

## Our Approach

We provide service 7 days a week, 24 hours a day. Our primary focus is to lease units to qualified tenants, maximize income and reduce expenses. This results in a profitable investment for the client without the day-to-day challenges of management.

Our unique approach ensures that your property is handled with the utmost care and attention to detail. As a team, we will:

- Strategize with our clients on a quarterly or semiannual basis on how to optimize cash flow and appreciate each investment property.
- Develop pricing strategies for each building with realistic re-rent timeframe objectives.
- Perform routine rent surveys and property inspections for all managed properties.
- Customize a management plan for each property by synchronizing the client's objectives with a realistic budget based on previous and forecast operations.



## Our Uniqueness

We treat every client like he or she is our only client and will adjust our services to meet their individual needs.

- Calls are returned in hours, not days.
- Financial reports are customized and delivered on time.
- We anticipate client needs by understanding the fundamentals of effective property management.

We reach beyond the realm of the individual investor to provide our clients with the knowledge and opportunities typically reserved for larger, institutional investors. By integrating our full service

brokerage with our management services, we provide a broad spectrum of solutions to our commercial real estate clients.

## Culture & Philosophy

Rosano Property Management's philosophy is to operate each property from an owner's perspective with an acute awareness of the tenants' needs. Under the direction of dedicated team leaders, property management professionals focus on problem prevention and property positioning. This philosophy results in the maximization of asset value and increased levels of comfort, service and tenant retention in our clients' properties.

Rosano Property Management has the skill and knowledge to evaluate a property and create the right strategy for maximizing its value. The firm works closely with every client to identify current needs and create innovative solutions to reach short and long-term investment goals.

Communication with the owner is the cornerstone of the partnership that we at RPM develop with our clients. We forge lasting and productive relationships with the goal of creating and maximizing value for our clients.

## Why Us?

- Experience- RPM has over 50 years of aggregate experience.
- Maximized bottom line- Controlled operating expenses, superior service and efficient marketing maximizes rental rates and value of your property.
- High occupancy rates- We maintain existing and continue to forge relationships with tenants to maintain high and consistent levels of occupancy.
- Attractive service rates- We are able to obtain preferential maintenance and insurance rates.
- Trained, experienced managers and staff- We are always able to provide each project with the most qualified and committed on-site personnel.
- Crisis management- Rosano Property Management has established procedures for responding to crises and minimizing their financial impact.

## Our Clients

RPM manages and leases multi-family, retail, office, hotel and industrial properties throughout California and Nevada. Our clients include entrepreneurial, institutional, financial and governmental organizations. Our services include building maintenance, lease administration, operating / capital budgeting, vendor management, property accounting and property positioning services.



 **ROSANO PROPERTY MANAGEMENT**

## The Results!

Properties managed by RPM outperform their competition by obtaining a better caliber of tenant, higher rents, consistently superior satisfaction ratings and extraordinarily high retention rates. We are recognized as a leader by various management and efficiency benchmarks.

Combining management strength and market sophistication with a legacy of corporate success and industry innovation, Rosano Property Management has proven it will succeed in markets and properties where other companies have struggled. This ability to consistently produce outstanding results has gained our clients the highest possible returns on their investments with assets achieving their highest possible values.

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## We Offer You:

- Property managers with years of diversified real estate experience.
- Excellent systems and support staff.
- Collaboration with architects, building engineers and contractors to understand the maintenance needs of the building systems and develop a program for preventative long-term maintenance.
- Our staff, repair, maintenance and vendor partners respond quickly to your needs.
- Easy and regular access to all levels of our management and data to answer all of your questions.
- The use of the latest research technology tools, including individual web pages for your properties.
- Quarterly comprehensive market surveys and analyses and property reports.
- Detailed plans of action for marketing anticipated vacancies.
- Promotional materials, advertising and publicity programs.
- In-depth reviews and screening of each prospective tenant.
- Continual assessment of market conditions and recommendations for appropriate adjustments in marketing programs, including rental rates and concessions.
- On-going tenant retention efforts through appropriate activities such as tenant newsletters, tenant directories and tenant appreciation events.



## ROSANO PROPERTY MANAGEMENT

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### Our Mission

Rosano Property Management ("RPM") maximizes property values by providing innovative hands-on asset management services. Our integrated services leverage market knowledge and maintenance efficiencies to create tremendous value with minimal risk to our clients' investments.

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