

# HERITAGE APARTMENTS



**OWNLY**  
REAL ESTATE

# THE OWNLY PROCESS

## STEPS TO BUILDING YOUR LEGACY



### IDENTIFY

We examine your real estate objectives, ensuring that our Ownly RE services are the right fit for your goals.

1

### IMPLEMENT

We use proven systems to carry out a custom process that leads to goal accomplishment.

3

### ALIGN

We create and review custom strategies to illustrate how we can help you achieve success while building a real estate legacy.

2

### GROW

We create lasting relationships that extend beyond the deal. We're here to help you achieve perpetual wealth.

4

# PROBLEM

Heritage Apartments is a 55 and older community whose history dates back to 1988 with a total of 512 units, across 15 buildings complete with a large clubhouse and in-ground pool. While current vacancy is low, the complex is lacking a cohesive brand identity. Little to no information is available beyond the property address when performing an internet search. The current ownership will require a full service management partner with the ability to not only service the current tenants but also drive the vision and mission to attract and retain tenants of the future.



## GOAL

Our objective is to create a brand identity to help improve the complex optics for both perspective tenants and potential resale value. In addition we will focus on maximizing cash flow and improve the overall tenant experience. We accomplish this by identifying reductions in operating expenses, leveraging preventative maintenance to limit major repairs while gathering data to determine future capital improvement needs, and by selecting only the best tenants thus ensuring your asset is both properly managed by us, but also cared for and respected by your tenants.



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# MEET OWNLY

**WE PROVIDE UNIQUE OPPORTUNITIES  
TO HELP YOU BUILD WEALTH THROUGH  
COMMERCIAL REAL ESTATE.**

At Ownly Real Estate, our mission is to enhance lives, constantly striving to help our employees, clients, and partners achieve their life goals and ambitions. It is to go beyond real estate strategies to build community and prosperity grounded in meaningful relationships.

As a boutique firm, Ownly specializes in multifamily investment properties. Our Customer focused approach and unique systems differentiate us from our competitors and are designed to make your life easier while we help to grow your business.

**BUILD YOUR  
LEGACY**

STEP1: IDENTIFY

STEP2: ALIGN

STEP3: IMPLEMENT

STEP4: GROW

# OWNLY SERVICES

As an industry leader in identifying unique opportunities, we help you build wealth through real estate. Whether you need exceptional tenants, aggressive brokerage representation, or effective management for your property, we will guide you in taking that next lucrative step to building your legacy.



**SALES**



**MANAGEMENT**



**LEASING**



**INVESTMENT**

STEP1: IDENTIFY

STEP2: ALIGN

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STEP4: GROW

# SALES

Whether you need the ideal buyer or the optimal building, we pride ourselves on finding the right deal for your unique circumstances. With a proven track record of success, we leverage leading digital resources to build our vast knowledge and expand our extensive industry network. We then identify, negotiate, and execute the deal that meets your terms.

STEP1: IDENTIFY

STEP2: ALIGN

STEP3: IMPLEMENT

STEP4: GROW



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# LEASING

## Need Tenants?

At Ownly we know that your property is only as good as the tenants that occupy it. We use an aggressive screening process that includes a full credit report with background checks as well as reference and income verification for every potential tenant. Our marketing tools and community involvement are key to generating potential tenant traffic to your complex.



**365** DAYS

# PROPERTY MANAGEMENT

At Ownly, we take pride in our history of effectively and responsibly optimizing our clients' real estate investments. We answer the call 24/7, maintaining excellent tenant relationships while identifying creative time and money-saving solutions.

We use hands-on administrative, financial, and physical operations to ensure that your property is managed effectively, maximizing your income while ensuring peace of mind.

**24** HOURS

STEP1: IDENTIFY

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STEP4: GROW

# MARKETING



## PROFESSIONALLY PRODUCED BROCHURE

We build a professional brochure that encapsulates the highlights of the property's assets. The brochure consists of aerial photos, property photos, site plans, and other pertinent information to accurately reflect the property. We utilize the brochure in all of our prospective tenant, buyer, and broker submissions.



## MARKETING PACKAGE

As needed, we assemble a comprehensive marketing package with market details, aerials, photographs, renderings, elevations, demographics, maps, and other pertinent information to aid in selling the location.



## SIGNAGE

If permitted, our Ownly team will install and maintain large and visible signage on the property.



## EMAIL MARKETING CAMPAIGNS

We maintain an extensive database of tenants, buyers, and brokers who we send weekly listings to while generating leads and interest from local, regional, and national recipients.



STEP 1: IDENTIFY

STEP 2: ALIGN

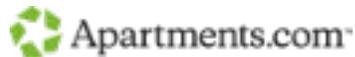
STEP 3: IMPLEMENT

STEP 4: GROW

# MARKETING PARTNERS

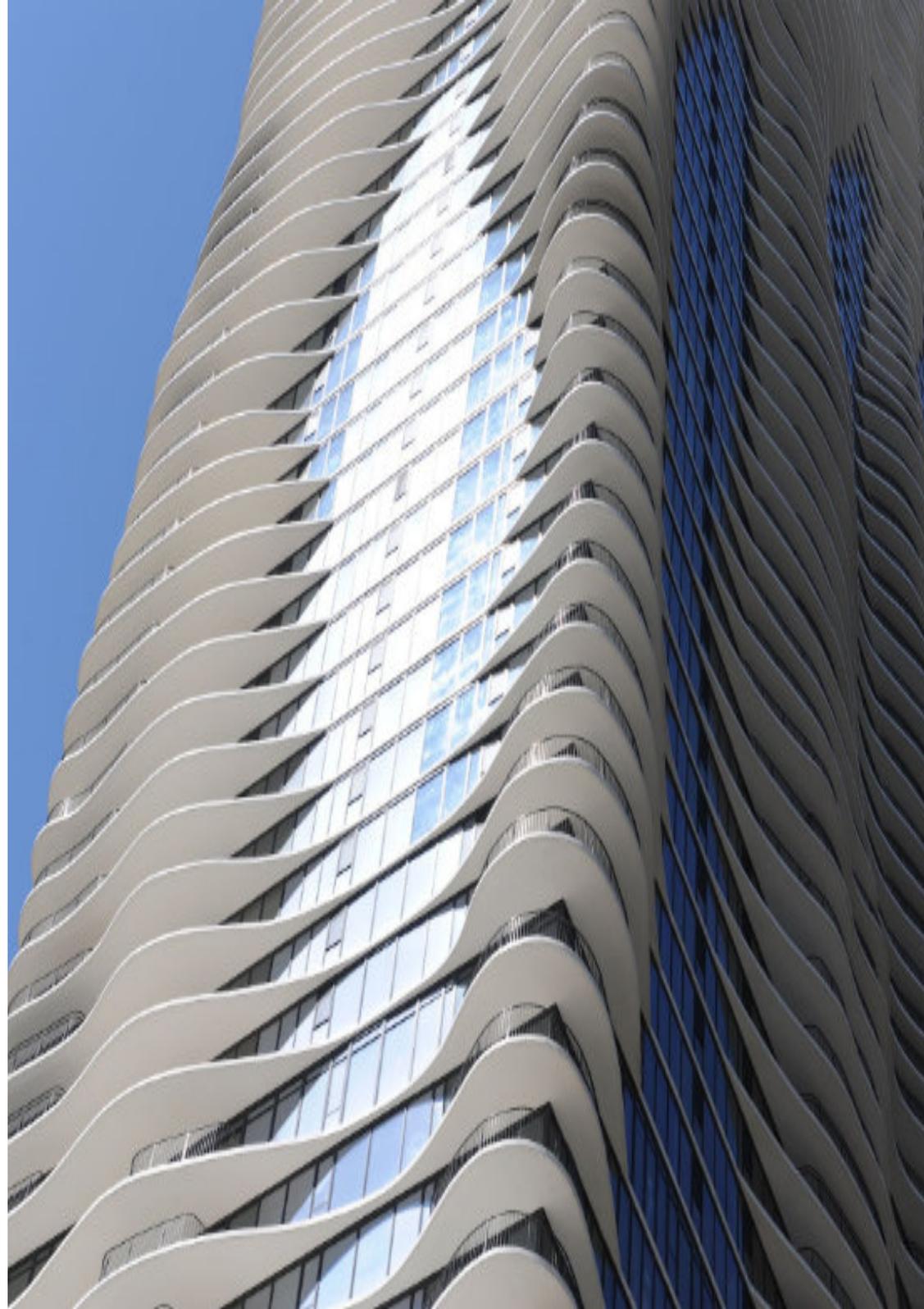
## PROPERTY LISTING:

We leverage multiple media platforms for all prospective tenants and brokers to access online property information.



## UP-TO-DATE DEMOGRAPHIC INFORMATION:

We make detailed demographic information available for prospects. In turn, we help them determine if their customers are in the trade area of their property as part of a market strength assessment. This demographic information can also be applied to sophisticated maps, providing an even more detailed market analysis.



STEP 1: IDENTIFY

STEP 2: ALIGN

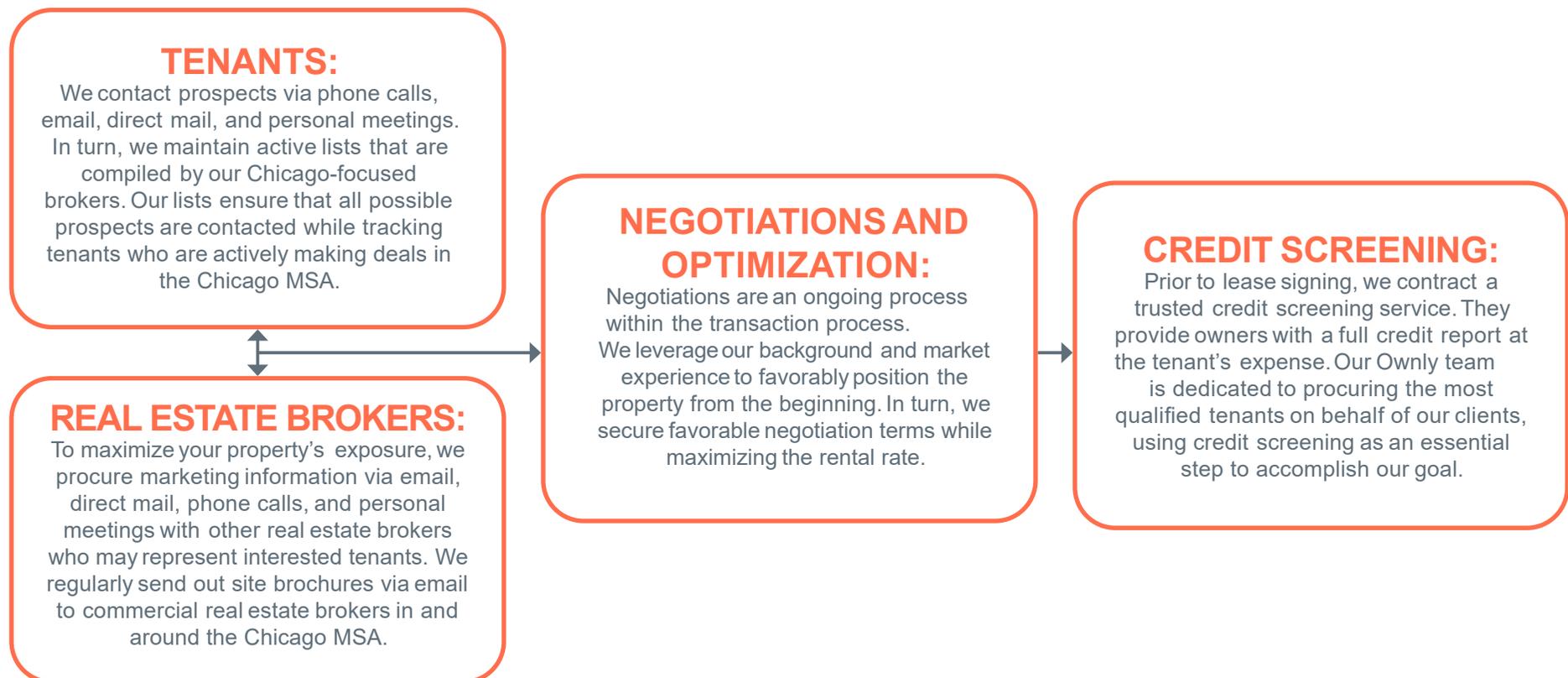
STEP 3: IMPLEMENT

STEP 4: GROW

**ATTENTION TO DETAIL** - Even savvy decision makers can miss out on key information during real estate negotiations. We look at matters from your perspective, streamlining the process with key insight that enables you to rest easier at night with a sense of confidence.

## REPORTING

Throughout our marketing process, we detail our activity in reports to ownership and interested parties alike. The property is submitted methodically and aggressively while marketing to multiple areas.



# We create lasting relationships that extend beyond the deal. We're here to help you achieve perpetual wealth.

Your continued success is our continued success. We will help implement investment strategies with customized, step-by-step action plans for you.

Our goal is to provide a compounding effect to ensure that your financial road map is suitable for your long-term financial and personal needs. We understand your vision for your ultimate legacy will evolve with time.

We can help you build that ultimate legacy.



**ROI-DRIVEN VALUE**— Inefficiencies during real estate deals can limit your returns. By considering every data point with time-intensive steps, we extract hidden information to maximize your returns. As a result, you'll enjoy peace of mind knowing that we've explored every avenue on your behalf.

**CUSTOM-TAILORED STRATEGIES** — We don't believe in "one-size-fits-all" approaches. Instead, we take time to understand your unique situation, accelerating your progress with custom strategies. In turn, you'll enjoy unparalleled mental clarity that extends even beyond our partnership.

# NETWORKING

Ownly is a member of the National Association of Realtors. A community of over 1.5M real estate professionals working in some 1200 state/territory associations. We are also active members and supporters of the Project Management Institute, regularly attending our Chicago Chapter events. PMI has over 700,000 global members with more than 300 Chapters.

We utilize this vast network to identify, grow, and maintain relationships with owners, developers, managers, investors, retailers, brokers, and public officials.



**EXCLUSIVE OPPORTUNITIES** — By coupling intensive research methods with exclusive data sources, we find opportunities that can't be found with generic search tools. As a result, we offer a more connective framework that simultaneously increases your propensity to network within life in general.

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## CONTACT INFORMATION

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