



Results Matter.



**This is about
trust.**

And we get
that.

**Customer Results Property
Management** is dedicated
to improving the rental
property ownership
experience.

We work every day to earn
the trust of our clients and
partners by providing
innovative solutions that add
true value.



**We are truly excited
that you are interested
in our services.**



Elizabeth S. Nowak

We're happy to help with your property leasing and management needs. Whether you need a little help or a lot, our firm can help you find quality tenants faster, make more income, lower your risk, and save you time. If you ever have any questions or would just like to contact us, please do so at any time.



Alan J. Fink

We're here to help you.



Our Core Values



Value

Our properties lease faster, with better tenants, saving you thousands of dollars.

And we offer competitive rates and outstanding service for every client, with services ranging from very affordable to turnkey, depending on your needs .



Innovation

With online payments, records, statements, and communication you will always be able to understand what's happening with your property. And for tenants we offer convenient online applications, automated payments and online maintenance requests.



Trust

We understand that a common complaint of property management companies is their inability to provide quality customer service. We believe that you and your tenants are valued clients and deserve more. We are driven to provide stellar customer service. And our testimonials and client reviews prove it.



TOP EIGHT REASONS TO CALL...

1 FLEXIBLE SERVICES DESIGNED FOR YOUR NEEDS

Because every client is unique, we offer leasing and management programs that are tailored to you.

You can choose from our **Assist** or **Turnkey** Packages designed to save you money and time.

And other services are optional if you need more support- like eviction support, emergency maintenance, and cleaning support. With more options and flexibility than traditional property management firms, you can get the work done properly, at an affordable price.



2

MAKE MORE MONEY EVERY MONTH

Did you know there are techniques and strategies that can make you more rental income every month?

Showing strategies, timing, rental fees, rental pricing strategy, utility and HOA charges, and other creative techniques, there are many ways to make a bit more income with your rental property. Bottom line... We care about your profitability and we can help you make **MORE MONEY.**



BE EVERYWHERE TENANTS ARE LOOKING

3

Our clients benefit from the best in the business marketing. All of our properties are advertised across hundreds of websites, within hours of being listed for rent. Your property will be found on major sites like Zillow, Rentals.com, Apartments.com, Realtor.com, Trulia and many more. There is no better way to get your property rented fast, to a great tenant, than getting the maximum amount of exposure online.



LIABILITY & RISK PROTECTION

There are literally thousands of rules, regulations, and procedures that landlords are expected to follow. And each jurisdiction has its own...

By hiring a professional team with over ten years of experience with rental properties, you can help avoid the pitfalls and risk that go with renting your own property, limiting your liability. We know the law and we represent you. And if your tenants don't pay as agreed or violate the terms of the lease, we will follow the lease to the letter of the law to protect you.



WE ARE FAST... BECAUSE TIME IS MONEY.



Your property can be listed and marketed effectively in as little as one day, maximizing your chances of getting your vacancy filled quickly. We proactively do everything we can to get your property on the market, in great showing condition, as quickly as possible.

One our clients has never had a vacancy in eight years, because of our aggressive approach to leasing proactively.



6

COMPREHENSIVE TENANT SCREENING & QUALIFICATION

TENANT SCREENING REPORT

powered by **appfolio**
Tenant Screening

APPLICANT SUMMARY
APPLICANT INFORMATION

NAME: **TAYLOR APPFOLIO** EIN: XXX-XX-4786 ✓ VERIFIED
DOB: 09/01/1982
CURRENT ADDRESS: 123 MAIN ST, CHICAGO, IL, 60608
PREVIOUS ADDRESS:

CREDIT SUMMARY
FICO Score: **620** The credit report includes 1 potentially negative item.

ISSUE	ESTIMATED MONTHLY PAYMENT	DELINQUENCY HISTORY (90 DAYS)	DEBT HISTORY ACCOUNTS
TOTAL	\$15	0	1
OPEN		40+	0
NEGATIVE	\$260	90+	\$204

NEGATIVE TRADES SUMMARY (3)

ORIGINATOR	TYPE	LAST UPDATED	STATUS	AMOUNT BALANCE	PAID FOR AMOUNT	CURRENT BALANCE
COLLECTIONS SERVICE	Collection Account	01/02/2015	In Collections	\$204	\$204	\$204

RENT PAYMENT SUMMARY
No potentially negative items reported.

RENT TYPE	RENT PERIOD	TOTAL MONTHLY RENT	TOTAL PERIOD
RENT	0	\$0	\$0
UTILITIES	0	\$0	\$0
TOTAL MONTHLY RENT	0	\$0	\$0

NEGATIVE TRADES SUMMARY (0)
No potentially negative items.

EVICTION HISTORY
0 No events reported. ✓ The evictions court returned no records for this applicant.

CRIMINAL HISTORY
2 2 events reported.

DATE	OFFENSE	QUALIFICATION	DISPOSITION
10/03/2012	DUI	3 YEARS OF PROBATION	FINES AND RESTRICTIONS
03/02/2011	POSSESSION OF A CONTROLLED SUBSTANCE	3 YEARS OF PROBATION	FINES AND RESTRICTIONS

✓ Details. Details.

Each potential applicant will complete our online application with full personal details for every resident over age 18.

✓ Credit Score Review.

It is not uncommon for tenants to have lower than perfect credit and in many cases, that is permissible, however, we are not insured for credit and it takes an expert to decipher acceptable credit for your property.

✓ Rental Payment History Analysis and Eviction Records

We will review the applicant's rental payment history and eviction records in detail to ensure we understand the applicant's rental history, to find you the best quality tenant possible.

✓ Interviews and Reference Checks

We'll work to get the "real story" behind why they are moving. Every time we qualify potential tenants, we'll work to find an ideal tenant, so you can make the best decision possible.

✓ Income and Expense Analysis.

We'll research the income and salary of your potential tenant to make sure they can afford the rent for your property. And we'll review their debts to make sure they are able to pay you reliably.

✓ Background Check.

We'll review the criminal and eviction history of each applicant, to ensure that your property is rented to individuals that have demonstrated they can be trusted.





PET PREFERRED PROGRAM

We offer a unique **optional service** that allows you to be confident renting to pet owners and make more income in the process.

When you rent to a tenant with pets, we'll sign them up for our Pet Preferred program. They will pay an upfront, non-refundable pet fee to you, as well as monthly pet rent to you. Then twice a year, they will pay our management team to inspect the property, to ensure your property is being cared for properly. We'll send you a report on the condition, issues, and photos- so you can feel 100% comfortable renting your property to a pet owner.



Pet Preferred Program Example with Two Pets:

Monthly Rent: \$2,300 per month

Pet Cleaning Fee: \$340

Pet Rent: \$45 per month
(per pet)

Pet Preferred Inspections:
\$100 per inspection (paid
to our team)

Additional Annual Income
Received by Owner:
\$1,180



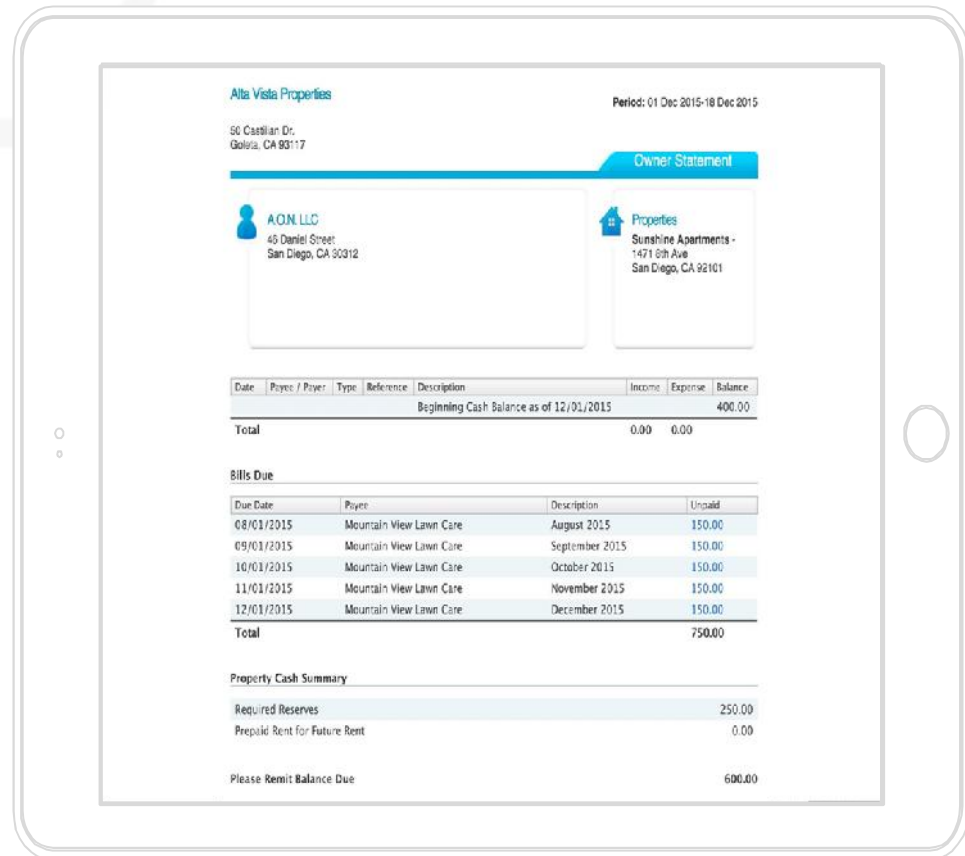
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Owner Reports & Information

Clients rightfully demand accurate accounting and clear understanding of our financial reporting.

We use a sophisticated property management software system.

Every management client receives their own personal and secure portal to see real-time information on their property. Owners can securely login 24/7 to access the accounting, records and other documents for their property and download their own customizable reports.



Additionally, we follow a traditional cycle of cash basis accounting. All rents and income collected during an operating month are deposited into our dedicated trust account. As income is collected, and funds cleared by the banks, we guarantee to distribute our owner's monthly proceeds quickly and our owners typically receive their funds via electronic payment by the 15th of the month if the tenant has paid as agreed,¹⁰



Our Management Clients Receive:

1 ONLINE OWNER PORTAL

This online portal provides each client with immediate access to all reports, statements, and documents for their property.

2 MONTHLY REPORTS & STATEMENTS

Our clients receive two reports every month.

- ✓ **Owner Statement.** This is a snapshot of that month's income and expenses. We include a copy of every invoice paid for that month as well for turnkey management clients.
- ✓ **Year to Date Cash Flow Statement.** This statement gives each client a quick summary of all the inflows and outflows of cash to date for the year.

3 ANNUAL REPORTS & STATEMENTS

Our clients receive two year-end reports.

- ✓ **Year-End Property Statement & Profit and Lost Report.** Sent at the end of January each year, this is a summary of all income and expenses for each property, for the prior year.
- ✓ **Year-End 1099 Statement.** As required by the IRS, we send a statement of all income received for each property on your behalf and report that income to the IRS. This form makes tax reporting significantly easier for our clients.

4 Inspection Reports

All inspections are completed and carefully recorded. Using a mobile device, we will document your property's condition with photos and verbal observations about your property recorded directly into the system. These inspection reports, including Move-In, Move-Out, and Pet Preferred Program Inspections are available immediately to clients.



FAQs

You have questions,
we have answers.

Q

Are management fees and leasing fees tax deductible?

A

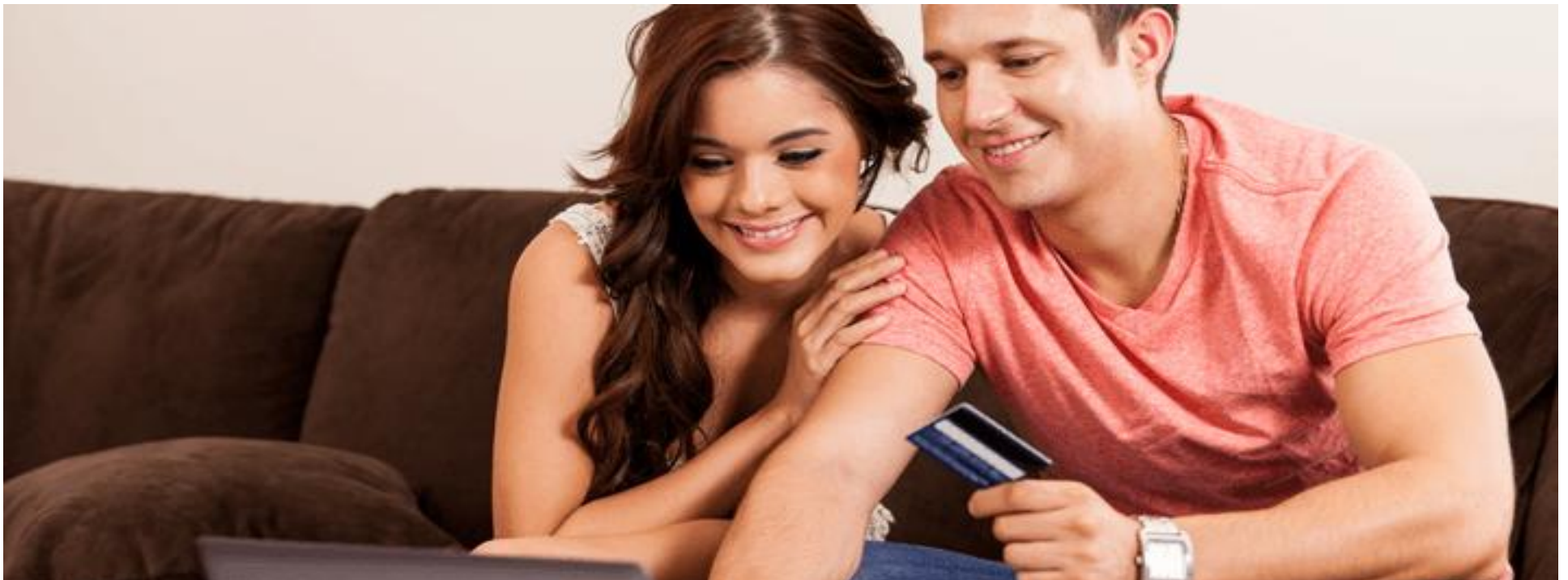
Generally, yes, fees are tax deductible. However, we're not accountants, so check with your CPA to be sure.

Q

Can you pay my mortgage and other bills?

A

No, you will continue to pay the mortgage and other bills for your property. We will disburse rental proceeds to you, as scheduled minus any maintenance or repair expenses.



Q

What do I need to do to get started?

A

Depending the services you need, we will collect information about your property as well as property keys, HOAs or condo association documents, financial information, and other relevant documentation. This process can take as little as an hour or two if your current records and documents are easy to locate. Once complete, we'll need very little information from you on a day-to-day basis.

**Q**

What if I might want to sell now or in the future?

A

We can help you make the best choice possible, since we also represent clients for purchasing and selling properties through our real estate brokerage. If you are flexible and are considering selling, we sometimes recommend “listing both ways”. This allows you to sell if you find a buyer and if not, quickly rent your property to a quality tenant. We are happy to assist you with this approach if it works for you.



Q What happens if the tenant doesn't pay their rent?

A Depending on the jurisdiction, we will follow the letter of the law regarding notice and eviction. In our experience, being firm but fair with tenants is the best approach to dealing with any payment issues. We are paid to enforce the contract and will do so on your behalf.

Q Do you recommend allowing pets?

A This choice is yours. Depending on your personal situation and preferences, we can guide you towards the best decision. In general, allowing some types of pets will make your property appealing to a wider-range of possible tenants and may allow it to lease faster for more rent. However, pets can damage properties, can create additional liability, and usually require more cleaning during tenant turnover. Our Preferred Pet Program allows you to rent to tenants with pets confidently if you want to explore this option.

Q Is there a cost to process the tenant applications?

A Yes, the rental application fee is \$50 per applicant. This amount is paid by the tenant applicant. There is no cost to you.



Description of Services	Lease Assist	Turnkey Leasing
Rental Market Analysis	✘	✓
List Property in MLS	✘	✓
Photography	Provided by Owner	✓
Advertising to 200+ Websites	✓	✓
Signage & Lockbox	✓	✓
Property Flyer	✓	✓
Prospective Tenant Inquiries	✘	✓
Tenant Showings	✘	✓
Online Tenant Application	✓	✓
Tenant Background Check	✓	✓
Tenant Rent History	✓	✓
Lease Preparation	✓	✓
Tenant Walk-Through Inspection	✘	✓
Tenant Welcome Package	✘	✓
Tenant Key Delivery	✘	✓
1 st Month Rent Processing	✓	✓
Payment to Cooperating Broker	✘	✓
Leasing Fee	\$999 (\$499 Upfront & \$500 with lease)	One Month's Rent

Leasing

Services & Pricing

Property owners have unique needs. That's why we offer two leasing packages.



Lease Assist

Ideal for owners that want to affordably ensure they find a fantastic, highly qualified tenant quickly. We help market your property effectively, qualify and process tenant applications, and prepare a legally recognized lease in your jurisdiction.



Turnkey Leasing

Perfect for owners that need help with everything and value their time. We will manage the leasing process from start to finish including advertising on the MLS, photography, answering prospective tenants, tenants showing conducting walk-through inspections and more. We'll find, qualify, and process applications to get you the very best tenant possible, painlessly.



Property Management

Services & Pricing

Some property owners need more support than others. So we offer two packages tailored to meet your unique needs.

Management Assist



Ideal for property owners that want to save money while still benefiting from the reporting, systems, and liability protection a professional manager can provide. We'll process your rent, create accounting and tax statements, provide escrow and deposit services. **Landlord performs all on-site work (inspections/repairs) at the property. Some restrictions apply.**

Turnkey Management



Designed for owners that want everything handled from A to Z. **We'll make all the headaches go away.** From onboarding tenants, walkthroughs, property maintenance, emergency services, and turnover inspections, we have you covered. And your owner portal provides you with 24/7 access to your accounting and tax statements.



	Management Assist	Turnkey Management
New Tenant Onboarding	✓	✓
Tenant Online Portal	✓	✓
Tenant Online Rent Payments	✓	✓
Owner Rent Payment Notification	✓	✓
Tenant Walk-through Inspection	✗	✓
Tenant Walk-through Exit Inspection	✗	✓
Online Maintenance Request	✓	✓
Rental Deposit Processing	✓	✓
Owner Income Disbursements	✓	✓
Monthly Property Statement	✓	✓
Federal Tax Form 1099	✓	✓
Year End Statement	✓	✓
Maintain Deposits & Reserve Account	✓	✓
Initial Property Set-up with Photos	✗	✓
Annual Rent Analysis	✗	✓
Schedule & Coordinate Vendors	✗	✓
Master Key Storage	✓	✓
Property Maintenance Inspection	✗	✓
Contractor Certification	✗	✓
Seasonal Maintenance Reminders	✓	✓
HVAC Filter Email Reminders	✓	✓
Obtain Multiple Bids (\$750 or more)	✗	✓
Emergency Service	\$150	✓
Management Fee	\$99/Month	% Fee Based on Rent & Property Type



Trust

With more than ten years of experience in property leasing and property management, you can trust our team to represent you and maintain your property to the highest possible standards.

Customer Results Property Management is licensed to perform real estate services and property management in Virginia, Maryland, and Washington, DC. We are committed to excellence and are active members of the National Association of Residential Property Managers (NARPM) and the National Association of REALTORS. We have an excellent rating with the Better Business Bureau and have many positive reviews online from clients for our services.



Just a few Highlights From Our Clients

I cannot recommend Liz and her team enough if you want to work with a **TRUE real estate professional...**
S . N A C E

Liz and her team got my property to market very quickly and began having showings almost immediately...

S . S h a w

I can't brag enough about Liz and her team...!!

Prior to Liz, I was using a local realtor that never returned my phone calls nor answered my emails. One day on vacation, Liz contacted me about my property and I have to admit, I was a little hesitant to speak with her since it just seemed like another person.... I explained my story to Liz and then decided to give her a shot. Well, she was a blessing in the sky!!

K . M I T C H E L L

The experience I had was exceptional.

At each point, she explained in depth what was going on in the process and what my options were. I felt like I was in control of the process... This is because of the time Ms. Nourse devoted to me always making herself available.

C . B A R O S





“Liz helped us with several successful investment properties in Northern Virginia and managed them for years. We have found Liz to be really knowledgeable, insightful and investment savvy.... **she worked with us like a business partner or consultant.** “

S. Teller (Property Management and Leasing Client with three properties)

Elizabeth Nourse

Principal Broker & Property Manager



Elizabeth is a licensed real estate broker in Virginia, Maryland, and Washington D.C. She specializes in helping investors and landlords get the best returns possible for their properties and has managed properties since 2005. **Elizabeth holds a Master's Degree in Real Estate Finance and Development from Johns Hopkins University**, where she graduated with honors, with the first-ranked thesis of her graduating class. Her undergraduate degree is in economics and history from St. Mary's College of Maryland, where she graduated with honors.

Elizabeth has an extensive background in the real estate industry and she currently manages a team of more than 30 agents and staff. Prior to founding Customer Results Property Management, Elizabeth served as Vice President of Marketing for The Long & Foster Companies and has worked as analyst in multifamily apartments and new home development.

Alan Simon

Vice President, Real Estate Operations

Alan brings his vast experience to manage the day-to-day processes of our property management team, ensuring our clients are informed and getting the most out of their properties. Alan holds a B.S. in Computer Science & Engineering from the University of Pennsylvania. He is also a contributing author to the book *Leveraging: A Political, Economic and Societal Framework* published by Springer (2014), for which he wrote the chapter entitled "The Evolution of Real Estate Leverage."

Alan most recently worked at Long & Foster as Vice President in the areas of online applications and licensing operations. Alan is a licensed real estate salesperson in Virginia and Maryland and has 14 years of management experience in the real estate industry.





 **CUSTOMER RESULTS**
PROPERTY MANAGEMENT

Give us a call or visit us online.
We're happy to help you however we can.

CustomerResultsPropertyManagement.com



703-382-2325



11202 Lee Hwy Suite B-2 Fairfax, VA 22030