KeepItRented

FREE WHITE PAPER

FOR SELF-MANAGING RENTAL OWNERS

Own the Turn

THE TURNOVER SCHEDULE — FROM LEASE SIGNING THROUGH MOVE-IN

Why checklists leave weeks of rent on the table — and the day-by-day schedule that tells you **when** to do everything, not just **what** to do.



Turnover does not start at move-out. It starts before you sign the lease.

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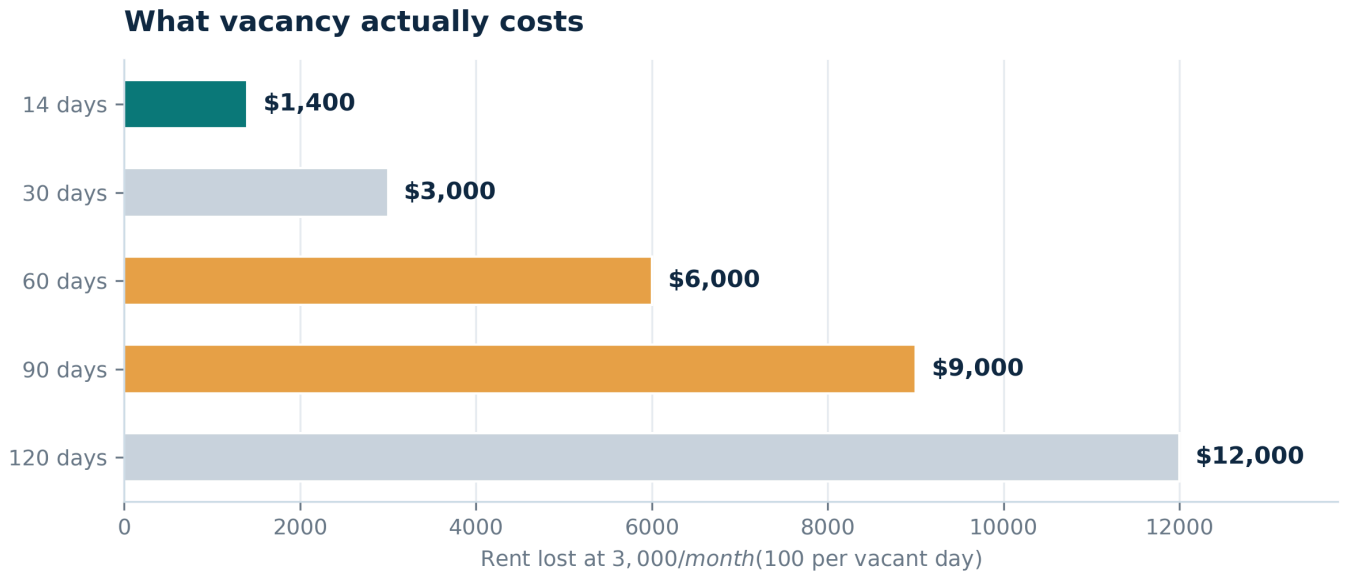
A Bluesky Homes company — turnover systems for self-managing owners

EXECUTIVE SUMMARY

Vacancy is the silent killer — and it is a timing problem

Every day between tenants is rent you will never get back. The tasks are not mysterious. The timing is where the money leaks.

At $3,000 a month, rent works out to $100 a day. Stretch a turnover to 60 days and you have lost $6,000. Stretch it to 90 days and you have lost $9,000 — often more than a full year of careful savings on management fees. Most self-managing owners do not lose that money because they skipped a repair. They lose it because work started late, vendors were booked in the wrong order, and marketing waited until the unit was empty.



Illustrative, based on $3,000/month rent ($100/day). Formula used by Avail as well: (monthly rent ÷ 30) × days vacant. Not a guarantee of results for any property.

$100
lost per vacant day at $3,000/month rent

60–90
days many self-managers lose per turnover when work starts at move-out

14 days
the post-move-out sprint this schedule targets — with work that starts well before move-out

This paper does three things. First, it shows you what the free turnover plans actually contain. Second, it gives you the full Own the Turn schedule in this document — nothing held back. Third, it counts the hours that schedule honestly takes, so you can decide whether you will run it yourself.

WHAT YOU CAN ALREADY GET FOR FREE

The free plans are checklists, not schedules

Three free plans dominate search results. Each is useful for what it is. None is a day-by-day schedule anchored to the move-out date.

Plan	What it actually is	What it covers — and what it leaves out
Zillow Rental Turnover Checklist	One-page PDF. Two sections, five numbered blocks. No dates or timeline at all.	**Before move-out:** informal walkthrough, schedule services and buy supplies, exterior maintenance. **After move-out:** interior maintenance, collect keys and re-key. **Leaves out:** marketing, showings, screening, deposit deadline, day-by-day timing.
Avail Apartment Turnover Checklist	The strongest free competitor. Eight steps, with the clock starting 60–90 days before lease expiry.	Covers renewal / move-out notice, inspection, room-by-room prep, listing, showings, screening, lease, and collecting fees before keys. Does the same vacancy math as this paper. **Still:** a sequence of steps, not specific days with vendors, marketing, and move-in working backward together.
Apartments.com (CoStar) Rental Turnover Checklist	Three steps only, with a detailed room-by-room cleaning grid.	Move out the current renter, repair the apartment, clean the apartment, plus a brief find-renters step. **Essentially make-ready only** — nothing structured before or after that window.

Zillow also offers a separate free move-in / move-out condition form. That is a room-by-room condition record, not a turnover plan.

> **Read them yourself — sources on page 7.** Zillow's checklist, Avail's checklist, and the Apartments.com checklist are all linked in full so you can compare them line by line with the schedule on pages 4–5.

Why the distinction matters

A checklist answers, “Did I remember the HVAC filter?” A schedule answers, “On which day does the painter come, when do photos happen, when do showings start, and what must be finished before the deposit deadline?” Owners rarely fail on memory alone. They fail on sequence.

THE GAP

Theirs tell you what. A schedule tells you when.

No free plan we reviewed does four things a fast turnover requires:

- **Start marketing before the unit is empty** — photos, listing copy, and showings planned while the current tenant is still in place, where the lease allows it.
- **Sequence vendors against specific days** — repairs before paint, paint before deep clean, clean before final photos and walkthrough, in that order, on named days.
- **Work backward from a target move-in date** — lease, deposit, and keys are deadlines you plan toward, not events you hope line up.
- **Anchor everything to move-out day (Day 0)** — every task gets a “Day −” or “Day +” label, so a delay on Day 2 is visible on Day 2, not discovered on Day 20.

“Turnover doesn't start at move-out. It starts before you sign the lease.”

The shape of Own the Turn

Phase	When	Goal
1. Before	Day −60 to −1	Notice confirmed, walkthrough done, vendors booked, photos and listing ready, showings started where allowed.
2. Make-ready	Day 0 to 7	Keys in, condition documented, repairs, paint, clean, re-key — in sequence, with no idle days between trades.
3. Place	Day 5 to 14	Showings at full pace, screening, lease signed, deposit and first funds collected before keys change hands.

The 14 days after move-out (Day 0 to 14) are the sprint inside this schedule — not the whole system. Own the Turn starts 60 days before that, and its foundation is set at lease signing. The full day-by-day version is on the next page. Keep it, print it, and use it as-is. That is the point of a free white paper.

THE FULL SCHEDULE — NOTHING HELD BACK

Own the Turn, day by day

Day 0 = move-out day. Adjust dates to your lease and local rules. Screening, deposits, and notice must follow the law where your property is located.

When	Do this
Day −60 to −45	Confirm renewal or move-out in writing. Start the clock. Review the lease for notice, showings, and access language (see page 7).
Day −30	Pre-move-out walkthrough. List tenant items and your items. Confirm the exact move-out date and final inspection time.
Day −30 to −21	Book vendors now — repairs, paint, carpet, cleaning, locksmith — for specific days in the Day 0–7 window. Order paint, filters, bulbs, and supplies.
Day −21 to −14	Take marketing photos (or schedule them for Day 1 if access is limited). Write the listing. Set rent from current comparables, not last year's rent.
Day −14 to −1	Publish the listing with an availability date. Hold showings during tenancy where the lease and law allow. Pre-screen inquiries so Day 5+ showings are serious.
Day 0	Move-out and final inspection. Document condition room by room with photos. Collect all keys, remotes, and codes.
Day 1	Re-key / change codes. Repairs start. Confirm every vendor date in writing again — today, not tomorrow.
Day 2–3	Repairs and patching complete. Paint after repairs, never before.
Day 4	Deep clean and carpet. Exterior tidy: shrubs, windows, screens.
Day 5	Final photos, HVAC filter, walkthrough against your checklist. Listing updated to “available now.” Showings at full pace.
Day 6–10	Show, screen promptly, and decide promptly. Every day an application sits unread is a vacant day you chose.
Day 11–13	Lease signed. Deposit and move-in funds collected — before keys, without exception. Set the deposit-accounting deadline in your calendar now.
Day 14	Move-in walkthrough with the new tenant, condition documented and signed. Keys handed over. Target met.

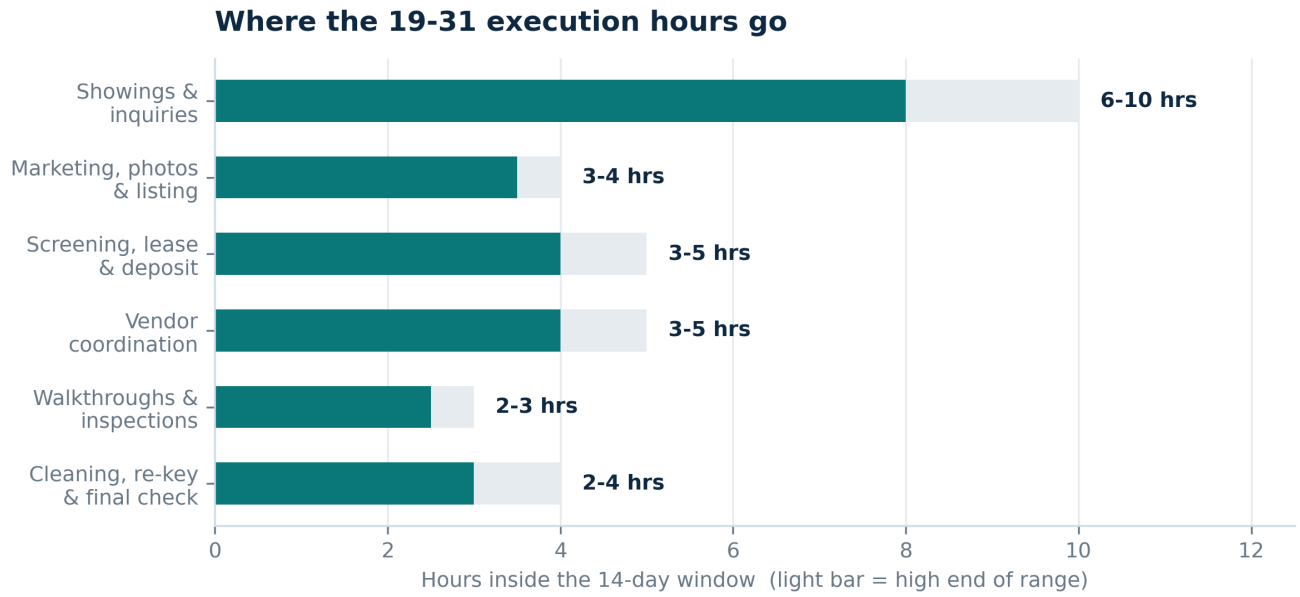
If a phase slips, move the target move-in date honestly and re-sequence from that day. A schedule you update beats a checklist you abandon.

AN HONEST COUNT

Most will appreciate the info — but won't have time to execute

That is not a sales line. It is what the schedule above actually demands, counted out loud.

The schedule is not complicated. It is *attended*. Almost every step needs you — on the phone, at the property, answering an inquiry the same day, or reading an application the night it arrives. Inside a 14-day window, a realistic planning estimate is **19 to 31 hours of your hands-on time**, concentrated in evenings, lunch breaks, and two or three full showing blocks.



Planning estimate for a single-family or small-unit turnover run by the owner, based on the tasks in the schedule on page 5. Your property, vendor availability, and inquiry volume will move these ranges. The total — 19–31 hours — is the number to check yourself against.

The 10-minute self-check

- Can you be at the property on Day 0, Day 1, and Day 5 — in person?
- Can you answer inquiries and applications the same day for 10 straight days?
- Do you already have a painter, cleaner, handyperson, and locksmith who will take a specific date, not “sometime next week”?
- Can you hold showings in the final two weeks — including evenings or a weekend?

If you answered yes across the board, run the schedule on page 5 yourself. It is complete, and it will work if you work it. If you hesitated on two or more, the gap is not knowledge. It is hours.

WHERE A FAST TURNOVER REALLY STARTS

It starts before you sign the lease

The Day −30 showings, photos, and vendor access on page 5 are only possible if your lease allows them — and if you screened for a tenant who will cooperate. That foundation is set at signing, months before any turnover.

The 3 clauses in the free Turnover Clause Pack

— **Tenant notice requirements** — clear, written, and early enough to start the Day −60 clock.

— **Right to show in the final 30 days** — with reasonable notice and times, as your local law requires.

— **Access for photos and vendors before move-out** — so marketing and make-ready do not both start on Day 0.

Screen for cooperation the same way you screen for payment: ask how prior moves went, explain the showing process before signing, and put what you agreed in the lease. Have lease language reviewed for your state before use.

Start with a free 15-minute turnover review

Bring your last turnover: how many days it took, what your rent is, and where it stalled. You will leave with your vacancy cost in dollars and the 3 highest-leverage fixes for your property — whether or not you ever buy anything.

Book at keepitrented.com

Next steps in the KeepItRented system, when you are ready: The Own the Turn course ($297), or the course plus a 1-hour 1:1 property session ($597) that applies the schedule to your timeline. And if, after the review, you decide you cannot or will not execute it yourself — that is exactly when done-for-you turnover and tenant placement exists. Ask about it on the review call. No pitch before that.

Sources

Zillow — Rental Turnover Checklist (PDF): https://wp-tid.zillowstatic.com/18/RentalTurnoverChecklist_2020-82bd53.pdf
Avail — Apartment Turnover Checklist: https://www.avail.com/education/articles/how-to-complete-an-apartment-turnover-checklist
Apartments.com (CoStar) — Rental Turnover Checklist (PDF): https://apartments-rental-manager-prod.acquia.dshrp.com/rental-manager/sites/default/files/file/2025-05/rental-turnover-checklist.pdf

Vacancy examples are illustrative ($3,000/month), not a guarantee. Laws on notice, showings, screening, deposits, and access vary by state and city — follow the rules for your property.

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