

## MULTIFAMILY FEE MANAGEMENT



***Operations with an Owner's Perspective = Success***





### Our History

In 1993, PEM Real Estate Group CEO Paul Mashni saw an opportunity to deliver a better apartment living experience. That year, Paul bought a duplex in foreclosure, renovated it to comply with safety standards and discovered a formula that works:

*Provide a quality product in a “neighborhood” environment with effective and resident oriented management.*

Since then, PEM has grown and expanded and now fee manages and owns more than 8,000 units in Arizona, Alabama, Florida, New Mexico, Texas, Georgia and South Carolina, and is one of the fastest growing fee management operators and owners of both apartment communities and commercial buildings, in the United States.

From our modest beginnings to becoming a leading multifamily fee management company and investor, we have remained committed to our purpose of providing quality apartment homes for those who choose apartment life, while delivering tangible value for our clients.

### Our Business

Based in Scottsdale, Arizona, PEM provides full-service third-party Fee Management for both multifamily and commercial owners. *Every day, we focus on creating value for our clients, investors and those who live & work in properties we manage.*

### Our Philosophy

At PEM, we are proud of the properties we manage. We believe that satisfied customers and clients are our best advocates and the key to our success. We work hard to provide the best in multifamily living and commercial management, and to remain nimble and responsive to every day needs, as well as future planning. We have structured the PEM organization on a model of low overhead and efficient operations. Through the use of consistent policies, procedures, and up-to-date technology, we have embed our culture in all of our properties. This allows for PEM to provide effective and quality management of assets located throughout the United States. **We have the capacity to facilitate fast on-boarding and integration of new properties regardless of location.**

*Providing effective & quality management of assets  
throughout the United States*





## Creating Value

Our experienced real estate professionals provide a hands-on, accountability-based approach to managing our communities. It is a mindset that allows us to deliver consistent financial performance and on-going clear communication with clients.



## PEM Core Values

*“We seek to demonstrate our Core Values and beliefs daily.”*

### Integrity

We do what we say we will do.

### Stewardship

We carry out our responsibilities fully and professionally.

### Respect

We value our customers, our vendors and our fellow team members, demonstrating people matter most in all that we do.

### Growth

We grow, continually developing ourselves, our communities, and our company.

### Urgency

We are responsive to the needs of others and through our actions show that what matters to them also matters to us.

### Our Core Purpose

Provide homes and create neighborhoods

### Our Core Assets

People

### Our Primary Objective

Lead and develop people





## Driven to Succeed

Our team is the best in the business - from our executive multifamily property management team to the site managers and maintenance teams serving our properties, PEM employees are committed to excellence in service, delivering lasting value and driven for success.

## PEM FEE MANAGEMENT SERVICES

PEM is here to provide both a depth of expertise uncommon to the industry and a proven management style that adheres to the PEM Core Values. **WHAT WE CAN OFFER YOU:**

- Knowledge of local market, regardless of location
- Rent pricing through YieldStar\* or market surveys
- Marketing – we can explore and offer many options for you. ***Out-of-the box thinking!***
- Entrepreneurial and open-minded – we welcome owner ideas & input
- Attention to Curb Appeal, including landscaping and other aesthetics
- Attention to Detail – inside and out – we look for things that bring a polished look
- Maintenance service requests addressed within 24 hours for routine items
- Knowledge and experience with upgrades and construction
- Cost, Value and Budget considerations with all property purchases, including Capital Projects
- Accurate and timely financial reporting – Yardi access is available
- Enforcement of Leases i.e. late fees, lease breakage fees, damages, etc.
- Experienced & successful in-house property financial analysts and planners available
- We look for quality individuals & experience when hiring!
- One-on-one mentoring of new employees, on each property
- Employees educated in Fair Housing & State Specific Landlord Tenant Laws
- Employees screened for Drug Use & Criminal Background, prior to hiring

### ***ASK ABOUT OUR DUE DILIGENCE SERVICE!***

Utilize our thorough Due Diligence Team & select PEM to manage your property - we will then credit back to you the Due Diligence Fee.\*\*

\* YieldStar expense not included in Contract Fee

\*\* See Fee Contract for details



**PEM prides itself on having all properties**

## **Always Audit Ready (AAR)**

***If an unannounced audit is conducted, PEM communities are prepared!***

Here are just a few of the ways we ensure our properties are **Always Audit Ready**:

- Common areas are clean, functional and well-maintained
- Buildings are free of any markings & trees are cut away as needed
- Attention to detail with curb appeal & landscaping – neat, clean & attractive
- Public recreation areas are clean, safe and desirable – sparkling pools & spas
- Clutter free balconies & wires secured to the building in an orderly manner
- Carports and parking areas are in good order and free of non-functional vehicles

***PEM cares and our communities shine***



## PEM... PROACTIVE \* ENERGIZED \* MOTIVATED

At the heart of any community is stability. PEM recognizes that our residents create the stability and continuity so important to the success of a property. With that in mind, PEM proactively approaches lease renewals with our successful 30/60/90/120 day Lease Renewal Program.

**120 days** - we send a thank you note to renewal-eligible residents to offer an incentive or early renewal concession.

**90 days** - Residents receive a letter from the community manager outlining lease rates and any renewal concessions or incentives. We also leave a letter of appreciation and a small gift on the resident's door.

**60 days** - We follow up with the residents to reiterate their new lease rates and to remind them of the 60-day time frame for deciding on special renewal options. At the same time, we invite them to attend our monthly Renewal Party, held in appreciation of our renewing residents commitment to PEM communities.

**30 days** - Residents receive a final notice containing details about month-to-month rate options as well as current market rates for similar properties. This reflects the value of remaining a PEM resident. We also provide a deadline for accepting the PEM special renewal rate.

***PEM believes that satisfied residents are the best advocates for our communities***

They are the key to our success and we work hard every day to provide the best in multifamily living!

**PEM** is AHEAD OF THE CURVE ...  
anticipating future problems, needs or changes







## Delivering Lasting Value

### FEE MANAGEMENT SATISFACTION

We work hard to provide the best in multi-family living – and to create exceptional value for our customers.

This is our philosophy and prime objective in providing Fee Management services.

PEM attracts both large institutions and select investors to our PEM Fee Management services because of our Core Value driven Property Management Philosophy - “Operations with an Owner’s Perspective” – and it is a proven success.

**Don’t just take our word for it though. We invite you to ask any of our clients how working with PEM Fee Management services has boosted their bottom-line. We happily provide references for you. To learn more about the PEM Fee Management services, please contact us at 480-422-6930.**



Professional Equity Management

### INTERESTED IN INVESTMENT OPPORTUNITIES?

Since 1993, we have acquired and sold more than 50 properties across the United States. Certainly that number could have been higher, but at PEM we carefully select the properties we acquire and manage. We create value by acquiring only properties that complement our established portfolio.

By using this measured approach, we have sustained our growth through both good and challenging markets.

PEM focuses on all three types of acquisitions for its multi-family portfolio: market-value, value-added and distressed properties.

After an acquisition has closed, PEM acts quickly to refresh the high quality properties or inject new capital into older and more tired-looking apartment communities. Learn more about investing with PEM on the next page.





## Investing

There are ways to take advantage of economic adversity. In fact, it may be the best time possible to actively change your financial picture to one of stability, growth and profit. The challenge is partnering with the right group of professionals with the portfolio and expertise to get you there.

## Previous Homeowners

What are these previous homeowners doing now — they are actively seeking apartment living. Not just any apartment, they seek quality, affordable living as close to the style of living they left behind.

The apartment rental industry in today's market brings new opportunities to those who own or invest in multi-family living. With this shift, new opportunities are presented and allow investors to find positive returns on exciting real estate investments not previously considered.



## Core Purpose

PEM's core purpose creates value not only for its residents, but also its investors. And, as an investor or a community owner, you can take advantage of this financial opportunity. Partnering with an expert group is critical to success. With experience in multiple Real Estate environments, PEM Real Estate Group will help guide you through the investment process.

As an experienced company, PEM knows how to determine a good investment, a good quality community and realizes the impact of precise timing. This formula achieves results and ensures your success. Become part of the success. Become a leader.

## PEM Real Estate Group

14822 N 73<sup>rd</sup> St. Ste 101  
Scottsdale, AZ 85260

P: 480-422-6930

F: 480-422-6940

[www.pemreg.com](http://www.pemreg.com)

