

Property Management, 7th Edition

Chapter Outline

Chapter 11: Residential Property

- I. Overview
- II. Types of Residential Properties
 - A. Scattered-site Housing
 - B. Multi-family Properties
 - a. Garden Apartments
 - b. Walkup Building
 - c. Multistory Elevator Buildings
 - d. High Rise Luxury Properties
 - e. Loft Conversions
 - C. Other Alternatives and Services
- III. Residential Market Analysis
 - A. Establishing a Rental Schedule
 - B. Gauging Profitability
- IV. Marketing Availability of Space
 - A. Signs and Curb Appeal
 - B. Price Adjustments
 - C. Show List
 - D. Advertising and Display
 - 1. Classified Ads
 - 2. Display Ads
 - 3. Internet Web Sites
 - 4. Apartment Journals
 - 5. Federal and State Laws
 - 6. Rental Centers
 - E. Leasing Agents
- V. Managing Tenant Relations
 - A. Explaining the Apartment Leases
 - B. Regular Communication
 - C. Tenant Unions
- VI. Maintaining the Apartment Building
 - A. Maintenance Personnel
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 - C. Property Manager's Responsibilities

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- VII. Apartment Operating Reports
 - A. Apartment Operating Budgets
 - B. Additional Income
 - C. Cash Flow Analysis
 - D. Reducing Costs
 - E. Final Choices
 - a. Subsidize Rents
 - b. Major Capital Expenditure to Improve Property
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 - d. Sell
- VIII. The Apartment Building Staff
 - A. Resident Manager
 - B. Leasing Agents
- IX. Summary