



# ALLIANCE

management

**Staying Ahead of the Curve**

**Property Brokerage . Property Maintenance . Property Management**

## SERVICES



**STAYING  
AHEAD  
OF  
THE  
CURVE**

### PROPERTY MANAGEMENT

- ◇ Property Leasing
- ◇ Tenant Screening
- ◇ Capital Improvement Planning
- ◇ General Contracting for Services
- ◇ Bookkeeping
- ◇ Delinquency and Evictions
- ◇ Monthly Reporting

### REAL ESTATE BROKERAGE

- ◇ Site Acquisition and Evaluation
- ◇ Tenant and Buyer Representation
- ◇ Owner Representation / Property Listing Services
- ◇ Commercial Leasing

### PROPERTY MAINTENANCE

- ◇ Lawn Care / Snow Removal
- ◇ General Maintenance
- ◇ HVAC
- ◇ Cleaning
- ◇ 24/7 Emergency Service

## COMMERCIAL BROKERAG



**Alliance Management is committed to providing value for our clients. We are very selective about the listings we take in order to provide excellent personalized service to all of our clients.**

**- Ryan Van Straten  
President**

### COMMERCIAL LEASING

- ◇ Retail
- ◇ Office
- ◇ Light Industrial

### COMMERCIAL SALES

- ◇ Multi-Family
- ◇ Office
- ◇ Retail
- ◇ Land
- ◇ Light Industrial

### SAMPLE OF COMPLETED TRANSACTIONS

- ◇ Green Meadows Village - 122 Units - \$3,250,000
- ◇ East Pointe Village - 54 Units - \$3,190,000
- ◇ Colonial Manor - 48 Units - \$1,855,000
- ◇ Van Buren House - 36 Units - \$1,430,000
- ◇ Verlin Road Estates - 28 Units - \$1,680,000
- ◇ Kerber Rose Professional Buildings - 20,000 sq. ft. office building - \$1,890,000
  - ◇ Executive Center II - 33,000 sq. ft. office building - \$3,720,000
  - ◇ 3008 Walker Drive - 5,700 sq. ft. office building - \$660,000
  - ◇ Former Janssen Dental Building - 1,650 sq. ft. \$140,000
  - ◇ Mountain Bay Plaza - 10 year 1,300 sq. ft. retail lease
- ◇ Kerber Rose Professional Buildings - 9 leases totaling 10,500 sq. ft.
  - ◇ WOW Logistics - 30,000 sq. ft. industrial warehouse lease

## MANAGEMENT - REVENUE

### Cross Training/Employee Redundancy

- Multiple full time leasing agents available to show our properties
- Leasing Coordinator to answer all incoming leasing calls and schedule showings
- CPA on staff along with additional bookkeeping support

### Cross Selling

We always show our prospects the unit they called about. However, if they do not like that unit, we will show them all other properties we manage that fit their criteria. These additional showings are free advertising for our clients. With units from Neenah to Pulaski to Two Rivers, we are sure to have properties near yours.

## TECHNOLOGY



### **WEBSITE:** [www.alliancewi.com](http://www.alliancewi.com)

Alliance runs general ads promoting itself and its properties to draw more call traffic and more showings to your properties

Currently averaging over 300 leads per month

### **LEASING TOOLS**

**Smart Phones** - e-mail and calendars updated in real time

**Remote Access** - Our employees can get access to their files and Outlook from any computer

### **HYBRID VOIP OFFICE PHONE SYSTEM**

Calls can be forwarded directly to cell phones

Calls can ring multiple phones at once or in a series

Voicemails can be e-mailed to leasing staff and filed for future reference

### **ONLINE TENANT SERVICES**

Maintenance Request Form

On-Line Rent Payments

Rental Application

Miscellaneous Tenant Forms

## EXPENSES

### Minimizing Life Cycle Costs

The initial cost of a capital improvement is only one component of the total life cycle cost. Spending \$1,000 on a product that lasts five years is overall less expensive than spending \$500 on a product that only lasts two years. Alliance Management works to balance up front costs with product life spans to ensure the lowest possible life cycle costs.

### Property Insurance

- The majority of our insurance is held with a single carrier
- Our clients receive substantial discounts because of our large account
- We obtain rate quotes as well as perform an audit of coverage amounts and items as a part of our standard operating procedure when we take over a new property

## ADDITIONAL COST SAVINGS



### HVAC

We have negotiated a below market hourly rate with our HVAC vendor to save our clients money.

### INVENTORY / SUPPLIES

Our size ensures discounts on a wide range of products:

- Carpeting and Carpeting Pad
- Hard Surface Flooring
- HVAC Equipment
- Paint

### LAWN MOWING

Our lawn maintenance team has two goals: make the lawn look great and mow as few times as needed. Money can easily be wasted by cutting lawns on a set schedule during dry weather.

### ADVERTISING

Rates and discounts vary based on the specific advertising, however, we have received discounts as high as 80% off the open newspaper rates.

## CLIENTS AND PRICING

**Alliance Management has amassed an impressive list of clients that trust our company to protect the value of their assets. Below you will find a list of a few of the properties managed by Alliance.**

• Crystal Lake Leased Residences	Green Bay	WI	214 Unit Complex
• Emerald Park Villas	Green Bay	WI	126 Unit Complex
• Sterling Heights	Bellevue	WI	54 Unit Complex
• Van Buren House	Green Bay	WI	36 Unit Complex
• Mueller Manor	Two Rivers	WI	50 Unit Complex
• Kerber Rose Professional Buildings	Green Bay	WI	20,000 sq. ft.
• Executive Center II Office Building	Green Bay	WI	30,000 sq. ft.

(Tenants include: Walgreens, Associated Bank, Concordia University)



### BASE MANAGEMENT FEE

The base management fee is computed as a percentage of the total gross receipts collected for the property. This base rate varies based on many different criteria such as how many units at each complex, the average rent per unit, and the age of the complex. Contact Ryan Van Straten to receive a quote customized for your property.

### LEASE FEES

Lease fees also vary based on the number of units, staffing, and per unit rental rates. Lease fees can range anywhere from \$35 per new lease to an amount equal to the first month's rent.

### MISCELLANEOUS FEES

- Alliance typically does not charge for mileage
- Alliance typically does not charge for postage
- Alliance collects late fees and application fees from tenants

## LETTER OF RECOMMENDATION



Alliance Management strives to exceed the expectations of our clients. Below is a letter of recommendation from a current client. Micah is part owner of the Green Meadows Village apartments and the Executive Center II office building.

To Whom It May Concern,

I highly recommend Ryan Van Straten, (on behalf of Alliance Management), for both real estate sales and property management needs. The combination of his depth of knowledge, professionalism, and work ethic make Ryan a true asset to your extended real estate “team.”

I first met Ryan at a seminar and I was very impressed with his overall demeanor. After talking with him about opportunities, I could tell that he had a wealth of experience and knowledge. After it was all said and done, I purchased two properties through him. Through it all, I learned many things from him - he was truly more of a partner than “an agent.” Most importantly, I can tell he had my best interest in mind. In fact, I found that before I even requested anything, he usually had the answer or the action was already completed. Indeed, he is usually 3 or 4 steps ahead of the game - another quality that I don’t find in a typical agent.

Alliance has also managed my two properties for over a year. In working with his partner, Erik Goerke, I have found an equally impressive thought leader. He usually has great recommendations - knowing when to save money and knowing when to invest money into the property. He knows how to keep the tenants happy while keeping his investor happy as well.

I would not hesitate to partner with Alliance, through both Ryan and Erik, when it comes to any real estate opportunity. Feel free to call me anytime to ask further questions about Alliance Management.

Best of Luck,

Micah Tsern



**Ryan Van Straten**  
President/Owner

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