



*Building on Success*

## Property Management

Carbon Thompson Residential Management is the ultimate key to the success, both short and long term, of any asset. The management team is charged with the responsibilities of maintaining both a high occupancy level and the physical integrity of the property.

Carbon Thompson Residential Management understands that merely providing a superior apartment home to today's resident is not enough to guarantee success. Our management methodologies have evolved into a proprietary system that, when applied in the day-to-day operations of any given community, has resulted in an enviable track record of success: beautiful communities, happy residents and well-satisfied investors.

### **Lease Up**

A successful new build lease-up is a function of a solid working relationship between the development team, construction and property management. After the site selection and an in-depth market analysis, the management team works closely with the development team to ensure the new project is strategically positioned to best compete in the marketplace considering the desired demographics, preferred amenities and unit mix.

A proven pre leasing campaign is put into affect. It includes saturating the new project's surrounding area with promotional materials, becoming involved in local chambers and community interest groups, and providing information about the project to locators and area human resource departments.

An experienced leasing and management team is put into place, typically transferred from previous Carbon Companies' projects, to expedite new team building and to ensure leasing and marketing plans are correctly implemented.