



INVESTOR STRATEGY WORKBOOK

In completing this workbook you empower Auben with a holistic understanding of your personal investment goals. This enables us to help you maximize the potential for your properties.

ABOUT THIS WORKBOOK

At Auben we truly believe that the Investor Account Manager (IAM)/investor relationship is “**rocket fuel for growth.**” In addition to fueling growth, we also believe that this relationship is the **blueprint** to operational success. It becomes the basis for our ability to be proactive in your property and project management endeavors.

Growing a productive relationship that embraces a proactive approach is why we created the POD system.

In this workbook we seek to ask, and come to understand, the objectives of our owners and their investments from the onset of our relationship.

Gathering this information first, eliminates the following common pitfalls of the industry at large:

- *Lacking understanding of an owner's objectives leads to failing to know if the owner/manager are a mutually good fit, which leaves the property manager ill-prepared to determine if they have the tools and resources needed to assist in accomplishing an owner's objectives.*
- *Additionally missing communication inside the management team leads to lack of understanding of the investor's goals throughout the organization. This creates intense pressure and stress (for both owners and managers) with every interaction and transaction.*

These common failures lead to a poor working relationship in which many property managers position themselves not as strategic partners working towards a common goal, but as adversaries whose objectives of profitability are misaligned. Most often this stress and strain manifest in project management and maintenance. At Auben, we seek to avoid these pitfalls from day one.

INVESTMENT MANAGEMENT STRATEGIES

Has any individual or company other than yourself ever managed your property?

☐

YES

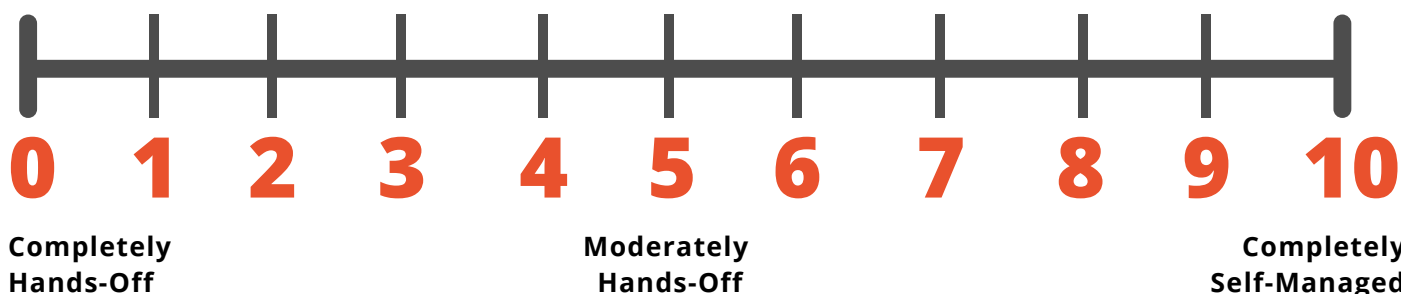
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NO

If yes, please describe what you did or did not like about that relationship.

What have you personally handled in the past for your investments and why? *(For example: You have handled the maintenance or renovations/turns but not rent collections & evictions.)*

How active do you want to be in your investments?



What is your personal strategy for managing and growing your investments?

Do you wish to invest in single-family only? OR Are you open to multifamily, commercial, mixed use, furnished rentals (short-term, mid-term) **(Check all that apply)**

☐

Single- Family Only

☐

Mixed-Use

☐

Multifamily

☐

Furnished Rentals

☐

Commercial

☐

Other (Describe below:)

Do you have the necessary members on your team to lead you to success in your investments? *(Check the boxes for those you **already HAVE**)*

☐

Real Estate Agent

☐

Insurance Agent

☐

Lender

☐

Contractor / Vendors

☐

Attorney

☐

Other (Describe below:)

Are you intending to invest in only one market? **OR** Are you open to taking advantage of market diversification across multiple markets? Please describe any thoughts.

INVESTMENT OPERATIONAL SPECIFICS

Most investments need an annual maintenance reserve as well as major system upgrades every 5-10 years. What is your plan for preserving/reinvesting in your assets? (Are you setting aside \$\$ for maintenance and renovations in the future?) Are you allocating and reserving funds for this? Describe your savings and action plan.

Are **any** of your properties in need of any of the following:

- Large capital improvements
- Preparation for sale
- Improvements to achieve market-rate rents
- Replacement of major mechanicals or systems

☐

YES

☐

NO

If you answered YES above please describe what is needed and estimate when this will need to be taken care of. (or attach spreadsheet)

Are you able to self-fund renovations or do you need financing?

☐

Yes, I have cash reserves

☐

No, I will need financing.

What class asset(s) do you have? What are the rental rates of your current properties? (or attach a spreadsheet)

- ☐ I believe that my properties are **below** Market Rent
- ☐ **Most** of my properties are at Market Rent
- ☐ **Some** of my properties are at Market Rent
- ☐ Some or all of my properties are **subsidized** housing.

Do you believe you are achieving the maximum rental income potential? If not, why?

Are there any arrangements, contracts, service agreements or home warranties or HOA's that are transferrable or that we should be aware of?

Is there anything else we should know about your current property portfolio?

Questions about this form? Contact us via email: IAM@aubenrealty.com

INVESTMENT OBJECTIVES / GOALS

Please describe your short-term goals. *(These are goals that you hope to accomplish in the **next 12 months**.)*

Please describe your mid-term goals. *(These are goals that you hope to accomplish in the **next 2-5 years**.)*

Please describe your long-term goals. *(These are goals that you hope to accomplish in the **next 5+ years** or over the lifetime of your portfolio.)*