



THE MILLION DOLLAR MAINTENANCE MAN

"Dedicated to Increasing Multifamily ROI"



We guarantee you will boost your NOI by at least \$60,000 on a 100-unit property.

Why leave money on the table when it's there for the taking?

Whether you presently own a property or are in the prepurchase process, identifying hidden potential and possessing strategies and procedures to realize greater NOI gives you a significant advantage.

The Million Dollar Maintenance Man will give you a custom-tailored NOI growth strategy without major remodeling. Your NOI growth strategy will be fitted to the condition, needs, and market of your property. It will reveal, enhance, and utilize your property's hidden NOI growth potential.

We use many years of practical on-site Multifamily experience to look beyond the present limits of your multifamily property. NOI growth targets are achieved through identifying quantifying and clearly presenting goals and procedures to accomplish them. We do this with clarity and simplicity that gets results...without replacing kitchens or bathrooms!

When your management implements the procedures and achieves clearly defined goals your property stands out to rental prospects. It presents as a more attractive dwelling that residents are willing to pay a premium for. Behind the scenes the property is more efficient and costs less to operate.

Apartment turnover time and costs plummet and turnover cost-recovery rate soars because those who are willing and able to pay more tend to take much better care of themselves and their dwelling. You also have few or no costly deposit account grievances.

Your client base shifts to those who are willing to pay more to live in an apartment that costs you less to provide.

Operating cost drops, income climbs, and NOI increases.

The entire culture on the property shifts and its appeal grows because you have a more attractive offering than before. The value your property offers is unashamedly obvious when compared to your competition and it shows on the grounds, in the units, and on your balance sheet!

The Process

Every Multifamily property is the same. Every multifamily property is different.

All are all the same in that they have foundations walls roofs doors and windows. All have the potential to provide shelter in return for rental income.

All are different in shapes and sizes of units and the footprint, age, and condition of the property. All have different income and expense history and economic potential. All are in various locations in urban, suburban, or smalltown environments. And every multifamily property has unique history and an individual culture all its own. All these factors contribute to the economic potential of multifamily property.

A Preliminary Evaluation

The preliminary evaluation requires completing a Basic Property Information Questionnaire. It includes the location of the property, its age, any capital improvements and when those improvements were affected. We also require trailing 12 financials in detail. We keep this information strictly confidential and only use it to determine what to include in your custom-tailored NOI Growth Proposal.

Following receipt of the preliminary evaluation a full custom-tailored NOI growth proposal is developed and presented.

The Property Assessment

This in-depth detailed assessment requires access to the property, including its operating policies and procedures, its on-site staff, and the operating budget.

No one knows a property better than the on-site management and maintenance staff. On site property evaluation includes interviewing office and maintenance staff, inspecting interior and exterior components and mechanical equipment.

The assessment also includes comprehensive study of the operating budget including forecasted and actual income and expenses.

The proposal will include written review of the property financial and physical condition, NOI potential, proposed procedures, costs and benefits. Included is a projected timeframe for implementation and effects realized.

The entire report is typically contractually committed to be completed within 30 days of receiving full property access and all requested documentation.

The final product is a clearly written custom tailored NOI Growth Strategy complete with action steps, time frame, and cost analysis which, when implemented, will produce the target growth objectives of your multifamily property

Rate Guidelines

A minimum \$60,000 NOI increase is guaranteed for most 100-unit properties. A corresponding \$102,000 NOI increase would be guaranteed on a typical 170-unit property. Minimum NOI increase will be determined following the preliminary evaluation and become part of the NOI Growth Strategy Proposal Contract.

Every property is unique. Most NOI Growth Strategy Reports are \$12,500 plus travel expenses for the first 100 units and guarantee a minimum \$60,000 NOI increase. A 480% return on the \$12,500 cost excluding travel.

Each additional unit is \$100. For example, a 170-unit property will typically run \$19,500, plus travel expenses and guarantees a \$102,000 NOI increase. A 523% return on the \$19,500 cost excluding travel.

I want to be very clear that this is not a passive investment. You are purchasing a custom-tailored NOI Growth Strategy.

The property management and maintenance staff must participate to implement the recommended actions and achieve each clearly defined objective.

It is obviously understood a diet book will not cause a person to lose weight. Neither will an auto repair manual fix a car. The information must be implemented to get the desired result. In a similar fashion, to achieve the desired NOI growth the prescribed strategic actions must be implemented consistently and accurately!

The NOI Growth Strategy will NOT include remodeling kitchens or bathrooms. The remodeling of kitchens and or bathrooms can increase NOI, but these are major capital improvements that are not typically considered a core function of operations. These normally fall into the category of Special Projects.

Take the first step now. Complete the basic property information questionnaire and find out just how much money is being left on your table! After all, why leave money on the table when it's there for the taking?

The Million Dollar Maintenance Man
Basic Property Information Questionnaire

Do you own the property? Yes___ No___

If yes, when did escrow close? Date_____

How is the title held?

LLC___ Limited Partnership ___ Sole owner ___ Corporation ___

If you do not own the property, do you have an accepted purchase and sale agreement/contract? Yes___ No___

If yes, when was the purchase and sale agreement accepted?

Date_____ When is the inspection period?

From_____ to _____.

Typically, a comprehensive custom-tailored NOI Growth Strategy takes 30 days, but occasionally special arrangements may be made to complete it in as few as 10 days with a 15% premium.

When do you need to have the custom-tailored NOI Growth Strategy in your hands? Date_____

Property Name: _____

Property address: Street_____

City_____ State _____

County _____

Assessor's parcel Number _____

In what year was the property built? Date_____

Was the property built in phases? Yes___ No___

If yes, how many phases? ___ When were they completed? _____

How many rental units are on the property? _____

How many units have one bathroom? _____

How many units have two bathrooms? _____

How many units have more than two bathrooms? _____

Does each unit have its own water heater? Yes ___ No ___

How many central water heaters/boilers are on the property? _____

How many water heaters are electric? _____ Gas? _____

How are the apartments heated? Gas forced air _____ Electric forced air _____

Heat pump ___ Gas wall heater _____ Electric wall heater _____ Radiant panel _____

Hot Water Radiator _____ Steam Radiator _____ Other _____

Are the units air conditioned? Yes ___ No ___

Does the property have a swimming pool? Yes ___ No ___ How many? _____

Does the property have a gym, dedicated recreation area, or common indoor lounge/meeting area? _____

How many parking spaces are on the property? _____

How much land does the property occupy? Acres _____

Your Name _____ Title _____

Phone Number _____

Hours when you can be reached _____

Email address _____

Business addresses _____

Please return form to David Hodges via email at david@eastlightinvest.com