



Professional Asset Management can easily return 5X, 10X, 20x+ on related fees.

Asset management is a vital, often overlooked link between multifamily investors and property managers. A PM executes the *mechanics* of an operational plan. But their job does **not** include a continuous, unbiased, and relentless search to enhance income and value and reduce operating and capital expense.

Many investors/owners, on the other hand, are busy raising capital, sourcing properties, attending to other investments, or even have other professions. Even brilliant owners may not have the time, resources, relationships, scale, experience, or desire to continually monitor and optimize each of their multifamily assets at the **granular level**.

An asset manager works every day **between the layers** of ownership and the PM to maximize revenue, control OPEX and CAPEX, recommend and implement value-add and best practices, monitor benchmark metrics, and provide clear, insightful reporting that goes beyond fancy graphs to stakeholders.

MAA offers professional multifamily asset management and consulting services. What do we bring to the table? **Extensive successful experience** and relationships forged by owning and/or operating 8,000+ units. **We understand the owner's perspective**. I, along with partners and team members, turned \$40 million of original equity into \$270 million in ten years in our *own* multifamily investing activities. Making better, more-informed multifamily value-add decisions was the subject of my **MIT graduate thesis**.

Are you an individual owner? Are you a remote owner? Are you an offshore investor without a large footprint in the U.S.? Do you employ third-party “fee” property management without dedicated internal oversight? Are you a developer holding a newly constructed property for disposition? Are you a lender/servicer holding REO assets? Do you own an underperformer and need another set of eyes? In these scenarios, we can add tremendous value relative to cost. Particularly in this era of increasing expense and moderating rent growth, for a tiny fraction of gross income, we can change the **profit paradigm**.

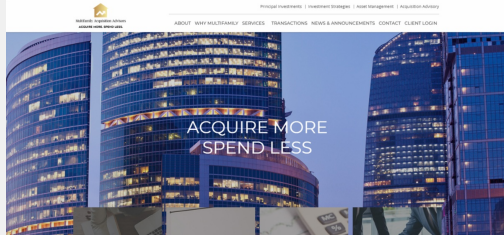
Click the button below to learn more and see five actual examples of effective asset management adding real value to multifamily assets.

Yours in success,

Chris

MAA Professional Asset Management

Click the image below to visit our website at www.mutiacquisition.com.



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