

# PROPOSAL AND MANAGEMENT PLAN



## Multifamily Innovations

Innovating the Industry daily

Multifamily Innovations

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We bring over a decade of experience in commercial real estate with a focus on Mobile Home Community brokerage and property management. We are able to tailor our property management services and brokerage services to meet our clients' specific needs. Our experience and perspective in the industry enables us to understand all aspects of the industry which are the key ingredients to our success.

We manage and own mobile home communities throughout the Midwest. Our Property Management Division is based on the core belief of integrity, honesty and hard work.

We offer our clients a level of service, response time and open communication seldom encountered in today's business world. Our clients can count on consistent communication, accurate financials and an unparalleled level of service.

Our licensed professional managers and support staff will provide what you have been looking for in a management company.

#### Owner

Jon King founded Multifamily Innovations back in 2016. He directs business development, brokerage, property management and acquisitions for the company. He works closely with community buyers, owners and sellers in regards to property management, marketing and due diligence.

Jon's extensive experience in real estate dates back to 2003. He began his career with Birch Realty. As a result of this experience, he is able to have vast perspective on the industry.

# Proposal and Management Plan

## Vendors

Notify all vendors of the management change at least 14 days in advance.

1. Utility Companies-Gas, Electric and water.
2. Trash
3. Local Contractors-Plumbers, electricians, mobile home movers and remodelers.

## Notify Tenants

I (Jon King) will go to the property and to introduce our company, hand out an introductory letter and answer any questions.

## Leases.

Examine all current tenant leases and focus on renewing the ones that are expired.

## Outstanding Violations (if applicable)

Work with local government to make sure property is in compliance.

## Onsite Management

We will work with onsite management to get a feel of what is working and what is not-we like to examine each property and make adjustments only where they are necessary.

# Day-to-Day Operations

## Tenant Relations

Tenants will have our contact information and be required to contact us in regards to any complaints, repairs and payments.

## Site visits

Someone from our office will visit the property at least once a month or more if necessary, to ensure that the onsite manager is upholding the rules of the property and address any ongoing issues with tenants and or other issues.

## Collections

We require all tenants to send their lot rent/rent to our office. We only accept money orders or checks made payable to the park name or made out to your entity name.

## Getting homes occupied

We will aggressively advertise any vacant park owned homes on the internet, we have a very stringent screening process- We use real chek to do all credit and background checks, there is a 40.00 fee charged to the applicant, we will also verify employment and or income.

## Resources to get brand new homes

### Information about the lenders we will work with to get your community occupied

The CASH Lending Program provides community operators a no money out-of-pocket solution to place new manufactured homes into vacant sites. This includes a one year period to sell the homes with no payments during that time. Combine this with our support, consumer financing, and rental program, and it becomes the most comprehensive program for improving communities.



#### No Money Out of Pocket

- We pay the manufacturer directly for the new home
- Setup cost is reimbursed
- Cost of the transaction is paid for through the sale of the home



#### Increase Occupancy and Revenues

- Fill Vacant sites faster
- Increase community value
- Upgrade community property appearance



#### Options

- Purchase homes from any manufactured home builder of your choice
- Convert new home inventory at any time or upon one year anniversary
- Affordable consumer financing available for lower loan balances and all credit scores



### Time

- Operator has one year to sell spec home
- Allows time to set up and market the home
- New homes are move-in ready. No improvements required

We (Multifamily Innovations) will aggressively advertise these homes on the internet to get these homes occupied, the onsite manager will do all of the showings and take credit applications for the Lender, The Lender will take it from there.

### Website

You have an option to have us make your community a custom website and Facebook page, this will give your tenants more resources like paying online, community information and announcements, having an online presents is very important in today's world, it's the place tenants and perspective tenants will go when they are looking for a new residents or want to pay their bills.

(\$595.00 Minimum price for website development & domain setup-Web hosting and Maintenance are extra)

### Accounts Receivable

As stated in collections, we require that all tenants are required to send us their payments-we then record the payments and make all deposits twice a month-1<sup>st</sup> one is on the 15<sup>th</sup> and then the 2<sup>nd</sup> one is on the last day of the month.

### Accounts Payable

All vendors are required to send us any and all invoices:  
we will make sure that all of the expenses are paid in a timely fashion.

## Owner Relations.

You will receive at least 1 email at least once a month from us updating you on:

- Any problems and how they are being addressed.
- Collections report.
- Expense report
- Eviction report.
- Advertising report-To get homes and lots occupied.

Our function as a management company is to maximize the true potential of the property, stay on top of collections, keep expenses down, add value- get homes & lots occupied. Unfortunately, there are management companies out there looking to be check writers (just paying the bills) and not looking to get the most out of the properties they manage in the best interest of their clients.