

Please find a brief example of what we can track. For proprietary reasons, these graphs are very generic; for a summary, refer to the “Bottom Line” below. As a property owner, your two greatest expenses are maintenance and vacancy.

- Vacancy Costs:
  - When a unit is vacant, filling it as quickly as possible for top dollar is important. **Summary: Rent, Bedrooms (Br) and Location (Z):** This chart shows how we can track the average price of a rental unit based on its number of bedrooms and where in town it is located. (A chart with your specific property information will be much easier to read; the generic nature of this example chart makes it a bit more difficult to read.) Much of what a property manager does entails applying specific experience and understanding to current market conditions. However, you cannot rely solely on experience. There are many who can tell you that a 2-bedroom property in a particular area of town should rent for about \$500. Using our size, we are able to know for a fact that an average 3-bedroom in zone 45 rents for \$650.00. Having this upfront information saves you days or weeks on the market.
  - Once your property is on the market, you need to be able to understand how it’s performing. No gut feelings. **Summary: Leasing Calls, Sample Chart for Web:** This chart shows a representation of how we track a vacant unit’s performance in the market. Comparing your vacancy’s performance in relation to other units on the market using incoming call volume and number of appointments allows us to judge what we need to do to rent it. As you can see from this cart, unit #212 has a below average number of calls and appointments whereas unit #334 is gathering above average calls and appointments.
  - Once occupied, keeping tenants happy with as few issues as possible (both business and maintenance) retains them. **Summary, Issues:** This sample chart shows how we track the number of issues (both business and maintenance) for each of your units. This allows us to note trends and track performance. The fewer issues a unit has, the less expensive it is to own and operate and the happier your tenants are. There is no way to improve this without tracking it.
- Maintenance Costs:
  - The best way to keep costs down is fixing things right the first time and finding hidden, reoccurring issues or spotting trends that can save stop future issues or expensive after hours emergency calls. How?
  - **Summary: Maintenance Trends:** This is an actual example of a building we manage, where through direct management of maintenance we were able to significantly reduce the number of maintenance issues per month. That leads to cost savings:
  - **Summary: Maintenance Trends (\$):** This is an actual example of a building we manage that we took over management of and focused on maintenance cost reduction.
  - Please remember, we cannot guarantee results; there is no way to know if the hot water heater is going to die tomorrow. But without our proprietary tracking system, we do not see any way to better manage maintenance trends per unit or per building.

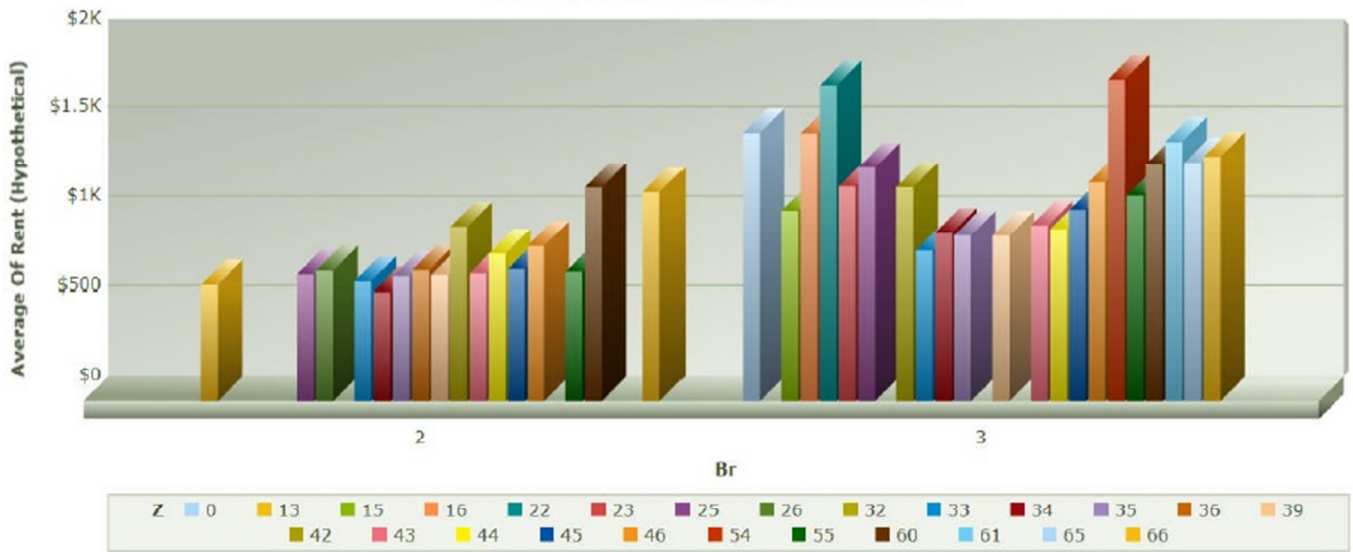
Please remember, all these examples are simplified and unfortunately it’s difficult to show you the power of our database with a few generic graphs. **Bottom Line: We are proactive.**

- We do not react to the market; we study it before your unit goes up for rent and we study the reaction once it’s on the market.
- We are constantly analyzing your maintenance costs; we watch and monitor many metrics to make your investment as profitable as possible.

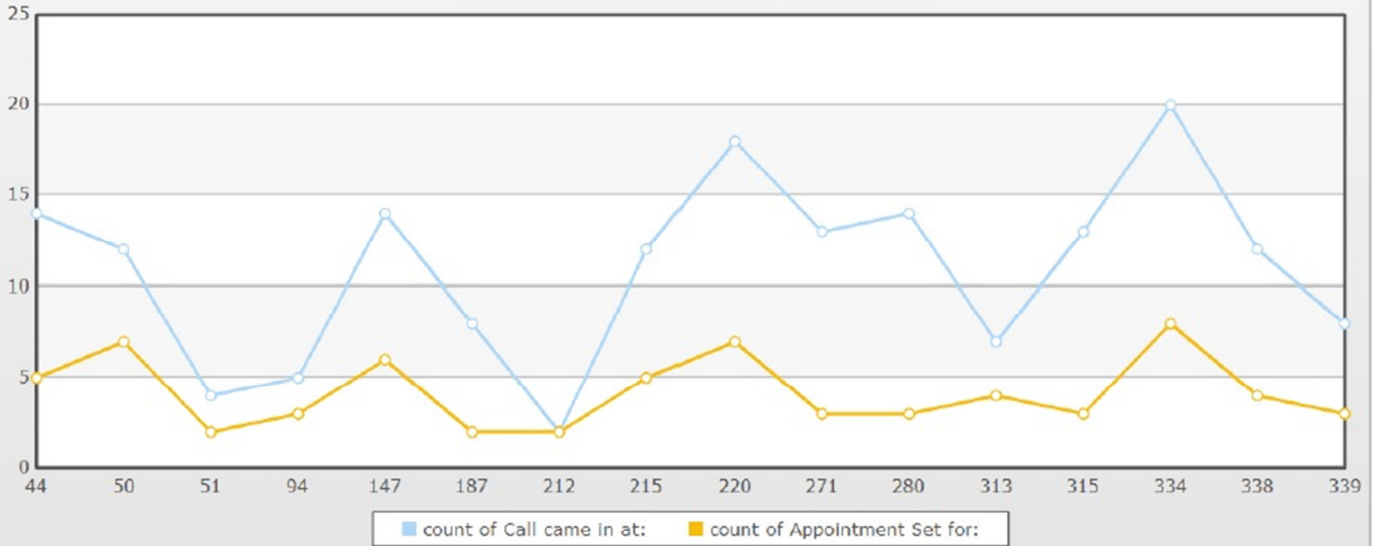
Talk with our competition.

- The small company will tell you they don’t need the database as they only manage a small portfolio of units.
  - Remember, data is only useful if you have a reasonable quantity of other data to compare it to.
- A larger manager may tell you that they have access to this data, too.
  - Having access to data is one thing; it takes analysis and regular engagement with this information to make it truly useful both to the management company and to you as a customer.

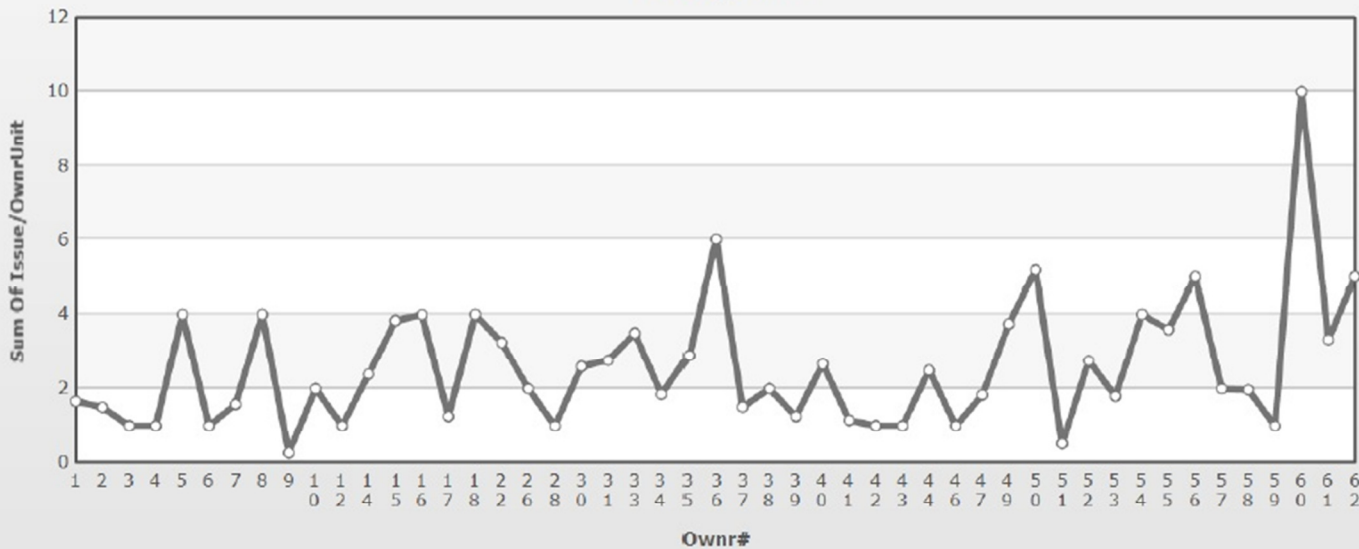
Summary: Rent, Bedrooms (Br) and Location (Z)



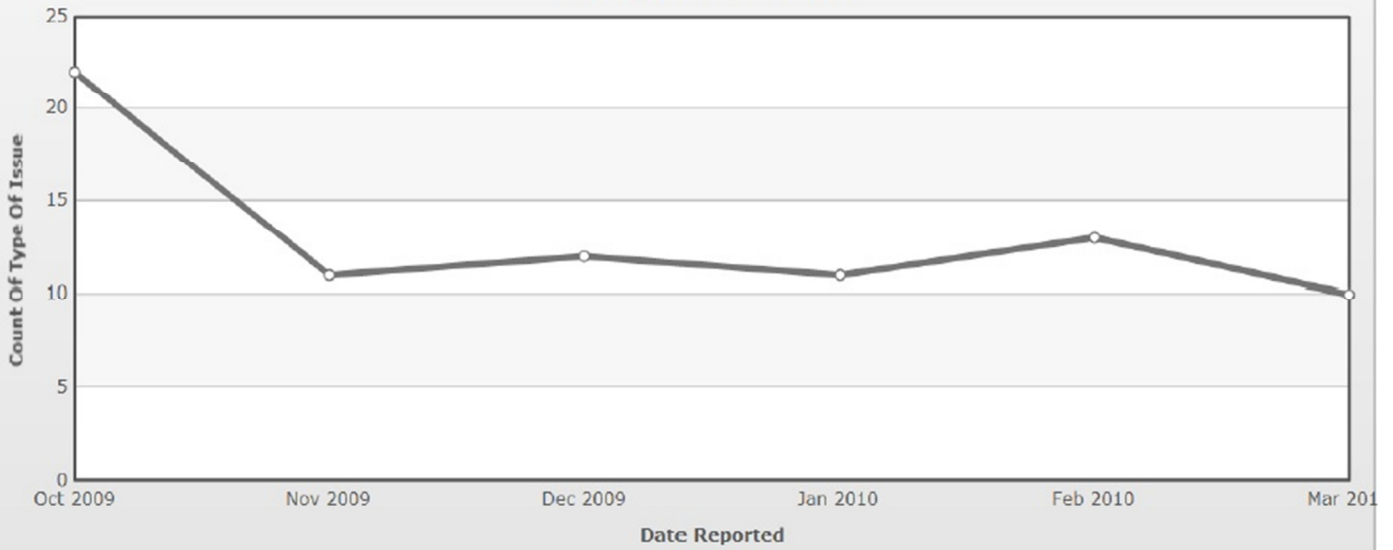
SUMMARY: Leasing Calls, Sample Chart for Web



Summary, Issues



Summary: Maintenance Trends



Summary: Maintenance Trends (\$)

