



## MORLEY FREDERICKS

REAL ESTATE SERVICES

### *What sets our Morley Fredericks Property Management apart from the rest?*

1. With an impressive track record of over 25 years in sales, asset & property management and ownership experience, our full-spectrum expertise distinguishes us as leaders in the field.. We are committed to guiding property owners in making sound financial decisions in regards to their real estate investments that consistently align with the objective of maximizing cash flow, appreciation and overall value.
2. Operating across several Bay Area markets over these 25+ years, we maintain a proactive stance on rental price trends and property values, staying ahead of the curve. One key differentiator that sets us apart from many property management companies is that , we prioritize transparency. One way we do this is by never collecting or adding a fee to our clients' repairs and renovations. In other words,, we waive all project management fees on renovations, including both minor and major non-recurring property upgrades.
3. Innovative technology integration is a hallmark of our approach, providing online platforms for both owners and tenants. Our commitment to showcasing properties in their brightest light extends to professional photography and marketing, which includes our production of 3D virtual tours, high quality still photos and floorplans. The result of these efforts produces a higher level of engagement with prospective tenants and a more immersive experience in choosing their next residence, as well as reduced vacancy for the Owner which enhances their financial return.
4. Responsive c service is a key feature of our operation, with a dedicated team that ensures correspondence with our residents and owners. Our streamlined processes and use of the most current platforms & technologies elevates our expertise in getting the job done accurately and efficiently, allowing us to work smarter and harder.
5. At the heart of our mission is a paramount core value: cultivating and sustaining meaningful relationships with our clients. The energy we invest in building these connections reflects our deep commitment, both as a company and as individuals. We recognize the lasting impact of the relationships we build and highly value the connections we forge.