

Peninsula PROPERTIES

A DIVISION OF **MICHAEL HARRIS** TEAM REALTORS®

15+ Years in Business
Fantastic Service Reviews
Long + Short Term Rentals
Complete Property Management
Now Accepting New Rentals
St. Simons + Brunswick Offices
Call 912.279.0079

PROPERTY MANAGEMENT PROPOSAL

I am a Georgia Real Estate Broker with my practice concentrated on Georgia's Golden Isles for 25+ years. My Real Estate Brokerage is Michael Harris TEAM Realtors®. My Property Management company is Peninsula Properties.

I would sincerely appreciate the opportunity your allowing my firm the opportunity to manage and lease your properties. As a Real Estate Broker licensed in Georgia, I will be personally handling your property as your broker property manager.

I have prepared this informal proposal to help you see the level of service that I will provide for you, and also to help you understand more about the Golden Isles leasing market and the process of leasing and managing your property. Information is included on my services, too. More importantly, I have extensive experience with commercial and residential property management representing both Landlords and Tenants to negotiate a successful agreement for a property lease and the subsequent management of the property.

I'm sure you will agree that the choice of a property manager should be based upon many factors other than price, and hopefully you will make the decision to use the services of Peninsula Properties to lease and manage your property based upon our qualifications. Golden Isles Property Management has the capability of enhancing the lease of your properties by advertising on the usual realtor websites in addition to a state-of-the-art digital marketing program using Google My Business, Facebook and YouTube.

If you have any questions, please feel free to call or text me at (912) 230-7699 or send an email to Michael@MichaelHarrisTeam.com.

Thank you for your consideration.

Sincerely,

Michael Harris, BROKER®



Focus and Results

"In the end, it is all about focus and results – for the entirety of my 30+ year sales career, I have produced market-leading results because I focus on not just meeting but exceeding my customer's expectations, and that is my commitment to you.

And as a TEAM we are looking forward to serving you and proving to you why we are most qualified REALTORS for managing your property here in Coastal Georgia."

Call or Text: (912) 230-7699
www.MichaelHarrisCoastal.com



Contents

Why Hire Michael to Manage Your Property on Coastal Georgia? 3

Even More Reasons to Hire Michael to Manage Your Coastal Georgia Properties..... 4

Property Management Agreement 6

Make Ready for Leasing 6

Locating a Tenant 6

The Property Management Process 7

Setting the Rent 7

Tenant Selection 7

Leasing to a Tenant 7

Accountability – “No Excuse” Rule 8

Condition Report..... 8

Routine Inspections 8

Repairs and Maintenance 8

Disputes with Tenant..... 8

Rent Reviews 8

Reviews and Recommendations 9

Why Hire Michael to Manage Your Property on Coastal Georgia?

- Michael Harris started out 15 years ago by buying his own properties and rehabbing them that spun off to a profitable remodeling company called Peninsula Remodeling and Peninsula Painting. He no longer focuses on this business as his passion is Real-estate and building a strong relationship with his clients by growing income and helping them secure additional investment properties if they desire. Today he still owns and manages his own 30 rental properties.
- Michael's experience with Remodeling brings tremendous amount of benefits to you between his knowledge and relationships with vendors, ultimately has a pull to get things done in emergencies and the best prices from his vendor relationships.
- Michael Harris Team Realtors DBA as Peninsula Properties has been managing properties for the last 15 years and has come up with a system between marketing, managing, and maintenance. Hands-down his company is superior than any other property management companies
- Michael Harris is a License broker and has developed a team of people and making sure the owner it's completely satisfied as well as tenants for repeat business and ultimately Equals The highest potential of rental income for the owner.
- Our team consist of three full-time property managers which includes Michael Harris, his wife Lorena Harris and Laverne Dickerson who has been on the team for 15 years
- Our companies reputation is known as "A Hands-On Approach" and a company that gets things done! We do not outsource, and we are very quick to react and solve the tenants concern and owners concern at any point in time In making sure everybody is satisfied
- In addition to our three property managers we do have three licensed sales Realtors on our Team. Everybody on our team works really well together and understands and will help out any tenant or property owner at any point in time – so nothing gets put aside
- On the marketing side we have a marketing person that constantly promotes our rentals targeting certain events that may be happening. Our targeted marketing is paid marketing through Google ads, we have Google business page's and target with paid ads on social media between Facebook & Instagram.
- Besides our targeted ads we are known in the Realtor community as providing short term and long-term rentals and Realtors and people will just call us to see what we have. For example, this year we rented to a local person for 1 month while they were remodeling their home.
- Besides our websites we also have a dedicated website for targeting FLETC (Federal Law Training Facility) and vacation rentals.
- Besides are targeted marketing we do promote our listings on VRBO and Airbnb and rated as Super Host with tremendous positive reviews.
- We are the only true Team approach in the Golden Isles that everyone on our team regardless of the role will help any tenant or client.
- Our phone system has the ability to get a hold of us 24 hours a day and to talk to the property manager or a license realtor.
- Michael Harris Team Realtors also employes three full-time maintenance people that will ultimately save an owner tremendous amount of money versus using a licensed electrician for \$110 an hour for simple task. When we take on a property, we make sure our maintenance folks are familiar with the property and do a walk around In understanding where all the components are in the house In case something comes up.

- Our property managers have extensive experience in dissecting a problem over the phone and 50% of the time we don't have to call a licensed HVAC person or electrician by walking a tenant through a few steps. I'll be happy to explain in detail what this means and how much money it would save an owner

- Michael Harris no longer promotes or secures additional jobs for Peninsula Remodeling even though it's still insured as an active company. Some projects we have completed in the past: The Ritz Theater, the entire exterior of downtown Brunswick, many commercial buildings in Brunswick, Jekyll Island Welcome center on the Jekyll Causeway and 100's of homes.

- Michael has personally overseen a \$250,000 construction project in your 2019 on SSI for one of his clients – he only does this for properties we manage. He also overseen a \$2 million multifamily project that was completed in year 2015 that he currently manages.

Besides the benefits mentioned above it is easy to communicate with Michael Harris Team. If the owner needs to block off dates or has a question this can be done and addressed 7 days a week. You will not hear will do this on Monday. All of our Property Managers have the ability to manage calendars, work on request and respond using our phones as the software is loaded on everyone's phone. What's important is the ability to respond quick so we don't lose an opportunity.

Even More Reasons to Hire Michael to Manage Your Coastal Georgia Properties

I am KNOWLEDGEABLE

- I have sought out and completed the most advanced sales training available in the country. The result is a knowledge base and understanding of nationally known sales practices and sales knowledge that sets me apart from any other REALTOR in Brunswick, St. Simons Island, Sea Island, and the Golden Isles.
 - I have completed coursework (at a personal cost of more than \$25,000) with Tigrent Learning (www.tigrentlearning.com), one of the nation's top residential real estate education and development organizations. I have mastered coursework in Residential Sales Mentoring, Real Estate Investing and Selling, Creative Real Estate Financing, and Residential Property Rehab.
-

I am EXPERIENCED.

- I have more extensive experience representing buyers and personally investing in real estate than any REALTOR in the Brunswick, St. Simons Island, Sea Island, and the Golden Isles.
-

I am QUALIFIED.

- I have spent the last 25+ years focusing all my energies and resources to establish myself as the most uniquely qualified REALTOR in Brunswick, St. Simons Island, Sea Island, and the Golden Isles to meet and exceed your needs.
 - I have a greater understanding of construction, property inspection, repair costs, and the renovation costs required to improve your property than any Realtor in St. Simons Island, Sea Island, & the Golden Isles.
 - I have superior investment training and buying opportunity market knowledge.
-

I am SUCCESSFUL.

- During the past twenty-five years, I have established a superior sales track record, both in my role as a premier REALTOR in Coastal Georgia since 2003, and as a premier technology salesperson in the previous 10 years. In my ten years of selling real estate in Coastal Georgia, I have sold tens of millions of dollars in properties, and have consistently ranked among the top REALTORS in the region in terms of fastest-selling time (Days on the Market), and Sales Price as a Percentage of Asking Price. These two measures are the most consistently chosen factors used to measure the inevitable effectiveness of REALTORS anywhere in the country.
 - In my 10 years in technology sales, I consistently ranked among the nation's top salesmen and sales managers for Qwest Communications and Ingram Micro, both Fortune 100 companies. In 2003, I was the number one sales manager in America for Qwest. In 1998, at Ingram Micro, I was one of the top four salesmen in the U.S. in a field of 175, and also set a record never before achieved in the area of sales service, in the incredibly hard-to-please New York City territory.
-

I am CONNECTED.

- Between 80-90% of buyers of homes in Coastal Georgia come from outside the immediate area. I will go to greater lengths than any other Golden Isles REALTOR to ensure that your home receives the maximum exposure to your entire local, regional, national, and international prospective buyer group.
 - I am a member of The Institute of Luxury Home Marketing (www.luxuryhomemarketing.com), an exclusive luxury real estate training and marketing company that provides national and international exposure to tens of thousands of additional prospective buyers, and advanced sales and marketing training for the luxury sales assignments. Lastly, I am an International Member of Luxury ProxiaPro (www.ProxiaPro.com), which lists your home on dozens of high traffic international websites in more than 13 languages around the globe.
 - Collectively, no other REALTOR in Coastal Georgia can provide even a fraction of the exposure to your home in the sales process on any level. Given the fact that 80-90% of buyers of homes in Coastal Georgia resides outside the area, why would you want to rely upon any other REALTOR to market and sell your home?
-

I am FOCUSED.

- For the entirety of my sales career, I have produced market-leading results because I focus on meeting or exceeding my customer's expectations.....and that is my commitment to you. I look forward to serving you and proving to you why I am the most qualified REALTOR for your buying and selling needs here in the Coastal Georgia.
-

I am COMMUNITY-MINDED.

- I have completed full reconstructions of dozens of homes in the historic districts around the region, leading mayor Bryan Thompson of Brunswick to say, "Michael has done more to upgrade the housing in Brunswick than anyone in the past two years."
- I am very committed to all aspects of Coastal Georgia, as exemplified by: a) my appointment as the President of the South Georgia Apartment Association, b) my appointment as a Georgia Initiative for Community Housing (GICH) board member for 5 consecutive years, and c) as a founder of the Georgia Single Family Development Program.

Why Choose Michael Harris to Manage Your Property in Coastal Georgia?

- *No other REALTOR will give your home more exposure to every possible buyer – locally, regionally, nationally, and internationally.*
- *Exceptional sales track record for more than 25+ years.*
- *Superior sales training and market leading sales technology.*
- *Greater understanding of construction, property inspection, repair costs, and the renovation costs required to improve your property than any REALTOR in the region.*

With our TEAM, you are assured that there is MORE THAN ONE person striving to see that your property is properly managed.

Our entire TEAM will give your home more exposure to every possible person- locally, regionally, nationally and internationally. We will bring you the highest and best rental for your home in today's ever-changing market.

Property Management Agreement

The relationship between Peninsula Properties and the Landlord is established by the Property Management Agreement. The agreement is usually for one year with an automatic month-to-month renewal unless one of the parties terminates the agreement with 30 days' notice. The Property Management Agreement gives the property manager a wide range of authorities and establishes the terms to be used for leasing any properties covered under the agreement. The management agreement can cover one property or multiple properties.

Make Ready for Leasing

The property must be cleaned professionally, and any needed repairs made. An Inventory and Inspection Report is completed by the property manager showing any conditions in the home that need attention. All air ventilation filters should be changed, non-working light bulbs replaced, and all plumbing, mechanical and electrical systems tested to assure an operational basis.

In the case of a home that has been leased and vacated by a tenant, the professional inspectors conducting the inspection at the end of the lease will identify any repairs that the tenant or owner will have to make. These should be done quickly to minimize the time to re-lease the property.

Locating a Tenant

Immediately after signing the management agreement, Peninsula Properties will list the property for lease on several real estate websites, place a sign at the property and create a virtual tour of the property. The virtual tour will be featured in Google My Business, Facebook and YouTube laser-targeting the desired tenants.



The Property Management Process

Setting the Rent

Our goal is to help you capitalize on your investment and ensure you receive the highest possible rent in the shortest possible time – while considering your desired tenants and how to effectively reach them through the strategic pricing of your property.

We look at many important factors when advising our landlords on a suitable rental figure such as (but not limited to):

- The number of similar properties currently available and how this will affect demand.
- The advertised prices of comparable properties and how long these have remained available.
- Current rental demand and external factors that may affect demand during the advertising process.
- Statistical data available including rental statistics.

Tenant Selection

Getting the right tenant is arguably the most important part of the entire tenancy process. Landlords require a tenant who is stable, respectful of the property and financially sound. We combine our experience with comprehensive tenant checks to ensure any risks associated are greatly reduced.

The process involves:

- Meeting all prospective tenants at the property
- Ensuring every applicant completes a detailed application form, including providing numerous reference details and emergency contact numbers.
- Conducting tenant database checks through a recognized agency to get confirmation of a prospective tenant's rental history.
- Conducting thorough checks on every applicant's history which can include employment verification, checking landlord references, confirming driver's license and passport details.

Leasing to a Tenant

Once a tenant is approved, a lease will be prepared by Peninsula Properties under the terms agreed to by the owner.

- If the owner allows pets, a separate Pet Agreement is prepared for the specific pet allowed on the premises.
- If the home has a pool, then a Pool maintenance Addendum is also prepared.
- The property manager is authorized to sign the lease agreement on behalf of the property owner under the management agreement.
- It is standard in the leasing market to require a security deposit equal to one month's rent, and to collect the first month's rent at the beginning of the lease.
- Rent can be prorated if the lease commences during the month instead of the first of the month.

Accountability – “No Excuse” Rule

WE DO WHAT WE SAY AND SAY WHAT WE DO! – NO EXCUSES!

We take every effort to safeguard your property – Life can be tricky as we all know and tenants can often become very unsettled when experiencing difficult times, such as separation, loss of work or sickness. It is during this period we need to monitor with compassion and efficiency to avoid a situation that may lead to a dispute. We will always inform you of any change in circumstances to minimize your risk – **NO EXCUSES!**

Condition Report

- Comprehensive Entry and Exit reports with detailed descriptions and color photos – **NO EXCUSES!**

Routine Inspections

- We will perform routine inspections and forward a detailed report to you – **NO EXCUSES!**

Rent Collection, Processing & Accounting

- Direct debit rent payments and zero tolerance policy on arrears
- Dedicated trust account team and auditors
- Email itemized statements and End of Financial Year statements
- Payment cycle option – mid-month and end of month – **NO EXCUSES!**

Repairs and Maintenance

The tenant has the responsibility to maintain and prevent damages and the property owner has general responsibility to maintain the equipment in the home. Routine Inspections will reveal any needed maintenance. Peninsula Properties will provide:

- Network of qualified tradespeople
- Quality workmanship
- Competitive rates
- Comprehensive work orders and quotes
- Direct communication with you
- After hours phone diversion for all emergencies – **NO EXCUSES!**

Disputes with Tenant

In the event that a dispute arises with the tenant over late payments, unpaid rent, unpaid maintenance charges or any other breach of the lease, Peninsula Properties will engage in enforcement action to correct the situation. If legal action becomes necessary, Peninsula Properties will file the necessary documents with a local justice court to evict a tenant or sue for collection of other amounts owed. – **NO EXCUSES!**

Rent Reviews

To ensure you receive a maximum return for your property we continually keep abreast of current market rents and vacancy rates – **NO EXCUSES!**

Reviews and Recommendations

Please see our link to some of our properties we manage (keep in mind we have some FLETC Tenants and properties are hidden from the link. You will also be able to see our reviews. They are a super host with five-star reviews across the board. Keep Mind some of the reviews may be based on a specific property not on the property management company. We do everything to ensure there's a good experience

<https://www.airbnb.com/users/173054499/listings>

<https://www.vrbo.com/vacation-rentals/usa/georgia/coastal/st-simons-island/east-beach?unitId=2545730&inactivePDP=true>

one web site is <https://www.fletcrentalsaintsimons.com/>



One new recent review from 4208 Seventh street

Beach Cottage-comfortable - affordable and minutes to beach-LOCATION!!!

Reservation ID #HA-HVHYWC

★★★★★

Cute beach house that is literally steps from the beach and few minutes to the Village. It's on 7th in East Beach and great location!! Very open and easy floor plan! The manager was awesome and SO helpful with everything. Def recommend!

Date of arrival - September 4, 2020

recommendation from the owners of 4210 Seventh st. From Brenda and Frank Baker

I would like to recommend Michael Harris Team Realty as a rental agent/property manager. We have worked with Michael and his team to purchase real estate, to list and sell a home, and as a property manager/rental agent. They have all been a pleasure to work with and go above and beyond to do whatever needs to be done. There is always someone available to answer questions and help with whatever issues there might have been. They are more than willing to help out with anything - even personal situations – like moving our car from the airport parking lot when we were unable to get back to St Simons.

Michael and his team have been very skilled, prompt, and thorough with all the correspondence and services. Payments are processed on schedule and the accounting information is detailed and professional.

We have owned rental properties in St Simons for over twenty years. We have worked with other property managers

Subject: 609 Dixie Blvd, Brunswick, GA

Hello Team,

It is our pleasure to provide this letter of appreciation, as well as reference and feedback on your management of our property through Airbnb and VRBO.

We are more than satisfied with your management of this property. Since we live more than four hours away, it was not feasible for us to manage the property for others to enjoy when we are not using the property. We are happy that you are always concerned with our personal needs as well as those of our immediate family, while also aware of our rental and financial goals for the property.

Your selection of the Housekeeping Service is on point! The home is always presented in a clean and orderly manner to clients, and in this time of the pandemic, this is a major concern to all! Our reviews are consistently high, and we appreciate your timely owner payouts.

Thank you for your excellent service, and I feel confident that you and your team will do an excellent job for your future clients. Proud to call you a partner in this endeavor.



Carlton & Audrey Clark

Michael, my husband ,Jim and I wanted to take just a moment and extend our many thanks to you for the way you and your associates, have taken our condo under your very professional wings and have been blowing it out with keeping it rented with quality guests.

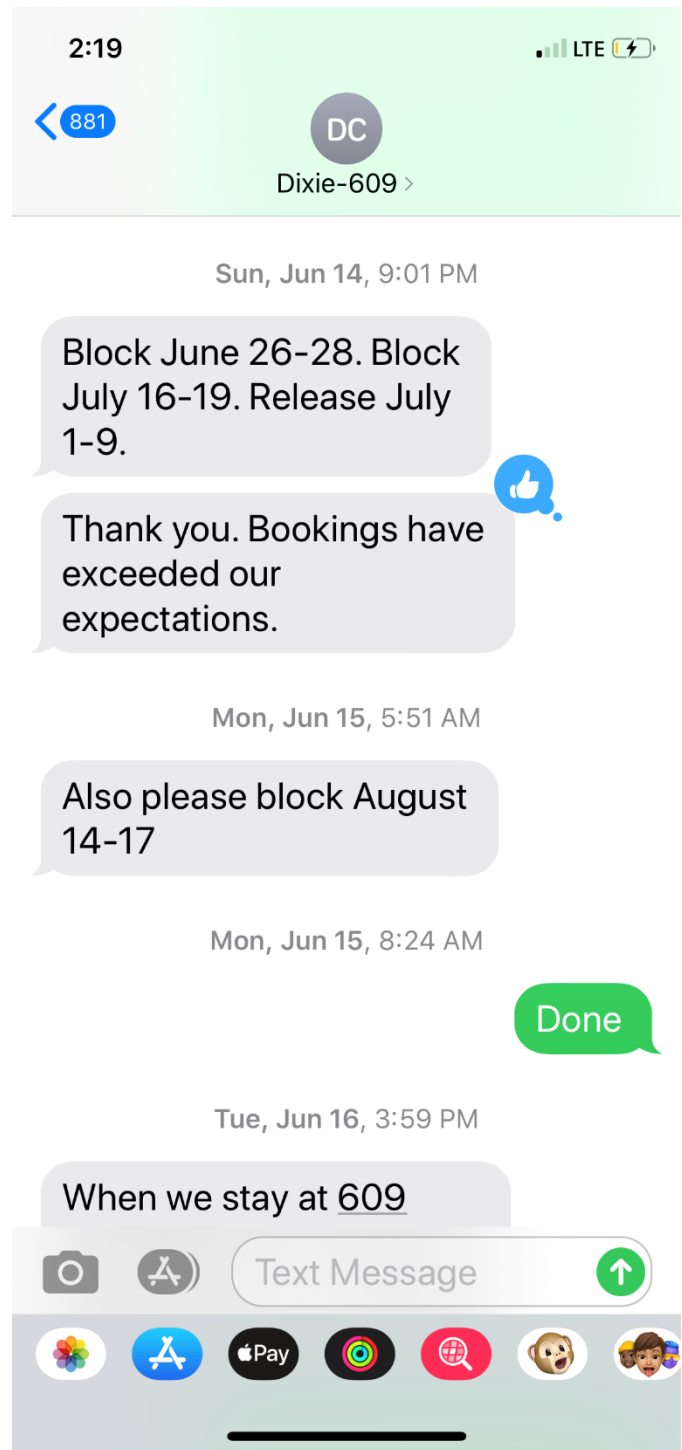
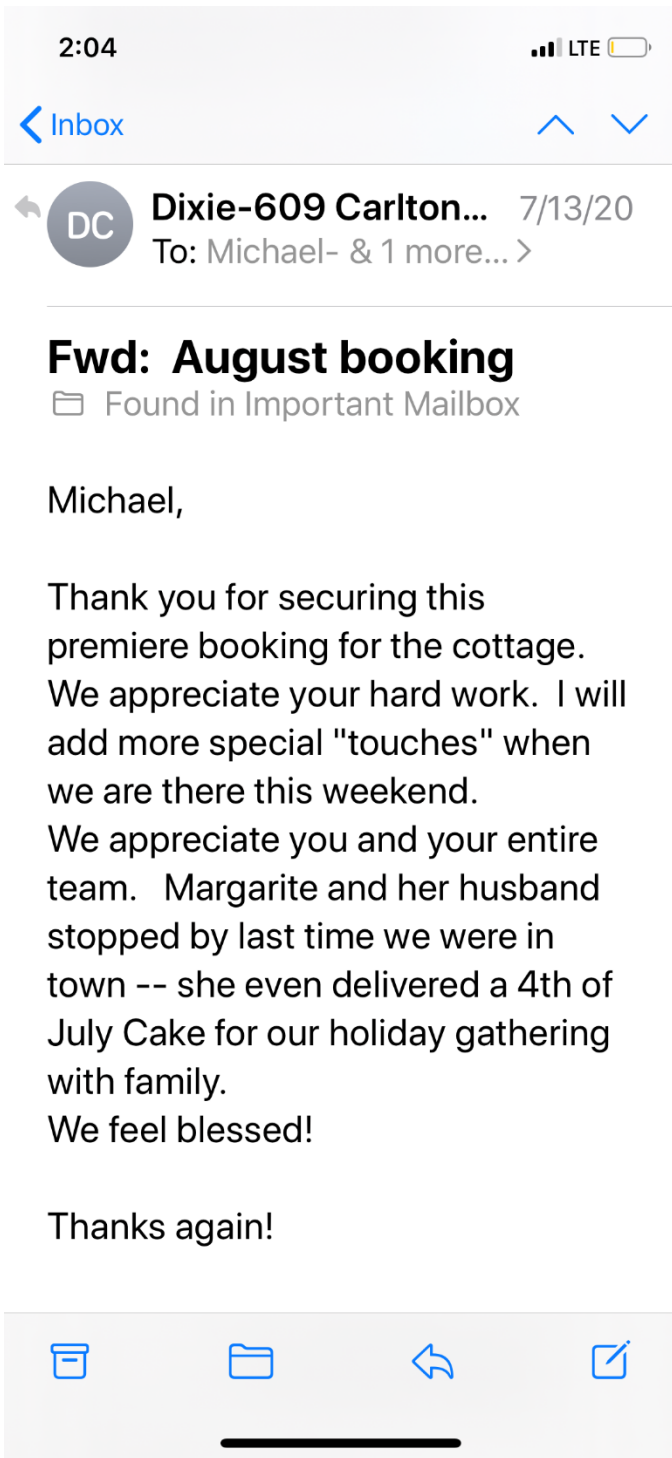
As you know when we met in early July, I think I let it be known that this property is our "little joy". You have taken fantastic photos of our place and have presented them in your media resources in an amazing way. I am awed by the constant rentals we have been getting, even with the world turned upside down. You seem to have the magic touch in bringing folks in.

I love the way you keep us informed of the rental calendar, the cleaning schedules, the reviews from our guests. And best of all, your staff is very timely in getting the payments into our account, and monthly activity statements to us, which will be a huge help at tax time.

Though it is a rental at this point, this may very well become our retirement home in a few more years, and the care that you insure , puts us at a comfort level to know when we are ready to retire, we will have a great place to be. I am very grateful in the rental history, because you know we are using this property now as rental to pay it off much faster.

Again, our many thanks.

Sincerely,
Jim & Deborah Silkett
Jekyll Island Condo 228



I'm sure you will agree that the choice of a property manager should be based upon many factors other than price, and hopefully you will make the decision to use the services of Peninsula Properties to lease and manage your property based upon our qualifications.

If you have any questions, please feel free to call or text me at (912) 230-7699 or send an email to Michael@MichaelHarrisTeam.com.

Thank you for your consideration.

Sincerely,

Michael Harris, BROKER®