



PROPERTY MANAGEMENT INVESTMENT SERVICE



Introducing an advanced way to manage property investments—

REAL PROPERTY MANAGEMENT'S WEALTH OPTIMIZER SERVICE

Managing a rental property and managing a property investment are different.

Managing a property involves transactional activities such as marketing vacancies, screening tenants, collecting rent, and handling tenant activities.

Managing a property investment involves these activities but adds deeper financial analysis to the process.

Comparison of property management and investment management

PROPERTY MANAGEMENT	INVESTMENT MANAGEMENT
<ul style="list-style-type: none">• Marketing vacancies• Screening tenants• Lease administration• Rent collection• Handling tenant issues• Maintenance & repairs• Move-in/move-out• Evictions• Accounting	<ul style="list-style-type: none">• Investment management seeks to maximize short and long-term property value<ul style="list-style-type: none">- Maximize operating income which defines your future property valuation- Track property value appreciation- Plan for capital investments (e.g., roofing, hot water heaters)- Incorporates tax impacts of depreciation, interest payments, and other deductibles- Planning for property needs to minimize unexpected expenses fix it- Track growth in property equity• Investment management brings a holistic view to managing properties to optimize your wealth• Better investment performance• Clear and understandable data and information• Better revenue and expense management

WE PARTNER WITH YOU TO OPTIMIZE YOUR ROI MOVING YOU CLOSER TO YOUR FINANCIAL GOALS

Our Wealth Optimizer service generates a plan that helps you and your Real Property Management office achieve your investment objectives. By focusing on short and long-term value for your property investment, we understand your goals and can act accordingly.

We help you understand the key variables that will affect your revenue and expenses, now, and in the future. With proper planning, you

can anticipate and smooth out the costs associated with vacancies and capital improvements, and keep track of your investment's appreciation over time. You'll better understand your cash on cash return, your full return on investment including depreciation, tax deductions, property market value, and the equity you have in the property investment. And we'll track the plan over time to assess how well your goals are being achieved so course corrections can be made over time.



THE WEALTH OPTIMIZER PROCESS

1.

We start with a comprehensive analysis of your property or properties' revenue, expenses, equity changes, tax deductions, vacancy/occupancy rate, balance sheet, and reserves.

2.

Using our proprietary Wealth Optimizer tool, we produce a comprehensive analysis of your investment property.

3.

We meet with you personally to review the initial analysis, and review goals for the next year, five years, and beyond.

4.

Review assumptions to evaluate the overall impact on your investment.

5.

Monthly you are provided a report that includes cash flow, rent roll, occupancy/vacancy rate, balance sheet, variance report, and reserve status.

6.

Annually we will review your financial performance against your goals and make determinations for the coming year.



WEALTH OPTIMIZER TRACKS AND EVALUATES FINANCIAL FACTORS IMPORTANT TO INVESTORS.

Not only do we analyze all the factors that influence your property's financial situation, we compile the information into useful reports for you. This allows us to understand revenue and expense variances so action can be taken to improve performance.

- By incorporating predictions about future expenses such as roof or HVAC replacement based on age and standard life spans, we can budget accordingly and help eliminate surprises.
- We can model the impact of different assumptions to understand critical variables affecting performance.

Our Wealth Optimizer calculator incorporates the following factors into our analysis. Some of the information is provided by your Real Property Management consultant, while other information must be provided by you. Combining the data is what makes it so powerful.

Rent Revenue

- Monthly Rent Revenue
- Vacancy Rate
- Annual Increase in Rent

Operating Expenses

- Insurance
- Utilities
- Association Fees
- Maintenance (based on age of house and condition of appliances, flooring, roofing, etc.)
- Property Management Fees
- Interest Expenses

Taxes and Depreciation

- Effective Tax Rate (including Fed, State & Local)
- Land % Allocation for Depreciation Amount
- Depreciation Term

Deferred Maintenance Costs

Investment Capital

- Total Purchase Cost
- Mortgaged Amount
- Cash Required to Purchase Property

YOU RECEIVE A COMPREHENSIVE REPORT OF THE FINANCIALS RELATED TO YOUR PROPERTY



Executive Summary

Overview of the investment performance of your property

Property Cash Flow Analysis

Review of key revenue and expenses attributed to your property

Property Metrics & Ratio Analysis

Snapshot of key operational and financial metrics

Sale vs. Rental Comparison

Estimates based on retention or liquidation of your asset

Loan Summary

Multi-year view of projected principal, interest payments and yearly ending balance

Loan Amortization Schedule

Detailed report of current year mortgage payments and principal growth

Investment vs. Rent report

WEALTH OPTIMIZER IS BEST FOR DISCERNING PROPERTY INVESTORS

Are you the right customer?

This service is ideal for investors who want to build a long-term wealth generation strategy, and plan to acquire multiple investment properties.

Wealth Optimizer is for investors who want a complete financial picture of their wealth generation strategy.



Be one of the select real estate investors who truly understands their investment's performance.



CHOOSE REAL PROPERTY MANAGEMENT FOR REAL ESTATE INVESTMENT MANAGEMENT.

With more than thirty years' experience in property management and more than 300+ offices in the United States and Canada, we are the largest property management franchise in North America.

Join The Trusted Leader in Property Management.

**Contact your local Real Property Management
office to learn more.**



Each office is independently owned and operated.
© 2017 Property Management Business Solutions, LLC.

