



# VESTCO

M A N A G E M E N T

EXPERIENCE. INTEGRITY. TRANSPARENCY.



# Vesteco Philosophy

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At Vesteco, unlike the majority of the fee-management companies out there today- we only undertake third-party management assignments in sub-markets where we either have current or past experience.

Our President, C.O.O. and Co-Founder Ron Wenzel lives by this simple rule: *“If for some reason we cannot add value or efficiently and effectively service a particular asset through our collective management expertise and oversight here in Florida, we simply won’t accept the assignment; however, we have the resources and capability to refer our potential clients to the local experts who can and will”.*

Because of our experience and vast network of peers, referrals occur quite often. At Vesteco we would much rather turn down business or refer business out to our peer competitor group than to do a poor job for either our existing or new clients. We also expect nothing in return by doing so, other than knowing that the asset will be managed and maintained with the same level of integrity with which we would have managed it had we taken the assignment.

In addition, we don’t claim to know it all but, what we don’t know we will learn. We also don’t utilize the “fake it till you make it” approach to our new or existing management assignments as some companies do. We only accept management assignments where we know for certain that we can add value and deliver our clients a just service.

At Vesteco, our leaders know and understand the importance of growing smart and working hard for you. We won’t take just any management assignments simply to grow our own bottom line and or portfolio. It is this commitment to ourselves, our team members and our clients, among many other reasons, which is what is extremely unique about our business model, philosophy and culture. And, it is also what separates us from our competitors.



# Vesteco Philosophy - Why We're Different

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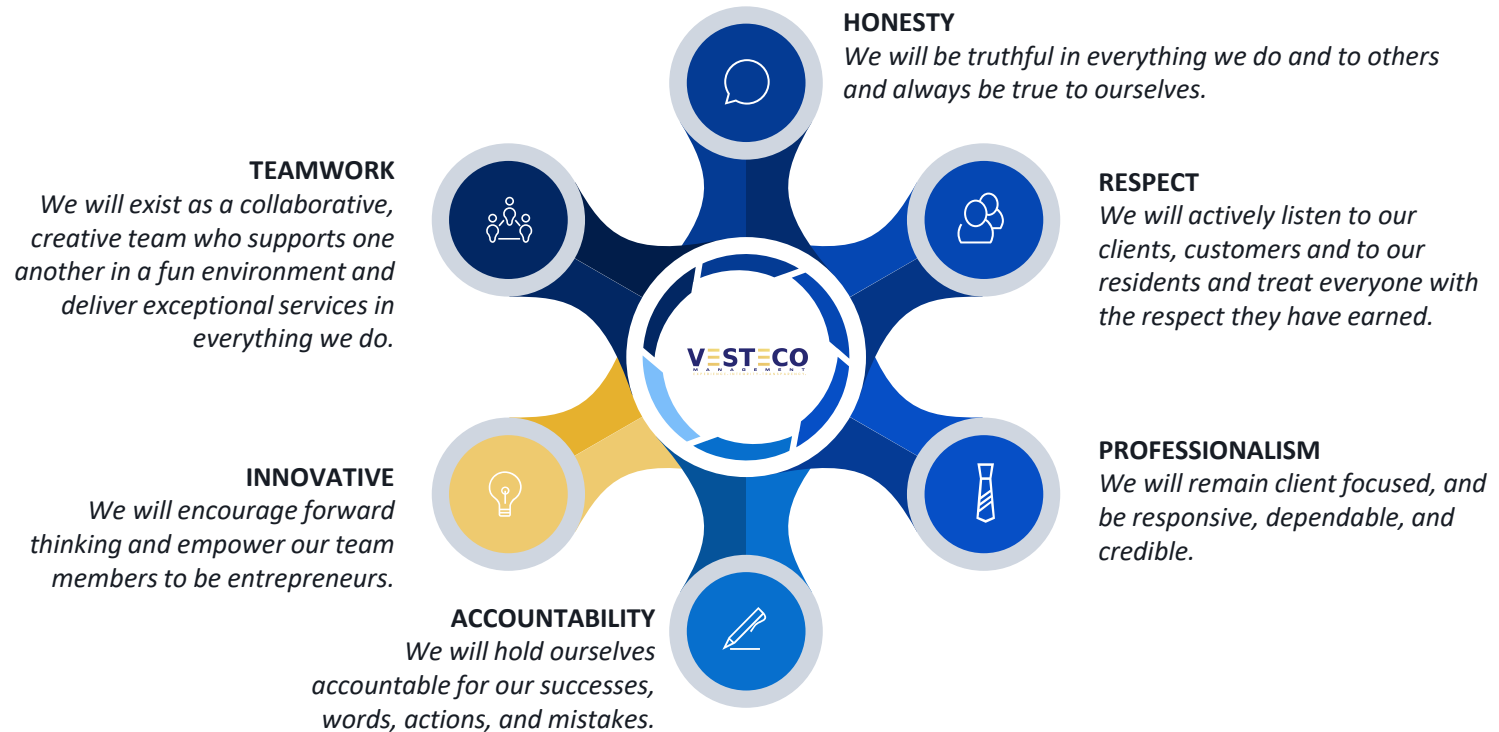
Vesteco offers the same or similar products, pricing and services that most of the larger fee management companies do, which are oftentimes headquartered in other cities or even states. What really sets us apart is that we pride ourselves in not being “corporate or top-heavy”.

Our leaders are engaged and involved in the actual operations of each and every single one of our clients’ assets.

We pride ourselves in not spreading our team members out too thin or assigning them too many clients’ and or management assignments. This allows our team members to focus on what really matters, the increased value of your investment and on the overall operations of the asset. At Vesteco we actually care more about your bottom line than our own corporate profits. Our leadership team exists only to support our clients’ and our team members.

The multi-family industry is very small, and while you have many options out there today, we all know that bigger is not always better. If you are looking for a management company that has the necessary competency, experience, reputation, and credentials; and one that provides you with quick and accurate responses, one that pays attention to the details, and one that has very low client and employee turnover, then your search is over.

# Vesteco Core Values





## Ron Wenzel

Chief Operating Officer / Principal

Mr. Wenzel is a well-known and highly-respected leader in the Florida multifamily marketplace. He recently served as the President of the Florida Apartment Association in 2015 and previously as the President of the Apartment Association of Greater Orlando. He acquired 14 years of local expertise working in large, national multifamily companies. In addition, he was responsible for overseeing a combined 50+ class A and B Multi-Family assets with a portfolio of more than 15,000 units located in Florida, Maryland, Virginia, Texas and Arizona. In all, Ron has a solid and successful 30+ years of experience in multifamily. He is the Qualifying Broker for Vesteco Real Estate Management Services, LLC, and holds NAA's prestigious and professional designations of NALP, CAM, and CAPS. He is a member of IREM and currently holds and maintains both professional designations of ARM and CPM. In addition, as a firm believer in giving back to the industry, he continues to lead and teach as a faculty member at AAGO. His passion, knowledge, and enthusiasm for the industry are unmatched.



# Vesteco at a Glance

**Area serviced: Orlando and Surrounding Cities**

**Offices in: Winter Park, FL**

Vesteco Real Estate Management Services, LLC., also known as Vesteco, specializes in managing all types of apartment communities, from 75 units and up.



# Vesteco Specializes In:



Third-party fee management,  
co-management, and co-  
investment



Urban and suburban markets;  
garden, mid-rise and high rise;  
conventional assets



Managing capital improvement  
plans, value add communities,  
and repositioning assets



# Property Management Services

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Vesteco offers a very customized and unique approach to managing all of our apartment communities. *“We manage all of our apartment communities with the same degree of professionalism, regardless of how many units our client owns.”*

We offer our clients a high degree of work ethic, integrity, accountability, transparency, honesty, and loyalty through our committed team leaders and team members. These principles, among countless others, all translate into an increased value of the real estate investment we are charged with caring for, and guarantees a superior experience overall.

Our team of experts bring a lifetime of knowledge to your investment through their innovative recommendations on the most up-to-date market conditions, rate and fee structures, long time vendor relationships, professional structure of sales, accounting, and property management staff.

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## Property Operations

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Vesteco is a “RealPage Shop” so, we use as few, or as many of their products in which a client wishes to participate.

Revenue management services are available on request. National and required renters insurance programs are established. Sites are visited daily, weekly and monthly.

**Monthly “District Manager” audits are performed.**

Preventative Maintenance plans are designed and performed monthly.



## Contracts and Purchasing

Vesteco reviews and renegotiates all existing third-party agreements and contracts from the very beginning. Because of Vesteco's collective and vast experience and relationships with many third-party partners, suppliers and vendors in the multifamily industry, we are able to get high-volume pricing at the local level.

## Monthly Reporting:



1

Executive Summary Report

2

Variance Report

3

Market Study

4

Profit & Loss Statement  
(Budget vs. Actual)

5

General Ledger

6

Balance Sheet

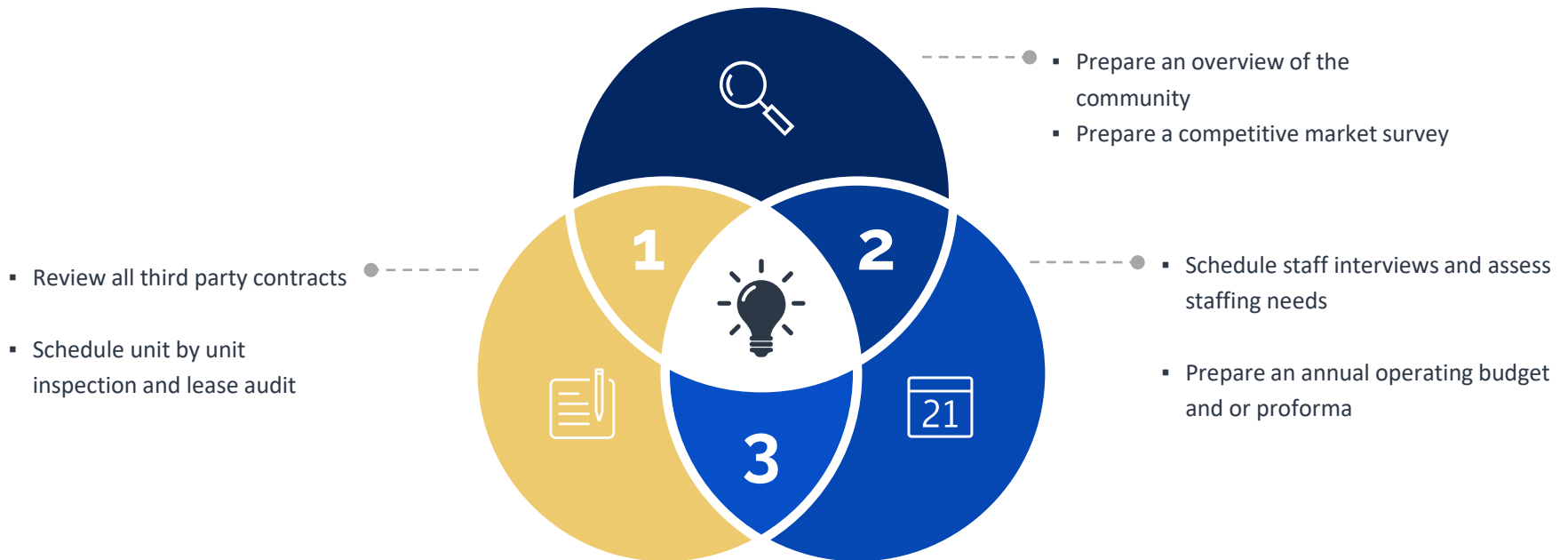
7

Rent Roll with Security  
Deposit Report

8

Other- Owner to select from  
manager's menu of available  
reports and graphs.

# Property Transition Procedures:

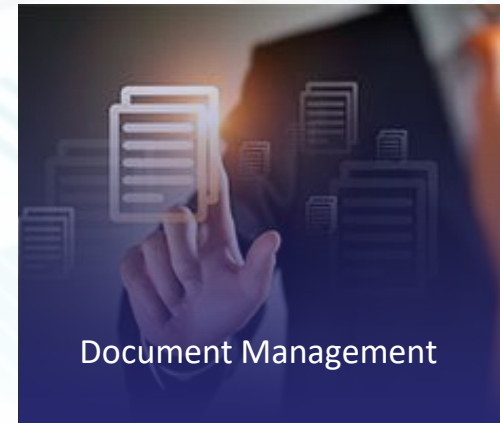
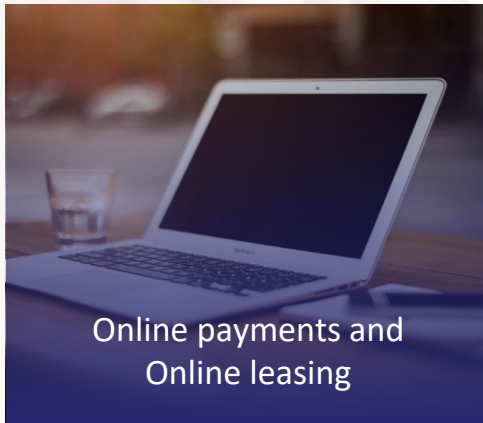




## Accounting

Vesteco's accounting department's primary role is to deliver accurate and on time financial reporting. Our accounting department also oversees all site receivables and payables in order to deliver a fully compiled monthly accounting package.

## Our Accounting Department Also Oversees The Following:







# Marketing

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Vesteco offers state-of-the-art marketing programs for all of our partners and clients.

We pride ourselves on having a dedicated team of marketing managers and local marketing associates whose entire focus is on your community or communities. This includes but is not limited to reputation management, collateral, rebranding services and social media management.

Our marketing team reviews all websites and assists with either a redesign, or the initial set up and design along with content.

Our marketing team tracks each advertising source closely and prepares an “Ad Matrix” report that depicts your cost per net lease. Our team of marketing experts are always exploring new ad sources and seeking out the most cost effective advertising that is available.



# Training

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Vesteco supports local and individual team member training for all on-site team members by providing experienced leaders, faculty, local and national apartment associations, IREM, and its own in-house “Vesteco Training Advisors” also known as “VTAs.”

Vesteco has a required curriculum for each site-level position that is predetermined annually, however it can be modified or amended when deemed necessary.

Online training and completion tracking are also available for distance learning.

Shopping programs are performed quarterly on an ongoing basis.



# Human Resources

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Vesteco has a human resource partner and co-employer called Avitus Group. This is where all employee relations, payroll and other HR functions are administered. Vesteco offers a strong and competitive benefits package.

Through the direction of the Vesteco leaders, alongside both the marketing and training departments, we offer a thorough onboarding and orientation process which translates into an extremely low employee turnover rate. This is one of the main reasons why Vesteco is such a great place to work and why our team members rarely leave.

Vesteco also has an employee recognition program that is second to none, and based on performance, not politics or subjectivity.



# Employee Benefits

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Vesteco has partnered with MAR Insurance Group, bringing your employee benefits programs to new heights in quality and performance. MAR Insurance Group uses advanced technology and consulting expertise, to provide a variety of value-added professional services to clients that reduce customer costs, increase efficiency, and improve employee satisfaction.

Their professional services include Plan Strategy, Data Analysis, Pharmacy Benefits Services, Plan Administration and Legislative Compliance, Custom Communications, Human Resources, and Wellness Services.



## Accounting and CPA Services

Don Thomas CPA Firm is a proactive CPA Firm that has been providing bookkeeping, accounting and tax services to companies like Vesteco for over 19 years.

They have a trained and experienced staff to review the monthly bookkeeping and make sure the accounting is being done correctly in order to produce accurate financial statements for decision making. They also work with Vesteco during the year to look for ways to save money on taxes.



## Technical Support and Services

Vesteco has partnered with an IT company called Tech Hero which is headquartered in Orlando. Tech Hero provides Expert IT Solutions throughout the entire United States. They currently provide our business with their current technologies in order to help us remain focused on our customers and clients instead of network challenges or technical issues. In addition to offering IT services and solutions, they also fulfill any product fulfillment requirements we might have in terms of hardware or software.





# Construction Services

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Vesteco only uses highly skilled and knowledgeable maintenance technicians who are either certified, licensed, insured and bonded, or all of the above. We use our collective experience to vet, bid competitively and streamline all capital projects, albeit interior upgrades or exterior renovations in order to maintain and to preserve the asset's integrity during and after the process.

Our team provides the advantages of a national company with a local presence through our existing relationships with a large number of manufacturers, suppliers, and vendors.

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# Renovation Services

Vesteco offers all of our clients a team of seasoned professionals to oversee any renovation or capital project, regardless of the cost or size.



After



Before



# Interior Renovation Case Study

## Winter Park Village Apartments

Number of Units	Capital Investment Per Unit:	1 <sup>st</sup> Year Return
<b>267</b>	<b>\$4921</b>	<b>23.84%</b>
ROI	Payback Period:	Class
<b>39.7%</b>	<b>30 Months</b>	<b>B</b>
Hold Period		
<b>Indefinite</b>		



After

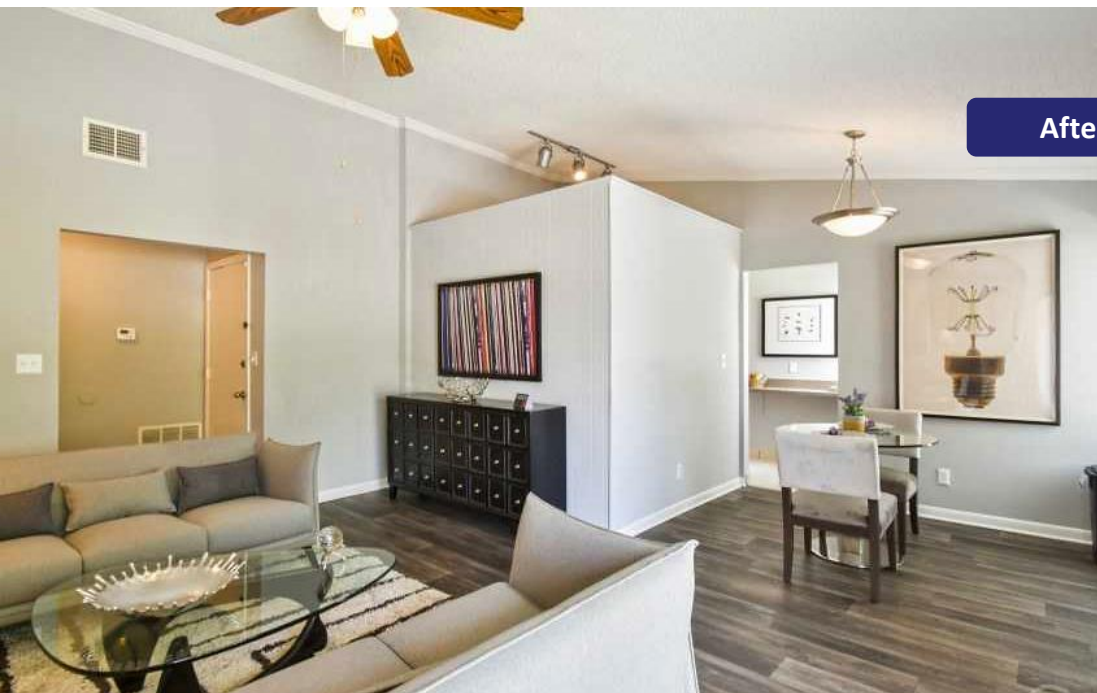


Before



## Renovations





After



Before



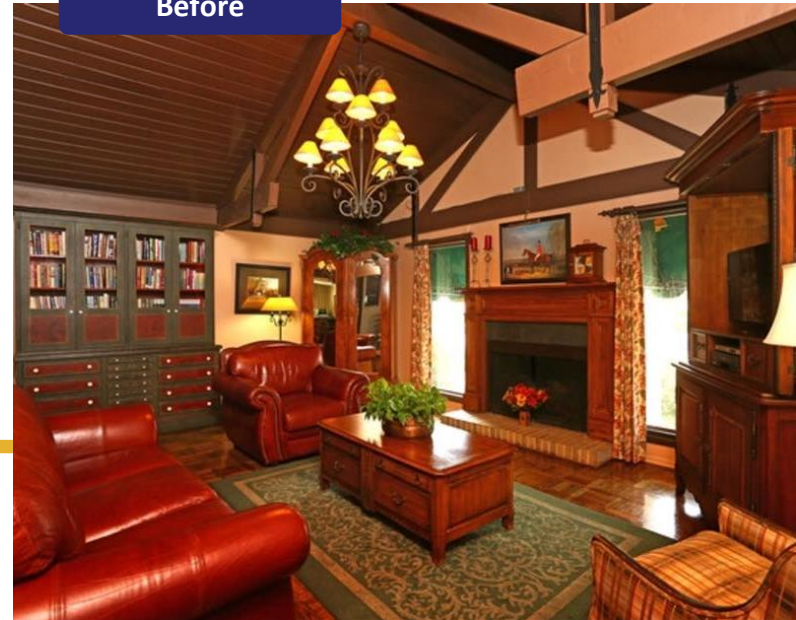
## Renovations



After



Before



## Renovations

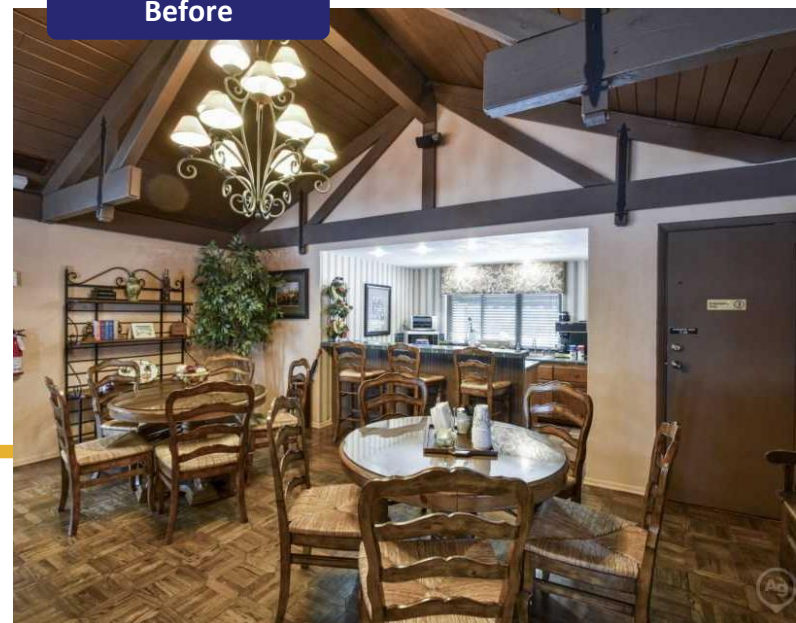




After



Before



Renovations

# Leadership Team



**George R. Taylor**  
*Chief Executive Officer*



**Ron Wenzel**  
*Chief Operating Officer*



**Muffie Taylor-Austin**  
*Vice President of Operations*



**Nuria Shick**  
*Vice President of Finance*



**Gladys Maldonado**  
*Director of Accounting*



**Jacqueline Brice**  
*Director of Marketing*



**Karla Figueroa**  
*Director of Training*

A blurred, blue-tinted photograph of a busy city street with many people walking. The image is used as a background for the slide.

# Invest In The Lifestyle Experience The Difference

We are local | We are different | We are better | We are VESTECO

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