



PROPERTY MANAGEMENT

Presented by



BRAD LARSEN

Real Estate Broker / Owner

Property Manager

---Larsen Properties---

20079 Stone Oak Pkwy

Suite 1105 #141

San Antonio, TX 78258

Direct: 210-497-8686

www.SATXPM.com



Brad Larsen, Broker–Property Manager

- **Managing Single Family Homes since 2004**
- **Rental Property Owner**
- **Platinum Top 50 Winner for 2008**
- **Platinum Top 50 Finalist for 2009 and 2010**
- **10 Year Army Veteran – Army Infantry Officer, Captain**
- **Real Estate Broker since 2005**
- **Founder and Owner of Larsen Properties**

Other Points of Interest

- ***Licensed Real Estate Broker since 2005, Salesperson -2003***
- ***Accredited Buyers Representation Designation (ABR)***
- ***Council of Residential Specialist Designation (CRS)***
- ***Graduate of Realtor Institute Designation (GRI)***
- ***e-Pro Designation (e-Pro)***
- ***Former College Athlete (NCAA Div II Baseball)***
- ***Active baseball player in the San Antonio Baseball League***
- ***Active member in the Ducks Unlimited Chapter of South Texas***
- ***Active member in the San Antonio chapter of the Rocky Mountain Elk Foundation***
- ***Active member of Safari Club International***

EDUCATION:

- ***MBA, University of Phoenix, San Antonio, TX, 2011.***
- ***BS, Morningside College, Sioux City, IA, 1998***
- ***AA, New Mexico Military Institute, Roswell, NM, 1996***



TESTIMONIAL

March 5, 2011

I would recommend Brad Larsen of Larsen Properties for your property rental manager because he is unlike any other ordinary property rental company in San Antonio. Previously, I had fired a “large” named company because they simply did not take care of my house, were late sending me rent payments, gouged me for any cleaning services or repairs and even charged for the trips to go look at what needed to be fixed. We were not even breaking even on the house due to the enormous property management fees, and erroneous repair bills.

First of all Mr. Larsen does not have monthly fees, he charges a onetime fee for the entire lease. Secondly, he is technologically savvy and will post videos for you and step-by-step documentation of your home if it is cleaned and such. I found Mr. Larsen by the grace of God, because he saw my home was vacant and he took it upon himself to call me and send a business card. Three months later after finally evicting a tenant.... this is when I saw Mr. Larsen’s expertise in full swing. He had my house professionally cleaned, painted, and landscaped all in the matter of 3 days. There is no way I could have done this myself because we live out of state. He was physically at the house and documented, with pictures and videos, the work that was done and at a great price as well.

Within one day of having my house listed on MLS, he had found our tenants and literally a lease was signed within 5 minutes on the computer via email. The efficiency of Mr. Larsen’s work ethic and perseverance is unlike any other property manager I have ever seen before. He turned my nightmare rent house into a pleasant experience and I would recommend him for any of your property needs. I do not know how we could have taken care of the extreme mess the previous tenant had done to my house without him and thank him so much for going above and beyond for our family.

Jennifer Smith - Leavenworth, KS



Marketing Your Home

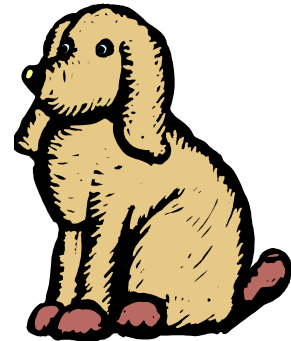
- Input your listing to MLS
- SABrad.com
- AHRN.com
- Leave Home for Showings
- Quality Yard Sign
- **VIDEO MARKETING**
- Complete All Repairs
- Stage Home
- Hide Valuables
- Direct Web Ads
- Social Media

Once your home goes into the San Antonio Board of Realtors Multiple Listing Service – it “mirrors” into hundreds of other websites that will attract potential tenants.





PETS



Not allowing pets removes over 2/3 of potential renters from considering your home.

PETS - "NEGOTIABLE"

PET DEPOSITS \$300 - \$1000

***PET AGREEMENT ADDED
INTO LEASE**



SHOWINGS

Centralized Showing Service
CSS – 210.222.2227

***GO**

***Courtesy Call**

***Appointment Only**

Potential Tenants are Always with a
Licensed Realtor. Showings can be
approved even by text message!



Tenant Screening

- Review of Complete On-Line Application
- Employment and Income Verification
- Criminal History and Sex Offender Check
- Credit Check
- Rental History Verification
- Tenant Interview
- Negotiations on Pets
- Recommendation on Current Applicant

OWNERS HAVE THE FINAL SAY ON WHO THEY CHOOSE TO RENT TO!



Property Management Fees

**--One Month's Rent Equivalent for 12 Month Lease
Example: \$1400 / month lease = \$1400 in fees**

**--25% Discount on 12 Month Extensions
Example: \$1400 / month lease = \$1,050 in Fees**

--NO MONTHLY PERCENTAGE EVER!

EXAMPLE: \$1400 / month home on a 12 Month Lease

<u>OTHER Property Managers</u>	<u>Larsen Properties PM</u>
\$700 Up Front (One Half)	\$1400
\$140 per month (10%) = \$1680	
One Year Total: \$2,380	One Year Total: \$1,400

OTHER PROPERTY MANAGERS:

50% Up Front

10% /Month Fee

*****Don't forget their "Start Up" fees!*****



Other Property Management Companies

PRICING

50% UP FRONT + 10% OF MONTHLY RENT
-Same business model for the last 50 years

REPAIRS

10% CHARGE ON REPAIRS MADE
(Watch Out for “In House” Repair Staff)

SERVICE

Dis-Connected Staff Members
Banker’s Hours
Misc Fees Common Place
Placing any Tenant THEY Want in the Home



COMPARE PRICE!

MONTHLY	LARSEN	COMPETITION	Competition	Comp		LARSEN	COMPETITION	
RENT	1 YEAR	50% up front	10% a month	TOTAL=	1 YR Difference	2 YEAR	Total 2 year =	2 YR Difference
\$1,000	\$1,000	\$500	\$1,200	\$1,700	\$700	\$1,750	\$3,400	\$1,650
\$1,100	\$1,100	\$550	\$1,320	\$1,870	\$770	\$1,925	\$3,740	\$1,815
\$1,200	\$1,200	\$600	\$1,440	\$2,040	\$840	\$2,100	\$4,080	\$1,980
\$1,300	\$1,300	\$650	\$1,560	\$2,210	\$910	\$2,275	\$4,420	\$2,145
\$1,400	\$1,400	\$700	\$1,680	\$2,380	\$980	\$2,450	\$4,760	\$2,310
\$1,500	\$1,500	\$750	\$1,800	\$2,550	\$1,050	\$2,625	\$5,100	\$2,475
\$1,600	\$1,600	\$800	\$1,920	\$2,720	\$1,120	\$2,800	\$5,440	\$2,640
\$1,700	\$1,700	\$850	\$2,040	\$2,890	\$1,190	\$2,975	\$5,780	\$2,805
\$1,800	\$1,800	\$900	\$2,160	\$3,060	\$1,260	\$3,150	\$6,120	\$2,970
\$1,900	\$1,900	\$950	\$2,280	\$3,230	\$1,330	\$3,325	\$6,460	\$3,135
\$2,000	\$2,000	\$1,000	\$2,400	\$3,400	\$1,400	\$3,500	\$6,800	\$3,300
\$2,100	\$2,100	\$1,050	\$2,520	\$3,570	\$1,470	\$3,675	\$7,140	\$3,465
\$2,200	\$2,200	\$1,100	\$2,640	\$3,740	\$1,540	\$3,850	\$7,480	\$3,630
\$2,300	\$2,300	\$1,150	\$2,760	\$3,910	\$1,610	\$4,025	\$7,820	\$3,795
\$2,400	\$2,400	\$1,200	\$2,880	\$4,080	\$1,680	\$4,200	\$8,160	\$3,960
\$2,500	\$2,500	\$1,250	\$3,000	\$4,250	\$1,750	\$4,375	\$8,500	\$4,125
\$2,600	\$2,600	\$1,300	\$3,120	\$4,420	\$1,820	\$4,550	\$8,840	\$4,290
\$2,700	\$2,700	\$1,350	\$3,240	\$4,590	\$1,890	\$4,725	\$9,180	\$4,455
\$2,800	\$2,800	\$1,400	\$3,360	\$4,760	\$1,960	\$4,900	\$9,520	\$4,620
\$2,900	\$2,900	\$1,450	\$3,480	\$4,930	\$2,030	\$5,075	\$9,860	\$4,785
\$3,000	\$3,000	\$1,500	\$3,600	\$5,100	\$2,100	\$5,250	\$10,200	\$4,950

Larsen Properties charges 1/3 to 1/2 less while providing better customer service - using the most modern property management techniques available!

RENTAL PAYMENTS



*Tenant ACH must clear
Larsen Properties account.
---3rd to 5th of month---*

Tenant's Account



Owner draw via ACH will "Settle"
between the 8th – 11th of the month.
Owner has immediate access to funds.

Owner's Account



ACH from Tenant

*If initiated by the 1st
of the month – will
settle by the 3-5th of
the month.

ACH to Owner

*Owner is sent owner draw initiated around
the 3rd to the 6th of the month. Owner
should receive payment 3-5 business days
later arriving around the 8th to the 11th of
the month.

PROPERTYWARE MANAGEMENT SOFTWARE – www.PropertyWare.com

All tenant payments must "settle" with Larsen Properties prior to owner being sent monthly draw via ACH

Repairs

- Tenants submit repair requests through tenant portals, email, or calling into office.
- All repairs are completed through third party vendors whenever possible. Receipts are always provided.
- Owners have to approve repairs larger than \$200.
- Repairs are tracked through our property management software along with invoices.
- Owners are made aware of ALL repairs!
- Owners can be hands OFF --- or hands ON!





YOUR HOME IS A BUSINESS!

TAX ADVANTAGES AND DEDUCTIONS

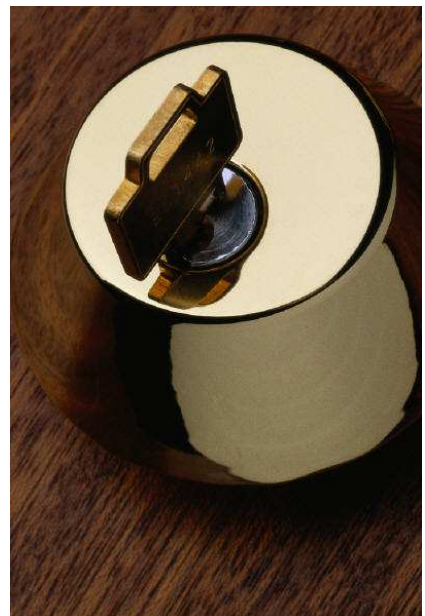
- Appliances left behind
- Repairs and Improvements
- Expenses to Visit the Home
- Mortgage Interest
- Property Taxes
- Home Owners Association Fees
- Property Management Fees

TAX PREPARATION

- Owners Receive Monthly Email Statements
- Owners Receive Year End Email Statements
- Owners Receive 1099 for Filing Taxes with IRS

CODE COMPLIANCE

- LOCKS AND KEYLESS DEADBOLTS
- PEEP HOLES
- SMOKE DETECTORS
- SLIDING GLASS DOORS





LEASE RENEWAL

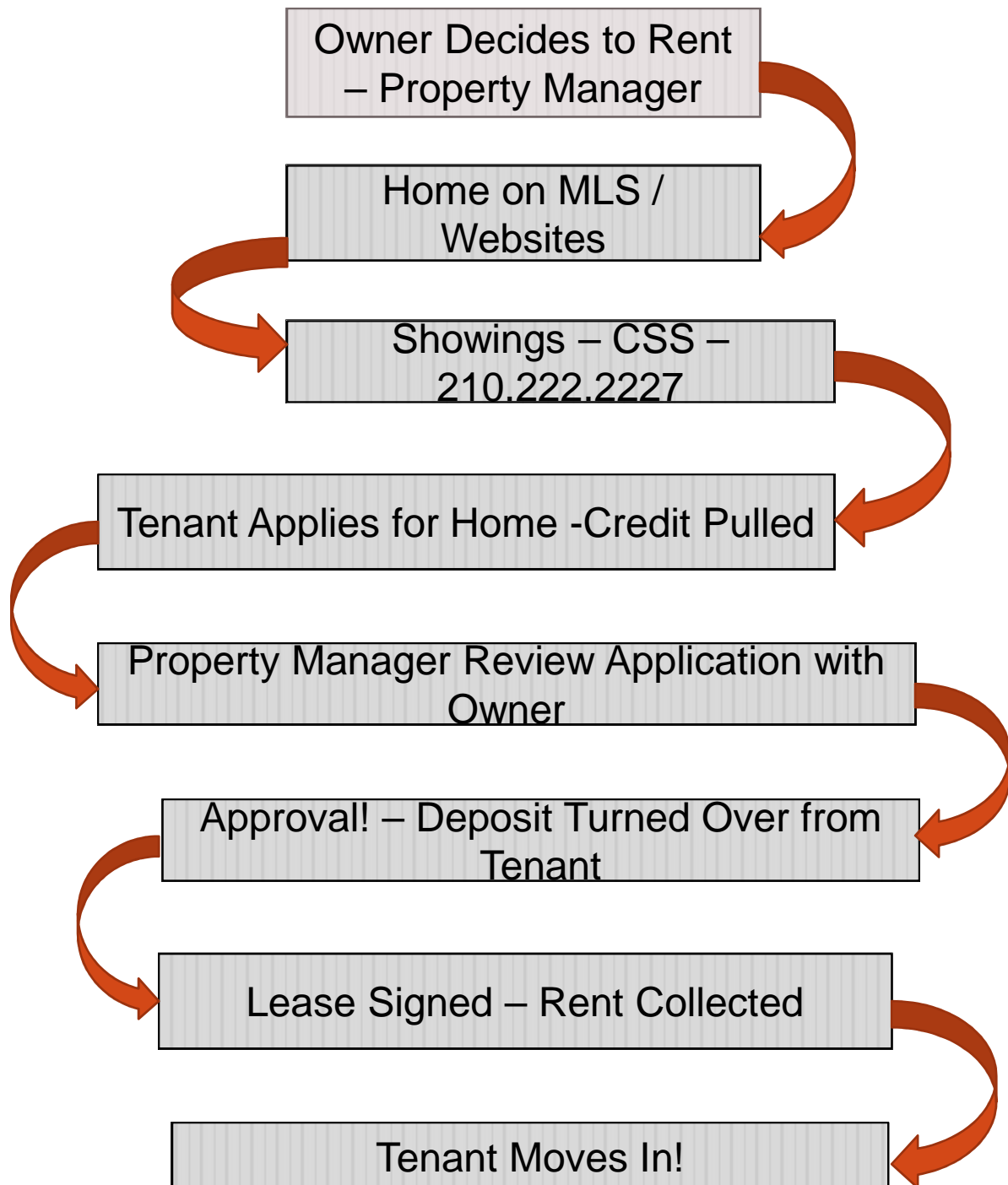
- Walk Thru Inspection
- PMIS Inspection
- Identify Any Issues
- Consult Owner on Rent Raise
- Offer Tenant Approved Extension

END OF LEASE

- Walk Thru Inspection
- Video Record of Condition
- Recommendation on Deposit
- Deposit Disposition Letter
- Make Ready Recommendation



FLOW CHART





CHECKLIST

- Property Management Agreement
- Keys / Remotes to the Home
- Pets and Showings
- Tenant Screening and Approval
- Appliances or Furniture Left Behind
- Repairs Completed
- Reserves and Deposits
- Locks and Doors – Code Compliance
- Air Conditioning Service and Filters
- Yard Service or Pool Service
- Lease Renewal Procedures
- End of Lease Procedures