



Marc Raskulinecz

The CRHMI Executive Team

Marc Raskulinecz

SVP, Property and Asset Management

Mr. Raskulinecz oversees all property operations, asset management, marketing, and acquisitions for CORE Multi-Family. Over his 15-year career in real estate management, he has led teams of 180+ associates and portfolios of 7,500 multi-family units, as well as commercial assets of 4.5 million square feet. Prior to joining CORE in 2007, Raskulinecz served as the Regional Director of one of the largest property management companies in Southern California where he was responsible for developing and leasing 2,000 units, and served as the liaison between executive management and investors. He also has worked for internationally recognized real estate development companies.

Emily Goodman, CPM®, ARM®, CAPS

Vice President Business Development

Emily Goodman is a dynamic property management pro with more than a decade of proven, progressive residential and commercial expertise. Her overall goals are cultivating a service-oriented environment, assuring unparalleled tenant and owner satisfaction and retention to yield increased occupancy and a quality tenant mix.

Emily has been published several times in national and international trade publications. She has been included among Top 30 Leaders Under 30 by the Journal of Property Management, named Certified Property Manager of the Year 2012 and Regional Manager of the Year 2012, and received IREM’s Professional Achievement Award in 2013. She holds a Bachelors Degree from Elon University. In addition, she is credentialed with IREM’s distinguished Certified Property Manager (CPM) and Accredited Residential Manager (ARM) designations, as well as the Certified Apartment Portfolio Supervisor (CAPS), and she is a Licensed Real Estate Broker-in-Charge.

Emily has served on IREM’s National Executive Committee, was Chair of the IREM Membership Committee, was elected twice to the presidency of IREM Chapter #56, and served on the Board of Directors for the Apartment Association of NC.

Erin Khamis

Director of Training and Marketing

Ms. Khamis is responsible for revenue management—driving sales, traffic and NOI growth through the implementation of strategic and effective marketing strategies and training tools. She also spearheads the execution of company policies and procedures and oversees the development of marketing plans and budgets at the site level. Ms. Khamis joined CRHMI with more than 10 years of experience in the property and asset management industry. She received her Bachelor of Arts degree in Sociology from the University of California, Santa Barbara and is a licensed Real Estate agent in California.



Emily Goodman



Erin Khamis

CORPORATE OVERVIEW

		<p>CRHMI Management Group 1600 Dove Street, Suite 450 Newport Beach, CA 92660 Phone: 800.123.1234</p>	<p>Proven Excellence in Property Management</p>

Proven Excellence in Property Management



Proven Excellence in Property Management

www.CRHMI.com





Proven Excellence in Property Management

CRHMI provides results-driven property management services for apartment communities across the U.S. Known as an experienced, smart property management company in each of the markets we serve, we pride ourselves on developing, managing, and training staff - property by property. Instead of forcing each property to fit into a pre-determined management mold, we use our advanced market analysis and experience in competitive markets to get the best possible results and maximize NOI.



CORE Realty Holdings Management, Inc.

CRHMI Advantages

We have a 96% average occupancy rate at properties we manage, with a retention rate of 58%, above the national average of 50%.

- **We increase revenue and rent growth for our clients by being attentive, proactive property managers.** We perform detail-oriented physical property management and creative marketing for each unique property. In addition, we work hard to build and maintain responsive, trust-based relationships with property owners and tenants.
- **We provide true market pricing, optimized for both new leases and renewals, by employing a revenue management system.** By using advanced mathematical modeling and statistical methods to forecast availability and demand at the unit type level, LRO® allows us to deliver daily rate recommendations, rather than weekly pricing adjustments based on monthly data. We combine this information with monthly and bi-monthly market surveys and weekly occupancy/pricing calls to achieve an in-depth analysis of the market. As a result, we have significantly reduced reliance on concessions.
- **We customize individual marketing plans for each property.** By paying close attention to the factors that make every property unique - tenant demographics, property amenities, area employers, and many other factors - we are able to set and achieve aggressive objectives for every property we manage.
- **We turn leads into customers more rapidly by deploying the most advanced lead tracking system in the industry.** Our system provides real-time notification of leads, capturing advertising source and prospect information automatically for every lead. Automated follow-up tools enable our property managers to manage and evolve communications quickly and cost-effectively.
- **We are able to develop long-lasting relationships with residents and vendors because our employees stay with us.** The average length of employment is more than five years. Our customers benefit from our employees' extensive training and familiarity with the property market and business in general.
- **Every investor/owner has access to a secure website** that allows them complete visibility to current and historical reports, updates related to the property, and Q&A follow-up from conference calls and/or other inquiries.
- **We really listen to our tenants and owners.** Tenant satisfaction and resident retention are directly correlated with occupancy and revenue, so we train managers and corporate staff carefully in SWOT analysis to identify customers' needs and desires, and make property decisions based on this analysis. We also survey residents annually and use information from this survey to improve business practices at each property.
- **We earn ancillary income for our clients through negotiated bulk pricing for common services.** CRHMI is the first property management company in the area to partner with suppliers like Time Warner Cable or AT&T to offer reduced-cost service to residents at properties we manage. We've proven the success of this model in locations across the country; it results in happy residents, and property owners earn a commission each time a resident signs up.

In fact, in 2013, we earned an additional \$86,000 for our clients by creating these mutually beneficial partnerships.

- **Our principals have 50 years' combined experience in multi-family management, and we have been first to bring new technology and rent optimization tools to every market we serve.** Our principals have performed property and asset management in a variety of conditions across many states. We meld the best of our years of experience with cutting-edge technology and best practices to help our clients make smart, revenue-building decisions.

Proven Excellence in Property Management

CRHMI History

CORE Realty Holdings Management, Inc. (CRHMI), a full-service real estate investment and advisory firm, consistently outperformed the market at its own real estate holdings with exceptionally trained on-site teams, advanced technology, and industry best practices. Realizing that it had developed a dynamic, proven property management approach capable of achieving consistently exceptional results, in 2005 CORE began offering its property management services to other property owners.

CRHMI currently manages more than 6.5 million square feet of multi-family apartment communities totaling 5,000+ units and 4.8 million square feet of commercial properties nationwide. This includes seven apartment communities totaling 2,284 units in the Greensboro/North Carolina Piedmont Triad area alone.



Because we are property owners and investors ourselves, we have a clear perspective on what the most important information is for each property. We believe that each property is unique and different strategies are required in different markets. We are especially sensitive to the needs and desires of the property owners we serve:

- *You want a customized solution for your particular property.*
- *You want experienced managers on site.*
- *You want a corporate person within a reasonable distance.*
- *You want a system of routine property inspections.*
- *You want a strong ROI.*

The CRHMI Mission

Our mission is to drive revenue and profits while producing results, lowering expenses for each property we manage and ultimately enhancing property values. To do this, we focus on those things that will most maximize value for tenants at each unique property, ensuring high occupancy rates and exceptional tenant satisfaction.

CRHMI Property Management Goals

- *Increase NOI*
- *Decrease costs*
- *Maintain the highest occupancy rates*
- *Provide competitive, true market pricing - no hidden fees*



The CRHMI Property Management Approach

There is no one-size-fits-all property management solution. A myriad of factors - including price point, demographic, size, location, and target market, among others - make marketing and managing multi-family real estate different in different areas. We have the expertise and analytical tools to accurately identify target markets for each individual property, maximizing expenditures and making the most of our marketing efforts.

Responsive Physical Property Management

- *On-site property managers*
- *Clear direction and accountability*
- *Revenue and expense management*
- *Accounting/budgeting*
- *Capital expenditure budgeting*
- *Construction management*
- *Human resources*
- *Training for on-site staff*
- *Market research*
- *Property marketing*
- *Lease management*
- *Resident retention initiatives*



Regular, Informative Reporting

- *Occupancy and availability*
- *Move-ins and move-outs*
- *Traffic, conversion, and cost-per-lease by marketing source*
- *Work orders completed and pending*
- *Delinquency*
- *Lease expiration schedule*
- *Cash flow*
- *Competitive rental market*
- *Current market environment*
- *Monthly financial activity*

CRHMI's other Value-Adding Services

- *Tax and insurance appeals*
- *Bulk purchasing, vendor sourcing and management*
- *State-of-the-art information technology system that allows us to perform workload monitoring, spending control, resident follow-up and lead tracking*
- *Represent owner/investor in correspondence with contractors, including review of renovation activity in the field*

CRHMI Property Management Experience

The CRHMI property management team has more than 50 years’ combined multi-family management experience, as well as strong ties to Apartment Associations and IREM chapters throughout the United States. In addition, they are supported fully by the CRHMI corporate organization, which has an impressive portfolio in the multi-family, office, industrial and retail industries.



Organization-wide, CRHMI is committed to ensuring that the needs of the property owner always come first.



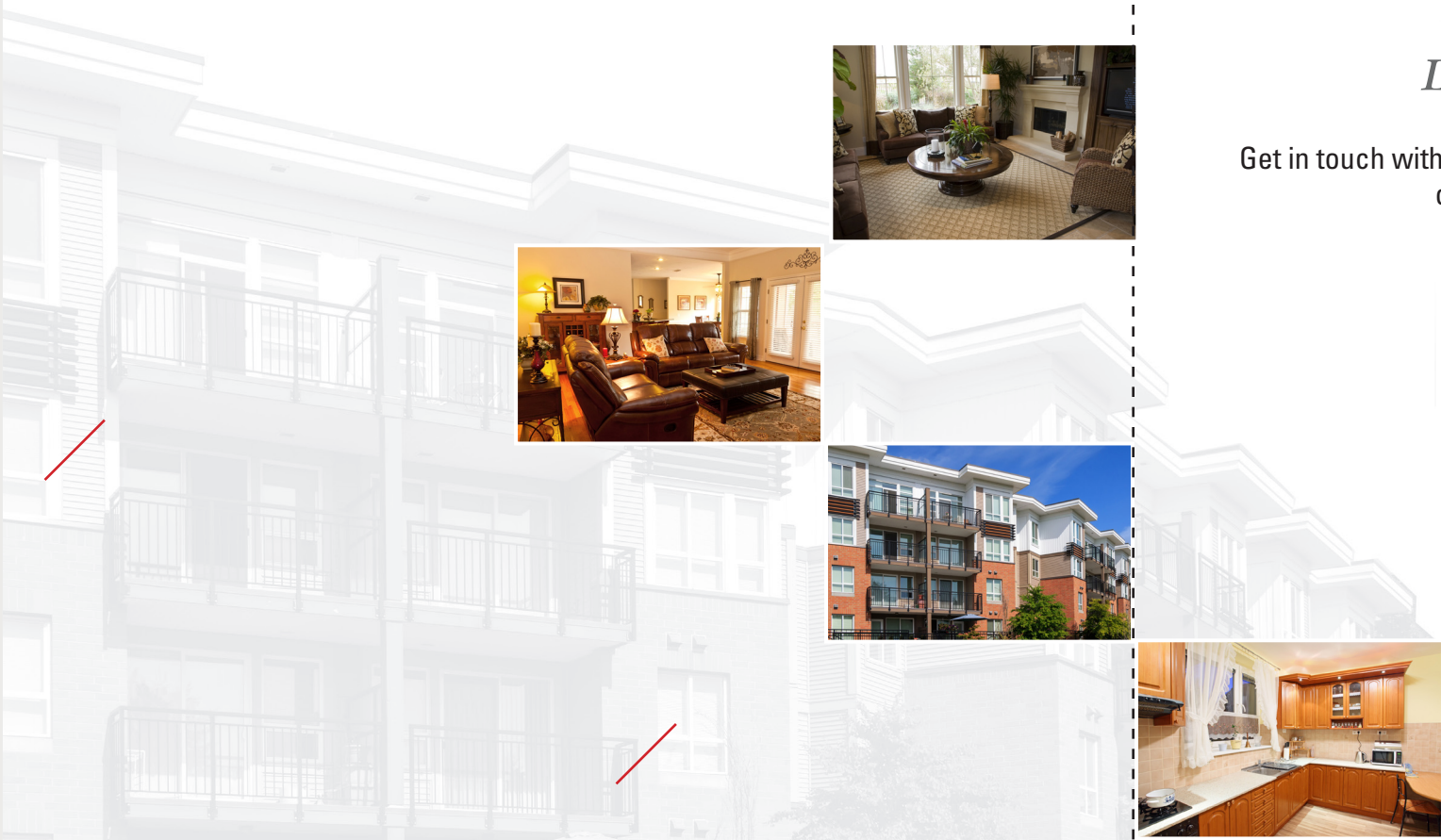
Case Studies

CRHMI Increases Income by 13% in 12 months at Client Property.

In 2008, CRHMI took over property management of a 450+ unit apartment property that was struggling to increase occupancy and revenue in an extremely competitive market within the Piedmont Triad area of North Carolina. In addition to making capital improvements like adding exterior decks and carpets in breezeways, CRHMI began applying best practices in property management and marketing:

- We analyzed the market to insure the property maintains competitive rates and significantly increased marketing efforts to fill vacant units.
- We reviewed the property budget and identified potential expense reductions.
- We ramped up professionalism of on-site staff through training in areas including closing techniques, customer service, and resident retention, among other topics.

These improvements, along with focusing intentionally on increasing rapport between staff and residents, led to higher renewal rates, lower turnover, and less associated expense. Within a 12-month period, the average occupancy at the property increased by 4% and exceeded budgeted occupancy for the second half of the year. The property also saw a 5% decrease in expenses, along with a total income increase of 13%.



CRHMI Regional Offices

CRHMI has a history of success in multi-family property management across the United States, and our footprint is growing with regional offices in California, Indiana, New Mexico, North Carolina, Ohio, and Virginia.



Let CRHMI Get Results at Your Multi-family Property.

Get in touch with your questions about how we achieve results for property like yours or to tell us about the challenges you’re facing in maximizing NOI at your property: **We can help.**

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