



a neighborly company

Contact Morris Shamouni for More Info at
(310) 901-5611

**THE REAL LEADER IN
PROPERTY MANAGEMENT**

A Real Opportunity Awaits



Brand History

1986

Flagship
Location

2006

First
Franchise Opened

2011

100th Franchise
Opened

2018

Acquired by
Neighborly

2022

400th Franchise
Opened

2023

445 Franchise
Locations



a neighborly company

neighborly®

your hub for home services™

AIRESERV
HEATING & AIR CONDITIONING



FIVE STAR
PAINTING

GLASS DOCTOR_x

the GroundsGuys

HouseMaster
Home Inspections

JUNK KING
AMERICA'S GREENEST JUNK REMOVAL SERVICE

REAL
PROPERTY
MANAGEMENT

Lawn Pride

Mr. Electric



MOLLY MAID



Mr. Handyman
HOME IMPROVEMENT PROFESSIONALS™

RAINBOW
RESTORATION



ShelfGenie



MR. APPLIANCE
SPEEDY EXPERT SERVICE

Repair

Maintain

Enhance

Neighborly at-a-glance

The Neighborly system empowers our franchise owners to achieve their entrepreneurial dreams with benefits exclusive to an organization of our scale, experience, and performance.

Our franchisees leverage the unparalleled Neighborly Advantage everyday through our:

- Strong brand recognition and established trust among existing and prospective customers
- Established systems and proprietary technologies
- Comprehensive business plans, supply chain resources and buying power
- Shared business data, customer insights, and market intelligence

30+

Service Brands

19

Service Verticals

5,000+

Franchise Owners

1,800+

Neighborly Employees



Neighborhoodly Worldwide Scale and Customer Reach

12M+

Total
Customers

4.2M

Active
Customers

1.5M

Properties Serviced
Annually

\$3.7B

Annual System
Sales

“Own the Home” with Neighborly

Our multi-brand portfolio also means that networking and customer referrals naturally flow between sister brands in the same local market, creating value for customers *and* our franchise owners.

The Power of Referrals

70%

More likely to use a company if recommended by a sister company service provider

2x

As likely to stay within the Neighborly network for their next service need

4x

The average spend on Neighborly Services



Professional Property Management

LEASING

- Advertising Vacancies
- Screening Residents

MONTHLY MANAGEMENT

- Rent Collection
- Trust Accounting

MAINTENANCE

- Quarterly Inspections
- Maintenance Coordination

ADDITIONAL SERVICES

- Evictions



The Nation's Leading Property Management Franchise

We've been recognized by the biggest names in franchising.





Types of Properties Managed

- Single Family Residential
- Commercial Properties
- Common Interest Properties (HOA's)
- Vacation Rentals, Student Housing
- Apartment Buildings





Growth is Always on Our Minds

The property management field is rapidly growing. More people are renting homes. More property owners need property management. More opportunity exists for you.

34% of the US population rents¹

As home ownership declines, more property owners will require property management services to keep their investments maintained.

66% of our clients are intentional investors²

These investors don't want to spend their time managing their properties. They represent a growing customer base on which your franchise can thrive.

63% of rental property owners work with a property manager³

1. Forbes Renting Statistics, 2024

2. Liminality research survey of RPM locations 2018

3. The 2022 State of the Property Management Industry Report, Buildium

Our Target Customer: The Intentional Investor

Elizabeth - Intentional I'm building wealth

40

Suburban

Bought first property at 28. Now owns five and planning to acquire more.

Right after grad school Elizabeth bought her first property. Following her marriage they moved into her husband's home and rented out hers. Three years into their marriage they looked for investments to park capital and purchased a third property in the same neighborhood as their first rental property. They added two more properties as their careers grew.

Elizabeth hired a property management company early on to help her keep properties rented, minimize vacancies, manage the hassles of dealing with tenants, and assuring that she was renting at market rates. She has been unhappy with her current property management company and has been researching competitors. She knows she should be paying greater attention to the value of her investment and optimizing the ROI through prudent maintenance, upgrades, depreciation and utilizing tax advantages, but is not as diligent in her analysis as she would like. She would eventually like to generate all her income off her tangible asset investments and has aggressive goals for additional property acquisitions.

In addition to the standard property management services she expects, she would welcome expertise on how to maximize her return and income.



GOALS	Income Independence	PAIN	Lack of discipline in planning, monitoring ROI
	Optimal ROI		Linking short term to long term goals
	Asset protection		Lack of financial visibility
Experience in property management: Medium			
Experience with property management company: High			
Urgency to address: Medium			

 **WEALTH**
Optimizer





Help Your Clients Maximize the ROI of Their Rental Portfolio

Loan Amortization Schedule - Detailed

Financing Terms

Loan / Mortgage Amount

50,000.00

End Date

2/1/2015

Repayment Frequency

Monthly

Years to repay

6.50

Compounding Frequency

Monthly

Interest

12,369.29

Repayment Amount

800.00

Principal

50,000.00

Interest Rate (as % p.a.)

7.00

Total

62,369.29

Loan Start Date

8/1/2008

Feel free to adjust all highlighted fields

Payment No	Years from start date	Payment Date	Balance	Principal	Interest	Repayment	Extra Payment
Beginning of the loan							
1	0.08	9/1/2008	50,000.00	0.00	0.00	0.00	-
2	0.17	10/1/2008	49,496.45	503.55	296.45	800.00	
3	0.25	11/1/2008	49,390.44	516.00	284.00	800.00	
4	0.33	12/1/2008	49,470.05	509.60	290.40	800.00	
5	0.42	1/1/2009	47,948.96	521.89	278.11	800.00	
6	0.50	2/1/2009	47,433.25	516.71	284.29	800.00	
7	0.58	3/1/2009	46,916.25	516.00	284.00	800.00	
8	0.67	4/1/2009	46,387.16	548.07	251.93	800.00	
9	0.75	5/1/2009	45,942.94	524.34	275.66	800.00	
10	0.83	6/1/2009	45,308.59	536.25	263.75	800.00	
11	0.91	7/1/2009	44,775.95	530.64	269.36	800.00	
12	1.00	8/1/2009	44,233.56	542.36	257.62	800.00	
13	1.08	9/1/2009	43,686.54	537.02	262.98	800.00	
14	1.17	10/1/2009	43,136.33	540.22	259.78	800.00	
15	1.25	11/1/2009	42,604.62	551.70	248.30	800.00	
16	1.33	12/1/2009	42,087.92	546.71	253.29	800.00	
17	1.42	1/1/2010	41,489.89	558.02	241.90	800.00	
18	1.50	2/1/2010	40,946.62	553.27	246.73	800.00	
19	1.58	3/1/2010	40,390.05	556.56	243.44	800.00	
20	1.66	4/1/2010	39,806.94	563.11	236.89	800.00	
21	1.75	5/1/2010	39,243.60	563.34	236.66	800.00	
22	1.83	6/1/2010	38,669.39	574.21	225.79	800.00	
23	1.91	7/1/2010	38,099.29	570.10	229.90	800.00	
24	2.00	8/1/2010	37,516.49	580.80	219.20	800.00	
25	2.08	9/1/2010	36,941.54	576.94	223.06	800.00	
26	2.17	10/1/2010	36,361.17	580.37	219.63	800.00	
27	2.25	11/1/2010	35,776.37	590.80	209.20	800.00	
28	2.33	12/1/2010	35,193.03	587.34	212.66	800.00	
29	2.42	1/1/2011	34,596.45	597.58	202.42	800.00	
30	2.50	2/1/2011	33,991.07	594.36	205.62	800.00	
31	2.58	3/1/2011	33,393.16	597.52	202.48	800.00	

Cash Flow

\$19,000

2.8

22.0

Loan Summary 123 Main Street

Financing Terms	
Financing Type	Mortgage
Purchase Price	\$200,000
Down Payment	\$60,000
Mortgage Required	\$140,000
Interest Rate (annual)	5.000%
Amortization Term (years)	30
Monthly Debt Service Payment	\$6,528

Property Metrics & Ratio Analysis 123 Main Street			
Cash Flow Metrics (Year 1)			
\$19,380	\$14,995	\$2,380	
CASH FLOW BEFORE TAX	NET OPERATING INCOME	CASH FLOW AFTER TAX	
Operational & Financial Metrics (Year 1)			
2.8%	6.0%	12.3%	
CASH FLOW BEFORE TAX	CAP RATE	CASH FLOW BEFORE TAX	
22.6%	92.2%	8.0%	
OPERATING EXPENSE RATIO	BREAKEVEN RATIO	RETURN ON CURRENT RATIO	
\$6.80	1.1	12.3	
CASH FLOW - ALL COST	DEBT SERVICE COVERAGE	CASH FLOW - ALL COST	

123 Main Street	
Property Sale Price Estimate by Forecasting Method	
1. Net Operating Income Multiplier Method	
Year of Property Sale	Year 10
Net Operating Income at Sale	\$20,000
Target Cap Rate at Sale	10.0%
Property Value	\$200,000
Less:	
Selling Closing Costs Rate	8.0%
Selling Closing Costs	(\$16,000)
Net Proceeds of Sale	\$184,000
2. Gross Rent Multiplier Method	
Year of Property Sale	Year 10
Gross Rent Income at Sale	\$18,000
Target Gross Rent Multiplier at Sale	7.0
Property Value	\$126,000
Less:	
Selling Closing Costs Rate	8.0%
Selling Closing Costs	(\$10,080)
Net Proceeds of Sale	\$115,920

*These are not actual numbers. They are for informational purposes only.



The RPM Difference: A Systematic Approach



Web Based Systems:

- Owner Portal
- Resident Portal



Automated Nationwide Marketing Feed



Task Management System



Customer Relationship Management System (CRM)

@ppfolioTM
Property Manager

Welcome to the Team

Onboarding and Training

- ✓ 10-14 Weeks of Onboarding and Pre-Training
- ✓ State Real Estate Licensing and Finding a Broker
- ✓ Online Courses in Property Management
- ✓ Introduction to REAL Sales Training
- ✓ Preparation to attend Business Week



Ongoing Operational Support

- **Dedicated Franchise Business Coach (FBC)**
- **REAL Foundations Program**
- **In-depth Dashboard Reviews**
- **Weekly Communications**
- **Monthly Training Calls**
- **Back Office**

*These are not actual numbers. They are for informational purposes only.




Your Fellow Owners are Here for You, too

It's not just the Real Property Management corporate staff that's here to support you. Our franchise owners work together to share what makes their businesses successful.

- **Advisory Council**
- **Peer Mentors**
- **Neighborly Reunion**
- **Training Summits**
- **Access To Franchise Owner Chat Room**


Traditional Marketing

- Flyers and Brochures
- Print Advertising
- Direct Mail
- Sales Presentations
- Trade Show and Event Assets
- Outdoor
- Radio Ads
- Direct Response Television Ads
- National Public Relations
- Property Owner Newsletter




the Real Deal

Advice, Tips & Trends for Rental Property Owners



Best Intangible Features You Need to Attract Tenants

As a property owner, you already know that getting and keeping your rental property in good condition is one of the best ways to achieve long-term profitability. But other than a clean and well-kept property, there are a few intangible features you can offer that might help you attract higher quality tenants more easily.

[Read More](#)

Top Extras and Amenities Tenants Want in a Rental Home

If you were to ask any rental property owner to describe what tenants are looking for in a home, most of their responses will likely be a good location and move-in ready property. But to maximize your rental's income, especially in a very competitive market, you need to look beyond the basics.

[Read More](#)

AVOID THE HASSLES OF OWNING RENTAL HOMES.



Is the tenant or the property owner responsible for a broken window? A professional property manager knows & will deal with the tenant in getting it fixed.

Real Property Management will make your rental ready to rent, show it to prospective tenants, conduct regular inspections, perform routine maintenance, collect the rent, and allow you to track everything from your phone with our cloud-based access to information about your property from anywhere in the world through your personal online account.



The future of owning rental homes is professional property management. Over 300 offices in North America. Find your local office at [RealPropertyMgt.com](#).

Real office in 100+ countries. Local office and Real Property Management Services, LLC.

Unexpected maintenance calls taking you away from your real job?



We take care of rental homes so you don't miss out on the things—and people—important to you. From interruptions in your daily work to missed vacations or time away from family and friends, you may be making unnecessary sacrifices—and adding stress and hassles to your life.





a **neighborly** company

Online Marketing



Web Presence



**Lead Portals/
Directory Listings**



**Search Engine Marketing
and Optimization**



**Reputation
Management**



Social Media



Email

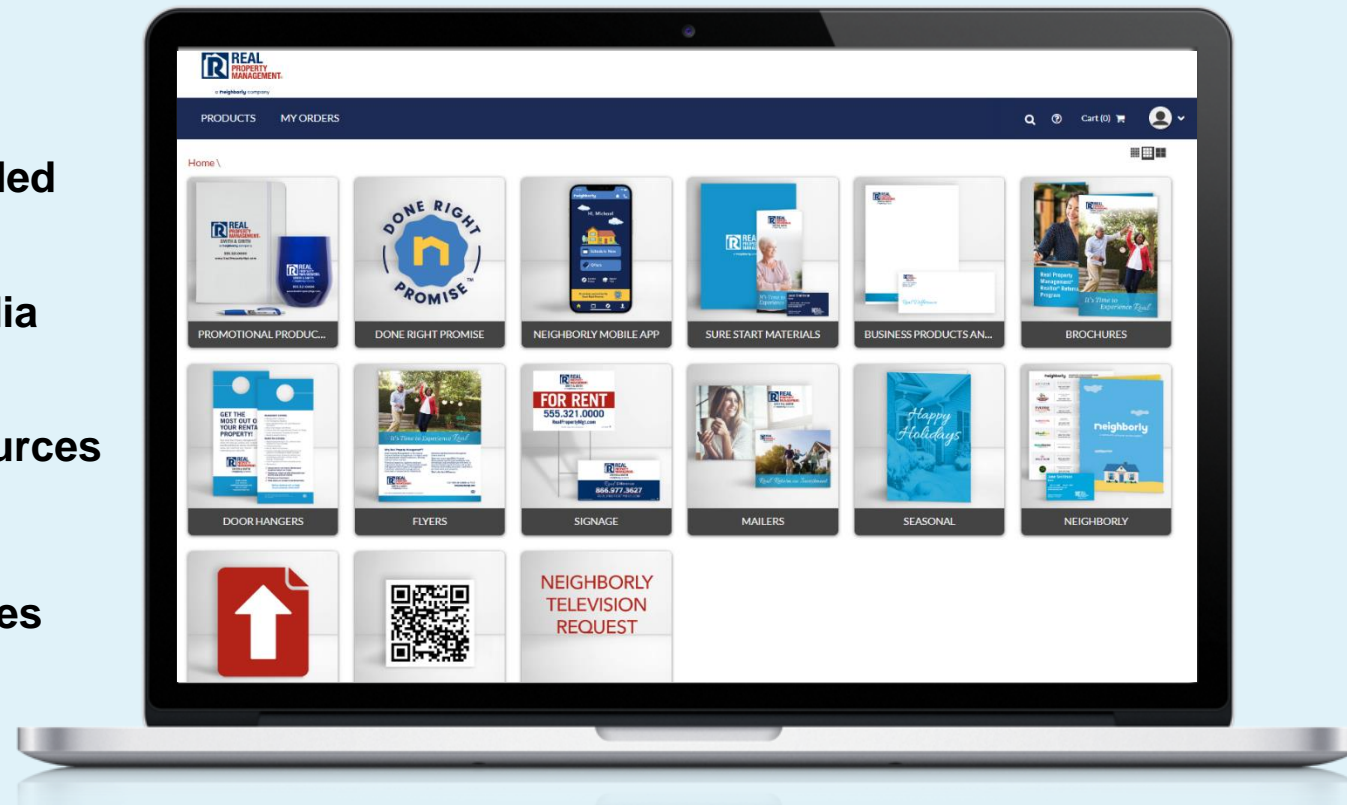
Public Relations



Marketing Expertise and Programs

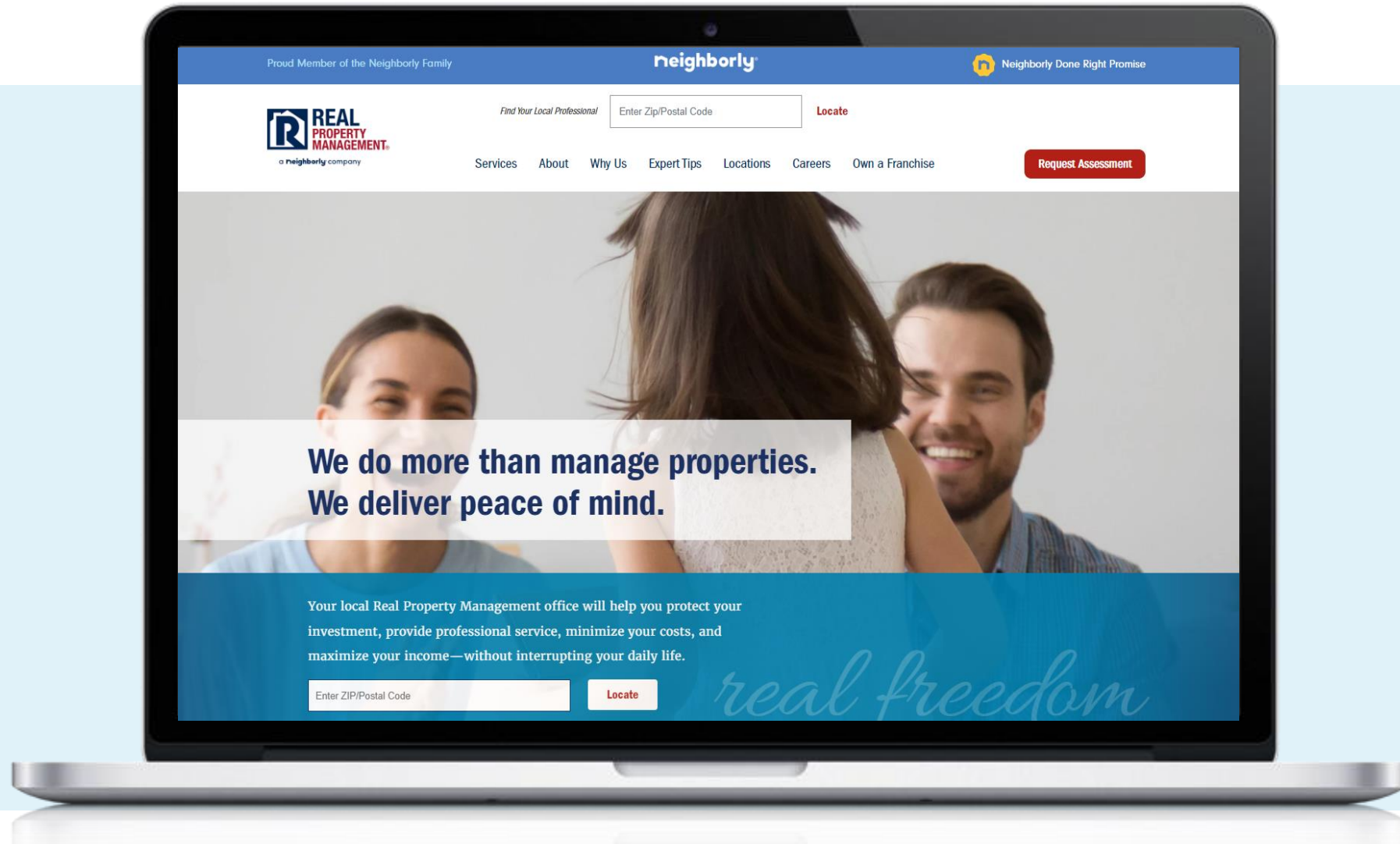
We provide ongoing resources, tools, and marketing support to build awareness, generate customer leads, and grow revenue. A team of experts work on your behalf to increase brand recognition and maximize marketing funds through a customized and executable marketing plan.

- **Brand strategy and competitive differentiation**
- **Professional and compelling creative assets, branded materials, and copy**
- **Marketing programs across web/digital, social media and other advertising channels**
- **Direct-to-consumer local marketing tools and resources**
- **Individualized support for franchise owners**
- **Market-specific customer insights and best practices**



National Website

Our robust national website delivers awareness and traffic so potential clients can find you online.




National “Locate a Franchise” Feature

Proud Member of the Neighborly Family

neighborly

Neighborly Done Right Promise

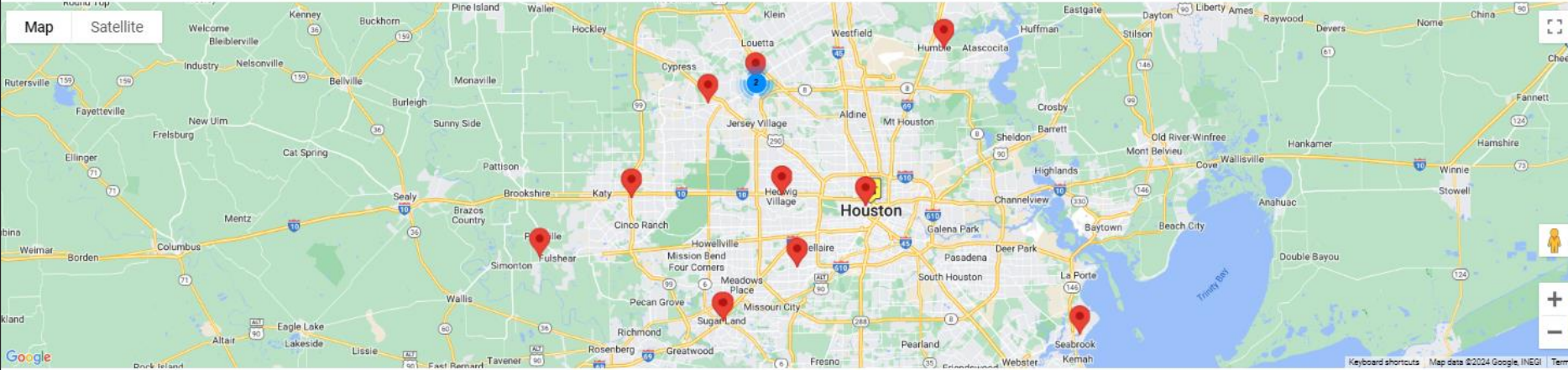


Find Your Local Professional

Locate

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Map Satellite



Within 25 miles

Locate

Please enter a valid US / CA postal code

1

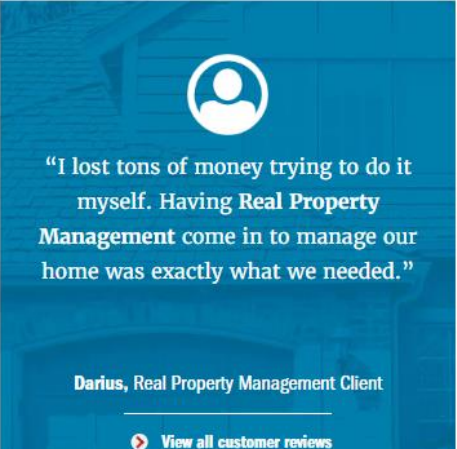
Real Property Management Heritage - Houston

(0.79 miles)

1919 Decatur Street
Houston TX 77007
USA

[Contact Us](#)
[Website](#)

(832) 701-0766



“I lost tons of money trying to do it myself. Having Real Property Management come in to manage our home was exactly what we needed.”

Darius, Real Property Management Client

[View all customer reviews](#)

Local Franchisee Websites

Proud Member of the Neighborly Family

neighborly


Neighborly Done Right Promise

Search Rentals | Tenants | Owners | Expert Tips | Call us at: (832) 701-0766

REAL PROPERTY MANAGEMENT
HERITAGE
a neighborly company

Request Assessment

Creating Value | Investor Resources | About Us | Areas We Serve | Pricing | Contact Us



We do more than manage properties. We deliver peace of mind.

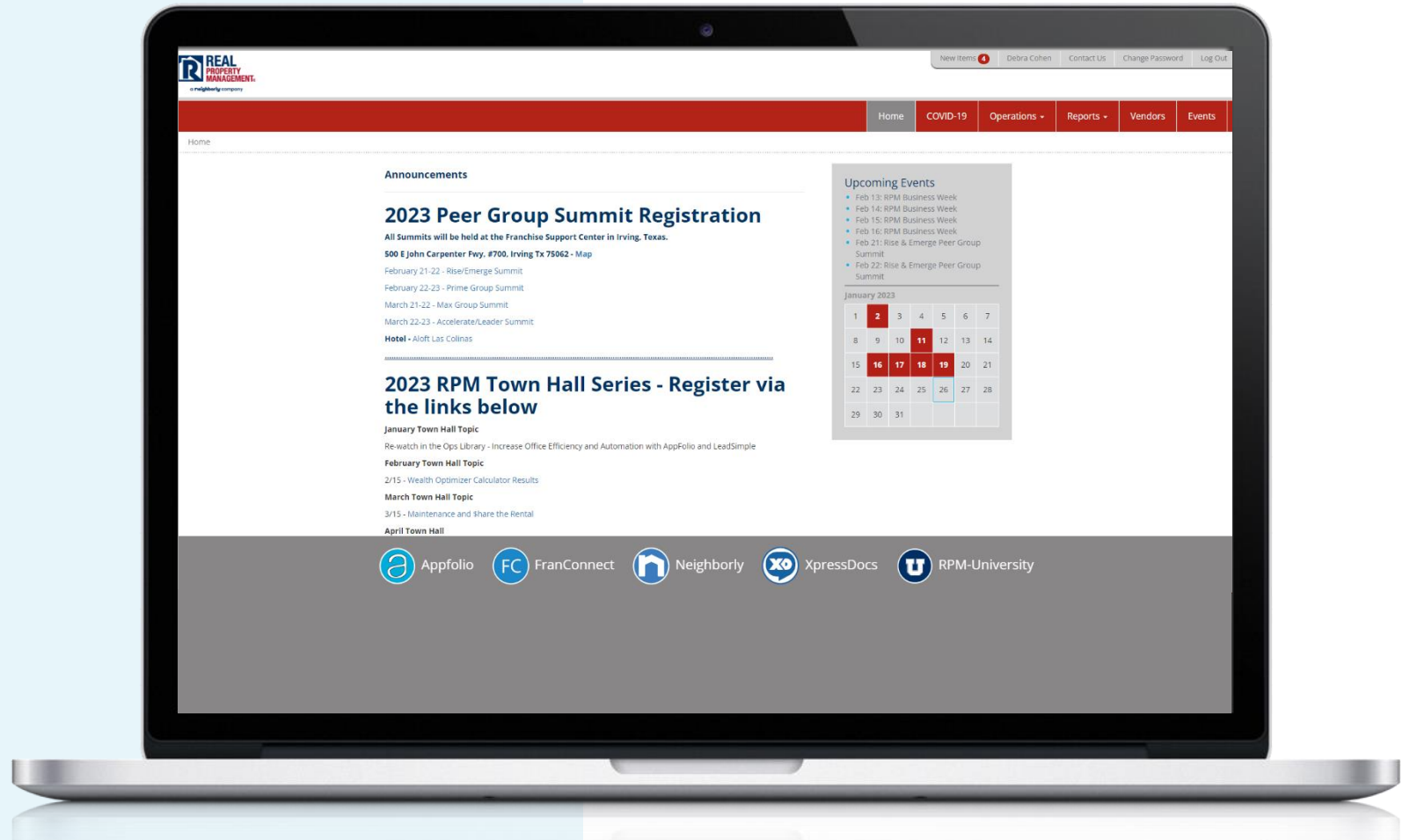
Real Property Management Heritage will help you protect your investment, provide comprehensive professional service, minimize your costs and maximize your income. We are 100% focused on providing quality residential property management service to property owners and residents.

Real Freedom



RPM Intranet

- Announcements
- Operations Manual
- Forms/Documents
- Videos
- Vendors
- Events Calendar
- Owner Chat Room





Our Numbers Stand Out in the Industry

At Real Property Management, we've achieved exceptional results by providing exceptional service to our clients.

\$4,521

Average annual revenue per unit*

285 units

Managed per franchise on average*

Longstanding Relationships with Property Owners

Based on 364 franchises included in this analysis.

130 franchises (38%) achieved or exceeded the reported Average Annual Revenue per Unit.

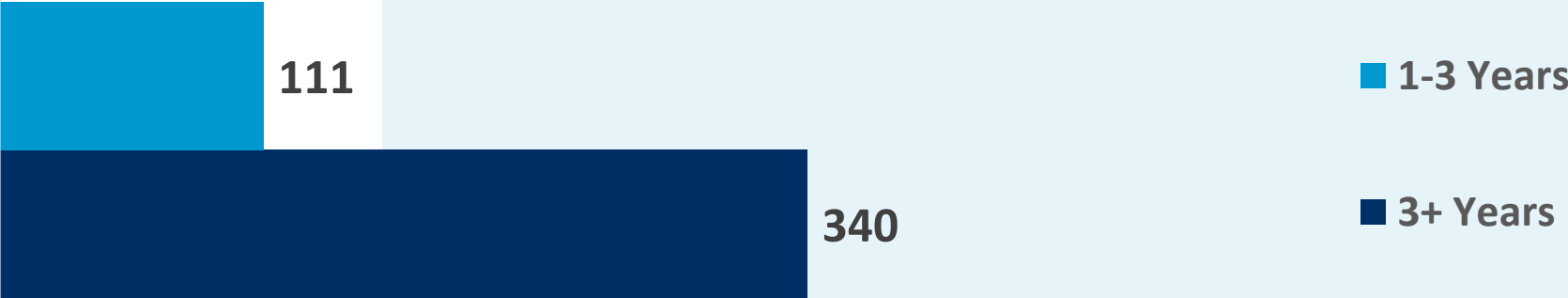
163 franchises (47%) achieved or exceeded the reported Median Annual Revenue per Unit.

Refer to Item 19 of the 2024 Real Property Management SPV LLC FDD for additional details.

Strong Financial Performance



Average Number of Units Managed



Average Annual Revenue per Unit



Refer to Item 19 of the 2024 Real Property Management SPV LLC FDD for additional details.

Financial Requirements

Initial Franchise License

\$59,900

Estimated Initial Investment (includes Initial Franchise Fee)

\$91,718 - \$266,218

License Fee:

- 7% on Non-maintenance Revenue
- 3% on Maintenance Revenue

MAP Fee:

- 2% on Non-maintenance Revenue

Refer to Item 6 of the 2024 Real Property Management SPV LLC FDD for additional details.



Estimated Initial Investment

Initial Franchise Fee	\$59,900
Marketing	\$8,000
Real Estate/Rent	\$2,250 – \$6,000
Vehicle	\$3,000 – \$5,000
Insurance	\$6,250 – \$7,250
Equipment and Supplies	\$2,500 – \$5,000
Training, Travel, Lodging and Food	\$1,000 – \$1,500
Property Management Software	\$1,028
System Technology Fee	\$240
Task Management and Lead Management Software	\$300
Licenses, Permits, Subscriptions	\$750 – \$2,000
Legal & Accounting	\$1,500 – \$5,000
Additional Funds	\$5,000 – \$175,000
TOTAL	\$91,718 – \$266,218

Refer to Item 7 of the 2024 Real Property Management SPV LLC FDD for additional details.



What Are The Next Steps?

- ▶ **Step 1:** FDD Review
- ▶ **Step 2:** Validation with Franchisees
- ▶ **Step 3:** Qualification Form Submission
- ▶ **Step 4:** VP Approval Call
- ▶ **Step 5:** Meet the Team Day
- ▶ **Step 6:** Final Approval by Executive Approval Team



**REAL
PROPERTY
MANAGEMENT®**

a neighborly company

To learn more about joining the Real Property Management community and starting your successful business, contact us now at:

Morris Shamouni

morris@generalfranchise.com

(310) 901-5611