

WORKFLOW 001 – TURNOVER PACKET

# 3311 Elm Street. *Rear Upper.*

*A better listing for an Inner Richmond 2BR — sharper photos, sharper copy, more eyes on the unit.*

ADDRESS 3311 Elm St, Rear Upper · San Francisco, CA	NEIGHBORHOOD Inner Richmond
LAYOUT 2BR / 1BA · 865 sqft	TYPE Top-floor, rear, set back from street
LAST LEASE \$2,895 / month	RENTER PERSONA Last two leases: 2 grad-school roommates (UCSF), then a couple in tech.

```
order_id: ord_3311elm_a4f732
workflow: turnover-packet v0.1.0
generated: 2026-05-07 16:42 PT
photos_in: 17 (15 unique rooms, OCR-mapped)
cost: $49.00 (paid)
status: COMPLETE
```

01 — PHOTO AUDIT

## Your photos, ranked.

17 (15 unique rooms, OCR-mapped). Cover photo, what to reshoot, what's missing. Dated finishes are below.

### COVER PHOTO

#### Lead with: Living room

Window light, well-staged — use this as the cover photo. It's the strongest frame in the set and sets renter expectations honestly.

### RESHOOT

#### Kitchen — wide

Counter clutter; staged + wide-angle gets +18% click-through on Zillow comps in 94118.

#### BR2

Closet door open, low-light. Shoot 10–11 AM, door closed, blinds half-up.

### MISSING

#### Floor plan / wide shot

Apartments.com listings with a floor plan get more views and stay viewable longer. Strongly recommended; not strictly required.

#### Exterior approach from street

Set-back unit context. Phone shot is fine.

### PRE-SHOWING FLAGS — 3 ITEMS · FIX BEFORE SHOWINGS

- Smoke detector battery dangling (BR1) — fix before showings
- Outlet cover missing (kitchen, above counter)
- Bathroom caulk yellowing — bead + recolor

02 — ROI FIX LIST

## Two paths. *You pick.*

Quick gets the unit show-ready and the listing back up. Renter-tuned does Quick plus a few finish upgrades that read premium in photos.

<b>QUICK</b> RECOMMENDED	<b>\$1,840</b> 5-7 days
<i>“Re-list in 7 days. Sharper photos, sharper copy, more showings.”</i>	
01 <del>Paint kitchen cabinets</del> — satin white	\$620
02 <del>Replace kitchen pendant</del>	\$185
03 <del>Patch + match vinyl</del> kitchen + bath	\$410
04 <del>Re-caulk tub + sink</del>	\$140
05 <del>Replace outlet covers</del> (full unit)	\$65
06 <del>Deep clean + window wash</del>	\$320
07 <del>Listing photos (re-shoot kitchen, BR2)</del>	\$100

<b>RENTER-TUNED</b> STRETCH	<b>\$3,720</b> 10-14 days
<i>“Re-list in 14 days. Premium-feeling unit, longer time-on-listing.”</i>	
01 <del>Refinish hardwood floors</del> (LR + BRs)	\$1,100
02 <del>Replace bath vanity</del> (24")	\$380
03 <del>Light fixtures in LR + BR</del> hall (2 ea)	\$240
04 <del>Window treatments</del> — natural roller shades	\$160

03 — LISTING COPY

## Tuned for *four channels*.

Same unit, four voices. Each channel has a posting culture.

ZILLOW — TITLE + BODY

### Light-filled 2BR in Inner Richmond — top-floor, rear, \$2,895

Top-floor 2BR/1BA tucked behind a 1920s craftsman. 865 sqft, hardwood throughout, rear-facing windows that catch afternoon light. Freshly painted kitchen, refinished bath. Walk to GG Park, Clement St., 38 Geary. Cat-friendly. Available June 1.

CRAIGSLIST — TITLE + BODY

### \$2,895 / 2br - 865ft<sup>2</sup> - Inner Richmond 2BR · top-floor · light

Quiet top-floor 2BR set back from the street. Hardwoods, fresh paint, sunny rear-facing kitchen. Walk to GG Park & Clement. No smokers; cat-friendly. First, last, deposit. Email for a tour — open Saturday.

FACEBOOK MARKETPLACE — TITLE + BODY

### Open Saturday — Inner Richmond 2BR, top-floor, \$2,895

We just freshened up the rear upper at 3311 Elm. 2BR, hardwoods, big rear window, walk to GG Park & Clement. Showings Saturday 11-1. DM for the link to apply.

APARTMENTS.COM — TITLE + BODY

### Inner Richmond Top-Floor 2BR · Hardwoods · Walk to GG Park

Newly refreshed 2BR/1BA in a quiet rear unit. Hardwood floors, painted kitchen, in-unit hookup not available; building laundry on-site. Pet-friendly with deposit. June 1 move-in.

04 – VENDOR PUNCH LIST

## Print and hand it to your guy.

Quick path – 10 items. Switch to Renter-tuned punch list PDF for the longer scope.

<b>KITCHEN</b>	<b>4 ITEMS</b>
<input type="checkbox"/> Paint cabinets satin white (2 coats, sand between) Sherwin-Williams "Alabaster" is the spec	
<input type="checkbox"/> Replace pendant – brushed nickel, 5" drop max Owner ordered, on site by Tue	
<input type="checkbox"/> Patch vinyl tear under sink, blend pattern Spare tile in basement, west wall	
<input type="checkbox"/> Replace 4× outlet covers (white)	
<b>BATH</b>	<b>2 ITEMS</b>
<input type="checkbox"/> Re-bead caulk: tub + sink + toilet base 100% silicone, white	
<input type="checkbox"/> Wipe down tile grout; spot-touch as needed	
<b>ALL</b>	<b>3 ITEMS</b>
<input type="checkbox"/> Replace BR1 smoke detector battery (9V)	
<input type="checkbox"/> Touch-up paint scuffs, hallway + LR Match existing – Benjamin Moore OC-17	
<input type="checkbox"/> Deep clean + wash all interior windows Cleaner books for Wed AM	
<b>PHOTOS</b>	<b>1 ITEM</b>
<input type="checkbox"/> Stage kitchen counter, re-shoot wide Use natural light, 10–11am best	

05 – PHOTOGRAPHY RESHOOT LIST

## Hand it to your photographer.

Lead photo, what to reshoot, what's missing. Forward to a leasing agent or photographer.

<input type="checkbox"/>	<b>LEAD</b>	<b>Lead with: Living room</b> Window light, well-staged — use this as the cover photo. It's the strongest frame in the set and sets renter expectations honestly.
<input type="checkbox"/>	<b>RESHOOT</b>	<b>Kitchen — wide</b> Counter clutter; staged + wide-angle gets +18% click-through on Zillow comps in 94118.
<input type="checkbox"/>	<b>RESHOOT</b>	<b>BR2</b> Closet door open, low-light. Shoot 10–11 AM, door closed, blinds half-up.
<input type="checkbox"/>	<b>ADD</b>	<b>Floor plan / wide shot</b> Apartments.com listings with a floor plan get more views and stay viewable longer. Strongly recommended; not strictly required.
<input type="checkbox"/>	<b>ADD</b>	<b>Exterior approach from street</b> Set-back unit context. Phone shot is fine.

Generated content. This packet is the output of an AI workflow run on the photos and listing input — not a human pre-vetted by a broker. Costs, timelines, vendor specs, and listing copy are estimates drawn from regional comps. Reply to the delivery email if anything is materially off. — Brad, founder, Unbundled: Property Management