

THE KANSAS CITY STAR.

Call (913) 638-5562, www.BettySimmons.com or www.RentalHomeKC.com



Betty Simmons, an entrepreneur at heart, has lived and worked in Johnson County more than 30 years. She said 2013 was an excellent year, whether she was assisting someone in buying, selling or renting a home, and she expects that trend to continue in 2014.

Whether clients want to buy or sell a home, lease one or invest in rental property, Betty Simmons, with RE/MAX Best Associates and owner of Rental Home KC can help.

Betty Simmons, who is a Realtor with RE/MAX Best Associates, also owns a residential home leasing business, Rental Home KC, so she touches all aspects of the residential real estate market.

“Residential home sales were down for a few years, but the local real estate market rebounded in 2013 and many people who had rented homes are now buying,” Simmons said. “A lot of the owners who have rented their property have decided now is the time to sell, because they had been waiting for the market to rebound and also because more investors are buying homes for rental properties.”

“When other real estate agents were worrying about a down real estate market, in 2007 I looked for a different way to do business,” she said in explaining how she started her rental company. “I used my 20-year sales, technology and business background, along with my knowledge of the real estate market, to create my own business model, Rental Home KC.”

Simmons and her experienced Rental Home KC team can take care of the entire rental process from start to finish. Simmons has helped many investors find a perfect investment property to buy, oversee the rehab and have it leased within days of the purchase. The RHKC team can assist with everything from marketing the property and locating great renters through renter screening, coordinating move-ins, collecting rent and handling maintenance calls. That is full-service property management in Johnson County.

Rental Home KC has consistently grown each year to the point that Simmons is now converting her leasing agents into the Betty Simmons Team with RE/MAX and she will be adding licensed agents to assist her while she expands her business in multiple directions. She has a great full-time staff now working with her in the rental business and they are constantly streamlining business processes to increase productivity.

Simmons was selected five times by her past clients as a Five Star Agent, which is the top 6 percent of all real estate agents in Kansas City for client satisfaction from 2008 to 2013. Simmons has also earned the RE/MAX 100% Club in 2013 and 100% Club/Executive Club honors in past years while building her rental business.

“The growth of the rental business has skyrocketed over what I had originally anticipated,” Simmons said. “The synergy of combining home sales with home rentals has worked very well and I receive constant referrals from my client base, owners, chamber members as well as other real estate agents.”

Rental Home KC began a little over six years ago with 10 properties for rent and has now leased more than 650 homes. The average monthly rental rate is \$1,800 to \$2,000.

The increase in real estate rentals could not come at a better time, Simmons said. She is seeing a rapid increase in the number of people seeking houses to rent. Many are professionals relocating to the area for one or two years while others want to live in the area a year prior to buying.

“We also have many owners relocating out of the area and want to return to their home in a couple of years,” she said. “So, we assist them, too.”

Simmons was selected as an Olathe Chamber of Commerce Ambassador seven years ago. She has served as chairman of the Membership Council and as vice chair of the Ambassadors in 2013-2014.

She has served on the Kansas City Regional Association of Realtors’ technology and property management committees and will serve as the chair of the property management committee for KCRAR for 2014. Rental Home KC is also an accredited member of the Better Business Bureau with an “A” rating.