



# THE PROPERTY MANAGEMENT BOOK

Your Guide to Management Services in Northern Virginia



Home Management

## **T&C Mission Statement**

Our goal is to offer unparalleled property management services to Northern Virginia homeowners.

Your complete satisfaction with our service is our number one priority. Our ethics, knowledge, and attention to detail will consistently work together in providing the highest quality experience to every client we represent. We treat your home as if it were our own!





# Welcome to T&C Home Management

## **The Best in Property Management!**

It is our pleasure to present you with this detailed guide to renting your property. T&C Home Management brings to property management the same type of consumer oriented attitude and world-class customer service that its founders brought to the residential real estate market more than 25 years ago. We have earned our reputation for excellence in property management by consistently delivering a high level of marketing, service, professional resources and vendors, reliability and passion for what we do.

Our first priority is to secure a great tenant for your property. This is done by proactively marketing your home and presenting it in its best light so that it will rent faster and for more money. Our knowledge of the market allows us to help advise you in showcasing your home for maximum success.

Our second priority, after screening the tenant and completing the approval process, is to prepare thorough lease paperwork and collect adequate deposits. Our knowledge of rules, regulations, leases and the building codes in our area is extensive and is another critical component of our service to you. Be assured that, after the tenant moves in, we will be there to ensure compliance. We remain the point of contact throughout the lease and are here to respond quickly to concerns or questions at any time.

We truly care about your home and want you to be assured that you are in good hands when you work with us!



## How We Are Different

T&C Home Management was created by Tom Pietsch and Cindy Schneider, founders of Tom & Cindy and Associates, one of the top real estate teams in the United States. Tom and Cindy, in the course of conducting their real estate business, saw a segment of the marketplace that was not being served at the highest level. Property Management seemed to have a void in professional, consumer friendly business services. After hearing complaints for years from clients frustrated with managers not returning calls and doing very little, if anything, to market their rental properties, they decided to expand their services to help those clients.

T&C Home Management was launched after much careful research. In preparation for the creation of the company, Tom and Cindy studied each aspect of the business to see how they could raise the bar in the industry and give world-class service and unparalleled marketing to property management. Putting together a highly skilled management team with decades of experience, along with a long list of quality vendors who provide reliable services at reasonable rates, has enabled them to set themselves apart from all of the other management companies in the Northern Virginia area.



## Up Close and Personal with Our Founders, Tom Pietsch and Cindy Schneider

Tom lived in New York until 4th grade, when his father was transferred to Washington with the FBI. He's lived in Northern Virginia ever since. After graduating from Virginia Tech, Tom worked as a ski instructor, then on Capitol Hill, and then in the airline industry where he got to travel extensively before settling into real estate. With his circle of friends and interest in marketing and advertising, Tom and Cindy were a perfect match.

Tom had a friend's home newly on the market and was called out of town. Cindy was the top agent in the office. Tom asked for her help and naturally she did her usual great job – and with that a team was born. Tom concentrates on setting up and constantly upgrading the marketing plan that assures their sellers' maximum exposure. In his free time he likes to travel, watch sports, movies and play his Fender Stratocaster guitar.

Cindy was born in Ohio, not far from Wheeling, West Virginia and just across the river from Pittsburgh. She moved to Northern Virginia in the early 1980's and began her real estate career. If there ever was a person born to be a Realtor®, it would be Cindy. No one works harder. She is ethical in every way, and is fanatical with follow-up and customer service. Her multi-tasking skills are impressive. Even after 25 years, she just plain loves her job and the people she meets and serves. Cindy has two children, five grand kids, and an orange cat named Harley, named after the motorcycle she and her husband Ray ride when the weather is nice and they have a little free time. They're also passionate Redskins fans.

Tom & Cindy formed a group of top Northern Virginia Realtors that has become one of the top teams in America. The Wall Street Journal recognized them as #27 of all the agents in the country in 2010. They sold 277 homes that year, during what many would consider a very challenging market. While national recognition is nice, they still consider the happiness and appreciation of their clients the highest award they could receive. They are always professional and known for their core values of integrity and exceptional customer service.





## **Susan Meeks**

### *Director of Property Management Services*

We are very fortunate to have Susan at the helm each day. She is incredibly knowledgeable, high-energy and hands-on. She truly represents the best interests of each homeowner. She has a unique blend of toughness when required with tenants along with the diplomatic skills to make them respect and like her. Susan's background is a combination of business administration and management, real estate, and construction. She has owned several businesses, bought and sold many homes, and gone through all the phases of developing from raw land to full construction. Susan has a very strong understanding of county codes and mechanical functions. She usually knows as much about repairs as most of our vendors and keeps an eagle eye out for our clients. She has three children. Her oldest is a Captain in the Army and is currently in the Special Forces. He was Homecoming King at Virginia Tech in 2005 (GO Hokies!). Her other son is a Phlebotomist with Lab Corp of Virginia. Her daughter will be following in her brother's footsteps and going to Virginia Tech. When Susan has free time she enjoys softball, competitive darts, boating and the Redskins.



## Something New Every Day

Property management is certainly not a boring business. Rents must be paid and tracked. Continuing education is necessary in order to stay on top of fair housing and anti-discrimination laws. Each move-in and move-out needs to be meticulously documented. Each lease must contain the proper language, plus any special circumstances. Every repair must be substantiated and followed up with. Natural disasters such as earthquakes, hurricanes, snowstorms and the power outages and after-effects that occur are managed to the best of our ability. Availability and rapid-response comes with the territory. The ability to turn around an angry tenant is essential. So, too, is having to explain a decision to tenants that they won't be happy with. After all, you are our client, not the tenant, and we represent your best interests over theirs.

Homeowner association and condominium board requirements and decisions have to be adhered to. Periodic inspections must be made. Tax documents have to be prepared and sent. And everything must be accomplished with a smile and a cheerful "let's get it done" attitude. We meet these challenges every day so you don't have to.







# 25 Powerful Reasons to Choose T&C

## Our Services for Home Owners

***Detailed Accounting*** T&C Home Management offers ACH direct deposits and rent collection, monthly income and expense statements, 1099's, year-end statements and personal attention to your concerns and your property's needs. We offer online, real-time access to your statements, maintenance requests, and 24/7 owner and tenant support.

***Unsurpassed Advertising and Marketing*** We implement the same level of marketing with our rental listings that we do with our for sale listings. This includes listing in the MLS, exposing the home to a world wide audience through the Internet, print marketing, relocation and Realtor networking. We've sold over 630 homes in the last three years and consequently have a huge sphere of influence, which works to our clients' advantage when leasing their home.

***Fabulous Photography*** We utilize the power of Nikon's top-rated camera with digital, high-quality photos of our rental properties. More than 90% of the public is using the Internet first in searching for a home. They want to see lots of pictures, inside and out, before they go for a visit. We entice more potential tenants through our great photography!

**Web Syndication** Your home is featured on hundreds of highly-seen websites nationwide. We have preferred placement on many of the top websites and web portals in the industry.

**Visible Signage** A full-sized attention-getting signpost is put in the yard. In addition, our directional signs are placed from major intersections all the way to your home. We constantly check them to make sure they are clean, straight and where they should be.

**Attentive Agents and Support Staff** We have agents on duty seven days a week to show your property. A live person answers our advertising phone number during all business hours. If an interested person calls and wants to see your home, they will immediately make arrangements to meet them.

**Military Network** One of our agents is an active Army officer, one is a retired Marine and another is a retired Air Force officer. We know very well how to work with military clients. We have specific advertising targeted to the military and embassies.

**Feedback on Property Showings** We consistently give feedback on property showings through Homefeedback.com. This great system lets you know where you stand with price and condition from every showing – you will receive detailed feedback from the professionals that show your property. We have a dedicated associate that enters that data every business day.

**Communication** We excel at communication and customer service – we are easily reached, and are friendly and easy to work with.

**24 Hour Access for Emergencies** Tenants have 24-hour access to the property manager.

**Tenant Screening** We offer a comprehensive applicant screening process including, but not limited to credit, criminal, judgments, liens, past landlords and job verifications.





***Complimentary Rental Analysis*** We provide the most accurate market analysis of your home's rental value to get you the highest rent in the shortest amount of days on the market.

***Property Visits*** Our field tech visits each property at least once a week to check on things when they are on the market. He reports back to us if something looks bad or needs doing.

***Lease Renewals*** We have a great retention rate and offer reduced rate leases for repeat tenants and renewals.

***Lease Preparation*** We use approved rental contracts, negotiate the terms, execute the lease and collect the security deposits.

***Walk-through Inspections*** We conduct thorough inspections at the beginning and end of each lease period.

***Electronic Banking*** We offer electronic direct debit collection of rent from our tenants.

***Networking*** We are members of the National Association of Property Managers, the Northern Virginia Property Management Association, National Association of Realtors and Virginia Association of Realtors. These affiliations are instrumental in keeping us current with the legalities of leasing property as well as provide a powerful tool for tapping into the collective power of another like-minded group of people.

***Property Management Paperwork*** A sample Property Management Agreement and Listing Agreement is made available for your review. We use the owner-friendly standard Northern Virginia Association of Realtors leases. We'll be happy to go over any questions that come up and tailor your lease to specific concerns you have.

***Ethical Conduct*** We are well-known for the highest degree of ethical conduct at all times and compliance with all local statutes on maintenance and disbursement of security deposits.





***Support Systems*** We use state-of-the-art software for our database and for tracking income and expenses.

***Owner Reports*** When the screening process is complete, our owners receive a comprehensive report via e-mail detailing the results and our property manager's advice on acceptance or rejection of applicants.

***Regular Inspections of Property*** Periodically we schedule property inspections to ensure your home is cared for properly.

***No Mark-ups on Repairs*** All maintenance questions, repair questions and tenant concerns are handled by the Property Manager. We never make a profit from any repair made to your property. We have a group of vendors that we have worked with for many years that have reasonable fees and can take care of any issue that comes up.

***Lease Monitoring*** We track lease expirations and follow up with tenants on renewal expectations. We want a good head start whenever we have to re-lease the property, so we make sure we find out the tenant's intentions in a timely fashion.





# Q & A

***How are potential tenants screened?*** We conduct a thorough credit and background check on all applicants. We pull and carefully review their credit reports and score. We check them against court and felony records, the sex offender registry, prior eviction records, verify income and check references from prior rentals. We use our years of experience to present you with as much information as possible, as well as our own recommendations and opinions, to help you make an informed decision when selecting a tenant.

***How quickly do you respond to repairs or emergencies?*** We maintain a 24 hour, 7 days a week phone line. We screen all tenant reports to determine if a problem is an emergency, or if it can be addressed during normal business hours. In addition, we will attempt to talk tenants through simple repairs over the phone, to save you a service call. Before ordering any non-emergency repair, we personally assess the problem to decide how best to solve it. We also assess the cause of the damage – if it's the tenant's fault, they pay the bill!

***Do you offer ACH (Direct Deposit)?*** YES we do!



***Can I see my statements and bills online, and track the status of repairs?*** Yes – you will have access to our Property Management software through an owner’s password-protected portal, which allows you to view your statement and statement history, copies of work orders and bills, maintenance requests, and send notes to us – anytime that’s convenient to you.

***Will you pay HOA dues for me?*** Yes, and unlike most property management firms, we do so at no extra charge to you.

***How involved do I need to be with the management of my home?*** With T&C Home Management, we personalize our approach to what you will be most comfortable with. Some property owners like to know as much as possible about any issues that arise, and we keep in constant phone or email contact with these clients. Others prefer a far more hands-off approach, trusting us to make the best decisions for them to maintain their properties in tip-top shape, keeping tenants happy and yet keeping costs to a minimum.



***What Can You Do to Help Us Help You?*** Before your property hits the market, do your best to make your home shine. Know that the better it shows, the quicker it will rent and for a higher price. You will also attract better tenants that are more likely to keep it in the great condition that was given to them. That’s a triple win for you.

When repairs are needed, we recommend you allow us to take care of them for you. You will often spend more to repair or replace something later than to just let us help you maintain it along the way. Rotted exterior wood and decks overexposed to sunlight are two examples of this. Owners that keep their properties in top condition will have less turnover in renters, save money in marketing fees and help maintain their property’s value.

Although we are your “eyes and ears”, we can only do so much without your cooperation. Working together will help you obtain maximum return on your investment with the least amount of time, hassle and pressure.

***We’ve hand-selected a group of qualified professional contractors and closely monitored their work for years.***



## Here are a few kind words from our clients...

**Jaynie Grant** – *“Dear Susan, I wish I could actually take you out for a cup of coffee to thank you for all your incredibly hard work and positive attitude. It was an unusually rewarding experience for me to work with you.”*

**Andy Miller** – *“Working with Tom and Cindy’s team was an amazing experience. I had a condo I was ready to unload and ended up with three applications in seven days. From the time it went on the market, I had a signed lease in ten days and was thrilled with the offer. They advised me and kept me informed every step of the way. I have worked with five real estate agents in the past and they were the best by far. If you are looking for an agent, I highly recommend their team.”*

**Ravann Sowa** – *“Perfect! Thank you so much for taking care of the door and for sending the pictures. I wish I signed up with your management company sooner! Enjoy the rest of your week!”*

**Frank Thomas** – *“Hi Susan. Thanks for always being on top of things. It’s very refreshing to work with someone like you.”*



**Louis Wollenberger** – *“Wanted to let you know how much we appreciate your work and all you do to help us manage our property on Jowett Court in Alexandria. Although the economic environment is very stressful for us, we are glad to know we can call on you for help. Thanks again for your help during the past year, getting the property rented and getting people in place to repair and maintain as necessary.”*

**Richard Weakland** – *“Susan, I really appreciate your courtesy and promptness regarding any issues I have brought to your attention. The difference has been like night and day! It would have taken probably a week to get a response with the last managers and I’ve had several responses from you in just one day.”*

**Mika, Jen & Christian** – *“Thank you very much for making our rental a success! I will definitely recommend your name to my friends. We could not have done it without you.”*

**Pat Backe** – *“Thank you so much. Our neighbors mentioned how much more traffic they’ve noticed since changing realtors. We appreciate all you are doing to help us get it rented.”*

**Chris Ruffolo** – *“Five stars from me! You’ve done a great job and have been very helpful in taking care of some of the minor repairs that would have been difficult to contract. Thanks again.”*

**John Stefero** – *“You are very responsive to my calls! You have excellent knowledge and are very understanding of my concerns. I had a concern about the cost of a repair and your company handled it very well. I am very pleased thus far.”*

**John Spencer** – *“Susan, I hope all is well. I can’t thank you enough for the extraordinary assistance you have provided my family with our house related issues. I can understand the amount of time our home has cost out of your busy schedule.”*



We know that the selection of an agent to represent you in  
renting and caring for your home is a major decision.  
We invite you to compare us to the rest. We think you'll discover  
having our team on your side will be the critical difference.

We welcome your business!

 



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**703-822-0207**

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