

# **Blue Frog Property Management** **Business Partner Package**



Congratulations on your selection of Blue Frog Property Management (Blue Frog P.M.) as a potential candidate to manage your properties. We know that your selection of Blue Frog to manage your real estate investments will be one of the best investment decisions you will ever make. We created our Business Partner Package to lay the groundwork of what you can expect from Blue Frog and why we know our partnership will be successful.

At Blue Frog P.M. we have 1 main objective – to maximize your bottom line return on your rental investment properties over the mid to long term. We simplify this into 2 categories: Tenant Operations & Owner Operations

## **Tenant Operations**

Blue Frog realizes that successfully managing tenants is critical to your success and has a major impact on ROI. We manage everything from rental applications, rental showings, tenant screening, leasing, maintenance, evictions, rent increases, etc. etc. However, at Blue Frog, just managing these day-to-day items is not enough for us. As you will hear us refer to repeatedly, our #1 priority is to improve your properties financial performance. By actively managing 6 key tenant operating drivers our goal is to significantly improve your investment return.

### **1. Tenant Screening**

Blue Frog P.M. understands that one of the most important drivers when it comes to financial return is our ability to get the best tenants into your units. Having tenants that take care of your property and pay their rent on time is critical to success. With Blue Frog's robust screening process which includes:

- + Criminal History
- + Credit History
- + Eviction History
- + Reference
- + Income Verification

By utilizing this process, we will screen out problem tenants before they get into your properties. Better tenants means less maintenance, turnover, evictions and more revenue in your pocket.

### **2. On Time Rent Collection**

Amateur landlords spend incalculable amounts of time chasing tenants to pay rent. Some tenants feel that it is ok for them to pay rent only when it is convenient for them to do so. Blue Frog P.M. understands that getting your rent revenue on time is

important so that you can pay outstanding bills, mortgages, etc. Blue Frog P.M. does not chase rent. Blue Frog will issue the appropriate 5 day notice when rent is late. If amounts are not paid (including late fees) within this timeframe, we will begin the eviction process. Tenants will find out very quickly that late rent is unacceptable and fall in line or we will replace them with tenants that are more dependable. Aggressively managing rent collection means getting your revenue into your account **faster**.

### **3. Property Maintenance**

Slow turn around time for requested property maintenance is a major complaint with tenants and a reason good tenants find other places to live. Tenants can create maintenance work orders in real time directly through the Blue Frog P.M. Tenant Portal. Blue Frog P.M. closely tracks the time it takes to close out maintenance requests and aims to have most requests completed within 72 hours. This information is also analyzed and reported directly to you monthly. Better property maintenance means less deferred maintenance cost, happier tenants, and fewer turnovers.

### **4. Enforce Lease Rules**

Strong leases are necessary when renting out an apartment to a new tenant. Good tenants respect the rules outlined in their lease and understand they are there to encourage good living arrangements for everybody. Blue Frog P.M. will ensure that all rules are followed as outlined in the lease.

### **5. Vacancy Turn Velocity**

Blue Frog understands that a vacant unit can quickly become a financial drain on your investment. Blue Frog will quickly update your vacant property into rent ready condition. We also have several effective techniques to get your property ready including on-site and on-line marketing.

### **6. Tenant Retention**

Having vacancies and constantly turning units is one of the biggest expenses a property owner will face. By successfully managing tenant operations your tenants are more likely to stay in your units longer. Blue Frog also has several creative methods we employ to actively recruit your best tenants to stay for multiple years. Better tenant retention means fewer vacancies and improved ROI.

## **Owner Operations**

Blue Frog P.M. also works very hard to continually measure and improve our Owner Operations. There are several themes Blue Frog will use to improve your financial performance.

### **1. Metric Based Accountability**

Blue Frog P.M. prides ourselves in transparently presenting key performance indicators to our business partners. We actively measure on time rent collection,

maintenance performance, tenant retention, & revenue/profit performance. Blue Frog P.M. monitors and reports these key metrics to our business partners on a monthly basis.

## **2. Value Technology**

Blue Frog P.M. utilizes internet based property management software that allows tenants and owners real time access to our systems. Tenants can pay rent, applications can be processed, and maintenance orders filled out all through our portal. Owners have real time access to customized reports detailing flexible metrics. No more waiting, with Blue Frog you will have real time access to your investment performance.

## **3. Revenue/Expense Analysis**

Blue Frog employs a practicing CPA to analyze your properties revenues and expenses. We will continually evaluate your financials and make suggestions on how we can improve your properties performance including:

- ✚ Market rent analysis
- ✚ Additional revenue opportunity analysis
- ✚ Expense reduction analysis

## **4. Bi-Annual Reviews**

Your continuing feedback on our performance is important to us. Blue Frog P.M. will schedule bi-annual reviews with you to discuss Blue Frog and your properties. We will use these reviews to discuss all of our metrics as well as how we can continue to improve your properties financial performance.

## **5. Investment Analysis**

Looking to add to your real estate investment portfolio? Collaborate with Blue Frog and we will run a property analysis on any of your future residential property investments at no charge. We have copyrighted software specially designed to analyze real estate investments and will be happy to give you a second opinion on your investment

By aggressively managing Tenant and Owner Operations Blue Frog P.M. knows that we will improve your return on investment. We have the experience, drive, and know-how to successfully manage your properties. If you would like to discuss Blue Frog Property Management Services further please contact us at: (920) 533-5550 or fill out a request for information on our website: <http://www.bluefrogpm.com>.