

HPM

Healdsburg Property Management

PRESENTED BY: PAMELA TAEUFFER

HEALDSBURG PROPERTY MANAGEMENT

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PROPOSAL AND MARKETING PLAN

HEALDSBURG PROPERTY MANAGEMENT is a family owned and operated business with more than twenty years experience in Sonoma County.

What is our difference?

- We inform.
- We provide educational information.
- We provide content.

Our membership in professional organizations such as the National Association of Residential Property Managers (NARPM), California Apartment Association (CAA), and the California Association of Realtors (CAR), keeps us updated and current on the many changing laws, pending legislation and the latest in the industry's marketing techniques.

Pamela Taeuffer opened Healdsburg Property Management in 1997 and is the company's Broker. Claude, her husband, and Aaron, her son, work with her. As a team who knows your bottom line also means our bottom line, you can rest assured we are devoted to your financial and personal goals, sensitive to your concerns, and attentive to the finer details of successful management and tenant placement.

You are NOT A NUMBER TO US.

Our more than twenty years in the rental business goes a long way toward anticipating and delivering on both property owner and resident expectations. If dealing with an existing tenant we will be objective. Using a fresh set of eyes, we apply guidelines fairly and update any needed paperwork, and in addition:

- Assess current rent;
- Assess property for maintenance/updating;
- If vacant, promote with video and FaceTime;
- Develop a property owner portal on our website for accounting transparency;
- Develop a property maintenance portal on our website for online payments and maintenance;
- Existing tenant/s: Making sure all tenants are on new or current rental/lease agreements, including the latest disclosures and addendums;
- Serve proper notices as needed;
- Periodic assessments performed annually for homes and twice annually for apartments, with a professional report and photos of interior and exterior. (NOTE: We are not licensed contractors. This is a visual inspection only.)

Our desire is to create the outcome you envisioned for your investment. As your property management partner our job is to keep you and your asset protected, increasing in value and inform the property owner of the changing marketplace. Your vision and goals can take many twists and turns along the way. We want to be your long term partner!

OBJECTIVE

Work to solve problems/issues that cause you stress/worry.

Address your biggest concerns.

Meet your personal and financial goals.

TARGET MARKET

Historically, we've managed properties from Cloverdale to our north, and northern Santa Rosa to our south; Sebastopol/Forestville to our west and Mark West to our east. Our primary focus is single family homes, duplexes, fourplexes, and small apartment buildings with fifteen units or less. We also manage vacation rentals in the wine country within thirty mile radius of Healdsburg, allowing for quick response and the best service possible. We live and work in Healdsburg and are centrally located to serve each area quickly.

MESSAGE SUMMARY

We offer a list of detailed services that are unique to your property. Our property showings are automated with colorful pictures representing your property. Claude handles in person showings. We will never send a prospect to your property without one of us being there. Monthly "look-sees" to make sure all appears to be in order when driving by is also a part of his routine. Pam handles the licensing duties including paperwork, marketing, and lease up. Aaron coordinates phones, appointments, maintenance issues and social media. A team of independent contractors with whom we've developed careful relationships handle maintenance and property assessments.

We manage with twenty years experience and continually infuse the business with new ideas and practices when warranted. Our family is local. Claude and Aaron were born and raised in Sonoma County and Pam has lived here since 1975. We truly mean it when we say: "We approach a plan for your property with your goals in mind. Your bottom line is ours." Every dollar we earn goes toward the business, immediate family, and a variety of charities including Redwood Empire Food Bank, Boys & Girls Club, Becoming Independent, Meals on Wheels, and others.

CALL TO ACTION

Healdsburg Property Management will use all methods and available techniques to create a good working relationship with the tenant and successfully manage your property.

WHAT IS THE DESIRED OUTCOME?

- Create easy and streamlined processes for property owners.
- Create easy and streamlined processes for residents, encouraging timely tenant payments and proper care of the rental property.
- Sustain viability of your investment whether maximum financial return, ultimately moving in, or eventually flipping the investment.
- Periodically analyze current agreements and disclosures for compliance with changing laws to make sure the owner is protected.
- Periodic assessment of property owner's goals.

PROCESS IF TENANT IN PLACE

1. Obtain copies of rental agreements and contact information
2. Assess agreements, change/modify if needed
3. Create files and appointments with residents
4. Walk through rental units

5. Report conditions and suggest improvements to the owner/s if needed.
 6. Complete plan of action
 7. Add tenant and owner portals
 8. Collect rents and remit with statements of income and expenses by 25th of every month
 9. Drive by monthly and make a report to owner/s of any observations of concern.
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PROCESS IF TENANT NOT IN PLACE

1. Assess property rent value with professional rental analysis;
2. Walk through and inform of perceived needs before renting;
3. Sign property management / tenant placement agreement;
4. Photograph;
5. Fun video;
6. Begin marketing immediately to 40+ partner sites;
7. Using local referrals from Real Estate Agents and other business professionals;
8. Web site: www.HealdsburgRentals.com; www.WineCountryLifePM.com ;
9. Notify local and Marin County agents through networking channels;
10. List on MLS if appropriate;
11. Goes on our automatic scheduler and follow up program, applicants pre-qualified, and license provided;
12. Notify owner weekly of showing activity;
13. Review recommended applicant with property owner;
14. Draw up Lease paperwork;
15. Accept secured funds for initial monies (full month's rent + security deposit)
16. Rekey
17. Document walk through
18. Release owner disbursement.

POST-EVENT FOLLOW-UP

Leave contract with owner/s for review

Leave sample application

Leave sample rental agreement

Follow up with questions

BUDGET

The normal fees to both management and place new tenants are as follows:

New tenants: 50% of first full month's rent if tenant placement only.

If managed 30% first full month's rent (for new tenants) + 6% of monthly rents or with our Premiere program which includes filter replacement quarterly and rent assurance protection, 8.5% monthly rent.

If management contract is for three + apartment units or two + single family dwellings, Placement commission for new tenants is 25% and Management is 5% of rents and 7.5% respectively.

If monthly furnished, 10% of full month's rent for term of rental agreement.

We will handle routine maintenance and deduct from rents an amount up to \$500.

Any maintenance issues which exceed the above amount, except for an emergency event, will be discussed with the property owner and a decision of how to proceed will occur unless prior permission is expressly given. For emergencies, we have a 24/7 after-hours line and vendor access. Property managers will begin repair and notify the owner contact as soon as possible.

Claude, Aaron and Pam are the team of Healdsburg Property Management and we work hard to bring the reality of a successful investment to you. We are not afraid of confrontation or aggressive action to bring tenants in line with your needs. Our approach is from respect. We listen and are empathetic to the tenants, but ultimately explain the rules and guidelines in place and each party is expected to comply, both from Management and Resident.

We promise to work diligently for you, the property owner/s.

We are here to serve you and address your needs.

Organizations that are the backbone of our industry in which HPM has membership:

NORBAR – NORTH BAY ASSOCIATION OF REALTORS

CAR – CALIFORNIA ASSOCIATION OF REALTORS

NAR – NATIONAL ASSOCIATION OF REALTORS

CAA = CALIFORNIA APARTMENT ASSOCIATION

NARPM = NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS

VRMA = VACATION RENTAL MANAGEMENT ASSOCIATION

Thank you for giving us an opportunity to be of service. It would be our pleasure to talk further and address your concerns.

Claude, Pam and Aaron Taeuffer