

**CARBON**

*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.

### **Resident Retention**

One of the industry's most alarming, but overlooked, statistics is resident turnover percentage. National Industry Average tracks that number at over sixty percent annually. Some resident turns, like job transfers or changes in family status, are beyond management's control. But a very high percentage of residents are lost through neglect or by not providing sufficient incentives to stay.

At Carbon Thompson Residential, we put a great emphasis on resident retention. Proprietary systems, including staff training programs, ensure that we consistently beat the industry's retention statistics. It is, after all, less costly to keep a resident than to find a new one.