

Property Management Services

Thank you for considering Southborn Services to handle your property management needs.

What makes us different?

Our Commitment – It has been our experience that the relationship between the tenant and the landlord is often very contentious. More often than not tenants complain that the landlord is not keeping up property in an adequate manner, and landlords often complain that tenants are not respectful of the financial strains of property ownership, or often of the property itself. Through a respectful and open flow of communication that fosters healthy, respectful, and pleasant relationships between landlord and tenant, SouthBorn Services ensures that each party gain what they seek in the transaction. The landlord receives the financial compensation they seek and a property that is well-maintained, and the homeowner is satisfied with the condition of the dwelling they have been provided.

The Convenience We Provide the Property Owner- Not only can our homeowners take advantage of our property management services, but also benefit from the variety of home improvement and maintenance services we have as well. If you are in a position where your property requires minor, or even major work, you do not have to worry about finding outside contractors who can handle your project. We are equipped to handle many renovation and maintenance issues in-house, saving the property owner time and money importantly (we do not assess an "up-charge" on property repairs performed by SouthBorn), and more— stress.

The Convenience We Provide the Tenant – We offer a variety of innovative programs to for tenants:

- Move-in incentives
- Incentives for prompt payment
- Flexible payment Options -online, or in-person
- Flexible payment methods – Cash, money order, credit card, debit card
- Flexible Payment dates* – monthly, bi-weekly, semester/quarterly (for financial aid students who receive their loan checks every semester or quarter. They often prefer to pay their rent in lump sums – 2-4 months in advance). *Only with prior-approval of the landlord.

Our Tenants – SouthBorn Services specializes in placing tenants who are in the post-graduate academic community. This includes graduate (Ph.D., M.A.) and professional students (J.D., MPH, MD), as well as permanent and visiting professors and faculty. There are many benefits to focusing on this tenant group:

- This population is not only in constant need of housing, but financially they are much less of a risk than the non-academic community. ***At least 70% of graduate and professional students, and more than 90% of faculty, have GUARANTEED monthly or semester fellowships, departmental stipends, or additional government funding. They tend to pay on-time with no complications that eliminates the risk of non-payment associated with the traditional tenant community.***
- They are also more likely to take better care of the property.
- Finally, they tend to be aggressive rental home seekers. Because they tend to be older and many with families, members of the post-graduate academic community are more likely to seek

suitable off-campus housing. Since many cannot afford the houses and apartments near campus, finding reasonably priced housing that is within a reasonable distance from campus is most desirable for them.

Our property management staff has connections in many of the major universities in Georgia (this includes Emory University (and all of its major professional schools), Agnes Scott, and Georgia Tech (and all of its major professional schools) Morehouse School of Medicine.

Aggressive Property Advertisement Strategies – SouthBorn Services utilizes a variety of offline and online strategies to advertise your property and attract qualified tenants. Our focus on tenants in the academic community has allowed us to develop a sound, and effective advertising strategy that is designed to get the most exposure in the least amount of time. Utilizing forums that are used most often by our tenant community ensures we get your property the most exposure in the shortest amount of time. In addition to taking advantage of some of the larger community and relocation forums and chamber of commerce sites, we aggressively post your property notices on University housing boards, activity boards that are visited by thousands of graduate and professional students, and staff on a daily basis. We will even speak at local activity meetings to let students know about housing availability.

Fees:

Property Advertisement and Tenant Placement Services

Tenant Placement- \$200

- a. Property Listing- on all of our traditional online sites
- b. as well as two (2) in-person verbal presentation of the property availability at two University events per month.
- c. Tenant Screening

Virtual Tour Package -\$75

- a. Special web page for your property. On the SouthBorn Services Website (e.g. yourpropertyaddress.southbornservices.com)
 - i. Property description
 - ii. Virtual Tour (images of all major interior and exterior areas of property)
- b. Link to web page on all online ads of property
- c. Free-standing page option available (has own unique web location not linked to the SouthBorn site and with its own address – e.g. propertyaddress.com (add \$25 for this service)

Property Management Fee – 10% percent of rent

Move-in, Move-out packages (can include cleaning, general repair (e.g. repairing holes in drywall, etc) – varies. Depends on condition of property.

Seasonal Preventive Maintenance – varies. Depends on services requested.