

CHARISMA PROPERTY MANAGEMENT, INC.

# PROPERTY MANAGEMENT PROPOSAL

PREPARED BY AMY MILLER





# PROPERTY MANAGEMENT

## OUTLINE OF PROPOSAL

About Charisma

Services We Provide

- Management Services
- Leasing and Marketing Services
- Accounting Services
- Maintenance Services

Pricing

Charisma Guarantees



# ABOUT US...

- Charisma is licensed with the South Dakota Real Estate Commission
- Charisma is 100% family owned and has three generations of women running the business
- Charisma has been serving residents since 2005 in the Sioux Falls and surrounding areas
- Charisma has a diverse portfolio of clientele, including Apartments, Single Family Homes, Twin Homes, Town Homes, Duplexes, HOAs, HUD Properties, Tax-Credit Properties, HOME Properties, and more
- Charisma does NOT own any of our own properties





# AMY MILLER - PRESIDENT



## AFFILIATIONS

Amy brings a track record of excellence and leadership skills to Charisma. Relating to Property Management, she has been an active member in the following entities:

- **SOUTH DAKOTA MULTIHOUSING ASSOCIATION**
  - **SOUTH DAKOTA LEGISLATIVE COMMITTEE**
  - **NATIONAL APARTMENT ASSOCIATION**
  - **NATIONAL APARTMENT ASSOCIATION LEGISLATIVE COMMITTEE**
- 
- Amy has served several terms on the SDMHA Board of Directors and is finishing another 2nd term.
  - Amy has also been an active member of the SD Legislative Committee and was instrumental in testifying and helping get the SD eviction laws changed to better serve Property Owners.
  - Amy has served on several NAA Boards and is currently serving on the NAA Legislative Committee. Amy has attended conferences in DC over the past 8 years, meeting with congressional leaders to discuss topics that affect the Property Management Industry.





# **WE ARE READY FOR YOU!**

## **TEAM WORK!**

Charisma has a team ready to work hard for your investment property!

We have 2 Office Assistants, a Leasing Director, 2 Leasing Agents, an Applicant Agent, a Marketing Specialist, a Maintenance Coordinator, a HUD Compliance Specialist, a Bookkeeper, CPA, 2 Property Managers and 6 Maintenance Personnel.





**PONDER THIS**

**Great things in business are never  
done by one person, they're done  
by a great team of people.**

**- STEVE JOBS**

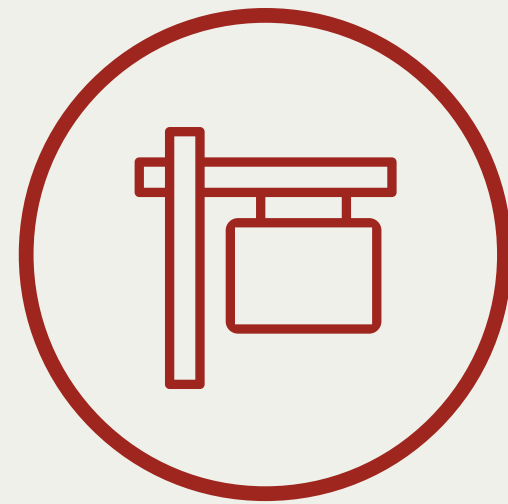


# **SERVICES WE PROVIDE**

**WHY WE ARE THE #1 CHOICE!**



Management Services



Leasing Services



Accounting Services



Maintenance Services



# MANAGEMENT SERVICES

**WE DO IT ALL SO YOU DON'T HAVE TO!**

## MARKETING AND LEASING PROPERTY UNITS

- We market and advertise any vacant units and/or units that are coming available
- We personally meet potential tenants at properties to give tours, we do virtual tours and we supply matterport tours for individuals not able to personally see or unit or do a virtual tour
- We take professional pictures, video and matterport footage
- We stage units as directed by the Owner

## TENANT SCREENING

- We screen all applicants 18 years and older
- We run the criminal, credit, landlord and verify income for all applicants
- We 3rd party verify "Reasonable Accommodations" and the need for ESA animals
- We collect any security and/or pet deposits, move in rents and any applicable other fees such as garage rent, pet rent, storage rent, etc.,

## UNIT INSPECTIONS

- We inspect property units annually, periodically as needed, at move in and move out
- We take pictures of the units at move in and move out and give tenants a copy of the inspections
- We change furnace filters every quarter, which allows us access into units to continue addressing any unreported unit deficiencies







# **MANAGEMENT SERVICES CONTINUED...**

## **TENANT CORRESPONDENCE**

- We correspond with Tenants as necessary
- We send out any infractions and charge the Tenant accounts as per the terms of the Lease Agreement for any lease violations
- We take care of lease renewals & rent increases annually; we work with the Owners on pricing
- We coordinate property and unit maintenance through a work order system; we obtain multiple bids for large expenditures

## **RENT COLLECTIONS AND OTHER TENANT CHARGES**

- We collect monthly rents & deposit payments
- We send late notice letters and begin any eviction proceedings for non-payment of rent and/or other lease violations in accordance with the SD Law and the Tenant Lease Agreement
- We charge tenant ledgers any charges incurred by negligence and/or extraordinary wear and tear while residing at the premises and after moving out
- We take care of rent increases/renewals annually, corresponding with Owners on pricing

## **MONTHLY BILLS PAYMENT & FINANCIAL REPORTING**

- We pay the monthly bills for the properties
- We provide financial accounting monthly, which includes but is not limited to, a balance sheet, P&L statement, transaction detail report, rent roll, copies of all paid invoices, accounts payable and accounts receivable ledgers
- We include paid copies in the monthly financial reports to Owners
- We obtain vendor proof of insurance and W9s as needed
- We supply accounting company financial information annually for tax reporting





**Staged Units**



## **LEASING & MARKETING**

Technology is rapidly changing and we understand the importance of utilizing it to showcase our units in a competitive market.

- Included in management - We will produce a 3D matterport tour of your property for marketing purposes, so prospective Tenants can view the property online.

**WE CAN VIRTUALLY STAGE YOUR UNIT,  
TAKING PROFESSIONAL PHOTOS TO  
SHOWCASE THE UNIT AS A "LIVED IN  
HOME" FOR PROSPECTIVE TENANTS**



**3D Matterport Tour**







# ACCOUNTING SERVICES

## MONTHLY FINANCIAL REPORTING

- We provide monthly financial reporting which includes, but is not limited to:
  - Balance Sheet
  - Income and Expense Report
  - Annual Budget Report
  - Rent Roll Report
  - Transaction Detail Report
  - Accounts Payable Report
  - Copy of Paid Invoices for Each Month

<b>Income</b>			
<b>OCCUPANCY INCOME (GROSS):</b>			
TENANT RENT	38,254.00	38,347.34	36,442.40
GARAGE RENT	20.00	20.00	20.00
PET RENT	469.23	530.77	519.23
<b>Total OCCUPANCY INCOME (GROSS):</b>	<b>38,743.23</b>	<b>38,898.11</b>	<b>36,981.63</b>
<b>SERVICE INCOME</b>			
OTHER TENANT CHARGES	-18.95	319.93	930.93
LATE FEES	140.00	255.00	0.00
<b>Total SERVICE INCOME</b>	<b>121.05</b>	<b>574.93</b>	<b>930.93</b>
<b>GROSS POTENTIAL RENT</b>			
RENT CONCESSIONS	0.00	0.00	0.00
<b>Total GROSS POTENTIAL RENT</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>MISCELLANEOUS INCOME</b>			
APPLICATION FEES	0.00	300.00	420.00
BAD DEBT RECOVERY	0.00	0.00	174.60
<b>Total MISCELLANEOUS INCOME</b>	<b>0.00</b>	<b>300.00</b>	<b>594.60</b>
<b>Total Operating Income</b>	<b>38,864.28</b>	<b>39,773.04</b>	<b>38,507.16</b>
<b>Expense</b>			
<b>RENTING EXPENSES</b>			
ADVERTISING	53.25	238.75	53.25
LEASING COMMISSIONS	0.00	0.00	0.00
<b>Total RENTING EXPENSES</b>	<b>53.25</b>	<b>238.75</b>	<b>53.25</b>
<b>ADMINISTRATIVE EXPENSES</b>			
OFFICE EXPENSE	109.20	0.00	148.46
DUES & MEMBERSHIPS	0.00	0.00	0.00
MANAGEMENT FEES	2,183.18	2,315.30	2,307.28
LEGAL FEES	0.00	0.00	59.21
MISC. ADMINISTRATIVE EXPENSE	0.00	0.00	0.00

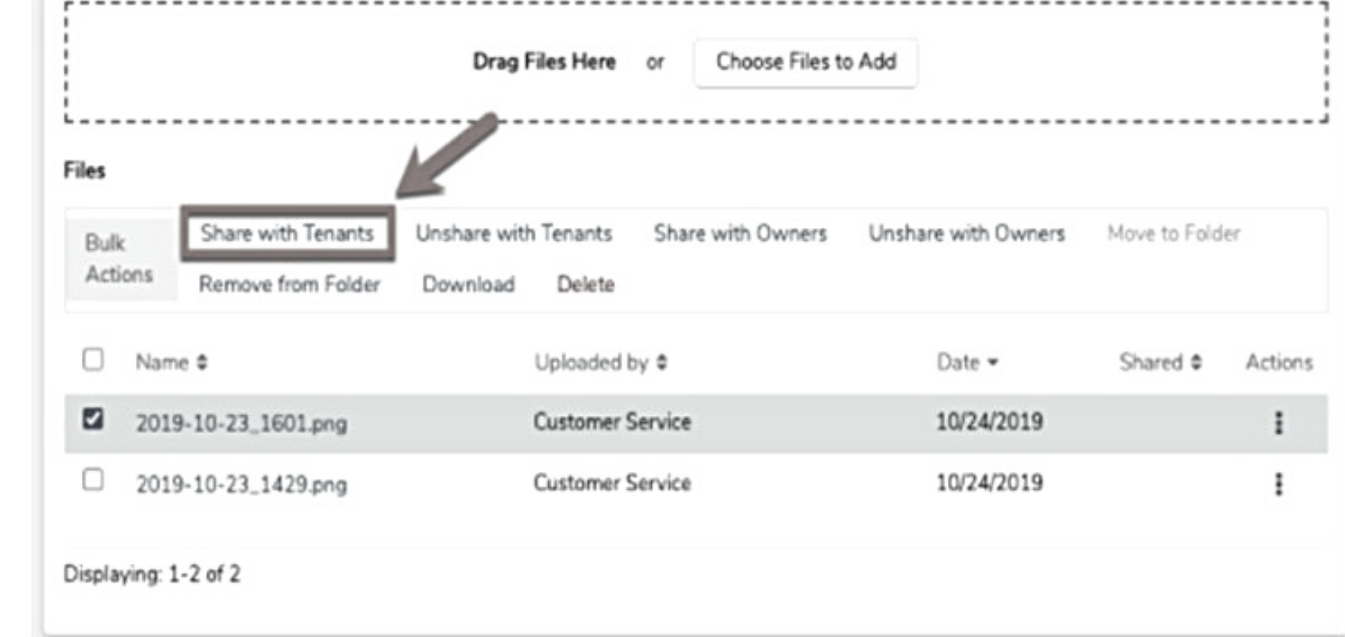




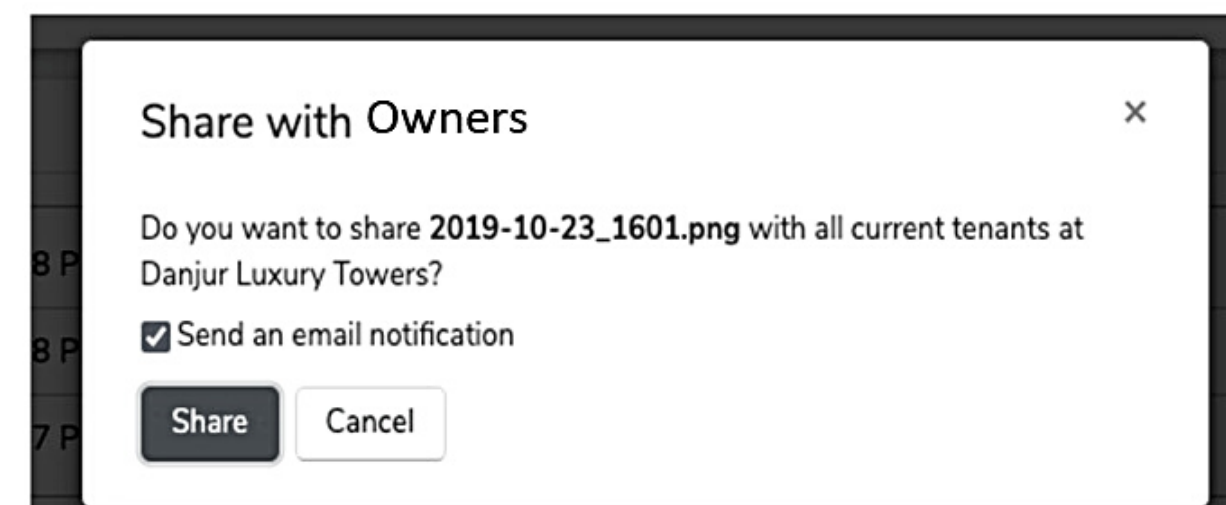
# ANNUAL BUDGETING

- We will put an annual budget for the property together
- We put a list of capital expenses together with the Owner/Investors to forecast for the next 5 years, wants vs. needs
- A copy of the budget can be included in the monthly financial reporting if requested by the Owner/Investors





4. Select if you want receive to an **email notification** about the shared files, then click **Share**.



# OWNER ONLINE PORTAL

Owners and Investors have access 24/7 to an online portal. Monthly financial reports, management contracts, etc., are all stored in the online portal, making access quick and easy to find from ANYWHERE in the world!



# WE MAKE IT EASY!

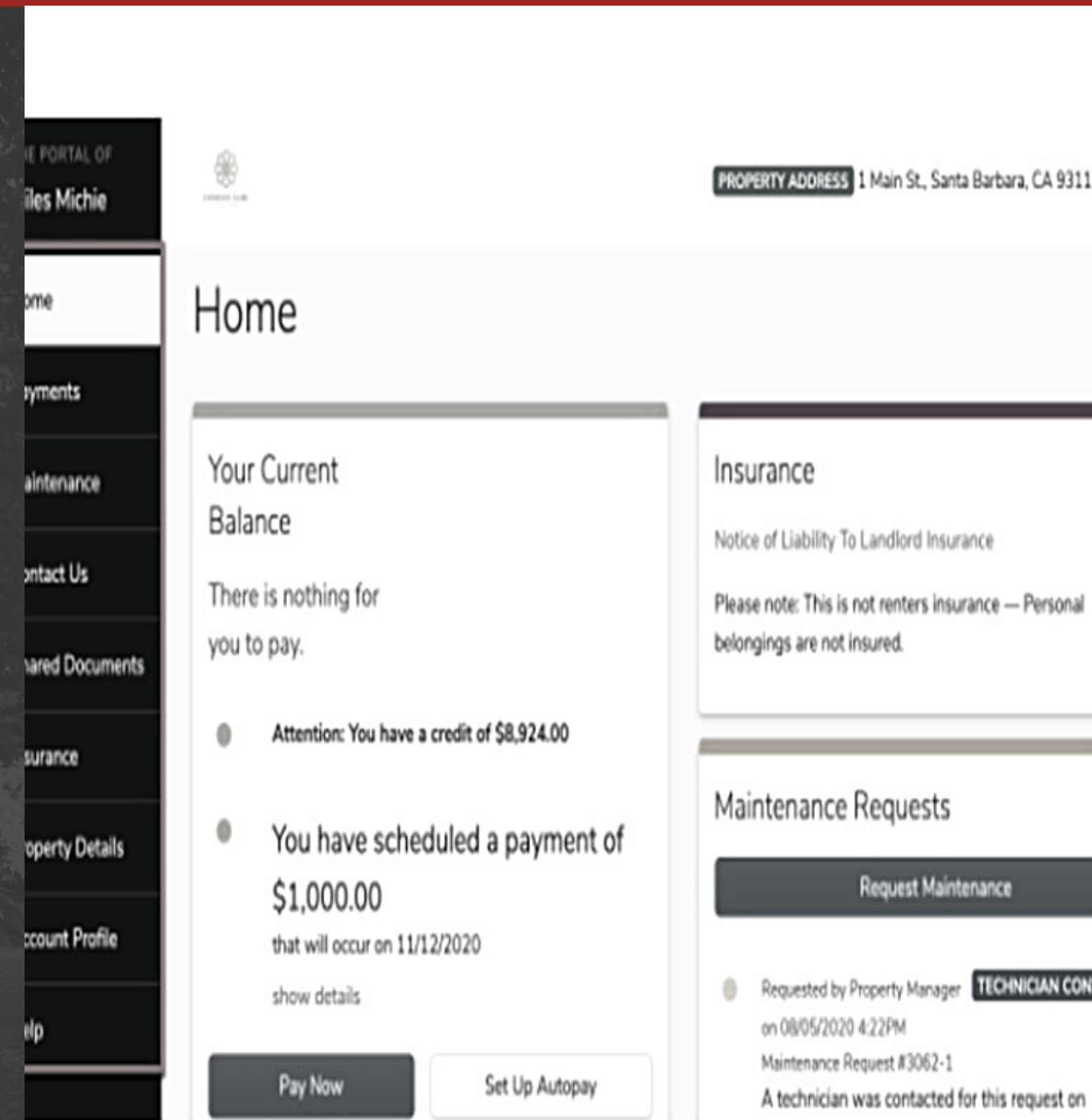
## TENANT ONLINE PORTAL

### RENTS CAN BE PAID VIA THE FOLLOWING WAYS:

- Online through our portal each month
- Via check or money order
- Via BillPay

### BENEFITS OF OUR ONLINE PORTAL

- Money in account right away
- Easy-to-track payments and NSF's
- Tenants and Owners have access 24/7 to Account Ledgers, Leases, Management Contracts, Financial Reports and other pertinent information
- Tenants can see all documents pertaining to their units, even if they choose not to pay via the online portal
- Tenants can request maintenance services via the online portal and Owners that request access can receive copies of work orders as written up for units to track expenses



**Sample Online Portal**





# FULL SERVICE MAINTENANCE

- Home
- Payments
- Maintenance
- Contact Us
- Shared Documents
- Insurance
- Property Details
- Account Profile
- Help

## Maintenance

### Maintenance Requests

Request Maintenance

- My hallway carpeting was soaked through by water from my bathroom and needs to be dried. → **COMPLETED**  
Requested by You on 08/25/2020 4:07PM  
Maintenance Request #17-1  
This request was completed on 08/25/2020
- My bathroom sink is no longer working. → **RECEIVED**  
Requested by You on 08/25/2020 4:03PM  
Maintenance Request #16-1  
This request was received 15 minutes ago.

[Check Status](#) | [Request Cancellation](#)

Charisma Property Management offers full maintenance services to Owners and Investors. We offer affordable, qualified and dependable services with competitive rates. We do the following work, but the scope in what we can do is not limited to this list:

- 24/7 Call - We take the late night calls, so you don't have to
- General maintenance and repairs
- Unit turns
- Flooring
- Take out & install new cabinetry and countertops
- Plumbing, up to what the City requires to be certified
- Electrical, up to what the City requires to be certified
- Unit painting
- Drywall repairs
- Roofing and siding repairs
- Deck repairs and construction



# PRICING

## LEASING ONLY

### Three Quarters (3/4) of a Full Month's Rent

- We market & advertise unit
- Take photos for units
- Show units & qualify tenants

## LEASING WITH FULL MANAGEMENT SERVICES

### One Half Percent (1/2) Full Month's Rent Leasing Commission

- Based on lease term being fulfilled
- We qualify Tenants with background checks

## FULL MANAGEMENT SERVICES

### Eight Percent (8%) of the Gross Monthly Income Mgt Fee

- Full management services
- Full accounting services
- Full maintenance services

*Single Family Home Management  
Is 10% the Gross Monthly Income*

## MAINTENANCE SERVICES

**\$55 Per Hour**  
**\$82.50 Per/Hour**  
**Overtime**

### **\$75 Contractor Rate**

- Roofing & Siding Repairs
- Deck Repairs & Replacement
- Unit Rehabs



# FIRST 60 DAYS OF MANAGEMENT SERVICES





# PROTECT YOUR INVESTMENT PROPERTY WITH OUR CHARISMA GUARANTEES!



We will lock in the fee structure program you choose for a three-year period.



We will match ANY competitor's price for equalivalent services.



We use best business practices in accordance with SD Law and Statutes



We will not charge another leasing commission if a tenant does not fulfill their lease term.





# THANK YOU!

**LET'S START OUR BUSINESS JOURNEY TOGETHER.**

AMY MILLER

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