



# Premier Property Solutions

285 Imperial Highway, Suite 204

Fullerton, CA 92835

714-213-8197



# PROPERTY MANAGEMENT SERVICES

License #: 1933428



# Introduction



Enclosed you will find our property management services overview which will provide you with information about us and the services we offer. Premier Property Solutions is a privately owned and operated company with over 13 years of residential management experience. We currently manage hundreds of units throughout Orange County, Riverside County, and portions of Los Angeles County.

As a full service property management company all of our services are provided with no hidden costs. Each of our licensed Property Managers are knowledgeable, professional, prompt and courteous. As experienced real estate professionals we realize your property is a valuable investment and we treat it as such.

# Our Services



Premier Property Solutions is committed to fulfilling all of your property management needs. Services included in our off-site management package are listed below. If there is a service you are interested in, but cannot find it listed, please call us at **714-213-8197**. Our services can be tailored to fit your needs.

## Prompt, Courteous and Professional Service

As experienced real estate professionals, we strive to provide each of our clients and their tenants with professional, prompt and courteous service. Each of our licensed staff members treat all clients and tenants with dignity and respect.

## Rental Preparation

Your Property Manager will visit the property to evaluate and make recommendations regarding the preparation of your property for the rental market. We have a list of trusted vendors available for maintenance and repairs or you can provide your own vendors for us to use.

# Services We Provide Cont...



## Determine the Optimal Monthly Rental Amount

Your Property Manager will complete a detailed market analysis to determine the optimal rental amount for your property. This determination will be based on the current market value for comparable properties in the same general location as the subject property.

## Advertising

Your Property Manager will determine the best advertising avenue for your specific property. Standard advertising includes a professional rental sign on the property, website listing, online rental advertising with sites such as Craigslist, Zillow, For Rent, Trulia, etc. Our professionals will visit the property and take photos to include in the listing. We also offer tenant referral programs and other tenant and community participation programs.

# Services We Provide Cont...



## Applicant Screening Process

All applicants 18+ must submit a rental application and provide valid picture identification and proof of income in order to be considered as a potential tenant. A professional screening will be completed for each applicant. This will ensure that all State and Federal Laws including Fair Housing Laws will be enforced. The applicant's credit history, rental history, employment, income and criminal background will be reviewed. An approval, approval with requirements (such as co-signer or full deposit) or denial will be determined based on the results of the screening process. All application fees (currently \$35 per applicant) must be paid upfront directly by the applicant. The owner will not incur any expenses related to tenant screening.

# Services We Provide Cont...



## Tenant Move-Ins

We will provide and prepare all rental and lease agreements and addendums utilizing California Association of Realtors approved forms in preparation for new tenants. We will meet with the tenants to sign all documents, collect move-in expenses and provide keys.

## Tenant Move-Outs

We will insure that when a move-out occurs, that all necessary paperwork is completed. We will provide your tenants with the opportunity to elect a Pre Move-Out Inspection up to 14 days prior to the end of their tenancy. This will give the tenant an idea of what needs to be done in order to avoid deposit deductions and to help return the unit in its original condition. We will also prepare the tenants Security Deposit Itemization Sheet, return deposit and paperwork within the required 21 day period after move out.

# Services We Provide Cont...



## Rent Collection

We will manage the rent collection process each month. Tenants have the options of mailing the rent, dropping it off personally during regular business hours, utilizing the after hours drop slot, or paying online through the online tenant portal on our website. All funds are deposited into our Real Estate Trust Account.

## Monthly Expenses

We will pay all recurring and non-recurring monthly expenses in a timely manner from our Real Estate Trust Account. Large properties may have their own bank account set up and utilized for easier bookkeeping and trust log reconciliation.

## Detailed Monthly & Year End Accounting Reports

We will provide you with monthly itemized statements showing income and expenses related to your property. Copies of all invoices will be provided and will note the date paid and check number used. We will also provide you with a year-end Income and Expense Statement for tax purposes. Rental proceeds will be distributed to you on a monthly basis.

# Services We Provide Cont...



## Oversee On-Site Management

If you have 16 units or more on one lot, then an on-site property manager is required. The on-site manager is responsible for the day-to-day on-site operation of the apartment complex. They are responsible for quality service to the residents, supervision of other on-site staff, and efficient operation of the building physically, economically, and socially. On-site managers are paid by the property owner, however, we can handle payroll and work comp requirements on your behalf.



# Services We Provide Cont...



## Property Management Fees

All property management packages are based on a percentage of gross receipts. This percentage is determined by the number of units, location, condition, marketability and rentability of the property.

Our fee schedules range from 4.5%-8% of gross receipts. Maintenance, advertising and legal fees (if any) are paid separately.

There are no additional charges for lease renewals, notice generation and delivery, postage and supplies, and no overhead charges on maintenance and repairs.

Property management fees are generally deductible as a direct expense item. A tax advisor should be consulted for more information.

# Rental Market Analysis



Premier Property Solutions will perform a rental survey of the surrounding rental units to determine a marketable rental rate for your vacant units. This includes:

- Review local newspaper and other local periodicals for rental rates of like kind rental properties in the same area as the subject property.
- Research online advertisements to determine the current rental market for properties that are similar to the subject property.
- Contact local property managers in the immediate area and perform a rental survey related to their property such as unit size, vacancies, amenities, current rents, specials, etc.
- This research will be compiled, reviewed and compared to the subject property to determine the rental market value of your vacant units.

# Signage



- For Rent/Lease signs will be provided and placed in prominent locations in the front of the property and any other areas on the property that may be an opportunity for additional exposure if a monument sign is not present already.
- A full color marketing flyer, which describes the available unit, will be posted on the exterior sign post for those who want quick details. (Single Family Homes)
- A building plaque will be provided which lists the name of our management company and our contact number. (Apartments)
- Disposable For Rent signs may be used to attract additional attention at major intersections and busy streets within the community.
- Banners, flags and other marketing materials are available at an additional cost and can be successful in attracting prospective renters to the property.

# Marketing Materials



- Full color marketing flyers which describes the available unit(s) will be provided in each unit for prospective tenants to take with them after visiting the property.
- Rental applications will be provided in each available unit and online.
- Lead capture details will be completed for each prospective tenant who contacts us regarding your available units. After initial contact and or showing of the unit, follow up calls will be made to all quality prospects.

# Advertising Vacant Units



- Weekly ads will be ran in local periodicals such as OC Register, etc if owner chooses to do so. (additional fees apply for the cost of ads)
- Free online advertising on websites such as Craigslist, Zillow, Trulia and other rental property websites will be utilized.
- Paid online advertising on websites such as ForRent.com are available.
- Exterior signage and marketing flyers will be provided on site.
- Network with other Property Managers and Realtors in the area to discuss available units and establish relationships with others who may send prospective tenants our way.
- Listing available units on the Multiple Listing Service (MLS) is optional. (additional fees apply)

# Additional Marketing Tactics



- Create a tenant referral bonus program which provides incentives for current tenants who refer qualified friends and family to the property as new tenants.
- Search local housing wanted ads for prospective renters who may be looking for something similar to your available units.
- Contact the Orange County Housing Authority or other local housing authorities to post available units if you accept Section 8 housing for your building.
- Post flyers at grocery store advertisement stands and on bulletin boards at laundry mats and local shops within walking distance to the property if needed.
- Available for daytime, evening and weekend showings upon request.

# Communication



- Updates are provide to each property owner on a monthly basis either by phone or e-mail to discuss any changes that may have taken place since the last update. (when needed)
- Discussions will include topics such as the availability of the units, rent changes, suggestions, market conditions, etc. which may play a role in the rentability of the available units.
- Income and Expense statements are provided to the owner monthly with all invoices and receipts.
- Late rents, notice to vacates, possible evictions, high dollar maintenance issues and liability concerns are communicated to the owner regularly.
- All owner and/or potential tenant inquiries are responded to on a daily basis. You will never have to wait long periods of time to receive a call back from our company. We also offer email and text options.

# Our Goals are to.....



- Minimize vacancy periods by effectively marketing the property.
- Maximize cash flow by securing long term tenants, reducing move outs, price shopping for all renovations, maintenance and supplies and maximizing rental rates.
- Protect your investment by responding promptly to all maintenance issues, using licensed & insured vendors, and keeping the owners best interest in mind at all times.
- Take the stress of investment property ownership off the shoulders of the owner and into the hands of an experienced property management specialist.



# Conclusion



At Premier Property Solutions we take pride in providing our clients with professional, courteous, and prompt service which is one reason our clients tend to stay with us for so long.

“To give real service, you must add something which cannot be bought or measured with money, and that is sincerity and integrity”

References available upon request.

THANK YOU!

# Contact Information



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