



A Different Kind of Property Management Company for the San Francisco Bay Area

Lifestyle Real Estate Services stands out as a different kind of company in a sea of real estate brokerages that work the same way now as they did 30 years ago. While most companies avoid change, we are focused on showcasing rental properties to create tenant demand, leveraging that demand to get the best tenant and the most rent, and then providing a first-class experience that encourages that tenant to stay for the long-term.

One of the ways we do that is through our investment in technological infrastructure. Your tenants no longer have to write checks to pay their rent; they can do it conveniently, and securely, through Electronic Funds Transfer. Tenants also love our website, which provides an online portal where they can request service, ask questions, see their balance and even renew their lease any time of the day or night. If you would like, a funds transfer can also be set up to the bank account of your choice so you get your rent payments faster.

Our website also provides an online portal for landlords where you can watch us stay on top of maintenance activities, review accounting statements, and even assess photos of repair issues from your computer or mobile device. This technology is convenient, but it's not required. We can do "old school" too, just let us know what you're comfortable with. We want to make your experience as effortless as possible.



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Does your current property manager take too long to return calls? Or does it seem like they're more interested in cutting corners than in finding quality tenants? Are you tired of feeling like a property manager - even though you're already paying one? We're here to tell you that there's a **better way** to manage your property.

Established. Experienced.

With over a decade of residential real estate experience, we understand that your rental property isn't just a source of income, it's part of your everyday life. That's why we make managing your investment a top priority: So you can focus on the things that matter more to you.

We accomplish this by overseeing the full spectrum of tasks associated with your rentals, from maintenance and inspections to remodeling and renovation services. We have an established network of specialists for everything from landscaping to property inspections, and are experts at local landlord-tenant laws and regulations. Our successful marketing strategies even draw from our real estate sales experience, emphasizing sharp photos and smart advertising, rather than bare Craigslist ads and cell phone shots.

The result? Your rentals have fewer vacancies and higher rents, but you don't have to spend time finding vendors or negotiating costs, wrestling with complex legal code, or attracting tenants.

The Importance of Good Tenants

Every business is at its best when its customers are happy. Unfortunately, many property management companies treat your tenants as an afterthought. But did you know that satisfied tenants are more likely to pay their rent on time, to treat your property with respect, and are three times more likely to renew their leases - resulting in fewer costly issues and vacancies?

That's why we're always proactive in building positive relationships with tenants. Our unique philosophy is a different way of thinking about property management; you are our *client*, and your tenant is our *customer*. We encourage an open line of communication and trust between tenants and ourselves so that nobody feels "out of the loop" or ignored.

We're also on call 24-hours a day, ready to assist renters in case of emergency. And with our comprehensive screening process -- including credit and criminal background checks -- we pride ourselves on recommending only the best tenants for your rentals.

Working With the Future in Mind

For many investors, the goal is to eventually sell their investment property at an appreciated value. Unfortunately, too often they find that their management company's history of fixing problems with the cheapest solutions has resulted in a property that cannot compete with nearby listings -- requiring a costly and unexpected punch list.

In addition to managing your property, we also work with you to enhance its value by addressing problems with affordable solutions that take the future into consideration. In addition, we provide a comprehensive annual report that compares the condition and value of your property to similar homes in the area. When you decide to sell, you'll be confident and informed.

There is never an obligation to sell with us, but rest assured -- if you do choose us, our proven strategies for marketing homes will find you the perfect tenant... or, when the time is right, the perfect buyer.

Why Choose Us?

COMMUNICATIONS:

Invoicing, Inquiries, Statements, Maintenance & Inspection Scheduling, Rental Licensing, Legal Paperwork

MOVE-IN PROCEDURES:

Comprehensive Rental Price Analysis Reports, Thorough Tenant Screening (Credit, Employment, and Criminal), Walkthroughs, Provisioning & Delivery of Keys and Welcome Documentation

MOVE-OUT PROCEDURES:

Final Inspections, Closing Statements, Cleaning, Painting & Repairs, Preparation For New Tenants

MARKETING:

Comprehensive Internet Marketing of Rental Property, Professionally Designed Rental Property Flyer

MAINTENANCE:

Regular Property Inspections, Carpet Cleaning, Interior & Exterior Painting, Landscaping and Yard Maintenance, Construction, Contractor and Rehab Services Available

TENANT SERVICES:

24-Hour Tenant Support - All Calls and Tenant Issues Handled Quickly With Care and Priority

... AND EVERYTHING ELSE:

Accounting, Billing, Modifications, Eviction Procedures, Real Estate Services, and more!

Better Marketing, Better Results.™

Typical real estate marketing presents ugly photos with empty descriptions, causing potential tenants to question the quality of your rental property before they've even seen it. Great marketing, however, uses high-end media like signage, brochures, professional photography and compelling descriptions to invoke an emotional response so your property stands out where most tenants are looking for homes to rent -- the internet. Combine our commitment to better marketing with our pledge to above and beyond customer service, and you have a property management firm who stands behind the statement... **Your Investment, Our Priority.**

