

WSC PROPERTY MANAGEMENT

LONG BEACH

inside this issue...

PAGE 2
Principal Bios

Maintenance Corner

PAGE 3
Case Studies

PAGE 4
Our Services

ERIC CHRISTOPHER

Mobile: 562.546.3550

eric.christopher@wsc-pm.com

BRE License 01270278

5508 E Britton Drive
Long Beach, CA 90815

wsc-pm.com

Effective property management is a process that continues to become more involved. Governance from City and State, Tenant rights and Landlord Liability all have changed the process from being once simple to accomplish on a part-time basis to a business that requires near full time attention, even for small properties. WSC Property Management can serve as a key ally to your asset. We have the knowledge, experience and systems to keep you ahead of the challenge and grant you the biggest reward of all...More free time!



OUR COMPANY IS BASED ON THREE BASIC VALUES

INTEGRITY. In life, we all have only our Integrity to rely on. WSC Property Management will always give you the whole story, whether good or not so good news

along with the best advice for any scenario involving your property. This is simply our promise to you. WSC professionals are long time Long Beach commercial real estate veterans with decades of experience owning, managing and brokering Apartment complexes, Retail, Industrial and Office properties. (See our Bios on the following page). We also reside in Long Beach for many years and consider the Cities' real estate a huge part of the community. Managing your real estate profitably and effectively is not only good for you, but good for the community we love.



ACCOUNTABILITY. Do you have a Property Management company in place now or in the past? Do you feel you get the attention you desire? Wait, let's back up.... Do they return phone calls and emails promptly? Do they have the answers you need in a timely manner? Is the reporting you receive consistent and accurate? WSC Property Management prides itself in being On Time. On Time responses, On Time advice (See Maintenance Corner on next page), and On Time reporting.

RESULTS. Using the above two principles is all a means to the end of creating results. Overall profitability of your asset is Job #1, but the parallel result we also strive for is your satisfaction in working with us and that we enjoy serving you, your property, your tenants and the community in general. And we take our quest for results a giant step further past day-to-day operation. We want to help you continue to grow wealth with your real estate by including advisory services to reveal opportunities during our journey together





ERIC CHRISTOPHER began commercial brokerage and management 22 years ago and has been entrenched in the Long Beach and surrounding market since 2006. Following High School and a 4-year tour in the US Navy aboard the USS Shasta (AE-33), Eric completed his degree in Accounting at Long Beach State University. After college, it was straight to work in Real Estate accounting and finance positions for some of the largest firms in Southern California. After, as the tenure in brokerage continued, Eric witnessed many inefficiencies of property management on transactions he was working on and began to undertake that process to help his clients. With the accounting background and detail orientation, WSC Property Management was created to not only produce excellent results, day-to-day, but also provide wealth accumulation strategies for clients.

LEASING AND TENANT RELATIONS

In this day and age, leasing and tenant relations has changed drastically and has become much more involved. Residential tenant rights have increased and require different styles of interaction. Terminating tenants, at will, is now much harder. Good commercial tenants are hard to find, but understanding their business model is very important for viability. **WSC FOLLOWS THREE IMPORTANT STEPS:**

UNIT MARKETING - Expose the space to as many prospective tenants through multiple channels

INCREASED TENANT SCREENING - WSC screens prospects with the normal background checks, and verifications but also goes the extra mile and surveys the prospects current residence or location and then completes additional inquiries that increase probability of a successful tenant relationship.

ON-GOING RELATIONS - WSC maintains the relationship in a positive, professional manner with excellent responsiveness and attention to detail. Handling small on-going detail issues can avoid much larger issues later.

MAINTENANCE CORNER

WHAT DOES YOUR MAINTENANCE & REPAIR PROGRAM LOOK LIKE? Do you or your current management company have a system to keep the property operating at the right level? WSC Property Management has an in house maintenance department that surveys your property on a regular basis to correct small problems before they become big expensive headaches. For example, could a small annual roof tune up add life to your roof and minimize the chance of water damage creating a huge mold issue that could arise if no maintenance program existed? Every quarter we do an exterior maintenance inspection and provide you a list of suggestions to save time and money. For interiors, we accomplish routine semi-annual maintenance inspections to make sure there are no issues, such as water leaks that go unnoticed or reported. Give us a call or email and we will do a FREE maintenance inspection for you.

WSC PROPERTY MANAGEMENT

Case Studies

2201 PINE AVENUE LONG BEACH

TYPE OF PROPERTY
8 Unit Apartment complex

SINCE TAKING ASSIGNMENT
Monthly Gross 44% growth

VACANCY AVERAGES
2% of Monthly Gross

EXPENSE FACTOR
27% of Monthly Gross
including management fee

MAJOR IMPROVEMENTS
(4) Units - Major rehab completed

Replace original Fuse electrical
with Circuit Breakers

Owner Return on Equity: 8.25%



4302 E ANAHEIM STREET LONG BEACH

TYPE OF PROPERTY
Mixed use (Retail/ Apartments)

SINCE TAKING ASSIGNMENT
Monthly Gross 37% growth

VACANCY AVERAGES
1% of Monthly Gross

EXPENSE FACTOR
24% of Monthly Gross
including management fee

MAJOR IMPROVEMENTS
(2) Units - Major rehab completed

Remove and Replaced 825 sf
waterproof deck and stairway
under budget

Owner Return on Equity: 7.5%

