



# PROPERTY MANAGEMENT SERVICES

NEW JERSEY & PENNSYLVANIA



## WCRE PROPERTY MANAGEMENT TEAM



**Maria Russ**  
*Director of Property Management*  
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*Facilities & Property Manager*  
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# ABOUT WCRE TEAM

WCRE Property Management is a comprehensive service geared towards improving the performance of closely held commercial properties including office, retail, industrial, investment, healthcare, and life science.

*Our Management Team is cross-trained in all aspects of property management and to think like an owner; giving you confidence that our comprehensive understanding of property operations will help lead you to a successful future.*

Our team is attentive and highly responsive to the individual needs of our clients, as well as their tenants. We recognize that no two buildings are the same. That's why we tailor our services to meet your company's unique needs.



## OUR SERVICES

- **Financials & Operations**
- **Personnel Management**
- **Contract Service Management**
- **Capital Project & TI Management**
- **Administration & Tenant Relations**
- **Maintenance Management**

The WCRE Team works closely with owners and landlords to understand the objectives and goals for each property. We deliver high-quality services with a top-notch property management team with decades of experience in all aspects of Commercial Property Management operations. Our process-driven approach to increase efficiencies, reduce investor risk and drive performance and profitability.

Our team is trained to think like an owner and to deliver a stellar customer service experience to our clients and tenants.

**INCREASE EFFICIENCIES,  
PERFORMANCE & PROFITABILITY**

# OUR PROPERTY MANAGEMENT SERVICES



## Financials & Operations

- Operation Budget
- Rent Roll & Collection
- Accounts Receivable & Payable
- Financial Reports
- CAM Reconciliation



## Personnel Management

- Contract with others to provide necessary workforce
- Personnel Supervision



## Contract Service Management

- Develop scope of work for seasonal contractors
- Bidding Process
- Execute Contract and WFH for all contracts
- Contract Supervision



## Capital Project & TI Management

- Develop scope of work
- Bidding Process
- Construction Schedule
- Signage
- Construction Updates
- Tenant Communication
- Inspection
- Contract Supervision



## Administration & Tenant Relations

- Tenant Certificate of Insurance
- Contract Service Insurance Management
- Record Keeping
- Tenant Communication
- Implementation of Policies & Procedures
- Insuring the investment
- Maintain Local, State & Federal Regulations
- Quarterly owner's reports



## Maintenance Management

- Property Inspection
- Preventative Maintenance
- Curative Maintenance
- Deferred Maintenance
- Analysis of repairs vs. replacement
- Work order system

# PROPERTY PORTFOLIOS

NEW JERSEY & PENNSYLVANIA



## Full Service Management

- Full-service management of 32,356 SF multi-tenant building
- Oversee financials and operations including quarterly reports
- Oversee day-to-day administration and tenant relations
- Maintain contract service management
- Oversee all capital improvement projects and TI management



## Full Service Management

- Full-service management of 56,016 SF multi-tenant office building
- Oversee financials and operations including quarterly reports
- Oversee day-to-day administration and tenant relations
- Maintain contract service management
- Oversee all capital improvement projects and TI management



## Full Service Management

- Full-service management of 69,300 SF multi-tenant office building
- Oversee financials and operations including quarterly reports
- Oversee day-to-day administration and tenant relations
- Maintain contract service management
- Oversee all capital improvement projects and TI management
- Monitor leases and lease renewals

# PROPERTY PORTFOLIOS

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## Complete Building Renovation

- Awarded Property Management when building took new ownership
- Vendor Management for security and fire alarm
- Negotiated insurance for vacant building coverage and on-site safety issues
- Maintained accounting during construction process
- Met with GC for on-site inspections during conversion from 13,250 SF daycare to multi-tenant medical building
- Tenant Communications regarding fit-out & access questions



## Full Service Management

- Full-service management of 32,571 SF multi-tenant office building
- Oversaw construction on building including HVAC, tenant fit-outs, exterior maintenance & parking lot maintenance
- Oversee financials and operations including quarterly reports
- Oversaw capital improvement projects
- Day-to-Day tenant relations and administration
- Oversaw contract service management



## Mix-Use/Multi-Tenant Conversion

- Full-service management of 23,500 SF single-tenant property
- Building took new ownership & converted to multi-tenant & mix-use
- Oversaw fit-outs & meetings with GC
- Bid-out projects including, exterior, facade, signage, awning
- Collaboration with Attorneys throughout eviction process
- Successfully reduced annual operating costs

# MARKETING APPROACH

This approach reflects our understanding that each property and the needs of each client is different.

WCRE 360 allows us the flexibility to communicate at the pace and frequency that will be most effective in reaching each targeted audience segment.



WCRE's marketing approach is both high-tech and high-touch. We leverage our online expertise to exponentially increase the attention we earn for your property. We bring our strong social media presence to draw further attention to your property.

The WCRE 360 Marketing Approach is a successful unique strategy that utilizes all resources both digitally and in-person to provide your property with the most visibility.

## SPECIALTIES

- OFFICE
- RETAIL
- INDUSTRIAL
- INVESTMENTS
- EDUCATIONAL / SPECIAL PURPOSE
- MEDICAL / LIFE SCIENCE

# MEET THE WCRE TEAM



**Maria Russ**

Maria has over 18 years of management experience working directly for owners of different generations overseeing commercial, multifamily, and industrial asset classes. Over the past decade, Maria has carved out a distinguished career with accomplishments in property management such as; leadership, management, lease negotiations, financials, policies and procedures, marketing, leasing, capital projects, tenant improvements and retentions, contract services, project management and analysis.

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**Brian Goren**

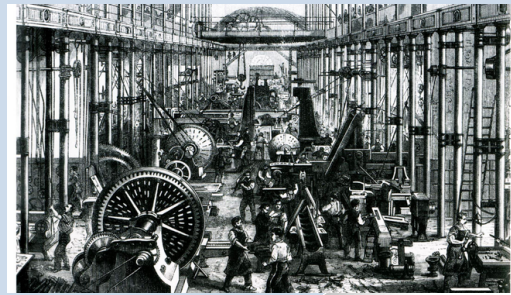
Brian has experience as a commercial real estate broker and facilities advisor understanding all facets of the real estate industry specializing in retail, healthcare, industrial, and office. Additionally, he previously owned a successful restaurant business in Philadelphia; this experience has afforded him to truly understand how to think like an owner when it comes to property management.

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# HISTORY

After the American Revolution, cities began to increase. The intense use of land in cities created new investment opportunities. Real estate was an alternative investment of surplus funds; however, investors weren't always proficient in managing real estate property because it was not their primary business and it was often considered a burden.

As cities continued to grow in response to the Industrial Revolution, the demand for commercial and residential property increased. This required special skills in leasing and full-time staff to serve the building and its tenants.



For this reason, Property Owners and Landlords, should consider a Property Management Company with a strong ethical background as their managing agent. Society continuously expands and changes, the right Property Management Company will respond to a diversity of problems to either capitalize on or minimize the effects of changes, depending on the projected outcome.

Although the property management profession has grown exponentially since the early 1930's, it is still a personal-service profession. Because of the individual relationships they have with both building owners and tenants, conscientious property managers are aware of the ongoing need for self-improvement and adherence to a strict code of ethics. The quality of Management adds to the value of its space.