



www.equitybcs.com

Our Story is Guided and Inspired by Our Vision

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Hi, my name is Keith Clements. I am the owner broker of **Equity Real Estate** who has become a local expert in helping real estate investors with not just buying and selling their investments but mostly Property Management of those most valued assets. **Equity Real Estate** Property Management has been a local property management company **Tradition** in the Bryan/College Station Texas area for over **35** years. We would like to help you with your property.

❖ My Equity Team is Unique ...

Equity Real Estate & Company is a **boutique real estate firm** with a strong grip on the market, keeping a close eye on its trends and applying the collected knowledge of our **TEAM**. We, the **TEAM** provide an incomparably **valuable** service for investors. The **Specialty** of our unique boutique firm is offering expert advice and representation to clients in the areas of **multi-family to single family housing** investments and property management of real estate throughout the Bryan/College Station area. The Equity **Team** and agents are **recognized as aggressive and skilled** negotiators who strive to thoroughly understand each client's business goals and assist them in meeting those goals through our unmatched market knowledge, unwavering integrity, and **superior work ethic**.

❖ How The Tradition Started ...

Equity Real Estate Services was formed in the **mid 1980's**. We professionally manage properties and strive to develop a profitable management portfolio. **Keith started the company in the Mid 1980's as a full-time Property Management** Company after a couple of years "internship," learning the business from the ground up.

Clements has continued to maintain the **expert and professional service** that we have become so well known for. We manage property primarily within the Bryan/College Station area, servicing at least 150 different ownership groups and individuals.

I am proud to serve as the **Coach, Trainer and Visionary** of Equity Real Estate Services. Through my many affiliations and leadership roles, and my deep involvement in many real estate activities in the Bryan / College Station area, I am able to keep Equity Real Estate & Company on the **leading edge of industry requirements** and have even instituted **staff/team** training and policy modifications in advance of pending regulatory changes.

❖ Property Management Services Transparency and Open-Door Policy...

Equity Real Estate Property Management Services is a **full-service** property management company with extensive experience managing a variety of properties including **multi-family to single family** housing. We understand that management is a vital component of any investment, and **TEAMS** hands-on approach ensures that your investment is always operating to achieve its highest possible return. One of our core values is **transparency**. We the **TEAM** operate transparently in every aspect of our service. Our top

priority is to ensure that our clients are kept in-the-know. We are always ready to help and service our clients at a moment's notice. **The Equity Team** has a unique open-door policy. We build **positive** relationships and trust with both clients and tenants. You are always greeted with **smiling faces** because at **EQRE** we have an atmosphere that is cozy and cheerful. At our organization, there is no hiding behind closed office doors or full voicemail boxes. At **EQRE** Management, our clients and their tenants know that they can see and speak to the person they need without sitting in a waiting room or chasing us for days, and this creates a **sense of ease** and familiarity. We are always prepared and, on our toes, ready to help a client or tenant who walk in unexpectedly.

Our **TEAM** management style, **transparency and open-door policy** have solidified our client's utmost trust and faith in that we always operate based on their best interests. It is this simplicity of management that has resulted in over **35 years of success** in expanding our property management clientele.

❖ **Equity Real Estate & Company Offers ...**

Our **philosophy** is guided and inspired by our **TEAM** vision to provide the highest level of customer service for our clients - including accessibility to tenants and owners, rent collection, bill pay, maintenance requests, and regular reporting.

- Has a full staff of experienced support **TEAM**
- Understands the importance of bookkeeping.
- Services include the full range of Property Management functions from active vacancy marketing thorough application screening, rent collections to court appearances, contract bidding to invoice payment, etc.
- We are set up to provide **personalized attention** to our clients and customers with the flexible style of our **management team**.
- It is our goal to be personally **responsive** to each property's individual and distinct needs.
- We issue **comprehensive** but very simple to read monthly reports that accurately detail the building's activity for the current month.

Other Services include:

- Screen & obtain quality tenants
- Negotiate & enforce leases or rental agreements
- Collect rent & lease payments
- Recommend & contract for repairs and maintenance
- Purchase or sell property
- Obtain & monitor insurance coverage
- Payment of property taxes
- Expertly handles routine matters
- Communications on items like lease renewals, to maintain records that are readily available.
- Sound business practice and the latest technology to increase efficiency for owners.

End of The Month Financial Property Statements:

- Are mailed out the first day of the following month for the previous month of business.
- Included with the statement is a cash disbursement check.
- We include the original invoices that have been paid on our client's behalf so that Full descriptions and itemizations are available for review.

❖ **Our Maintenance Workorder System ...**

- We maintain a **large compliment** of outside contractors which fosters **competitive** pricing and loyalty. The maintenance program is very responsive, prompt, reliable and efficient. Usually, the maintenance contractors' rates vary on the per hour charge, depending on the skill needed to complete the job. Janitorial, pest control and lawn care are a contract service that is billed out on a monthly basis but is first subjected to a competitive bidding process.
- We make sure to keep these accounts active, in order to continue to enjoy very **reasonable rates** for services that we can call upon 24 hours a day, seven days a week. **Most** contractor rates vary on the per hour charge depending on the level of service required and the type of work. As a result of our large volume of business, we receive **discounted** pricing as well as materials cost discounts from most suppliers, and these savings are **passed directly on to our clients.**

As a real estate owner, you know that **profitable and efficient** property management is becoming increasingly more complex and challenging. It demands more and more of your personal time as well as requiring increased effort, knowledge, and skill. **Why not put our many years of experience in property management** to work. **Like many of our clients**, allowing us to manage and maintain the details while you make, buy, and sell decisions. This not only makes your efforts more profitable, but it also leaves you with the time to enjoy the benefits.

Residential ... Managing a rental property requires near-constant availability and a diverse skill set, making it a time-consuming proposition for the average property owner. Hiring a good property manager can **add significant value** to your investment and help you grow the value of your real property investment.

Again, thank you for your interest in our services.

Are you ready to learn more about how a property management service **can change** your real estate investment strategies?

For more information on and how we can help you achieve your real estate investing goals, **contact us today.**

With best regards to your success,

Keith E. Clements
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