

A PROPERTY MANAGEMENT

**GUIDE FOR YOUR
MULTI-FAMILY PROPERTY**



DEMETREE™
REAL ESTATE SERVICES

TABLE OF CONTENTS

Introduction PG. 2

Management Services PG. 3

Demetree Real Estate Services Divisional Functions PG. 5

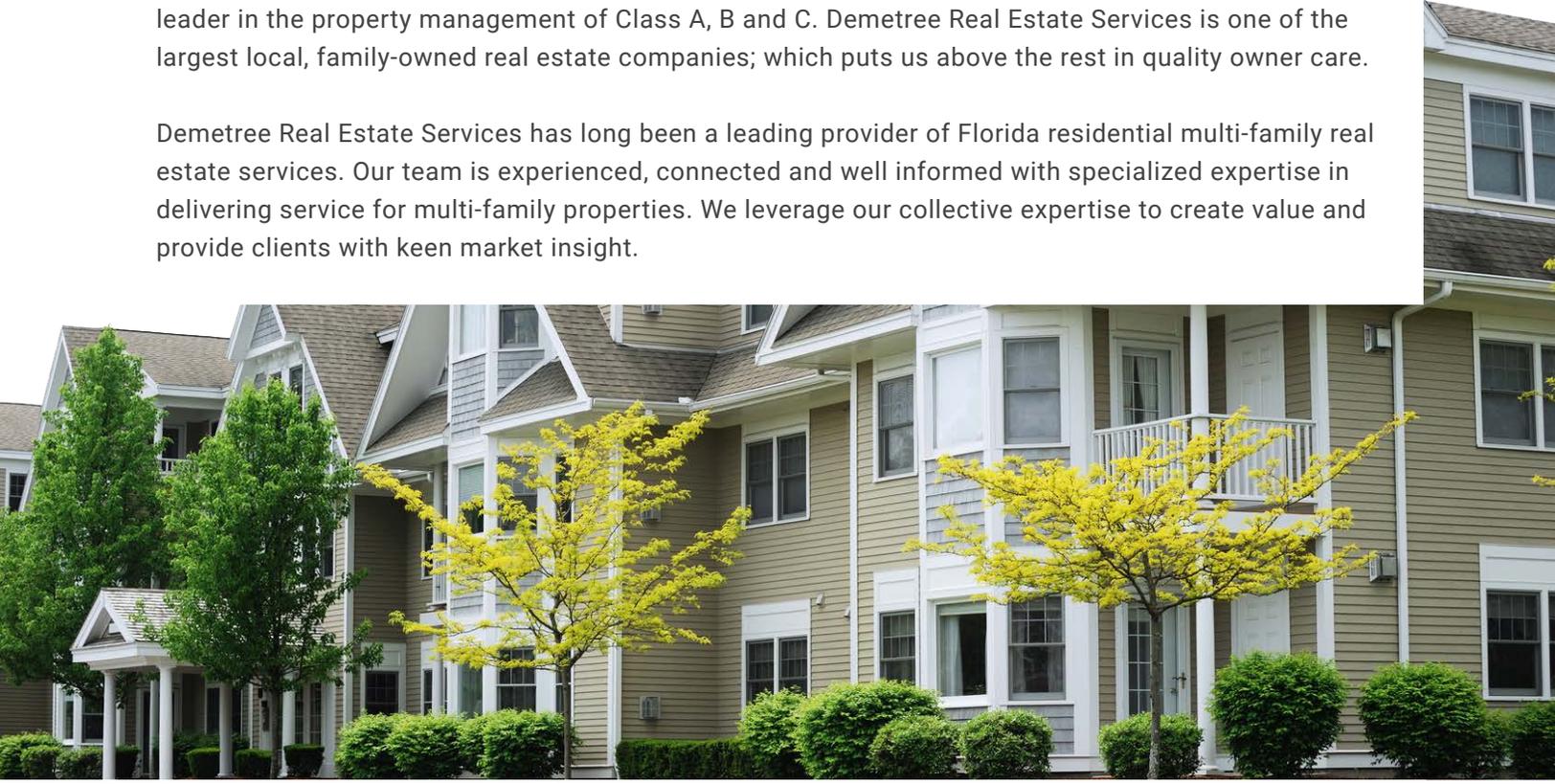
Marketing and Advertising PG. 7

About Demetree Real Estate Services PG. 9



Demetree Real Estate Services has managed thousands of units and vast apartment communities throughout Florida. Our diverse client family includes national banks, insurance and pension funds, syndicators, individual investors, HUD, FDIC, Freddie Mac and Fannie Mae. The current market value of the company’s managed assets exceeds one billion dollars and we are widely recognized as a market leader in the property management of Class A, B and C. Demetree Real Estate Services is one of the largest local, family-owned real estate companies; which puts us above the rest in quality owner care.

Demetree Real Estate Services has long been a leading provider of Florida residential multi-family real estate services. Our team is experienced, connected and well informed with specialized expertise in delivering service for multi-family properties. We leverage our collective expertise to create value and provide clients with keen market insight.



MANAGEMENT SERVICES

Demetree Real Estate Services' vast experience and unwavering dedication to each client's assets provide a strong foundation for improving a multi-family property's bottom line. We believe in developing long-term relationships with our clients through honest one-on-one communication and trust.

COMPREHENSIVE ACQUISITION DUE DILIGENCE

Whether it is one property or a large portfolio, we provide a thorough third party evaluation to help you make the best informed investment decisions.

FINANCIAL ANALYSIS AND REPORTING

Demetree Real Estate Services' accounting and financial reporting systems are designed to give our clients the most accurate and critical information about each asset. On time and on point, our financial analysis and statements conform to your reporting requirements without compromising the integrity of the data.

INSURANCE COST CONTROL

Our team of property casualty experts constantly monitor rates and coverage from all the major carriers to provide our clients the very best coverage at the most competitive cost.





VENDOR MANAGEMENT AND NEGOTIATION

Our clients enjoy national buying leverage, payment discounts and purchasing opportunities in such areas as insurance and tax consultation.

MONTHLY MARKET STUDIES

Demetree Real Estate Services delivers relevant monthly reviews of the local market based on vast neighborhood experience and real world actionable data in order to maximize the gross potential income for each client.



DRIVING NET OPERATING INCOME

We maximize growth in net operating income through occupancy gains, elimination of concessions, improving resident retention rates, and being vigilant and aggressive with rental rates.

SPECIALTY PROPERTY SERVICES

Each asset is unique and we have the specialized knowledge to fulfill the various needs of each property, such as new construction lease-ups, property renovation and repositioning, mobile home parks, and affordable housing.



DEMETREE REAL ESTATE SERVICES

DIVISIONAL FUNCTIONS

Retain control of the multi-family management function while Demetree Real Estate Services handles the back-office components which include:



ACCOUNTING

- ✓ Providing detailed income and expenses reports
- ✓ Monthly cash statements
- ✓ Accounts receivable setup
- ✓ Accounts payable
- ✓ Debt payment and other lender communication
- ✓ Bank account set up and maintenance



PAYROLL/HUMAN RESOURCES

- ✓ Processing (paycheck/W-2/e-verify/etc.)
- ✓ Time and attendance
- ✓ Wage and hourly compliance consultation
- ✓ Tax filings
- ✓ Online policy and procedures manual



INSURANCE AND RISK MANAGEMENT

- ✓ Workers' compensation
- ✓ Fidelity
- ✓ E&O and EPL
- ✓ Property and casualty



EMPLOYEE MANAGEMENT

- ✓ Daily operational staff (on property)
- ✓ Onsite training and safety program for all employees



EMPLOYEE BENEFITS

- ✓ Medical and dental insurance with a prominent national provider with scale pricing
- ✓ Life, short term disability and AD&D
- ✓ Comprehensive 401(k) plan with a prominent national provider



PROPERTY MANAGEMENT SOFTWARE

- ✓ Scale pricing on Yardi Voyager
- ✓ Resident portal for payments and work orders
- ✓ Third party interfacing
- ✓ Set up/training



IT SUPPORT

- ✓ Set up/training
- ✓ Software set up and support
- ✓ Hardware support
- ✓ Help desk

MARKETING AND ADVERTISING

The higher your occupancy rate, the more profitable and attractive your property will appear to potential buyers. For example, a property that is 99 percent occupied is much easier to sell than a property that is only 75 percent occupied. This means a higher cap rate and a higher valuation of the property. Demetree Real Estate Services will work with you to make your occupancy rates where they need to be through the following tactics:

SETTING RENTAL RATES

Maximizing profitability for your multi-family does not always mean setting the highest possible rental rates. In order to get the biggest return on your investment, you'll need to find the right tenants who will pay on time and maintain the condition of the property. Making small sacrifices when it comes to setting rent prices can sometimes pay off in the long-term.

Demetree Real Estate Services will perform a thorough investigation of the local market and look at a variety of factors including local employers, neighboring communities, incoming inquiries and more to ensure you are setting the proper rental price for your property.

TARGETING TENANTS

Creating a significant resource of quality tenants is critical to maintaining high occupancy rates and increasing the value of your multi-family investment. Our leasing agents are experts at identifying your target audience and knowing how to reach them through various channels to ensure your property is not suffering from low vacancy rates or unqualified tenants.





MESSAGING

When it comes to marketing your property, messaging can be everything. Our leasing agents know that today's audiences do not want to be marketed to, they want to be part of a conversation.

We know how to make your property appealing to your target audience by highlighting unique features and making it stand out from the rest. We also know that what works for a class A property may not work for a class C property and that, in some cases, it is smarter to sell the community surrounding the property.



OFFLINE AND ONLINE MARKETING TACTICS

Having been in the property management business for several decades, Demetree Real Estate Services has seen trends shift and change over the years. We know the difference between strategies that are trending and those that are truly innovative. Our leasing agents utilize a variety of online and offline marketing such as direct mail, print advertising, third party MLS sites, social media and much more to ensure your multi-family property gets maximum exposure and reaches your target audience in a way that generates trust with your brand.



ABOUT DEMETREE REAL ESTATE SERVICES

Demetree Real Estate Services has long been one of the leading providers of Florida multi-family property management. However, our company is much more than that. Since its very inception, Demetree Real Estate has been committed to providing a holistic approach to customer service. We seek to build partnerships with our clients and ensure that these relationships are long term, as opposed to transactional.

We work with you to help you achieve the results you desire from your investment. Our team of expert property managers is large enough to satisfy large clients while still providing customized service. We can help facilitate a number of vital functions including accounting, reporting, tenant requests and much more.



To speak with our Regional Property Manager about your multi-family real estate needs, click the button below

Connect With Us



Contact Our Regional Property Manager