

Volume 10, Issue 1

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A Team You Can Trust. Specializing in Residential Property Management.

PropertyAdvantage opens in Solana Beach

(858) 509- 0500 office-SB@propadvantage.com

PropertyAdvantage is pleased to announce the grand opening of its newest store, PropertyAdvantage Solana Beach. We are conveniently located next to the new Long's Drugs in Solana Beach at:



253 S Highway 101, Suite A
Solana Beach, CA 92075
(858) 509-0500
8:30am to 5:30 pm daily

Our team has more than 25 years experience in residential property management. PropertyAdvantage is a full-service residential property management company offering monthly management, tenant screening, one-time leasing and consultation services.

Monthly Management

We handle all aspects of caring for your property—24 hours a day, 7 days a week. Our services include:

- Rent collection
- Payment of bill and mortgages
- Creative advertising and marketing of vacancies
- Assisting/supervising resident managers
- Advise on competitive rental/lease rates
- Maintenance services/supervision

- Computerized monthly statements
- Thorough tenant verification/credit screening
- Legal proceedings, if necessary

Turn to PropertyAdvantage to:

- Show vacant units
- Recommend required maintenance
- Creatively advertise and market vacancies
- Thoroughly screen prospective tenants
- Execute rental/lease agreement
- Collect first month's rent and security deposit
- Conduct move-in inspection
- Provide original documentation and accounting

One-Time Rental Service

Do you handle the day-to-day management of your property yourself but want assistance in marketing vacancies and choosing new tenants?



Property Advantage Provides

- Monthly Property Management
- One-time rental/leasing services
- Monthly accounting services
- Professional and friendly staff

... now in your neighborhood!

Working with the Slow Real Estate Market

As they say—all things change. The national news media is headlining stories about a declining real estate market in most areas of the country. Newscasters love to spread doom and gloom, but sales markets periodically

go through up and down cycles.

Houses that once sold as soon as they listed are now sometimes taking months to sell. Many homeowners are now going to





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We're on the Web!

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Property Consultation Service

For property management advice or to learn more about our services, contact us to arrange an hour-long on-site meeting at your property. During this consultation, we can offer advice about maintaining your property and maximizing your rent.



Property Advantage co-Founder and Principal Melissa Prandi, MPM shares her experience, knowledge, and expertise in her book *The Unofficial Guide to Managing Rental Property*. **Get your copy today!**

About the Company

The Property Advantage team has more than 25 years of experience in quality residential property management. Among the team members are Residential Property Managers and Master Property Managers, including the author of the Unofficial Guide to Managing Rental Property and founder and president of one of the less than 30 Certified Residential Management companies in the United States.

Property Advantage offers everything from tenant screening to accounting to marketing, all delivered with honesty, integrity, knowledge and enthusiasm.

Working with the Slow Real Estate Market continued ...

owners simply need to utilize other tools to keep their units occupied.

Be Competitive with the Rent

An overpriced rental is just that—"overpriced". Prospective tenants, like prospective buyers, first compare the price. When needed, owners need to lower the rent to be competitive in the current market and avoid losing more with a long-term vacancy.

First Impressions

If your property is competing against several others in the neighborhoods, it is critical that the first impression when they drive by is a positive one. Maintenance on the outside of the property is just as important as the inside.

Consider investing in any exterior maintenance issues when the property comes up for rent.

Overgrown shrubs, trees, weeds, an untidy lawn, and a littered property: This may turn off a tenant because it gives the impression that the neighborhood is not safe or that the owner simply does not maintain the property.

Second Impressions

If the property is successful in "inviting the tenants to look", then it is equally important that a dismal interior does not spoil their interest. Ask yourself, "would I want to live here?" If the answer is no, it is time to look at updating the interior.

Incentives Can Work

If you are matching the competition with the rent, size and condition of the property, sometimes it just takes a "little more incentive". This is the time to consider offering something extra, cable or internet service, or gift certificates

Many factors determine how quickly your property will rent in a competitive market. As your property management company, we will work to market your property as quickly as possible.

Property Advantage is dedicated to selecting quality tenants and keeping your investment in good repair with minimal cost. In today's climate ever-changing property laws and increasing litigation, we can make sure your investment properties run smoothly, legally and safely.

Residential Property Management is our ONLY business. We do not buy or sell real estate.

