelo.com

Selling? A discounted 2% listing

- I Pricing & prep**
A comps-based list price and a prep plan to get the home market-ready.
- 2 MLS exposure on 900+ sites**
Your listing goes on CRMLS and syndicates via ListHub to 900+ home-search websites.
- 3 Review offers together**
We compare every offer side by side: price, terms, and timing.
- 4 Buyer-side commission at offer**
Determined when we receive an offer, so it fits the actual deal.

Call or text 818.447.5224 • carlos@carlossotelo.com

2%

discounted listing (seller-side)
commission

Buyer-side commission is determined
when we receive an offer — not set up
front.

Commissions are negotiable and set in a written
listing agreement.

Your three homes — property specs



13949 La Rue St

City of LA • single-family • 3 baths • ~0.17 ac • built ~1930 • beds & sq ft TBD



1220 Kewen St

City of San Fernando • Assessor duplex: 2 houses on 1 lot • 2 baths • ~0.11 ac • ~1930



11224 Kewen Ave

City of LA • single-family • 2 bed / 1 bath • ~0.16 ac • ~1953, 1-story



\$3,200–\$3,900 /mo

Band if 3+ bedrooms and presentable — confirm beds at intake.



\$2,900–\$3,600 /house

Duplex flag: two doors, priced and leased per house — confirm unit mix.

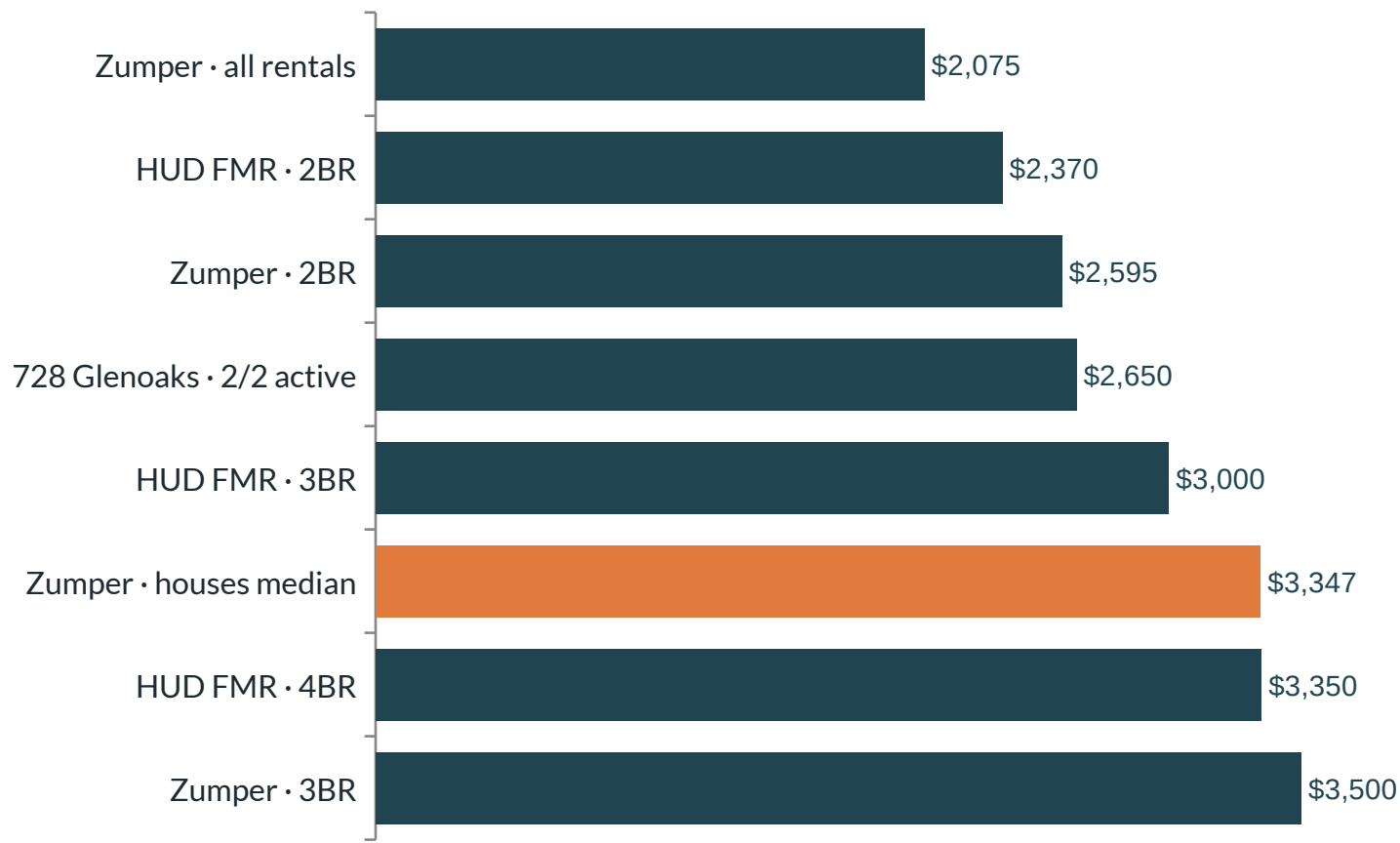


\$2,400–\$2,900 /mo

Band for a 2 bd / 1 ba single-family home.

Specs from public / Assessor records; rent bands are research estimates, not a formal CMA. Confirm beds, sq ft, and current rents at intake.

San Fernando rent comps — where your bands sit



\$3,347
San Fernando houses median (Zumper, Oct 26, 2026)

\$3,000
HUD FMR 3BR, ZIP 91340 (FY2026)

Research estimates • not a formal CMA • current rents TBD at intake.

Sources: Zumper San Fernando rent data (Oct 26, 2026); HUD FY2026 Fair Market Rents, ZIP 91340; 728 Glenoaks 2 bd / 2 ba active listing ≈ \$2,650.

Lease fee examples for your three homes

Property (San Fernando)	Type	Rent band /mo	Mid rent × 12	6% leasing (vacant)	6% full-service /yr
1220 Kewen St	Duplex (2 homes)	\$2,900–\$3,600	\$3,250 → \$39,000	\$2,340	\$2,340
13949 La Rue St	Single-family	\$3,200–\$3,900	\$3,550 → \$42,600	\$2,556	\$2,556
11224 Kewen Ave	2 bd / 1 ba	\$2,400–\$2,900	\$2,650 → \$31,800	\$1,908	\$1,908



1220 Kewen St: two doors

The fee applies per lease / door, as we agree in writing.



Illustrative market bands

Examples only; the actual rent comes from you and your leases.



Written agreement

Final fees are set in your management agreement.

Rent bands are illustrative (San Fernando rental market analysis, Oct 26, 2026); not an appraisal or rent guarantee. Fees: 6% of total lease for full-service management; a separate 6% of total lease for leasing & marketing when vacant.

What I'll need from you



Property & units

Exact deed/mailling address (Kewen St vs. Kewen Ave); doors and who lives in each; confirm the 1220 Kewen duplex.



Rent & lease

Current monthly rent and what it includes; lease term and dates, or month-to-month.



Deposit & payments

Security deposit amount and where it's held; how tenants pay; any late-payment history.



Condition & repairs

Deferred maintenance or habitability items; your repair approval limit (\$).



Warranty & inspection

Existing home warranty? Want HomeGuard plus the optional ~\$300 inspection?



Goals & documents

Hold long-term or prepare to sell? Leases + addenda, rent roll, keys/codes, W-9, ACH.

Your answers shape the written management agreement • 818.447.5224