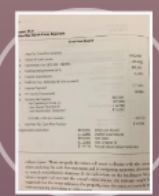
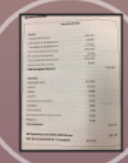


Thank You
Questions?



- Top Apartment finding websites:
1. Apartment.com
 2. HotRent.com
 3. Real 7page.com
 4. HotPads.com
 5. Zillow.net

Advertising and Display Cont'd

- Rental Centers**
- Access to various databases such as rent from 4th class
 - Includes a database, available in PDF and also that can be used to produce the website
- Apartment Journals**
- Yellow pages for the past several years
 - Can be found outside of most cities
 - Contains several new pages with
- Leasing Agents**
- Recently reported "average" of long and short leases
 - They provide additional services for tenants such as cleaning
 - They do all the necessary checks of a business very quickly regarding its quality
 - Usually commission based

Conclusion

- Different types of residential Properties
- Market Analysis
- Marketing / Advertising
- Tenant Relations
- Maintenance
- Operating Reports

None Common Compliments

Apartment Building Staff

Resident manager

- Directly responsible for the overall property
- Duties:
 - Cleanliness
 - Safety
 - Maintenance
 - Security
 - Tenant relations

Leasing agent

- Leasing buildings
- Obtain rent payments

Apartment Operating Report Cont'd

Reducing Cost

- Alternatives to increasing rent
- Privatization
- Consulting

Cash Flow Analysis

- As if you were the investor
- Usually from property, not cash
- Cash flow
- Income, other factors

Example:

Thecasesolution.com

Example:

Garden Apartments

- Designed for family living, usually in the city
- Building is designed in a park with a garden and a playground
- Most often feature a clubhouse area, or other amenity for the tenants' enjoyment

Multifamily properties

Leasing agent

- Obtain rent payments
- Obtain rent payments
- Obtain rent payments

Signs and Carbs Appeal

Price Adjustment

- Adjusting the price of the property
- Adjusting the price of the property

Show List

Top Concerns

- Get it done because the more of them the better
- Getting the job done is the most important
- Getting the job done is the most important
- Getting the job done is the most important

Overview

Walkup Buildings

- Usually found in urban areas and in older urban environments
- Generally preferred by couples or single person looking for a one bedroom apartment

Example:

Advertising and Display

Resident manager

- Directly responsible for the overall property
- Duties:
 - Cleanliness
 - Safety
 - Maintenance
 - Security
 - Tenant relations

High-rise Luxury properties

- Expensive, often, amenities, and panoramic views
- Expensive, often, amenities, and panoramic views

Monitoring the Apartment Building

Common Components of Apartment Ads

Residential Property

Market Analysis
Marketing/Advertising
Tenant Relationships
Maintenance
Operating Reports



- Qualities
- Where to find them/ how to become one

Leasing Agent

- Assist in marketing
- Roles are interchangeable

- Alternatives to increasing rent
- Precautions
- Consulting

- Usually from previously used data
- Cashflow
- Goals/ Alternatives



Thecasesolution.com

Examples:



Garden Apartments

- Designed for family living, usually in a two story building or buildings in a project with 2 bedroom and 3 bedroom units
- Most often located in suburban areas or other regions that are relatively inexpensive

Multifamily properties

Commonly defined as apartment building with five or more units, and can be categorized based on architecture of the project

- Garden Apartments
- Walkup building
- Multistory Elevator Building
- High rise luxury properties
- Loft Conversions

Signs and Curb Appeal

- Having proper signs and maintaining proper curb appeal is absolutely crucial!!
- Curb appeal is the impression created when the building is first seen from the street

Price Adjustment

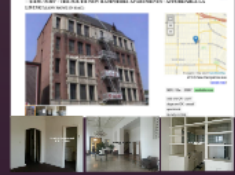
- A good leasing manager can quickly see what units are generating empty and which are not leasing fast enough
- Optimum Price structure should assure 95% occupancy rate

Show List

Walkup Buildings

- Usually found in urban areas and in older, more concentrated section of the suburbs
- Generally preferred by couples or single person looking for a one bedroom apartment

Examples:



Overview

- What is residential property
- Different Types of residential property
- Residential Market Analysis
- Ways to Market & Advertise
- Managing Tenant Relationships
- Management of Apartment Buildings
- Apartment Operating reports




What is Residential Property

Residential Property
A real estate property, comprising a structure, or structures, intended for occupancy by a person or persons, and not for business purposes. The term includes a building, or buildings, and the land on which they are situated, and any other improvements thereon, but does not include a building, or buildings, which are used for business purposes. The term also includes a building, or buildings, which are used for business purposes, but which are not used for business purposes.

Advertising and Display

Classified Ads

- Highly valuable for leasing agents
- Should include: floor #, address, date available, and contact #
- Important areas can be highlighted

Display Ads

- Not most frequent source of leads
- Larger size attracts immediate attention

Internet websites

- The most convenient
- Good for people that are new to the city
- Should include pictures, floor plans, and price range
- Email inquiries should be responded promptly

Apartment Operating reports

Apartment operating budget Additional income

- Why
- Predictions
- Operating Budget
- What a manager should look for
- Other factors affecting income
- Example
- Four types of operating reports

High-rise Luxury properties

- Emphasize view, amenities, and prestige addresses and are often located either in the central city or in more affluent areas
- Units may have 1, 2, or three bedrooms and large living areas
- Appeals to high income- income families who are seeking security while having the lifestyle of a single family home

Multistory Elevator Building

- Efficient one bedroom units
- Primarily located on the edge of downtown areas of large cities
- Preferred by unmarried people who want to be close to their jobs

Residential Property

Maintaining the Apartment Building

- Maintenance Personnel**
- How full, just how can build service
 - Price
 - Costs
- Resident Manager's responsibilities**
- Manage tenants, maintenance personnel
 - Manage expenditures
 - Coordinate emergency financial resources
 - Obtain decisions
 - Oversee housekeeping
 - Maintenance
 - Inspections
 - Working with new tenants
- Property Manager Responsibilities**
- Work by report
 - Inspection trips

Residential Market Analysis

Analysts determine the Market success of comparable residential properties and economic conditions in the innovative area or market

- To establish a rental schedule for the apartment or single family home (comparative analysis)
- To determine the property's viability as an income-producing investment

Market Availability of Space

Apartment and single housing space is a consumer good and as such can be marketed in the same fundamental techniques used to market cars and other consumer products.

- Signs and curb appeal
- Price adjustment
- Show list
- Advertising and Display

- classified ads
- display ads
- leasing agents
- linked and related

Amenities and services

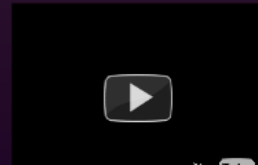
Standard

- Fully furnished units
- Swimming pools
- Tennis courts
- patios
- Gym
- Recreation Room
- New Appliances
- off- street parking
- security system

Luxury High rise

- Doorman
- Window cleaning
- Medical garage
- Grocery store
- Hotels
- Gardens

Examples:



Managing Tenant Relations

Explaining the market lease

- Good Start is to Select quality tenants
- Go over key components of the lease
- Consequences
- Parking Arrangements
- other legal issues

Regular Communication

- Hold bi monthly meetings
- Regular scheduled meetings with tenant union apps



Common Components of Apartment Buildings



Overview

- What Is residential property
- Different Types of residential property
- Residential Market Analysis
- Ways to Market & Advertise
- Managing Tenant Relationships
- Management of Apartment Buildings
- Apartment Operating reports



What is Residential Property

Residential Property

- *A type of leased property, containing either a single family or multifamily structure, that is available for occupation for non-business purposes.*
- *For tax purposes, any rental property in which at least 80 percent of the income is from dwelling units.*
- *Residential property enjoys a 27.5-year depreciation period, while normal commercial property must be depreciated over 39 years.*

Different Types of Residential Property

- *Scattered Site Housing*
- *Multifamily Properties*
- *Garden apartments*
- *Walkup Building*
- *Multistory Elevator Building*
- *High-Rise luxury properties*
- *Loft conversion*
- *Other Alternatives*



Scattered Site Housing

- *A form of publicly funded, affordable , low density unit that are located in middle class neighborhoods*
- *These house may be unprofitable for a property manager who manages larger projects*
- *A major drawback for these properties is that even with a well organized management , the return is marginal at best*
- *During times when mortgages are high , cash flow may be negative*

Multifamily properties

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