PROFITIQS

AFFILIATE MARKETING KIT · 2026

Rental Property Management System

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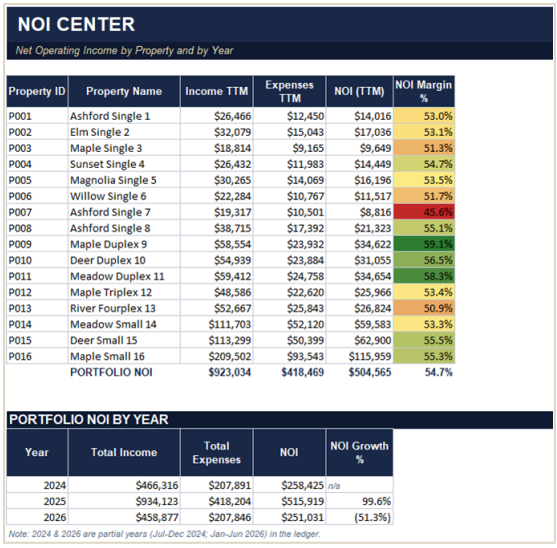
What's Inside This Kit

Everything you need to promote Rental Property Management System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



NOI CENTER

Net Operating Income by Property and by Year

Property ID	Property Name	Income TTM	Expenses TTM	NOI (TTM)	NOI Margin %
P001	Ashford Single 1	$26,466	$12,450	$14,016	53.0%
P002	Elm Single 2	$32,079	$15,043	$17,036	53.1%
P003	Maple Single 3	$18,814	$9,165	$9,649	51.3%
P004	Sunset Single 4	$26,432	$11,983	$14,449	54.7%
P005	Magnolia Single 5	$30,265	$14,069	$16,196	53.5%
P006	Willow Single 6	$22,284	$10,767	$11,517	51.7%
P007	Ashford Single 7	$19,317	$10,501	$8,816	45.6%
P008	Ashford Single 8	$38,715	$17,392	$21,323	55.1%
P009	Maple Duplex 9	$58,554	$23,932	$34,622	59.1%
P010	Deer Duplex 10	$54,939	$23,884	$31,055	56.5%
P011	Meadow Duplex 11	$59,412	$24,758	$34,654	58.3%
P012	Maple Triplex 12	$48,586	$22,620	$25,966	53.4%
P013	River Fourplex 13	$52,667	$25,843	$26,824	50.9%
P014	Meadow Small 14	$111,703	$52,120	$59,583	53.3%
P015	Deer Small 15	$113,299	$50,399	$62,900	55.5%
P016	Maple Small 16	$209,502	$93,543	$115,959	55.3%
	PORTFOLIO NOI	$923,034	$418,469	$504,565	54.7%

PORTFOLIO NOI BY YEAR

Year	Total Income	Total Expenses	NOI	NOI Growth %
2024	$466,316	$207,891	$258,425	n/a
2025	$934,123	$418,204	$515,919	99.6%
2026	$458,877	$207,846	$251,031	(51.3%)

Note: 2024 & 2026 are partial years (Jul-Dec 2024; Jan-Jun 2026) in the ledger.

The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

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10. Paid Ad Copy (Meta Ads)
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> Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Rental Property Management — Niche Overview and Product Facts

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Verified product facts

Exact product name: Rental Property Management System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	$97	Excel workbook — 11 sheets; Field Guide PDF — 39 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	$197	Excel workbook — 48 sheets; Field Guide PDF — 58 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):
https://www.profitiqs.com/industries/rental-portfolio

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727230	https://www.checkout-ds24.com/product/727230
Elite	727132	https://www.checkout-ds24.com/product/727132
Complete	726923	https://www.checkout-ds24.com/product/726923

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see [YOUR AFFILIATE LINK] throughout this kit).

Audience

Owners of more than one rental property who manage income, expenses, and occupancy across units..

Buyer profiles (HYPOTHESIS)

The buy-and-hold landlord. Owns a handful of long-term rentals, self-manages them, and wants to know what each property actually nets after the mortgage and upkeep.

The scaling portfolio investor. Has grown past two or three properties and needs a portfolio-wide view instead of judging each one from memory.

The refinance-minded investor. Is building equity or improving a property ahead of a refinance and watches cap rate and DSCR closely before talking to a lender.

The owner working with a property manager. Pays a manager to handle tenants and maintenance day to day but still wants the owner-level numbers tracked independently.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Cash flow that hides the real return.** Rent showing up in the account each month does not say what the cap rate or cash-on-cash return actually is.
- **One property is a guess inside a growing portfolio.** With several properties, it is easy to know the total and not know which one is actually dragging on returns.
- **Vacancy and turnover cost that goes unmeasured.** Empty days and the cost of turning a unit over eat into returns quietly, property by property.
- **DSCR nobody checked before the lender did.** Debt service coverage ratio decides a refinance or new loan, and many owners do not know their number until the bank runs it.
- **Maintenance and capital expenses blurred together.** A new water heater and a leaky faucet land in the same bucket, which hides what the property actually costs to run.
- **Tax season across every property at once.** Depreciation, deductions and expenses scattered across multiple properties turn tax prep into a scramble.

Buyer motivations (HYPOTHESIS)

- See NOI and cap rate for every property, not just whether rent came in
- Compare properties side by side across the whole portfolio
- Know the DSCR and cash-on-cash return before a lender runs the numbers
- Track vacancy, turnover and maintenance costs instead of guessing at them
- Be ready for tax season across every property at once

Why someone might consider a business intelligence system

The common thread is visibility: rental property investors usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Rental Property Management System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner

entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **NOI (net operating income):** What a property earns from rent after operating expenses, before the mortgage payment.
- **Cap rate:** NOI divided by property value — the return a property produces on its own, independent of how it is financed.
- **Cash-on-cash return:** Annual cash flow divided by the actual cash invested — what the money you put in is returning this year.
- **DSCR (debt service coverage ratio):** NOI divided by the mortgage payment — the number a lender checks before approving a loan or refinance.
- **Vacancy rate:** The share of days a unit sat empty, which is the rent you did not collect.
- **Equity growth:** How much ownership stake has grown through loan paydown and appreciation across the portfolio.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "I just track rent in a spreadsheet already."
- "I am not an Excel person."
- "I only have one or two properties, is this overkill?"
- "Which edition do I need?"
- "Does it manage my tenants or collect rent?"
- "Will it get me a better refinance rate?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: an investor with four rentals opens Cap Rate Center and sees the property with the highest rent actually has the lowest cap rate once its expenses are counted.
- Hypothetical: an owner preparing for a refinance checks DSCR Center a month early and adjusts a rent roll before the bank runs its own numbers.

Rental Property Management — Tier Comparison

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Product: Rental Property Management System™

	Essential	Elite	Complete
Price	$97	$197	$249
Excel workbook	Essential — 11 sheets	Elite — 48 sheets	Both workbooks
Field Guide (PDF)	39 pages	58 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Owners who want property setup, income and expense entry, property performance, a dashboard and a business health snapshot across their rentals.	Owners who also want NOI, cap rate, cash-on-cash return, DSCR, equity growth, loan and refinance analysis, tenant and lease tracking, maintenance and CapEx, and portfolio-wide forecasting.	Owners who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 11)

- START HERE
- Tax Rate Reference
- SETUP
- PROPERTY SETUP
- INCOME ENTRY
- EXPENSE ENTRY
- PROPERTY PERFORMANCE
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 48)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary
- 04 Property Setup
- 05 Loan Summary
- 06 Property Performance
- 07 Property Portfolio Center
- 08 Property Rankings
- 09 Portfolio Performance
- 10 Portfolio Growth Tracker
- 11 Tenant Database
- 12 Lease Tracker
- 13 Vacancy Tracker
- 14 Tenant Retention Center
- 15 Rent Collection Center
- 16 Maintenance Center
- 17 Work Order Center
- 18 CapEx Tracker
- 19 Vendor Center
- 20 NOI Center
- 21 Cap Rate Center
- 22 Cash-on-Cash Return
- 23 DSCR Center
- 24 Equity Growth Center
- 25 Refinance Analyzer
- 26 Income Entry
- 27 Expense Entry
- 28 Cash Flow Center
- 29 Accounts Receivable
- 30 Budget Center
- 31 Reserve Fund Center
- 32 KPI Scorecard
- 33 Business Health Score
- 34 Profit Leak Detector
- 35 Forecasting Center
- 36 Monthly Executive Review
- 37 Benchmarking Center
- 38 Strategic Planner
- 39 Executive Reports
- 40 Tax Setup
- 41 Tax Reserve & VAT Center

- 42 Deduction Maximizer
- 43 Tax Readiness Center
- 44 Accountant Summary
- Tax Rate Reference
- 45 Glossary
- 46 Changelog
- 47 Core Engine

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (https://www.checkout-ds24.com/product/726923).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Rental Property Management — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	Rent showed up this month. Do you know what your cap rate actually is?	Talking head, then cut to the dashboard
2	Problem and solution	Four properties, four different stories. Can you rank them by real return?	Talking head, then cut to the dashboard
3	Problem and solution	A vacant unit does not show up on a bank statement. It still costs you.	Talking head, then cut to the dashboard
4	Problem and solution	You could learn your DSCR when the lender calculates it, or you could know it first.	Talking head, then cut to the dashboard
5	Industry mistake	A common investor mistake: judging a property by whether rent showed up, not by its cap rate.	Talking head with on-screen text
6	Industry mistake	A new roof and a leaky faucet in the same expense line hide what the property really costs to run.	Talking head with on-screen text
7	Industry mistake	Treating vacancy as bad luck instead of a number to track is an easy trap.	Talking head with on-screen text
8	Industry mistake	One underperforming property can hide inside a portfolio that looks fine on average.	Talking head with on-screen text
9	Operational inefficiency	One spreadsheet per property and no portfolio view. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	Rent roll in one file, expenses in another, DSCR nowhere. Sound familiar?	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Comparing properties from memory gets harder every time you add one.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the books for four rentals after a full day at your actual job? Watch this.	Relatable POV clip
13	Owner frustration	Your accountant wants depreciation and deductions by property. You have receipts by none.	Relatable POV clip
14	Owner frustration	Every unit occupied and still not sure which property is actually pulling its weight?	Relatable POV clip
15	Curiosity	What does an entire rental portfolio look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 47-sheet Excel system built just for rental property investors. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number that matters more to your lender than your rent roll.	Screen recording reveal
18	Educational	NOI vs cash flow: what is the difference, and why does a lender care more about one?	Whiteboard or on-screen definition
19	Educational	Cap rate explained for rental property investors in 30 seconds.	Whiteboard or on-screen definition
20	Educational	DSCR, plainly: the ratio that decides whether a bank says yes to your refinance.	Whiteboard or on-screen definition
21	Educational	Cash-on-cash return vs cap rate: two numbers, two different questions.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Rental Property Management System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a month of rent and expenses and see NOI update by property.	Screen recording of the sample workbook
24	Product demonstration	This is what a cap rate calculation looks like when it is built for rental investors.	Screen recording of the sample workbook
25	Product demonstration	DSCR Center: one sheet that shows what a lender will see before you apply.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your rental portfolio.	Split screen of the editions
27	Comparison and decision	Property management software vs an investor's own Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"I only have two properties, is this overkill?" Here is what Essential covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not get you a better refinance rate. Here is what it will do.	Talking head, objection as on-screen text

Rental Property Management — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Rental Property Management System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem -> demo **Target audience:** The buy-and-hold landlord **Length:** about 33 seconds

1. Opening hook (0–3s): Rent showed up this month. Do you know what your cap rate actually is?

2. Spoken narration: Rent showing up in the account each month does not say what the cap rate or cash-on-cash return actually is. The Rental Property Management System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Income, NOI and the key portfolio numbers sit together at the top.

3. On-screen text:

- Cash flow that hides the real return
- Your whole portfolio on one screen
- Rental Property Management System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Rental property investors **Length:** about 34 seconds

1. Opening hook (0–3s): Three common money mistakes in a rental portfolio.

2. Spoken narration: One: judging a property by whether rent came in, not by its cap rate. Two: never checking cash-on-cash return against what was actually invested. Three: treating vacancy days as bad luck instead of a cost to track. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Judging a property by whether rent came in, not by its cap rate

- Mistake 2: Never checking cash-on-cash return against what was actually invested
- Mistake 3: Treating vacancy days as bad luck instead of a cost to track

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is NOI (net operating income)?

Type: Educational **Target audience:** Rental property investors **Length:** about 28 seconds

1. Opening hook (0–3s): What is NOI (net operating income), and why should you care?

2. Spoken narration: What a property earns from rent after operating expenses, before the mortgage payment. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- NOI (net operating income)
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows NOI (net operating income) if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Rental property investors **Length:** about 33 seconds

1. Opening hook (0–3s): I opened a 47-sheet Excel system built just for rental property investors. Here is what is inside.

2. Spoken narration: This is the Rental Property Management System™. The Elite edition has 48 sheets. Here is 20 NOI Center. Net operating income is calculated for every property, not estimated by feel. And this is 21 Cap Rate Center. Cap rate is worked out property by property, independent of how it is financed.

3. On-screen text:

- NOI, not just rent collected
- Which property actually earns its keep?

4. Visuals / screen recording: Screen recording: 20 NOI Center, then 21 Cap Rate Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The buy-and-hold landlord **Length:** about 30 seconds

1. Opening hook (0–3s): Doing the books for four rentals after a full day at your actual job? Watch this.

2. Spoken narration: Depreciation, deductions and expenses scattered across multiple properties turn tax prep into a scramble. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax season across every property at once
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 38 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your rental portfolio.

2. Spoken narration: Essential is $97: owners who want property setup, income and expense entry, property performance, a dashboard and a business health snapshot across their rentals. Elite is $197: owners who also want NOI, cap rate, cash-on-cash return, DSCR, equity

growth, loan and refinance analysis, tenant and lease tracking, maintenance and CapEx, and portfolio-wide forecasting. Complete, $249, gives you both.

3. On-screen text:

- Essential $97
- Elite $197
- Complete $249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 27 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The formulas and dashboards are already built; you enter income, expenses and property details. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Rental Property Management System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 11 sheets; Elite has 48. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The refinance-minded investor **Length:** about 31 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your rental portfolio.

2. Spoken narration: Open the dashboard. Check NOI (net operating income) and cap rate. Then open 23 DSCR Center. Debt service coverage ratio is calculated for every property ahead of a refinance conversation. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check NOI (net operating income)
- Check 23 DSCR Center
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 23 DSCR Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Rental property investors **Length:** about 31 seconds

1. Opening hook (0–3s): There is one number that matters more to your lender than your rent roll.

2. Spoken narration: It is cash-on-cash return. Annual cash flow divided by the actual cash invested — what the money you put in is returning this year. In the Rental Property

Management System™, 22 Cash-on-Cash Return is where you see it alongside the rest of the business.

3. On-screen text:

- Cash-on-cash return
- What your cash invested is actually returning

4. Visuals / screen recording: Screen recording of 22 Cash-on-Cash Return

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 22 Cash-on-Cash Return content as shown in the sample file
- Disclosure included in caption or on screen

Rental Property Management — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

```
Rent showed up this month. Do you know what your cap rate actually is?

Rent showing up in the account each month does not say what the cap rate or
cash-on-cash return actually is.

The Rental Property Management System(TM) is a downloadable Excel system built for
rental property investors. Link in bio.

#ad -- affiliate link
#realestateinvesting #rentalproperty #landlordlife #realestateinvestor
#propertyinvestor #rentalportfolio
```

2. Instagram

```
What does an entire rental portfolio look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate,
built in Excel.

Link in bio. #ad -- affiliate link
#realestateinvesting #rentalproperty #landlordlife #realestateinvestor
#propertyinvestor #rentalportfolio
```

3. TikTok

```
A common investor mistake: judging a property by whether rent showed up, not by its
cap rate. #ad -- affiliate link #realestateinvesting #rentalproperty #landlordlife
#realestateinvestor #propertyinvestor #rentalportfolio
```

4. TikTok

```
NOI vs cash flow: what is the difference, and why does a lender care more about one?
Full breakdown in the video. #ad -- affiliate link #realestateinvesting
#rentalproperty #landlordlife #realestateinvestor #propertyinvestor #rentalportfolio
```

5. Facebook

```
A vacant unit does not show up on a bank statement. It still costs you.

With several properties, it is easy to know the total and not know which one is
actually dragging on returns.

If you run a rental portfolio, the Rental Property Management System(TM) is worth a
look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

6. Facebook

```
Question for rental property investors: NOI (net operating income) -- do you know
yours?

What a property earns from rent after operating expenses, before the mortgage
payment.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

7. LinkedIn

```
Four properties, four different stories. Can you rank them by real return?

A new water heater and a leaky faucet land in the same bucket, which hides what the
property actually costs to run.

The Rental Property Management System(TM) turns rental portfolio data into a
dashboard, reports and a tax set-aside estimate -- in Excel, without new software to
learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

8. LinkedIn

```
Three numbers every investor should review monthly:

1. NOI (net operating income)
2. Cap rate
3. Cash-on-cash return

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

9. X / Threads

```
One spreadsheet per property and no portfolio view. There is a simpler way. [YOUR
AFFILIATE LINK] #ad -- affiliate link
```

10. YouTube community

```
Essential or Elite? How to pick the right edition for your rental portfolio.

Essential $97 - Elite $197 - Complete $249. Comparison in my latest Short. [YOUR
AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

10 short promotional posts

1. You could learn your DSCR when the lender calculates it, or you could know it first. [YOUR AFFILIATE LINK] #ad — affiliate link
2. A new roof and a leaky faucet in the same expense line hide what the property really costs to run. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Treating vacancy as bad luck instead of a number to track is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
4. Rent roll in one file, expenses in another, DSCR nowhere. Sound familiar? [YOUR AFFILIATE LINK] #ad — affiliate link
5. Your accountant wants depreciation and deductions by property. You have receipts by none. [YOUR AFFILIATE LINK] #ad — affiliate link
6. Every unit occupied and still not sure which property is actually pulling its weight? [YOUR AFFILIATE LINK] #ad — affiliate link
7. Cap rate explained for rental property investors in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. DSCR, plainly: the ratio that decides whether a bank says yes to your refinance. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Cash-on-cash return vs cap rate: two numbers, two different questions. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Property management software vs an investor's own Excel dashboard: they answer different

questions. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Rental Property Management System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at $97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for rental property investors — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **NOI (net operating income) explained** — Define NOI (net operating income) in plain English (What a property earns from rent after operating expenses, before the mortgage payment.) and show where it appears in the sample workbook.
2. **Cap rate explained** — Define cap rate in plain English (NOI divided by property value — the return a property produces on its own, independent of how it is financed.) and show where it appears in the sample workbook.
3. **Cash-on-cash return explained** — Define cash-on-cash return in plain English (Annual cash flow divided by the actual cash invested — what the money you put in is returning this year.) and show where it appears in the sample workbook.
4. **Mistake: Mixing routine maintenance with capital expenses in the same bucket** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Leaving depreciation and deductions scattered until tax season** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes rental property investors make

- **Slide 1:** 5 money mistakes rental property investors make
- **Slide 2:** Judging a property by whether rent came in, not by its cap rate
- **Slide 3:** Never checking cash-on-cash return against what was actually invested
- **Slide 4:** Treating vacancy days as bad luck instead of a cost to track
- **Slide 5:** Mixing routine maintenance with capital expenses in the same bucket
- **Slide 6:** Not knowing the DSCR until the lender calculates it
- **Slide 7:** See them all in one place -> Rental Property Management System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a rental portfolio

- **Slide 1:** The numbers behind a rental portfolio
- **Slide 2:** NOI (net operating income): What a property earns from rent after operating expenses, before the mortgage payment.
- **Slide 3:** Cap rate: NOI divided by property value — the return a property produces on its own, independent of how it is financed.
- **Slide 4:** Cash-on-cash return: Annual cash flow divided by the actual cash invested — what the money you put in is returning this year.

- **Slide 5:** DSCR (debt service coverage ratio): NOI divided by the mortgage payment — the number a lender checks before approving a loan or refinance.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — $97: Owners who want property setup, income and expense entry, property performance, a dashboard and a business health snapshot across their rentals.
- **Slide 3:** Elite — $197: Owners who also want NOI, cap rate, cash-on-cash return, DSCR, equity growth, loan and refinance analysis, tenant and lease tracking, maintenance and CapEx, and portfolio-wide forecasting.
- **Slide 4:** Complete — $249: Owners who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Rental Property Management System™
- **Slide 2:** 02 Executive Dashboard: Your whole portfolio on one screen
- **Slide 3:** 20 NOI Center: NOI, not just rent collected
- **Slide 4:** 21 Cap Rate Center: Which property actually earns its keep?
- **Slide 5:** 22 Cash-on-Cash Return: What your cash invested is actually returning
- **Slide 6:** 23 DSCR Center: Know your DSCR before the lender does
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "I just track rent in a spreadsheet already." -> A rent log shows income. This workbook calculates NOI, cap rate, cash-on-cash return, DSCR and equity growth across every property. If a rent log already answers those, you may not need it.
- **Slide 3:** "I am not an Excel person." -> The formulas and dashboards are already built; you enter income, expenses and property details. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I only have one or two properties, is this overkill?" -> Essential is built for the core numbers on a smaller portfolio: property setup, income, expenses, performance and a dashboard. Elite is for owners who want NOI, cap rate, DSCR and portfolio-wide analysis.
- **Slide 5:** "Which edition do I need?" -> Essential (11 sheets) covers property setup, income and expense entry, property performance, a dashboard and a business health snapshot. Elite (47 sheets) adds NOI, cap rate, cash-on-cash return, DSCR, equity growth…
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Rent showed up this month. Do you know what your cap rate actually is?

2. Four properties, four different stories. Can you rank them by real return?
3. What does an entire rental portfolio look like on one screen?
4. I opened a 47-sheet Excel system built just for rental property investors. Here is what is inside.
5. NOI vs cash flow: what is the difference, and why does a lender care more about one?
6. Cap rate explained for rental property investors in 30 seconds.
7. Here is the Executive Dashboard in the Rental Property Management System.
8. Watch me log a month of rent and expenses and see NOI update by property.
9. Essential or Elite? How to pick the right edition for your rental portfolio.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

```
Rent showing up in the account each month does not say what the cap rate or
cash-on-cash return actually is. The Rental Property Management System(TM) is a
downloadable Excel system for rental property investors: dashboards, reports and a
tax set-aside estimate, built in.

Editions: Essential $97 - Elite $197 - Complete $249
[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
#realestateinvesting #rentalproperty #landlordlife #realestateinvestor
#propertyinvestor #rentalportfolio
```

Description template B:

```
A look inside the Rental Property Management System(TM) with its sample data. Each
edition includes the workbook, a Field Guide and a Quick Start. Requires desktop
Microsoft Excel.

[YOUR AFFILIATE LINK]
Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Rental Property Management — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Rental property investors on your list who have not bought anything yet **Subject line:** Cash flow that hides the real return? **Preview text:** Why a busy rental portfolio can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

Rent showing up in the account each month does not say what the cap rate or
cash-on-cash return actually is.

With several properties, it is easy to know the total and not know which one is
actually dragging on returns.

Neither of these is a moral failing -- it is usually just that the numbers live in
different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]
```

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The NOI (net operating income) question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

Here is one number worth knowing for any rental portfolio: NOI (net operating
income).

What a property earns from rent after operating expenses, before the mortgage
payment.

Two more worth adding to your monthly check:
- Cap rate: NOI divided by property value -- the return a property produces on its
own, independent of how it is financed.
- Cash-on-cash return: Annual cash flow divided by the actual cash invested -- what
the money you put in is returning this year.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]
```

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for rental property investors **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

The tool I mentioned is the Rental Property Management System(TM).

It is a downloadable Excel workbook built for rental property investors. You log
your own data and the dashboards, reports and tax set-aside estimate update for you.
It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:
- 02 Executive Dashboard: Income, NOI and the key portfolio numbers sit together at
the top.
- 20 NOI Center: Net operating income is calculated for every property, not
estimated by feel.
- 21 Cap Rate Center: Cap rate is worked out property by property, independent of
how it is financed.
- 22 Cash-on-Cash Return: Cash-on-cash return is calculated against the real cash
put into each property.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE
LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

If you looked at the Rental Property Management System(TM) and were not sure which
edition to pick, here is the short version:

- **Essential -- $97** (11 sheets): Owners who want property setup, income and
expense entry, property performance, a dashboard and a business health snapshot
across their rentals.
- **Elite -- $197** (48 sheets): Owners who also want NOI, cap rate, cash-on-cash
return, DSCR, equity growth, loan and refinance analysis, tenant and lease tracking,
maintenance and CapEx, and portfolio-wide forecasting.
- **Complete -- $249:** both editions together.

A good question to ask yourself: How many rental properties do you own?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

I will stop talking about the Rental Property Management System(TM) after this. Two honest answers before I do:

"I am not an Excel person." The formulas and dashboards are already built; you enter income, expenses and property details. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Does it manage my tenants or collect rent?" No. It is an owner's analysis workbook, not tenant management or rent collection software.

If it fits how you run your rental portfolio, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Rental Property Management — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in graphics/ from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (00-Master-Affiliate-Kit/brand/), product dashboard image and Field Guide covers (in graphics/source/). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	Rent showed up this month. Do you know what your cap rate actually is?	Rent showing up in the account each month does not say what the cap rate or cash-on-cash return actually is.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Rental Property Management System™	Excel business system for rental property investors · Essential $97 · Elite $197 · Complete $249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is NOI (net operating income)?	What a property earns from rent after operating expenses, before the mortgage payment.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does an entire rental portfolio look like on one screen?	Rental Property Management System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Rental Property Management system	02 Executive Dashboard · 20 NOI Center · 21 Cap Rate Center · 22 Cash-on-Cash Return	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential $97 · Elite $197 · Complete $249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Rental Property Management System™	Cash flow that hides the real return	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	NOI vs cash flow: what is the difference, and why does a lender care more about one?	Rental Property Management	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

`graphics/launch-announcement.png`	Launch announcement (square)	1080×1080	Now available: Rental Property Management System™	Essential $97 · Elite $197 · Complete $249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from `05-Social-Media-Copy.md` is also rendered as a real, swipeable image in `graphics/carousels/` -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

`graphics/source/workbook-screenshots/Essential/` and `…/Elite/` hold a real screenshot of every visible sheet in both editions (11 and 48 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Rental Property Management — Audience and Objection Guide

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Target audience segments

- **The buy-and-hold landlord:** Owns a handful of long-term rentals, self-manages them, and wants to know what each property actually nets after the mortgage and upkeep.
- **The scaling portfolio investor:** Has grown past two or three properties and needs a portfolio-wide view instead of judging each one from memory.
- **The refinance-minded investor:** Is building equity or improving a property ahead of a refinance and watches cap rate and DSCR closely before talking to a lender.
- **The owner working with a property manager:** Pays a manager to handle tenants and maintenance day to day but still wants the owner-level numbers tracked independently.

Common objections and honest responses

"I just track rent in a spreadsheet already." A rent log shows income. This workbook calculates NOI, cap rate, cash-on-cash return, DSCR and equity growth across every property. If a rent log already answers those, you may not need it.

"I am not an Excel person." The formulas and dashboards are already built; you enter income, expenses and property details. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"I only have one or two properties, is this overkill?" Essential is built for the core numbers on a smaller portfolio: property setup, income, expenses, performance and a dashboard. Elite is for owners who want NOI, cap rate, DSCR and portfolio-wide analysis.

"Which edition do I need?" Essential (11 sheets) covers property setup, income and expense entry, property performance, a dashboard and a business health snapshot. Elite (47 sheets) adds NOI, cap rate, cash-on-cash return, DSCR, equity growth, loan and refinance analysis, tenants and leases, maintenance and CapEx, and portfolio forecasting.

"Does it manage my tenants or collect rent?" No. It is an owner's analysis workbook, not tenant management or rent collection software.

"Will it get me a better refinance rate?" No. It calculates the cap rate, DSCR and equity numbers a lender looks at, so you can walk in knowing them. The rate itself is the lender's decision.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- How many rental properties do you own?
- Do you want cap rate, cash-on-cash return and DSCR calculated for you, or just income and expenses?
- Are you planning a refinance or a new purchase where a lender will look at your numbers?
- Do you track vacancy, turnover and maintenance costs separately today?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Owners who want property setup, income and expense entry, property performance, a dashboard and a business health snapshot across their rentals.
- **Elite:** Owners who also want NOI, cap rate, cash-on-cash return, DSCR, equity growth, loan and refinance analysis, tenant and lease tracking, maintenance and CapEx, and portfolio-wide forecasting.
- **Complete:** Owners who want both editions in one package.

When the product is probably not a good fit

- Owners without desktop Microsoft Excel
- Property management companies managing rental properties for other owners for a fee
- Anyone looking for tenant screening, rent collection or lease-signing software
- Owners who will not log income and expenses regularly

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Rental Property Management — Pre-Publication Checklist

Tick every box before publishing anything for the Rental Property Management System™.

Product accuracy

- [ ] Product name written exactly as **Rental Property Management System™**
- [ ] Every feature you mention appears in 02-Tier-Comparison.md
- [ ] Prices shown as Essential $97 / Elite $197 / Complete $249 and match the live page

Landing page

- [ ] Link points to the Rental Property Management product, not another niche
- [ ] Sales page loads on mobile and desktop (https://www.checkout-ds24.com/product/726923)

Affiliate link

- [ ] Your own Digistore24 affiliate link replaces every placeholder
- [ ] The link opens the correct edition or marketplace entry

Tracking

- [ ] Click your link once from a private window and confirm it lands correctly
- [ ] Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- [ ] Disclosure is visible near the link or in the first lines of the caption
- [ ] Spoken or on-screen disclosure in videos

Call to action

- [ ] One clear CTA per post
- [ ] No invented discounts, bonuses or deadlines

Mobile readability

- [ ] Text on graphics readable on a phone
- [ ] Captions front-load the hook and link

Claims and compliance

- [ ] No income, savings, results or tax promises
- [ ] No fake testimonials, reviews or screenshots
- [ ] Hypothetical examples labeled as hypothetical
- [ ] Not described as AI, automation or a chatbot

Rental Property Management — Paid Ad Copy (Meta Ads Manager)

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace [YOUR AFFILIATE LINK] with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 25/27:

```
Cash flow that hides the...
```

Headline, long form (≤40 char max) -- 36/40:

```
Cash flow that hides the real return
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 120/125:

```
Rent showing up in the account each month does not say what the cap rate or
cash-on-cash return actually is. The Rental...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 301 chars:

```
Rent showing up in the account each month does not say what the cap rate or
cash-on-cash return actually is. The Rental Property Management System(TM) is a
downloadable Excel system for rental property investors -- dashboards, reports and a
tax set-aside estimate, already built. Three editions from $97.
```

Description (≤30 chars, shows on some placements only) -- 8/30:

```
From $97
```

Destination URL: [YOUR AFFILIATE LINK]

Product / features

Headline (≤27 chars, safest across placements) -- 16/27:

```
Rental Property...
```

Headline, long form (≤40 char max) -- 33/40:

```
Rental Property Management System
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 117/125:

```
A downloadable Excel system built for rental property investors. Dashboards, reports
and a tax set-aside estimate --...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 260 chars:

```
The Rental Property Management System(TM) is a downloadable Excel workbook built for
rental property investors: dashboards, reports and a tax set-aside estimate, already
built, with sample data so it works the moment you open it. Requires desktop
Microsoft Excel.
```

Description (≤30 chars, shows on some placements only) -- 17/30:

```
$97 / $197 / $249
```

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

```
Compare 3 Editions
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

```
Essential $97. Elite $197. Complete $249. Every edition: workbook, Field Guide,
Quick Start.
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 475 chars:

```
Essential ($97): Owners who want property setup, income and expense entry, property
performance, a dashboard and a business health snapshot across their rentals. Elite
($197): Owners who also want NOI, cap rate, cash-on-cash return, DSCR, equity
growth, loan and refinance analysis, tenant and lease tracking, maintenance and
CapEx, and portfolio-wide forecasting. Complete ($249): both editions together.
Every edition includes the workbook, a Field Guide and a Quick Start.
```

Description (≤30 chars, shows on some placements only) -- 19/30:

```
3 editions from $97
```

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 26/27:

```
NOI (net operating income)
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 118/125:

```
What a property earns from rent after operating expenses, before the mortgage
payment. The Rental Property Management...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 233 chars:

```
NOI (net operating income): What a property earns from rent after operating
expenses, before the mortgage payment. You can work it out by hand, or let the
Rental Property Management System(TM) calculate it from the data you already log.
```

Description (≤30 chars, shows on some placements only) -- 8/30:

```
From $97
```

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 20/27:

```
For Rental Property...
```

Headline, long form (≤40 char max) -- 30/40:

```
For Rental Property Management
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 111/125:

```
Built specifically for rental property investors -- not a generic spreadsheet
template. See all three editions.
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 248 chars:

```
The Rental Property Management System(TM) is built specifically for rental property
investors, not a generic spreadsheet template. Downloadable Excel workbook, sample
data included, Field Guide and Quick Start in every edition. See all three editions.
```

Description (≤30 chars, shows on some placements only) -- 17/30:

```
$97 - $197 - $249
```

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see graphics/) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Rental Property Management — Cold Email Sequence (8 emails)

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace [FIRST NAME] and [YOUR NAME] before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your rental portfolio
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, rental property management
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your rental portfolio

```
Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of rental property investors do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]
```

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

```
Hi [FIRST NAME],

Here is something I notice a lot with rental property investors.

Judging a property by whether rent came in, not by its cap rate.

It is an easy thing to fall into. You are busy running the rental portfolio. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]
```

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

```
Hi [FIRST NAME],

There is one number I think every investor should know.

It is called NOI (net operating income). In plain words: what a property earns from
rent after operating expenses, before the mortgage payment.

Many owners could not tell you this number if you asked right now. Not because they
do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes
about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]
```

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, rental property management

```
Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that
works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP
reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply
"yes" and I will send it over.

[YOUR NAME]
```

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

```
Hi [FIRST NAME],

I want to be straight with you.

A lot of rental property investors tell me something like this: "I just track rent
in a spreadsheet already."

Here is the honest answer. A rent log shows income. This workbook calculates NOI,
cap rate, cash-on-cash return, DSCR and equity growth across every property. If a
rent log already answers those, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is
okay. I would rather tell you the truth than waste your time.

[YOUR NAME]
```

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

```
Hi [FIRST NAME],

Picture this for a second.

A investor opens their numbers for the first time in months. The rental portfolio is
not in trouble. It is doing fine. But they find a few small leaks, the kind every
busy owner misses, like cash flow that hides the real return.

That is really all this is for. A simple way to see what is REALLY happening in your
rental portfolio, every week, without extra work on top of your day.

[YOUR NAME]
```

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

```
Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for rental property investors. You enter your numbers, it shows you your profit, your biggest costs, and one property is a guess inside a growing portfolio.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Rental Property Management System(TM), built for exactly this. Three editions, starting at $97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]
```

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

```
Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a rental portfolio is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]
```

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.

- Never send cold email from your main business domain or your main inbox.
- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.