Landlord guide for Singapore residential, industrial & commercial property owners

Rent It right.

The RIGHT Framework to position, market and attract the right tenant.



Winson Yeung

WELCOME, LANDLORD

Your property deserves more than a listing

You want a good tenant, a fair rent and a smooth process. Almost every landlord does, whether the property is a condo, a shop or a factory unit.

Hi, I am Winson. I started in internet marketing, and I have been a property owner and landlord myself. I wrote this guide to share how I think about renting out a property, in plain words you can use straight away.

Here is how many properties get marketed. The owner appoints an agent. Photos are taken, a listing is written, and it goes up on the property portals. Then everyone waits for the enquiries to come in.

Portals are great. They reach people who are already searching, so they belong in every plan. The challenge comes when the portal becomes the *whole* plan. The property is advertised, yet a few important questions stay open:

Who	Who should want this property?
Why	Why would they care, and what makes it different from the unit next door?
Where	Where else can we reach them, beyond the portals?

I call this **List and Wait**. It is very common, and it is a perfect place to build from.

The good news is that there is a better way, and it is simpler than you might think. **Turn the page.**

A BETTER WAY

Position. Market. Attract.

Think of your property as an offer, not just an address and a rent. A strong offer comes from three things working together.

Position	Decide who should want your property and why, and set a rent that fits the market.
Market	Put that message in front of the right people, on the portals and beyond them.
Attract	Turn interest into viewings, and viewings into the right tenant on clear terms.

It starts with the tenant, not the listing. **List on the portals. Market beyond the portals.** That is the heart of my approach.

To put it into practice, I use a five-step formula called **RIGHT**. Position is **R** and **I**. Market is **G**. Attract is **H** and **T**. Each step has its own chapter in this guide.

The five steps of RIGHT

R — **Rental Positioning**
Decide how your property should compete

I — **Ideal Tenant**
Know who is most likely to value it

G — **Generate Demand**
Put it in front of more of the right people

H — **Handle Viewing & Closing**
Turn interest into a visit, then a decision

T — **Terms & Tenancy**
Agree clear terms and start well

WHO THIS GUIDE IS FOR

Wherever you are as a landlord, RIGHT fits

A first-time landlord	A clear, step-by-step way to rent out with confidence, from the first photo to the first day of the tenancy.
A shop or office owner	Ways to show tenants the frontage, footfall and location that make your space special.
A factory or warehouse owner	A plain way to present loading access, power, ceiling height and permitted use, so the right business can see it fits.
A landlord with several units	One framework you can use again and again, with the same five steps for every property.

What landlords often wonder

Is my rent right for the market?	Chapter 2
Who will my property suit best?	Chapter 3
Why are there so few enquiries?	Chapter 4
How do I know I can trust the tenant?	Chapters 5 and 6
What should the agreement cover?	Chapter 6
What if it takes longer than I hoped?	Chapters 2 and 7

Three properties, one framework. You will follow a residential condo, a commercial shop and an industrial factory unit through the book. They are illustrative examples, not real listings, and the same five steps apply to each. This is the October 2026 edition.

You can read it in order, or jump straight to the chapter that answers your question first.

CONTENTS

Chapter 1 Market Beyond the Portals 6
Chapter 2 | R Rental Positioning 9
Chapter 3 | I Ideal Tenant 13
Chapter 4 | G Generate Demand 17
Chapter 5 | H Handle Viewing & Closing 22
Chapter 6 | T Terms & Tenancy 26
Chapter 7 RIGHT in Action 30
Chapter 8 Questions Landlords Often Ask 32
What a Property Marketer Adds 33
From a Book to Business to Property 34
Where to go from here 36
Glossary and Official Sources 37

CHAPTER 1

Market Beyond the Portals

Listing is the starting point. Marketing is what comes next.

In this chapter you will discover

- The three kinds of tenants, and where each one looks
- The one question that makes every decision easier
- Meet the three example properties

LESSON 1

Three kinds of tenants, and where to find each

Picture everyone who could one day rent your property. They fall into three groups, and each group looks in a different place.

Searching now	They have a move-in date and are browsing the portals this week. **Reach them with:** property portals and agent networks.
Planning soon	A lease is ending or the business is growing, but the search has not started. **Reach them with:** social media, WhatsApp, introductions and direct outreach.
Not thinking about it yet	They would love your property if they knew it existed. **Reach them with:** ads, video and word of mouth.

Portals capture the first group very well, so they are worth using. Marketing beyond the portals reaches the second and third groups, and that is where more good matches may be waiting.

LESSON 2

The question that changes everything

Most owners start with *"Where should we list it?"* A more useful question comes first: **Who should want this property, and why?**

Picture two owners with the same kind of unit. The first writes *"Unit for rent. Good condition. Call for details."* The second writes *"Bright 2-bedroom, 5 minutes to the MRT. Ideal for a working couple who enjoy a short commute."* Both are honest, but the second gives the right reader a reason to stop scrolling.

Condo	Start from the tenant: a bright, quiet home a short walk from the MRT, ideal for a couple working in the city.
Shop	Start from the tenant: a corner shop with wide frontage and steady daily footfall, ready for your signage.
Factory	Start from the tenant: a ground-floor unit with easy lorry access, set up for a growing workshop.

The facts still matter. They become the supporting evidence for the story.

LESSON 3

Meet the three example properties

The condo **Residential**	A 2-bedroom condominium a short walk from an MRT station, with a pool and a gym. Tenants who often look: professionals, couples, small families and relocating expatriates.
The shop **Commercial**	A ground-floor shop in a neighbourhood mall, with wide frontage and steady footfall. Tenants who often look: retailers and service businesses serving the neighbourhood.
The factory **Industrial**	A ground-floor B2 unit with a loading bay, a strong power supply and a high ceiling. Tenants who often look: workshops, light production, storage and e-commerce fulfilment.

What tenants usually look at first

Condo	The walk to the MRT, size and natural light, condition and furnishing.
Shop	Frontage and visibility, footfall and nearby shops, lift access and air-conditioning.
Factory	Loading access and lorry size, power supply and ceiling height, floor loading and permitted use.

The big idea

Use the portals, then market beyond them. Start with the tenant in mind, and let the specifications support the story.

Your move

Write one sentence about who your own property suits best. You will use it again in Chapter 3.

Next, Chapter 2: set a rent that fits the market, and give tenants a clear reason to choose you.

YOUR NOTES

CHAPTER 2 | R

Rental Positioning

Decide how your property should compete.

In this chapter you will discover

- Asking rent and signed rent, and why both matter
- What moves the rent for a condo, a shop and a factory
- Three ways to position your rent
- How to give tenants a clear reason to choose you

LESSON 1

Asking rent and signed rent: the comparison many owners overlook

Positioning is two things working together: the **rent** you ask and the **reason** a tenant should choose your property. Two numbers tell you about the market.

Asking rents	What owners hope to achieve right now. Find them on property portals and current listings.
Signed leases	What tenants actually agreed to pay. Find them in public rental data from URA, JTC and HDB, and in recent leases that agents can share.

LESSON 2

What moves the rent in your type of property

Condo	Location and the walk to the MRT, size, layout and floor level, condition and furnishing, remaining lease.
Shop	Frontage and visibility, footfall and nearby anchors, floor level and lift access, air-conditioning and signage.
Factory	Loading access and lorry size, ceiling height and floor loading, power supply, zoning and permitted use.

For the condo, a well-kept, bright unit near the MRT tends to stand out. For the shop, a tenant is renting the customers who walk past as much as the space. For the factory, tenants look at what lets them operate on day one.

LESSON 3

Three ways to position your rent

A confident starting point



Priced below the market	In step with the market	Priced above the market

Below the market	A good fit if you would like a quick start or to attract several tenants. Expect strong interest, with room to earn more over time.
In step with the market	Fits most situations and is a good default. Expect steady enquiries from well-matched tenants.
Above the market	Works when something clearly stands out and you are happy to wait. It needs a strong, specific reason to choose the property.

LESSON 4

Give tenants a reason: the other half of positioning

A simple way to write it: **this property is for [tenant] who want [benefit] close to [advantage]**.

Condo	In step with similar condos nearby. Comfort and convenience for a working couple, a short walk from the MRT.
Shop	In step with nearby shops. A visible corner location where customers already walk by.
Factory	In step with similar B2 units. A ready-to-operate unit with easy lorry access.

> **Illustrative example: positioning the factory**
>
> The owner looks at asking rents for similar B2 units, then at recent signed leases an agent shares. The two pictures are close, so the owner chooses a rent in step with the market. The unit is ground floor, has a loading bay and is ready to operate, so the listing leads with "ready to operate, easy lorry access". Three weeks after launch, the owner reviews the enquiries and fine-tunes if needed.

LESSON 5

Comparables in three steps, and reading the signals

- **Match:** pick similar properties close to yours in location, size and condition.
- **Compare:** note what each offers that yours does or does not, such as furnishing, frontage, loading bay or power.
- **Place:** decide where yours sits: a little below, in step, or a little above.

After the first two to four weeks, the response tells you what to fine-tune. Few enquiries may mean more people have not seen it yet. Plenty of enquiries but few viewings can mean tenants want more detail or easier access. Viewings without offers may mean the rent or terms need a nudge.

The big idea

Position first. A clear rent and a clear reason make every later step easier.

Your move

Find three similar properties and note their asking rents. Then ask your agent for the signed ones. Seeing both side by side is a powerful moment.

Next, Chapter 3: find out who your property suits best.

YOUR NOTES

CHAPTER 3 | I

Ideal Tenant

Every property suits someone well. The skill is knowing who.

In this chapter you will discover

- Why speaking to one tenant works better than speaking to everyone
- How to see your property through a tenant's eyes
- The rules worth knowing before you choose a tenant type

LESSON 1

Why "anyone" is the hardest tenant to attract

When a listing speaks to everyone, it can feel like it speaks to no one. When it speaks to one person, that person feels seen. A couple who work in the city read *"a quiet home, a short walk from the MRT"* and think, *that is me*. A retailer reads *"wide frontage, steady footfall"* and thinks the same.

That feeling turns a scroll into an enquiry. It also helps you, because once you know who you are speaking to, your photos, headline and conversations fall into place.

LESSON 2

See your property through a tenant's eyes

Condo: a working couple	Cares about a short commute and a comfortable home. **Angle:** walk to the MRT, bright and quiet.
Condo: a small family	Cares about space, facilities and a safe neighbourhood. **Angle:** room to grow, pool and playground.
Condo: a relocating professional	Cares about a move-in-ready home, soon. **Angle:** furnished, flexible start date.
Shop: a neighbourhood retailer	Cares about visibility and steady footfall. **Angle:** corner frontage, ready for signage.
Shop: a service business	Cares about easy access for repeat customers. **Angle:** convenient, welcoming, close to the MRT.
Factory: a workshop	Cares about power, strong floors and lorry access. **Angle:** ready to operate, loading bay.
Factory: storage or fulfilment	Cares about fast loading and turnaround. **Angle:** easy lorry access, room to grow.

LESSON 3

Know what your property allows

Matching a tenant to a property also means checking that the use is allowed.

Residential	HDB flats have a minimum rental period of 6 months. Private residential properties have a minimum of 3 consecutive months. Check the latest rules with HDB or URA.
Commercial	Check the approved use of the unit and the management rules on signage. Shop and office uses can differ, so confirm what is allowed.
Industrial	Under URA guidelines, B1 and B2 space is used mainly for industrial activities (at least 60%). Ancillary office and showroom space is generally up to 40%. JTC rules apply on JTC land.

LESSON 4

Three tenants, three little stories

The condo: a working couple

They both work in the city and enjoy a short, easy commute. Evenings and weekends matter, so they value a quiet, bright home. They are likely to view after work, so an evening viewing suits them.

The shop: a neighbourhood retailer

She runs a small business and her customers live and work nearby. Visibility and footfall help her most. She would like to see the shop on a busy afternoon.

The factory: a growing workshop

He is expanding and needs room that is ready to operate. Lorry access, power and ceiling height come first. He values a landlord who confirms the permitted use clearly.

The big idea

One clear tenant makes the whole campaign sharper. Say it in one line: *a working couple who want a comfortable home close to the MRT.*

Your move

Write two or three lines about your own ideal tenant: who they are, what they enjoy, and what helps them say yes.

Next, Chapter 4: put your property in front of more of the right people.

YOUR NOTES

CHAPTER 4 | G

Generate Demand

Put your property in front of more of the right people.

In this chapter you will discover

- Why your headline and photos decide the first three seconds
- Sample descriptions for a condo, a shop and a factory
- Six places your ideal tenant already spends time
- A four-week rhythm for your launch

LESSON 1

The three-second test

Tenants scroll quickly. In the first three seconds, the headline and the main photo decide whether they stop. A simple formula: **benefit plus feature**, then add the **advantage**.

Condo	*Before:* Condo for rent. *After:* Bright 2-bedroom home with city views, a 5-minute walk to the MRT.
Shop	*Before:* Shop available. *After:* Corner shop with wide frontage, ready for your signage.
Factory	*Before:* Factory for rent. *After:* Ground-floor 2,000 sq ft unit with easy lorry access, close to the MRT.

LESSON 2

Photos that tell the story

Bright, tidy, real photos build trust. Take them in daylight, keep the space clear, and show what your ideal tenant looks for first.

Condo	The living room from two corners, the main bedroom and kitchen, the view, the pool and the walk to the MRT.
Shop	The frontage from the street, the inside from the entrance, the signage space and the surroundings.
Factory	The loading bay and entrance, the main floor and ceiling height, the power points and the toilets.

LESSON 3

Writing the description

Open with the reason to choose the property, add the three facts that matter most, mention the location advantage, and finish with an easy next step.

Sample description: the condo

Come home to a bright, quiet 2-bedroom condo, just a 5-minute walk from the MRT. Enjoy a spacious living area, a well-kept kitchen and access to the pool and gym. Ideal for a working couple or a small family who value an easy commute. Contact me to arrange a viewing.

Sample description: the shop

A corner shop with wide frontage in a busy neighbourhood mall, where customers walk by every day. The space is ready for your signage and your own layout. Well suited to a retailer or service business that wants visibility and steady footfall. Contact me to arrange a viewing.

Sample description: the factory

A ground-floor B2 unit that is ready to operate, with a loading bay for easy lorry access, a strong power supply and a high ceiling. Close to the MRT and the expressway. Well suited to a growing workshop or light production business. Contact me to arrange a viewing.

Examples for illustration only. Always describe your own property accurately, including its approved use.

LESSON 4

Beyond the portals: six places your tenant already spends time

- **Property portals** reach tenants who are actively searching.
- **Agent networks** reach tenants represented by agents, and companies relocating.
- **Meta Ads** on Facebook and Instagram can show your property to additional audiences who match your ideal tenant. Results vary from property to property.
- **Social media and video** help tenants understand the property quickly.
- **WhatsApp and your own contacts** share it with people who already know you.
- **Direct outreach** reaches businesses with a logical reason to care, such as a neighbour who wants to expand.

Where each property might be seen

Condo	Portals and agent networks, relocation and expatriate communities, social media and video tours.
Shop	Portals, on-site signage (where allowed), local business communities, outreach to neighbouring businesses.
Factory	Portals and agent networks, LinkedIn and trade communities, companies already based in the same estate.

LESSON 5

Meta Ads in plain words

Meta Ads show your property on Facebook and Instagram to people who are not browsing a portal at that moment. In three steps: you **choose who should see it**, such as business owners or professionals in a chosen area. The ad **shows your best photo and headline**. Interested people **tap to start a conversation**.

Results vary from property to property, and ads are one tool among several. Meta also has its own advertising policies, including rules for housing-related ads, so any campaign should follow them.

> **Good practice when advertising**
>
> Agents need the owner's written consent before advertising a property. Photos should be real and unedited, and the floor area and approved use should be accurate, so the property tenants see online is the property they walk into.

LESSON 6

A four-week rhythm for your launch

Week 1	Launch with energy: portals, agent networks and social media go live together, with your best photos and headline.
Week 2	Reach beyond the portals: direct outreach, WhatsApp contacts and, if you like, a Meta Ads campaign.
Week 3	Learn from the response: review enquiries and viewings, and fine-tune the headline, photos or reach.
Week 4	Move towards a decision: follow up with interested tenants and agree clear terms with the best match.

Every property is different, so treat this as a starting rhythm.

The big idea

Portals capture the demand that is already searching. Other channels reach the people who are not searching yet. Together they give your property the widest reach.

Your move

Choose your launch date today. A date on the calendar turns a good plan into a real one.

Next, Chapter 5: turn interest into viewings, and viewings into a decision.

YOUR NOTES

CHAPTER 5 | H

Handle Viewing & Closing

Turn interest into a visit, and a visit into a decision.

In this chapter you will discover

- Why the first reply is the first impression
- Three messages you can adapt for a condo, a shop or a factory
- How to run a viewing, and follow up with confidence

LESSON 1

The first reply is the first impression

Busy tenants often appreciate a property that replies quickly and shows easily. A simple, friendly routine keeps every enquiry moving forward: **reply the same day**, understand what they need, arrange the viewing, discuss terms openly, and finish with a smooth handover.

LESSON 2

Three replies you can adapt

For the condo

Hi, thank you for your interest in the 2-bedroom home near the MRT. It is bright, quiet and a 5-minute walk to the station. Would Thursday evening or Saturday morning suit you for a viewing?

For the shop

Hi, thank you for your interest in the corner shop. It has wide frontage and steady daily footfall. Would you like to see it at a busy time of day, so you can see the customers walking by?

For the factory

Hi, thank you for your interest in the ground-floor unit. It has a loading bay, a strong power supply and easy lorry access. Which day suits you to walk the floor? I will send the unit details in the meantime.

LESSON 3

Friendly questions that help you understand the tenant

- What will you be using the space for?
- When would you like to move in?
- How many people, or vehicles, will be using it?
- Is there anything that would make the space work even better for you?

These are not a test. They show the tenant that you want the space to work for them, and the answers tell you how to present the property.

LESSON 4

The viewing: a twenty-minute walk-through

Before	Keys, passes and parking arranged. Lights on and the property tidy. **Condo:** be ready to show the walk to the MRT. **Shop:** show the frontage. **Factory:** ready the loading bay.
During	Meet at the entrance and show the highlights first. Let visitors picture themselves there, and leave space for their questions.
After	Send a thank-you message the same day with the details and a proposed next step.

LESSON 5

Questions tenants often ask

- **Condo:** Is it furnished? Which MRT is nearest? What are the house rules? When can I move in? A short fact sheet and the condominium rules help.
- **Shop:** How many people walk by? What signage is allowed? What are the trading rules? Footfall you have observed, and the management's signage rules, help.
- **Factory:** What lorry size fits? How much power is there? What is the floor loading? What uses are allowed? The specifications and approved use, confirmed in writing, help.

LESSON 6

Follow-up, and common hesitations

A follow-up you can adapt

Hi, thank you for coming by today. I hope the space felt right for your plans. I have attached the details we talked about. Would you like to come back for a second look, or shall we talk through the terms?

"Is there any room on the rent?"	"Thank you for asking. The rent reflects the location and condition. Let me share what is included, and if a term or start date works well for you, I am happy to discuss."
"I would like to think about it."	"Of course. Shall I check back with you on Thursday? Meanwhile I will send the details so you have everything in one place."
"I am also seeing another place."	"That is a good idea. Here is what makes this property special for your plans. I am happy to answer any question that helps you compare."

The pattern: say thank you, give a clear fact, and suggest a next step. If more than one tenant is interested, compare the proposed terms and start

dates, keep the conversation clear and friendly, and confirm your choice in writing.

The big idea

Reply quickly, understand what the tenant needs, and show the property through their eyes. A clear next step makes it easy for the right tenant to say yes.

Your move

Pick the reply above you would find hardest to say, and write it in your own words, so it is ready when you need it.

Next, Chapter 6: agree clear terms and start the tenancy well.

YOUR NOTES

CHAPTER 6 | T

Terms & Tenancy

Clear terms help a tenant say yes with confidence.

In this chapter you will discover

- Why terms are part of your marketing
- What each property type might include
- The whole journey from enquiry to renewal

LESSON 1

Terms are part of the marketing

Most tenants value clarity just as much as the rent figure. A few thoughtful options can make your offer the easiest one to accept.

Lease length	Offer a standard term with an option to extend. It gives tenants room to plan.
Deposit	Keep it in line with market practice and explain it clearly. It builds trust from day one.
Fit-out period	For shops and factories, consider a short rent-free period so tenants can set up before paying rent.
Rent increases	Agree any step-ups upfront, so tenants can plan their budget.
Condition and restoration	Record the condition at handover and be clear about what is returned at the end. Everyone knows what to expect.
Start date	Match the date to the tenant's move-in plan for a smooth, well-timed handover.

LESSON 2

What each property might include

Condo	A standard term with an option to renew, a condition report with dated photos, and house rules of the condominium.
Shop	A lease with an option to renew, a short rent-free fit-out period, and signage arrangements.
Factory	A lease with an option to renew, a fit-out period and restoration terms, and permitted use, loading and parking arrangements.

For residential leases, a diplomatic clause is often discussed, and your lawyer or agent can explain how it works. For shops and factories, fit-out and restoration terms usually deserve the most attention.

LESSON 3

Getting to know the tenant

- **Residential:** identification, employment details and references, handled according to your agent's and lawyer's advice.
- **Commercial and industrial:** company details you can check on ACRA's BizFile, the planned business use, references and the deposit agreed in the lease.
- **For every property:** the tenant's planned use should fit what the property is approved for.

LESSON 4

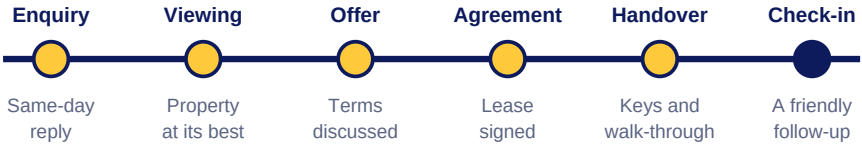
The money side: stamp duty and GST

Stamp duty on a lease is paid to IRAS, and the lease usually states who pays it. If the landlord is GST-registered, GST applies to the rent of commercial and industrial property, so it helps to state whether rent is quoted before or after GST. Please discuss lease terms with your lawyer and agent, and check current rates on the IRAS website.

LESSON 5

From enquiry to tenancy: the whole journey

Here is the path a good tenancy follows, from the first message to the first friendly check-in.



The handover. Walk through the property together and record its condition with dated photos. Hand over keys, passes and any manuals, share the details of the management office, and agree how to reach each other. A friendly check-in after the first few weeks shows the tenant that you care how the space is working for them.

LESSON 6

Renewal: keeping a good tenant

About three months before the term ends	Send a friendly note asking about the tenant's plans, so both sides have time to decide.
Once plans are shared	Review the market rent together and agree any change openly. Fair, transparent terms build trust.
When you agree	Confirm the new term in writing with your agent or lawyer, so everyone knows what to expect.

Illustrative example

A factory tenant has been operating happily for two years. Three months before the term ends, the owner sends a short thank-you note and asks about plans for the coming years. The tenant shares that business is growing, they review the market together, and they agree a new term.

The big idea

Clear, fair terms and a smooth handover turn a yes into a tenancy that starts well.

Your move

When you sign a tenancy, add the renewal conversation to your calendar, about three months before the term ends.

Next, Chapter 7: see all five steps working together.

YOUR NOTES

CHAPTER 7

RIGHT in Action

Three illustrative stories, from the first look to the first day of the tenancy.

Here is how the five steps could look for each example property. These are illustrative stories, not real listings or results.

The condo: a 2-bedroom near the MRT

R: The owner compares asking rents and recent signed leases and positions the rent in step with the market. **I:** The ideal tenant is a working couple. **G:** The listing leads with "a 5-minute walk to the MRT", uses bright photos, and is shared on portals, agent networks and social media. **H:** The first reply goes out the same day, and viewings are in the evening. **T:** A standard term with a renewal option, and a condition report with dated photos.

The shop: a corner in a neighbourhood mall

R: The rent is positioned around nearby shops, with the corner frontage as the reason to choose it. **I:** A neighbourhood retailer who wants steady footfall. **G:** The listing leads with the frontage, adds a short video from the street, and the agent reaches out to nearby businesses. **H:** The viewing is at a busy time of day. **T:** A lease with a renewal option, a short rent-free fit-out period and clear signage arrangements.

The factory: a ground-floor B2 unit

R: The rent is positioned around similar B2 units, with easy lorry access as the reason to choose it. **I:** A growing workshop. **G:** The listing shows the loading bay, power and ceiling height, and is shared through agent networks, LinkedIn and companies in the same estate. **H:** The viewing walks the whole floor, including the loading area. **T:** A lease with a renewal option, a fit-out period, restoration terms and a clear confirmation of permitted use.

Where to start when something feels slow

If a listing is not moving as quickly as you would like, the signals point to the step that deserves attention first.

Few enquiries	Start with **G** Generate Demand. More of the right people may not have seen it yet.
Enquiries, few viewings	Start with **H**. A faster reply and easier viewing times often help.
Viewings, no offers	Start with **R** or **T**. The rent position or the terms may need a nudge.
Interest from the wrong fit	Start with **I** Ideal Tenant. A clearer message attracts better-matched tenants.

The big idea

Position it, match it to the right tenant, reach them, look after the viewing, and agree clear terms. That is how to rent it right.

Your move

Choose the one step you would like to improve first. A small, clear start is enough.

Next, Chapter 8: straight answers to common landlord questions.

YOUR NOTES

CHAPTER 8

Questions Landlords Often Ask

Straight answers to the common questions.

How long does it usually take to rent a property?

It depends on the type of property, location, condition, rent and the market at the time. An agent can share recent examples from your building or area.

How early should I start before a lease ends?

Many owners start a few months ahead. That leaves time for marketing, viewings, agreeing terms and a smooth handover.

Should I lower the rent?

Start with the comparable rents. If your rent is in step with the market, refreshing the photos, headline and terms may help most. If it is above, a small adjustment can help.

A tenant asks for changes to the unit. What then?

Agree any changes in writing, including who pays and what is restored at the end. Some changes may need approval from the management or the authorities.

Can I rent out my HDB flat or private home?

HDB flats have eligibility rules and a minimum rental period of 6 months. Private residential properties have a minimum of 3 consecutive months. Check the latest rules with HDB or URA before you advertise.

Do I need to run Meta Ads?

No. Portals and agent networks are the foundation. Meta Ads are one more way to show a property to additional audiences, depending on the property and the ideal tenant.

Do I need an agent?

Many owners like help with marketing, viewings, tenant checks and paperwork. An agent needs your written consent before advertising, and you can check agents on the CEA Public Register. Commission is agreed with the agency, so ask for the terms in writing.

WHEN YOU WOULD LIKE SUPPORT

What a Property Marketer Adds

You can do all of this yourself. Here is how the work can be shared.

R Rental Positioning	**You:** check asking rents and public rental data. **A marketer adds:** recent signed leases from the market, and a view on where your property sits.
I Ideal Tenant	**You:** describe who your property suits in one line. **A marketer adds:** experience matching properties with tenants, and a second pair of eyes.
G Generate Demand	**You:** list on the portals and share with your contacts. **A marketer adds:** listing plus marketing beyond the portals, such as agent networks and, where it suits, Meta Ads.
H Handle Viewing & Closing	**You:** reply, show the property and follow up. **A marketer adds:** quick replies, organised viewings and follow-up with every interested tenant.
T Terms & Tenancy	**You:** agree terms and hand over the unit. **A marketer adds:** guidance on terms, the paperwork process and a smooth handover.

What happens next

If you would like to explore working together, this is how it usually begins.

1. A friendly chat	We talk about your property, your plans and what matters most to you. You can start at winsonyeung.sg.
2. A clear plan	We look at the market and shape the five RIGHT steps for your property. I share my views on rent and timing once I understand it.
3. A confident launch	Your property goes live with a clear message, with honest feedback and regular updates along the way.

BEHIND THE GUIDE

From a Book to Business to Property

Where the framework comes from.



I was 15 when I read *Rich Dad Poor Dad*, and it started my interest in financial freedom. At 18, in 2007, I began working for myself as an internet marketer, in affiliate marketing, e-commerce and SEO. That was when I moved from employee to self-employed.

In 2019 I bought my first industrial property. Since then I have bought and sold condos, industrial units and commercial units, so I have seen renting and selling from the owner's side. I later joined SN Real Estate as a property agent, bringing my marketing, business and property experience together.

> **In my own words**
>
> A book gave me the dream. Business taught me to act. Property taught me to think like an owner.

What that means for you

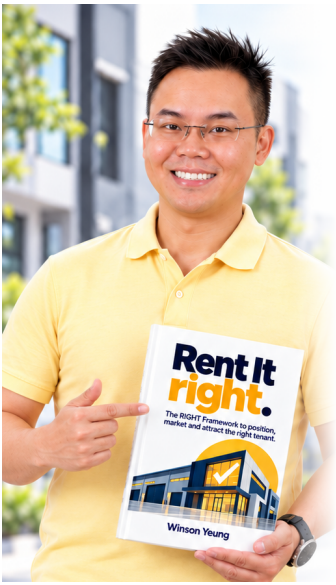
I bring a marketer's mindset to every property: use the portals, then market beyond them. I like to run the numbers with owners and investors before they commit, because I have put my own money into property and know which numbers matter. I work in English and Mandarin.

Why I wrote this guide

Many owners I meet have a good property and a clear wish to rent it well. What helps most is a simple way of thinking about it. RIGHT is that way of thinking, written in plain language so you can use it with or without an agent. If one idea here makes your next rental conversation easier, it has done its job.

Three ideas behind the guide

- **Start with the tenant.** Know who your property suits, and everything else becomes clearer.
- **Market beyond the portals.** List on the portals, then reach the people who are not searching yet.
- **Make the next step easy.** A quick reply, a warm viewing and clear terms help the right tenant say yes.



WHERE TO GO FROM HERE

Let's Talk About Your Property

Thanks for reading! If you have a property you would like to rent out, or sell, I would love to hear about it. Good marketing works the same way for both. It helps the right tenant or buyer find your property and see why it suits them. Come and say hi on my website.

Winson Yeung
The Property Marketer

VISIT MY WEBSITE

winsonyeung.sg

Scan the code with your phone camera, or type the address into your browser. You can read more about how I work, and set up a chat or a viewing with me.

Winson Yeung | The Property Marketer | Property Agent, SN Real Estate Pte Ltd
CEA Registration No. R074499I | Agency Licence No. L3010895G
Contact No. 8865 4913 | English and Mandarin

Any details you share are handled in line with the Personal Data Protection Act (PDPA). Please see the privacy policy at winsonyeung.sg.

Important notice. This guide provides general information only and is not legal, tax or financial advice. Rents, prices, timelines and results vary with the property, the market and individual circumstances, and nothing in this guide is a promise or guarantee of a particular rent, sale price, tenant, buyer or timeframe. Examples, sample headlines, messages and diagrams are for illustration only. Regulatory references (HDB, URA, JTC, IRAS, CEA) are correct to the best of our knowledge as at October 2026 and may change, so please confirm permitted use, zoning, rental rules, stamp duty, GST treatment and lease terms with the relevant authorities, your lawyer or your accountant. To talk about renting or selling your own property, please visit winsonyeung.sg to arrange a chat or a viewing.

APPENDIX

Glossary and Official Sources

Plain-English meanings, and where to find the official detail.

Comparable	A similar property used to judge the rent.
Footfall	The number of people who walk past a shop.
Floor loading	How much weight the floor is designed to carry.
Ancillary use	A supporting use, such as an office within an industrial unit.
Diplomatic clause	A clause in some residential leases that lets a tenant end the lease early under agreed conditions.
GST	Goods and Services Tax, which can apply to commercial and industrial rent if the landlord is GST-registered.

Official sources

Please check the latest detail directly with these organisations.

URA (ura.gov.sg)	Planning and use guidelines, and private residential rental information
JTC (jtc.gov.sg)	Industrial rental information and rules for JTC properties
HDB (hdb.gov.sg)	Rules for renting out HDB flats
IRAS (iras.gov.sg)	Stamp duty, property tax and GST
CEA (cea.gov.sg)	The Public Register of estate agents and salespersons, and advertising guidelines
ACRA (acra.gov.sg)	BizFile company information, for checking a business tenant

NOTES

Your notes

NOTES

Your notes

Rent It Right

Position, market and attract the right tenant.

winsonyeung.sg

Scan with your phone camera to visit

Winson Yeung

The Property Marketer | Property Agent, SN Real Estate Pte Ltd

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