

CARBON

Building on Success

Property Management

Carbon Thompson Residential Management is the ultimate key to the success, both short and long term, of any asset. The management team is charged with the responsibilities of maintaining both a high occupancy level and the physical integrity of the property.

Carbon Thompson Residential Management understands that merely providing a superior apartment home to today's resident is not enough to guarantee success. Our management methodologies have evolved into a proprietary system that, when applied in the day-to-day operations of any given community, has resulted in an enviable track record of success: beautiful communities, happy residents and well-satisfied investors.

Marketing

Our market research tracks occupancy levels, rental rates, concessions, amenities, demographics, competition and a market's specific housing needs. This knowledge, coupled with our vast management experience, allows our management teams to out-perform the marketplace.

Carbon Thompson Residential Management takes pride in its ability to custom tailor marketing plans to fit a specific property's needs. Every property has its nuances, local market idiosyncrasies and resident turnover patterns that affect its occupancy rates. Our understanding of these variables and our commitment to prudent planning make our management teams the best in the industry.

Information Systems

Carbon Thompson Residential Management is committed to using technology to improve communication, standardization and productivity. Each community operates with the latest computer technology and software to allow each community to operate in real time.

We, at Carbon Thompson, have aligned ourselves with industry technology leaders to ensure that we maintain the high level of reporting that our investors have come to expect from us.

Lease Up

A successful new build lease-up is a function of a solid working relationship between the development team, construction and property management. After the site selection and an in-depth market analysis, the management team works closely with the development team to ensure the new project is strategically positioned to best compete in the marketplace considering the desired demographics, preferred amenities and unit mix.

A proven preleasing campaign is put into affect. It includes saturating the new project's surrounding area with promotional materials, becoming involved in local chambers and community interest groups, and providing information about the project to locators and area human resource departments.

An experienced leasing and management team is put into place, typically transferred from previous Carbon Companies' projects, to expedite new team building and to ensure leasing and marketing plans are correctly implemented.

Resident Retention

One of the industry's most alarming, but overlooked, statistics is resident turnover percentage. National Industry Average tracks that number at over sixty percent annually. Some resident turns, like job transfers or changes in family status, are beyond management's control. But a very high percentage of residents are lost through neglect or by not providing sufficient incentives to stay.

At Carbon Thompson Residential, we put a great emphasis on resident retention. Proprietary systems, including staff training programs, ensure that we consistently beat the industry's retention statistics. It is, after all, less costly to keep a resident than to find a new one.

Training & Policies

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