**Upper Edge Mission and Vision Statements**

Mission Statement

To create great experiences for both tenants and owners, resulting in long relationships based on empathy, good communication and trust

Vision Statement

To change the perception about property management companies with as many owners and tenants as possible, setting a new standard in the industry

Brand Essence

When our customers experience our product or service, it brings forth an emotion of absolute trust that we have their best interests at heart

Brand Personality

We are a company that is passionate about our customers, our company and our vision to be leaders in the field of property management. We are visionaries that aren't afraid to use cutting edge technologies to improve our products and service.

Position or Value Proposition

To whom are we speaking?

- real estate investors, including first timers that are giving us their first starter home. They are not "big time" investors, and because they are giving us their first home (in contrast to an investor buying a rental property, often sight unseen) they are more emotionally tied to their property and will require a company that inspires trust and confidence.

What is our brand promise?

- we will do our best to serve our clients, both owners and tenants, to give them prompt communication, clear, concise answers to their questions, and look after their property quickly and competently.

Why is our product different than the competition and why should our customers care?

- the current model used by most management companies employs individual portfolio managers that do things a little differently each instance, and differently than their fellow staff members. Our management product is superior because we use a combination of technology and strict procedures to ensure each client's experience is consistent, each and every time.