



**ROBERT** **COLE**  
— P R O P E R T I E S —



**PROPERTY MANAGEMENT YOUR WAY**

Robert Cole Properties • PO BOX 1416 Temecula, CA 92593  
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**ROBERT COLE PROPERTIES WAS FOUNDED BY ROBERT MATILLA, A PROPERTY OWNER HIMSELF WITH OVER 27 YEARS OF EXPERIENCE IN REAL ESTATE PROPERTY MANAGEMENT.**

**OUR MAIN DRIVING FORCE WHILE WE WERE DEVELOPING OUR SYSTEMS WAS TO MAKE THE PROPERTY MANAGEMENT PROCESS BETTER FOR YOU, A PROPERTY OWNER.**

**EVERYTHING WE DO IS FOCUSED ON HELPING YOU MAXIMIZE YOUR INVESTMENT AND MAINTAINING CONTROL. WE MANAGE YOUR PROPERTIES THE WAY YOU WANT THEM MANAGED. WITH OUR NEXT GENERATION SYSTEMS BUILT AROUND WHAT YOU NEED AND WANT, YOUR PROPERTIES WILL BE THE BEST MAINTAINED, HIGHEST EARNING AND MOST DESIRED RENTAL PROPERTIES IN THE AREA.**



In your search for a professional property management company, you should know that not all property management companies are created equal. You will find that some may be great at marketing their services but don't know how to deliver the services you really need.

Some real estate agents and companies begin managing properties because a client or friend asked to help with their investment properties but those companies don't have the systems, knowledge or experience to provide the services you deserve. They are in the business of listing and selling real estate. Still others will tell you how your properties should be managed instead of listening to you and giving you control. Some may offer lower management fees but then add hidden fees.

At Robert Cole Properties, we understand property owners because our family owned business owns properties ourselves. We know how important it is to maintain control of our properties. We give you that control and provide the tools to manage your properties your way.

## **WE PROVIDE THE FOLLOWING PROFESSIONAL SERVICES:**

- OWNER COST APPROVAL
- NO HIDDEN FEES
- TRUE TRANSPARENCY
- <sup>a</sup> OWNER ACCESS TO REAL TIME FINANCIAL DATA
- YOU ARE IN CONTROL OF YOUR PROPERTIES
- WE PROVIDE ASSET PROTECTION
- NON-BINDING CONTRACT
- AUTOMATED OWNER DRAWS
- OWNER ACCESS TO TENANT DOCUMENTS
- STATE-OF-THE-ART PROPERTY MARKETING TOOLS TO ENHANCE OCCUPANCY LEVELS
- YOU PAY MANAGEMENT FEES ONLY WHEN YOUR PROPERTY IS RENTED
- NO SET-UP COSTS

Please contact us with any questions or to set up an appointment for one of our professional property managers to tour your properties. If you decided to upgrade to the NEXT GENERATION Property Management Systems, we can get you started immediately.

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## **WE HELP YOU MANAGE YOUR PROPERTY YOUR WAY. YOU PAY ONLY FOR THOSE SERVICES YOU USE.**

Some property managers may advertise low management fees but later hit you with hidden fees and expenses. The old saying, "You get what you pay for," is very true. It is best to have all fees and charges provided to you before you make a decision on who you want managing your properties.

Our management fees are very competitive at 6% of the rental income. Any other fees for our services are clearly indicated in our management agreement. You know upfront what you will be paying for our professional services. No fees are collected while properties are vacant since you only pay management fees when your property is rented.

When it comes time to renew the tenant's lease, we aggressively work with the tenant to get the renewal contract. We charge a nominal renewal fee upon signing of the new lease. We provide free drive-by, move in and move out inspections. If you want the detailed inspections once or twice a year, there is a \$65 fee per inspection.

## **AFFECTIVE RENT COLLECTION BEGINS WITH SELECTING THE RIGHT TENANT USING OUR NEXT GENERATION TENANT SCREENING SYSTEM.**

One of the most challenging tasks of property management is to find qualified tenants. The wrong tenant can cost the property owner thousands of dollars in lost revenue and expensive repairs. We know what makes a prospect a good tenant and we can use our state-of-the-art tools to match those most qualified tenants with your property. No one can guarantee that there will never have a problem with a tenant but our systems will greatly reduce that risk. Below are some key areas we check when screen tenants for your properties:

- BOTH PHYSICAL AND WEB-BASED IDENTITY VERIFICATION.
- FULL CREDIT HISTORY REPORT INCLUDING FICO SCORE, LATE PAYMENTS, ENCUMBRANCES, FORECLOSURES, BANKRUPTCIES, AND COLLECTIONS.
- EVICTIONS, RENTAL HISTORY, COMPLIANCE ISSUES, PROPERTY CONDITION, PAYMENT HISTORIES ARE ALSO CHECKED.
- CHECKS FOR EMPLOYMENT HISTORY, CURRENT EMPLOYMENT CONDITIONS, EMPLOYER'S WORK OUTLOOK FOR PROSPECTS.
- BACKGROUND CHECK FOR CRIMINAL, SEX OFFENDERS, DRUGS, TERRORISM HISTORY OR OTHER PERSONALITY ISSUES ARE CONDUCTED ON BOTH STATE AND NATIONAL LEVELS.



### **PROFESSIONALLY TRAINED, SEASONED STAFF**

All of our property managers are professionals and dedicated to customer service. We have years of experience as property owners and managers and know what it takes to help you manage your properties your way.

### **NEXT GENERATION PROPERTY RENTAL TOOLS**

We utilize the latest computer technology to give you more control over how your property is managed. You will have access to your own web portal so you can get real time, monthly and annual financial reports. You can check on inspection results and service requests while communicating directly with us on how and which repairs should be done. You can also choose to have us do more of the management process. You pay for only the services you use. We also help you determine the most competitive rental rates to give you the maximum return on your investment.

When the tenant signs the lease, they know when and where rent is to be paid. To make it easier for the tenant to stay current with their rent, they can pay online using our tenant web portal. They know that they will be penalized if they don't pay on time and could risk eviction. Sometimes circumstances come up with a tenant, where the rent might be a day or two late. We have systems in place to insure those situations are handled timely and appropriately:

- EACH TENANT IS CHARGED ON THE 25TH OF THE PREVIOUS MONTH FOR THE FOLLOWING MONTH.
- MULTIPLE PAYMENT METHODS ARE PROVIDED FOR THE TENANT SO IT IS CONVENIENT AND SAFE. WE ACCEPT NO CASH AT THE OFFICE.
- IF PAYMENT HASN'T BEEN RECEIVED BY THE 4TH OF THE MONTH, THE TENANT IS NOTIFIED THAT THE PAYMENT IS DUE ON THE 1ST OF THE MONTH AND WILL BE CONSIDERED PAST DUE AND SUBJECT TO LATE FEES IF IT ARRIVES AFTER THE DATE SPECIFIED IN THEIR LEASE.
- IF RENT HASN'T BEEN RECEIVED BY THE DAY SPECIFIED IN THEIR LEASE, THEY RECEIVE AN EMAIL, PHONE CALL OR TEXT MESSAGE ASKING THEM TO CONTACT THE OFFICE AND MAKE PAYMENT ARRANGEMENTS.
- IF THE RENT ISN'T RECEIVE BY THE NEXT BUSINESS DAY AFTER THE INITIAL NOTICE TO CONTACT THE OFFICE AND ARRANGEMENTS HAVEN'T BEEN MADE, THE EVICTION PROCESS BEGINS WITH AN EMAIL NOTICE THAT THE TENANT WILL BE CHARGE FOR PROCESSING AND DELIVERING THE THREE-DAY NOTICE. THIS USUALLY MOTIVATES THE TENANTS TO CALL AND MAKE ARRANGEMENTS TO PAY.
- RARELY WILL WE HAVE TO ACTUALLY DELIVER THE LEGAL NOTIFICATION; HOWEVER, IF THE TENANT FAILS TO CONTACT US AFTER THE SECOND EMAIL, THE OFFICIAL LEGAL NOTIFICATION WILL BE POSTED AT THE PROPERTY OR DELIVERED TO THE TENANT IN PERSON. THE EVICTION PROCESS WILL BEGIN AND THE FILE WILL BE TURNED OVER TO OUR ATTORNEY. THE TENANT WILL BE EVICTED AND THE WRIT OF RESTITUTION ORDERING THE TENANT OUT OF THE PREMISES WILL BE SERVED AND THE PROPERTY WILL BE TURNED BACK TO US FOR INSPECTION.

From experience, we know that if a tenant gets behind in their rent by month, they will rarely be able to clear up the delinquent payments and catch up. That is why we never let a tenant get into that position. If there are cleaning and repair charges or legal fees due from the tenant, those fees will be taken out of their deposit. If the charges are more than their deposit, the balance is turned over to a professional collection agency for immediate processing. The eviction and collection process may seem harsh and aggressive to some but it is vital when it comes to protecting your investment. It is important to note that the full eviction process is very seldom necessary when the right tenants are selected in the first place.



## **AS PROPERTY OWNERS, WE KNOW HOW DEVASTATING LOSS OF PROPERTY VALUE CAN BE.**

We don't have control of economic factors that might affect the value of your property but we can help protect your assets by doing regular inspections and providing maintenance and repairs when needed. Some renters don't have the same pride of ownership that a property owner would have.

We developed our Next Generation Inspection Program to help protect your assets while giving you as much control over your property as you want. The maintenance and repair process is totally transparent to you by using our Owner Web Portal. We document our inspections with notes, photos and even videos.

From the signing of the lease, tenants are aware of their responsibility for maintaining the property and they also know that we will be following up with regular inspections. We also instruct them how to enter work orders using the Tenant Web Portal. When a work order is entered in the Portal, an email is sent to us and to you immediately. We have preferred vendors who can do the repairs professionally at a reasonable price or you can opt to do the repairs or maintenance yourself.

- WE WILL DO PRE-MOVE IN AND POST-MOVE OUT INSPECTIONS, WHICH INCLUDES PHOTOGRAPHS AND EVEN VIDEOS TO DOCUMENT THE CONDITION OF THE PROPERTY.
- FOR A \$65 FEE, WE WILL ALSO DO OPTIONAL PROPERTY INSPECTIONS EVERY 180 DAYS WHICH WOULD INCLUDE CHECKING THE ROOF, WATER LEAKS, FOUNDATION CRACKS, PLUMBING ISSUES AND FOR UNAUTHORIZED PETS. WE CHECK BATHROOM FIXTURES AND DRAINS AS WELL AS KITCHEN APPLIANCES. WE ALSO REPLACE FURNACE FILTERS AND WINTERIZE AND TURN ON AND OFF SPRINKLERS SYSTEMS.
- WE DO FREE DRIVE-BY INSPECTIONS.
- IF THERE ARE TENANT-CAUSED ISSUES FOUND DURING THE INSPECTIONS, THE TENANTS ARE GIVEN A TIME TABLE TO MAKE THE REPAIRS OR WE WILL ORDER THE REPAIRS AND BILL THE TENANT.
- WE MAKE SURE THE YARD AND BUILDING EXTERIORS ARE WELL MAINTAINED.
- OUR INSPECTORS AND VENDORS ARE TRAINED TO INFORM US IMMEDIATELY OF ANY REPAIRS THAT ARE NEEDED AS WELL AS OTHER CONCERNS THEY MIGHT NOTICE WHILE AT THE PROPERTY.
- WE WILL ALSO DO ADDITIONAL INSPECTIONS AS WELL AS THE SEMI-ANNUAL INSPECTIONS FOR AN ADDITIONAL \$65 PER YOUR REQUEST AS NEEDED.

**DURING THE INSPECTION, MAINTENANCE AND  
REPAIR PROCESS YOU REMAIN IN CONTROL OF YOUR PROPERTY.**

## **IF YOU LIKE WHAT YOU SEE, IT IS TIME TO MOVE TO THE NEXT GENERATION. WHAT DO YOU DO NOW?**

We are pleased that you have liked what you have read so far and now we would like to help you take the next step towards taking advantage of the professional, proven and trusted systems.

- WE WOULD LIKE TO MEET YOU AT YOUR PROPERTY AND TAKE A TOUR SO WE CAN GATHER THE INFORMATION AND WE CAN BEGIN THE MANAGEMENT PROCESS. WE WOULD LIKE TO DISCUSS YOUR GOALS AND DESIRES.
- WITHIN TWO BUSINESS DAYS, WE WILL PROVIDE YOU WITH OUR MANAGEMENT PLAN FOR YOUR PROPERTY.
- WE WILL PROVIDE YOU WITH OUR MANAGEMENT CONTRACT FOR YOU TO REVIEW AND SIGN.
- ONCE THE CONTRACT IS SIGNED AND YOU HAVE APPROVED THE MANAGEMENT PLAN, WE WILL TAKE THE INFORMATION YOU PROVIDE AND PLACE YOUR PROPERTY IN OUR AUTOMATED SYSTEM.
- WE WILL INFORM YOU OF ANYTHING ISSUES WITH THE PROPERTY THAT MAY NEED TO BE TAKEN CARE OF BEFORE WE START MARKETING YOUR PROPERTY FOR RENT.
- IF YOU ARE CURRENTLY WORKING WITH ANOTHER MANAGEMENT COMPANY, WE WILL COORDINATE THE TRANSITION. IF YOU HAVEN'T GIVEN THEM NOTICE, YOU WILL NEED TO DO THAT IMMEDIATELY.
- WE WILL NEED TO COLLECT KEYS, CONTRACTS, SECURITY DEPOSITS AND ANY OTHER LEGAL DOCUMENTS NEEDED TO MANAGER YOUR PROPERTY.
- WHEN YOUR PROPERTY IS READY, WE WILL START THE MARKETING PROCESS FOR RENTERS. A PROSPECTIVE TENANT CAN FILL OUT AN ONLINE APPLICATIONS AND WE WILL START THE SCREENING PROCESS.
- WE WILL, IF NECESSARY, MAKE SURE UTILITIES ARE SET UP AND MAXIMIZED FOR EFFICIENCY AND SAFETY.

**LET'S GET STARTED. CALL US TODAY!**



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