



# HARKOV LEWIS NYC

LANDLORD'S GUIDE

## Working for you

We have represented several of the largest institutional landlords in the city, alongside countless investors with smaller portfolios across Manhattan, Brooklyn, and western Queens. Our in-house leasing team handles approximately 250-300 rentals per year – with projects ranging from single family townhouses to small walkups and large full service doorman buildings.

### THE TEAM

As one of the most renowned and respected real estate teams in the US, we strive to deliver an experience as exceptional as the properties we represent.

Our expert team has well over 100 years of experience in the New York City market and our large deal volume allows us to leverage real-time insights well ahead of conventional updates and market reports.

We use this knowledge to empower our clients, combining hard data with the warmth of human connection, to build long-lasting relationships based on honesty, integrity and respect.

“The best broker I could have hoped for – really fights in the trenches for you, has your back and knows the NYC market incredibly well.”

JOANA B, BUYER

[VIEW MORE OF OUR TESTIMONIALS HERE](#)





## The Harkov Lewis Team

Our team, made up of over 20 members, includes a robust and specialized operations and marketing department that handles all administrative, research, marketing, and operational needs. This back-end support covers all aspects of the leasing process from research through to application compilation, tenant vetting, and lease preparation. Allowing our leasing agents to work more efficiently on your behalf by focusing their energies exclusively on showing and renting your property.

[WATCH OUR TEAM FILM HERE](#)

With extensive contacts in the city we provide access to highly vetted teams of vendors including:

Attorneys  
Painters  
Stagers  
Handymen  
Contractors  
Movers

“My experience with Warner and his team was nothing short of fantastic. From our first meeting where his professionalism, local knowledge and marketing expertise was displayed to the day of my closing, I felt that I had a true partner in him and his team.”

RJ, SELLER



# Working with Landlords

## *Our Services*

### PREPARING YOUR PROPERTY

We will conduct a visit to your property to advise on any work that might be needed before showing your listing. This may include basic paint and repairs, which we can recommend vetted vendors whom we work with very closely.

Our general recommendations include:

1. Clean your home thoroughly including interiors and exteriors of windows.
2. Touch up any paint scratches or scuffs especially in high traffic areas.
3. Declutter and remove personal items as much as possible including personal photos, documents, etc.
4. Ensure all lighting works and replace any bulbs as needed.
5. Ensure remotes for lighting, fans, HVAC, or window treatments have working batteries.
6. Caulk and grout kitchens and bathrooms.

### LISTING AGREEMENT

An exclusive right-to-rent listing agreement is a common practice that ensures only one agent or team can represent your listing. This allows us to be the gatekeeper to your rental and find you the right tenant. Standard contracts run for a minimum of six months and typically highlight what access your agent will have and how much their services will cost.

### PRICING

We will evaluate a comprehensive set of comparable rentals in your building and/or neighborhood to determine the best price point for your listing. Pricing your rental correctly can mean the difference between a fast rental and a lengthy process. Factors that will impact this decision include neighborhood comps, condition of your rental, the size of your property, and the current market conditions.

# Working with Landlords

## *Our Services*

### ACTIVATING YOUR LISTING

Prior to going live, we will schedule marketing appointments with an architectural photographer to take high-res photos and commission a floor plan draftsman to create up-to-date floorplans of your home. We will also draft a compelling description of the space, building and neighborhood. All of these materials will be included in your listing and syndicated to our team website, Brown Harris Stevens, StreetEasy, Zillow, the Wall Street Journal, and more.

### MARKETING PLAN

Our ambition is create a buzz and excitement about your property in the market place. Our spend on rental marketing is the same as most brokers invest in a sales listing, ensuring we position your property as a sought after residence to the largest number of qualified tenants in New York City, North America and around the world.

### SHOWING YOUR LISTING

One of our experienced leasing team members will be responsible for showing your property to prospective tenants and answering any questions about the offer and rental process. They will coordinate with you for each appointment and will conduct open houses. Each applicant will then be vetted with a credit check and presented to you for consideration. We will help to negotiate with prospective tenants' agents to ensure that you receive the best offer.

### *Final Steps to Close*

Lease Signing  
Condo/Co-op Approval  
Move In!



“We have nothing but great things to say about working with the Harkov Lewis team. From a service, knowledge, and experience standpoint, we felt we were working with the best of the best.”

EVAN & SHARI D, SELLERS



THE HARKOV LEWIS TEAM

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TEAM PRINCIPALS  
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