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Exceeding Expectations!

Thank you for providing Premier Property Management (Premier) the opportunity to present our vision of professional property management services. We are writing you because we are certain that we can add value to your real estate investment by providing expert, reliable, and cost effective property management services.

Our goal at Premier is to develop and maintain the financial success of your property, while freeing you from the day-to-day management hassles. You will find that Premier is a customer focused and technologically advanced property management firm. Our services are consistently updated to meet the changing demands within the marketplace. With a strong property management company, you can enjoy the benefits of being a property owner without having the headaches that often accompany the management of your investment. Please take a moment and allow us to demonstrate how we will save you time, frustration, and money!

- **NO LONG- TERM CONTRACTS**
- **REPAIR COST SAVINGS**
- **AGGRESSIVE MARKETING**
- **PROPERTY INSPECTIONS**
- **EXTENSIVE TENANT SCREENING**
- **HIGHLY QUALIFIED MANAGEMENT TEAM**
- **PROFESSIONAL ACCOUNTING**
- **ATTORNEY PREPARED LEASES**
- **HIGHLY COMPETITIVE RATES**
- **QUICK RESPONSE TIME**

- **No Long-Term Contracts:** At Premier, we offer **a 100% satisfaction guarantee.** If you feel that we have not exceeded your expectations, you may cancel your contract at any time. Simply provide us with thirty (30) days written notice.
- **Aggressive Marketing:** We save you money by leasing properties on average of **2 to 3 times faster than our competition.** We do this by advertising your property several days per week in a combination of the Naples Daily News, Collier Citizen, Marco Island Eagle and/or Ft. Myers New Press. With our state of the art management systems, we are able to continuously update our internet advertising which includes posting on **naplesnews.com, craigslist.com, NaplesPPM.com and over 200 websites.** In addition to the aforementioned advertisement methods, we have access to post your home on the local **Multiple Listing Service (MLS).**

Furthermore, our management team use's cell phone numbers in our personalized ads that run **7 days per week – not 1 day!** In addition, our management team works 7 days a week and has availability anytime, not just 9AM to 5PM Monday through Friday. This gives our management team the ability to show a property when the tenant wants to see it, and not 2 days later. This is the key to our rapid leasing performance and perhaps our greatest edge over other property management firms.

- **Extensive Tenant Screening:** As a property management company, we understand that placing the right tenant is the single most important step in the rental process. Each applicant is run through a battery of checks and reports that include but are not limited to: a detailed credit report with score, national criminal background analysis, Collier or Lee county criminal background analysis, public records searches including bankruptcy, liens, and evictions, sex offender search, Interpol and terrorist watch list search, rental history verification (if applicable), asset verification (if applicable) and when possible, a face to face interview. **Simply put, our tenant screening is unmatched.**

Furthermore, we are proud to report that we average a nearly 100% on-time monthly payment history from our highly selective tenant base, which translates into **below-average collection losses.** We treat our owner's properties like they are our own. If we wouldn't rent our own property to a tenant, what would that say about our company if we were willing to rent a client's property to that same tenant?

- **Highly Qualified Management Team:** We are proud to report that every property manager at Premier must meet the following requirements:
 - a) Possess a minimum of a Bachelor's degree in business or related field from an accredited university or college.
 - b) Successfully perform a minimum of 4 years post graduate property management service.
 - c) Each manager must be a licensed real estate agent and successfully complete a 63 hour, state mandated real estate pre-licensing course.
 - d) Every year, each manager must attend and complete continuing education in Real Estate related fields.
 - e) Additionally, we are proud members of the following organizations: Naples Area Board of Realtors, Florida Association of Realtors, National Association of Realtors and Florida Association of Residential Property Managers.
 - f) **A commitment to exceed the expectations of each and every client**

- **Repair Cost Savings:** Should your property need any repairs, we will handle all repair coordination. Due to our relationships with top local vendors, **the typical savings ranges from 20% - 25% under standard market rates.** We believe that charging for minor repair coordination is not in the best interest of you, our client. Therefore, **we have no hidden repair coordination fees,** what you see is what you get at Premier.
- **Property Inspections: At Premier, we know that properly maintaining your home is just as important as the income it generates.** We complete a detailed inspection of your home before the tenant moves in and when the tenant vacates. In addition, we coordinate comprehensive semi-annual inspections by a licensed/insured contractor. The contractor provides a room by room inspection with photos, changes the air filter, installs an algacide tablet in the drain pan, identifies any repairs and e-mails a detailed report to Premier for review by the property manager.
- **Professional Accounting:** We have made a considerable investment in our property management and accounting software. This software, combined with tried and true business practices, enables us to provide you with accurate and comprehensive monthly accounting statements included in our property management services.
- **Attorney Prepared Leases:** We have forged a business relationship with the leading landlord/tenant attorney in the state of Florida. All leases are custom prepared by his office and are thorough and up-to-date. By adhering to the most up to date statutes, these leases protect our clients from frivolous lawsuits and help insure more favorable collection judgments. **Furthermore, should additional legal advice be needed, our clients will receive advice from this law firm, free of charge!**
- **Highly Competitive Rates:** The Premier philosophy is to provide the best service at the lowest price throughout Southwest Florida. Our effective cost structure coupled with our technological advantage allows us to practice and follow these guiding principles. Our management fee structure is as follows:
 - a) We charge a leasing commission equal 6% of the gross lease. Our competition typically ranges from 7% to 15%. **This represents a savings to you of 15% to 60%.**
 - b) Our annual management fee is 10%. Many of our competitors charge 13% to 15%

The Bottom Line

You don't lose money by hiring us, you lose money if you don't!

In conclusion, by choosing Premier you will be hiring the most qualified and professional property management firm at the most competitive rates in southwest Florida. Our comprehensive property management service is delivered by an expert staff that will provide the freedom and peace of mind you are searching for when hiring a property management company.

We have attached the personal resumes of our management team for your review. Please review our web site at www.NaplesPPM.com or www.NaplesPremierPropertyManagement.com for additional information or simply contact us at any time. **We look forward to earning your business, your trust, and exceeding your expectations!**

Sincerely,

The Premier Property Management Team



Determine value when interviewing property management companies!

Services	Premier Property Management	Company A	Company B
100% Satisfaction Guarantee.	✓		
Professionally trained property managers with PRM designations.	✓		
Properties shown 7 days a week.	✓		
Semi-annual property inspections with photos and detailed condition report.	✓		
Superior tenant screening: credit checks, eviction search, national criminal background check, sex offender search, landlord references, employment history.	✓		
Professional and courteous people answer the phones during business hours.	✓		
Our marketing plan includes advertising on over 200 websites!	✓		
Video taped move in and move out inspections.	✓		
Custom, attorney prepared leases.	✓		
State of the art management and accounting software – direct deposit to your bank account.	✓		
No repair coordination fees.	✓		
We specialize in property management, not sales!	✓		
Property owner’s handbook, our services in writing.	✓		

More than just a property management company, we give peace of mind!

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