

## Typical Property – 100 units

### Before working with Sunrise

Turnover 60%  
60 units x \$4,000 = \$240,000

Vacancy 5%  
5 units x \$12,000 = \$60,000

Evictions 3 per year  
3 evictions x \$4,000 = \$12,000

**Total Cost = \$312,000**

### Using Sunrise services

Turnover 30%  
30 units x \$4,000 = \$120,000

Vacancy 3%  
3 units x \$12,000 = \$36,000

Evictions 1 per year  
1 eviction x \$4,000 = \$4,000

**Total Cost = \$160,000**

You gain **\$152,000**  
to the bottom line



# Sunrise

*Management & Consulting*

Multifamily Real Estate Experts

## SERVICES

- Development
- Equity investment
- Financial analysis
- Investment real estate analysis
- Lease-up
- Marketing
- Market analysis
- Property management
- Property performance analysis
- Property positioning
- Public relations
- Strategic real estate planning

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**Do you want to achieve consistent results and higher profits from your real estate investment?**

## Multifamily Real Estate Experts

### ► Reduce Turnover

Your target turnover rate should be 28-32%. Industry standard cost for turning over an apartment is \$4,000, which includes vacancy, advertising, commissions, carpets, paint and any other turnover work. Our clients have reduced turnover rates by 25- 50% in their properties.

### ► Reduce Vacancy

We target a vacancy rate of 2-3%, including turnover periods, and zero vacancies for over 30 days. A vacancy will cost you from \$20 to \$60 per day per apartment depending on the rental rate. Our clients have reduced vacancy rates by up to 18%.

### ► Reduce Nightmare Tenants

Picking tenants is an art form, and you can never be 100% right. Each eviction costs approximately \$4,000 in lost rent, court costs, and attorney fees.

### ► Increase Employee Productivity

Management employees and contractors will make or break you. A bad manager can ruin a good investment, and a good manager can save a poor investment. We help you get the most from staff.

### ► Stabilize Cash Flow

Income producing real estate is valued by its cash flow. Everyone's goal is to have stable, increasing, predictable cash flow. We help you build a system of policies and procedures that you can count on to run your operation.

### ► Increase Profits

All these factors together are the key to increasing your profits. The old model of real estate was to raise the rent and cut costs, but today you need to address many factors to compete in your market and get ahead.

## Management

### Are you an investment property owner looking for a predictable and increasing cash flow?

Our innovative property management services handles everything necessary to run a successful multifamily property.

Our professionally trained and proactive staff is dedicated to delivering the highest quality customer service to you and your residents. From collecting rent to maintaining pristine grounds, we'll focus on service, training, and growth, treating your investment like it's our own.

### Professional Management

As an Accredited Management Organization from IREM®, we are one of approximately 500 firms across the country that have met the education, insurance, experience, and ethics requirements to achieve this designation. When you entrust your investment to someone else to manage, you need absolute assurance that your best interests are being protected.



## Consulting

### Do you want to achieve consistent results and higher profits from your multifamily real estate investment?

Sunrise can provide you with greater operational control, a game plan for investment success, and outstanding results. Based on researched market data and an analysis of market trends, Sunrise achieves the results you are after. We use our experience in successful property management to help you to make more money with your real estate investment with less stress and fewer hassles.

### Property & Market Analysis

To be successful in multifamily rental property management, you must understand where a property stands in the rental housing market, and what the current rental property market trends are. The Sunrise team provides accurate market assessments for multifamily projects.

### Operational Analysis

All operational aspects of your investment property need to be working correctly to provide a consistent, predictable, and growing cash flow. A high turnover rate could be rooted in a variety of operational issues including pricing, marketing, property maintenance, and property management. The Sunrise team evaluates performance, diagnoses the root causes of operational issues, and provides recommendations on operational improvements.

### Integrated Strategic Action Plan

To achieve your multifamily real estate goals, you need a blueprint to guide your success. Sunrise can conduct a strategic analysis of your investment options and provide insight into funding, marketing, leasing, and property management.

**Are you ready to learn more  
and find out how to increase your profits?**

Contact us today to set up a convenient, no-obligation meeting to discuss your challenges and opportunities at [info@sunrisemc.com](mailto:info@sunrisemc.com) or (518) 782-0200