



Developer sales group, llc Property Management Division

Division Overview

Developer sales group, llc Property Management Division is a unique real estate management company serving Houston Texas & South Florida property owners, investors, and developers. Headquartered in Miami and Houston, our services include corporate long term and short term rental property management, traditional leasing & management of residential condominium units, resale's as well as our traditional exclusive Sales & Marketing Brokerage Services.

Corporate-size Professionalism

All properties are managed by a Certified Property Manager (CPM) or licensed Community Association Manager, in conjunction with a licensed real estate broker. developer sales group, llc Property Management Division is comprised of industry professionals who understand the economics of real estate. We are knowledgeable in effective methods to improve your returns, adding value to your real estate assets, and ultimately increasing your cash flow and equity - without the sweat.

Individual Personalization

An entrepreneurial spirit coupled with today's technological capabilities enable developer sales group, llc Property Management Division to structure our business relationships to best meet our clients' objectives. We define ourselves not only as a traditional third-party fee management company, but as your business partner. If your portfolio includes property outside our current regions we can travel to assist you in a managerial and representative capacity.

Our Home is Your Home

Headquartered in Miami, Florida, The developer sales group of divisions is comprised of developer sales group, llc; Exclusive Sales & Marketing, developer sales group, realty in Houston and developer sales group, llc Property Management Division, The developer sales group of divisions is led by founder, Michael Internoscia, PA. A technology-savvy professional with a deep understanding of the residential Real Estate Industry, He holds a Bachelor of Science degree in Hospitality management from Florida International University. He is a licensed real estate Broker in the State of Florida as well as a licensed mortgage broker. A proud member of the national Association of Realtors, Florida Association of Realtors, Tampa Association of Realtors and The Houston Association of Realtors earns him the respect one needs in the marketplace. A competitive spirit and proven leadership skills keep him on the forefront of the ever-changing Real Estate environment. He's focused on serving the developer marketplace, utilizing technology to drive traffic, increase sales and create value for the developers, investors and end users alike.

JoAna Head is a dedicated and assertive real estate broker who has spent years educating other industry professionals. She will be leading the developer sales group, llc Property Management Division. Her background includes property management, legal, retail sales and management, real estate operations and sales management, real estate listing and sells for residential and commercial properties, business and real estate consulting, coaching and developing sales teams, training and education. She has spent time assisting other brokers and sales agents in developing their businesses. She majored in Business, specializing in Marketing in college and has held a real estate license in Texas since 1998. Joanna is a "Sweathog", graduate of Floyd Wickman's (real estate) Lead Generation class, a member of the National Association of Realtors, Texas





Association of Realtors, Houston Association of Realtors, Multiple Listing Service and Women's Council of Realtors Houston Chapter and is the 2007 President Elect for the Women's Council of Realtors Houston Chapter. She is also serving on the Houston Association of Realtors Realtor Expo Committee for 2007. Joanna is the broker of record for Developer Sales Group Realty in Houston, Texas which has the exclusive listing agreement to sell The MOSAIC at Hermann Park. Her focus is her client's best interest in terms of sales, rentals and management.

The Market

DSG will target three distinct customer segments for leasing and renting properties. The largest segment that they will service is the out of town/state Corporate user for long term rental and short term rental. The second market is the Medical center market; with over 68,000 employees and students in a 2.5 mile radius the demand for high end short term and long term furnished housing is needed. The demand for the "corporate" rental has increases two fold in recent years with the oil & gas industry exploding and the growth of the medical center. These "corporate" turn key rentals have the ability to demand higher then normal rental rates due to the "instead of a hotel" convenience. Third market segment are local professionals who work in nearby locations needing permanent long term housing.

Rental Strategy

DSG will initially focus efforts on interviewing prospects for lease listings during the final construction phases for new projects. Traditional media will be used in addition to relationship management with local companies and internet sources to drive traffic. The breakdown of some of our avenues is as follows:

- Advertise your property each week in multiple newspaper channels such as Chronicle, OO2, Backpage and Greensheet.
- Your property will be shown on our company web site with toll free phone numbers for potential tenants who are relocating.
- Any Realtor that refers a viable tenant will be paid a brokerage/referral fee.
- Craig's list in major cities who relocate to Houston, TX
- Representatives on hand to show your property 7 days a week.
- Co-op with corporate rental companies, fee finder companies, broker/agents.
- Human resource companies from fortune 500 companies in Houston, TX
- Full Page ad in Rental Community Magazine and Corporate Housing Magazine.
- Local MLS and other internet based lead generation systems.

Services Provided

Developer sales group has three services available to all owners of real property. Long term corporate rental management, short term corporate rental management and traditional rental management services. All three services have varied fee structures and service offerings but ALL include as a standard. "Circle of Excellence" service.

- In house accounting and preparation of monthly & year end P&L statements to clients.
- Collect rent, follow up on delinquent accounts, and impose late fees and NSF check charges.





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- Take action for non-payment by posting a 3-day & 7-day notice for lease violations. Follow through on eviction process with in-house eviction department services at minimal charge.
- Bank ability to electronically direct deposit owner rental funds, wire transfers and accept direct rental payments from the tenant's bank account with tenant approval.
- Bank ability to take debit cards and credit cards for rental payments with tenant and owner approval will be sought. (Additional fees apply).
- Representative assistance available to tenants and owners 24/7 days week day in case of emergency.
- Aggressive "new tenant" management for vacant units.
- Owners receive a **quarterly newsletter** with specific tips for investors from Property Manager, Attorney & CPA i.e. 1031 exchanges, depreciation etc.
- Monthly home walked **while vacant** to check for security issues, bugs, proper AC settings, water issues etc.
- Establish a rental rate for your property by physically reviewing the property and the current market.
- Field Representative will take property photos for advertising and will provide you with an electronic copy for your records.
- Run a complete local county records profile along with statewide & nationwide credit check & background report, which includes eviction, criminal records and sex offender files as or if required by landlord/ owner.
- Confirm tenant's employment and prior tenant landlord reference with personal phone calls.
- Obtain copies of tenant's pay stubs and drivers' license.
- Collect tenant security deposits equal to rent to be held in a proper Texas bank trust account by law.
- A Realtor or broker meets with each tenant and their family to review all tenant information prior to approval for their acceptance.
- Prepare a detailed and comprehensive lease prepared by the Texas real Estate Commission or by landlord/ owner's private attorney to provide protection for them and their property. A Realtor or broker reviews this lease in person with each tenant.
- An office representative will be available 7 days a week and we have bilingual staff members on hand to assist owners and tenants.
- Organize tenant's move in and supply them with the necessary contact information for utility companies, local schools and services.
- Maintenance repairs are the owners' expense and will be deducted from collected rents monthly. Repairs in excess of monthly collected monthly rent will be paid by unit owner.
- Digital photographs of your rental property before tenant moves in & upon move out to avoid damage disagreements.
- Handle all maintenance request or problems on client's property either through your home warranty or maintenance company (with client permission).
- Will bid and repair normal wear & tear clean up based upon your approval.
- Will collect additional pet fees and have tenants sign separate pet addendum with owner's permission.
- Will not accept any pet that would negate owner's insurance policy, as insurance companies do not allow certain breeds.
- A final computerized statement will be sent to total out your account.
- Lower fee schedule for lease renewals.
- Representative assistance available to tenants and owners 24/7 days week day in case of emergency.



developer sales group, llc is pledged to the letter and spirit of the U.S. policy for the achievement of equal opportunity housing throughout the nation. We support and encourage an Affirmative advertising and marketing program in which there are no barriers to obtaining housing based on race, color, religion, sex, handicap, familial status or national origin.



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Traditional Rental service and Rental Management Services & Fees

- Our standard "Circle of Excellence" services all included plus the following:
 - All rentals will be for 12 month plus terms
 - 10% of the Gross Value of the lease as "fee to rent"
 - 8% management fee or minimum of 150.00 per unit per month

Long Term Corporate Rental Management Services & Fees

- Our standard "Circle of Excellence services" all included plus the following:
 - All units will be furnished including house wares
 - All units will have electronics included
 - All units will include electric, cable, basic phone and internet
 - All rentals will be for a min of 7 months plus terms
 - 10% of the Gross Value of the lease as "fee to rent"
 - 12% management fee per month

Short Term Corporate Rental Management Services & Fees

- Our standard "Circle of Excellence" services all included plus the following:
 - All units will be furnished including house wares
 - All units will have electronics included
 - All units will include electric, cable, basic phone and internet
 - All rentals will be for a min of 30 days plus terms
 - 500.00 "fee to rent" shared with fee finding companies
 - 25% management fee per rental period
 - Includes Weekly housekeeping

*One time program setup fee of \$1000.00 required for the corporate rental programs. This fee includes setup of unit, Oracode 660K keyless system and installation service.

*Program subject to change. Please see all contractual agreements in reference to exact expenses.

