



Client Newsletter 2017

Dear Valued Client,

Welcome to fall... and on behalf of Northpoint, we would like to wish you the very best for the upcoming Holiday season. Additionally, we would like to thank you for entrusting people of our company to take care of your real estate. While we continuously strive to grow our services and become the best real estate services provider in our industry, we recognize that it is our client base that has enabled us to stretch and broaden our capabilities through valued comments, recommendations and referrals. In our last letter,



we listed some of the new capabilities we planned to develop or improve and we wanted to give you an update on where we stand to date, as well as newly implemented capabilities.

Tenant Payments via eCheck & Now Credit Cards — This feature has been implemented and is currently being used by many of our tenants. We have found that it has been very convenient for them, reducing the number of late payments, and shorten the period of time for owners to receive their owner draws. Since implemented, nearly 75% of all tenants now pay online. And just a few months ago we adopted the ability for tenants to pay by Credit Card with no additional fees or charges to Owners.

Integrated Tenant Applications & Lease Agreements — Our tenant application process is now directly integrated into Propertyware which has reduced the processing time and qualified tenants faster. We've been using this process now for a few years. We are now testing new software that will allow us to automatically transfer an approved tenant's information into a lease agreement in Propertyware, thus saving even more time, creating greater efficiency, and increasing our focus on more important, management-related items. In addition, we will also be able to send our agreements directly out of Propertyware through DocuSign which will more closely manage and speed up the signing process while at the same time deepening the level of integration with our management systems.

Tenant Portals — Our tenant portals are now active and being used more frequently than ever before. Tenant's can create an account with Northpoint to pay for rent online, change contact information, check payment history, and submit other requests. The great improvement here is that the tenant experience is better. Better tenant experience translates to a better investment result for our clients.

Management Training Program — The training program for our managers continues to improve organizational abilities, compliance of policy and procedure, quality of communication, and supervision of management activities. Through this program, our managers will provide an even greater hands-on, knowledgeable, responsive client service to you. To encourage this, we require that managers from all regions meet annually. This year our annual meeting was held in San Diego this past September. Managers have continually provided feedback that Northpoint is the best company they have worked for which is also reflected in the ratings online. Our Manager retention is high in our industry at 4+ years and increasing. Northpoint's Glassdoor rating is 4.8 out of 5.0 stars!

Highest Reputation Nationwide — Northpoint has established one of the highest reputations overall nationally for its services, which we believe is an indication of our standards and hard work. Thanks to those of you who believe in us and support our efforts to provide top quality services.

Highlight of this year's Manager of the Year — Regional Manager and Broker Anne Willey in our Tucson Office was awarded Northpoint's most prestigious award this year: Manager of the Year 2017.



Seeking Your Feedback Always — We've posted an evaluation form on our website to gain your feedback about our services. You may fill out the evaluation form through our website at <http://www.northpointam.com/clientfeedback/>. We welcome your feedback to help us improve our services.

Policy Changes & Disclosures — As part of our commitment to be transparent and keep you informed, below is a list of changes to our company policy and procedures that you may want to know, as well as any disclosures that we need you to know annually.

- Northpoint provides real estate sales listing services to you, and as part of our services, we require all managers to provide you a Certified Market Analysis (CMA), free of charge, annually. If you are interested to know your property's value based on real comparable properties by a professional that can offer a CMA, just request one from your manager.
- Remember that property management and project management are not the same. If you require on-site management services, property sales, preparing property for sale or refinancing, modernization, fire or major damage restoration, insurance claim write up, rehabilitation, obtaining income tax or accounting or legal advice, excessive or custom accounting services, reprinting or copy fees, representation before public agencies, advising on proposed new construction, debt collection, counseling, attending Owner's Association meetings, or any other service not itemized in your property management agreement as part of the Broker's responsibilities, speak with your property manager to find out the



cost for these services. Other less usual issues that may come up from time to time: an emergency eviction lockout, appearances in court on Owner's behalf, requests for stop-payment of proceeds checks mailed out, and eviction costs. Broker does not perform collections but can engage a third-party collections agent at the Owner's approval.

- Northpoint renews a tenant's lease or allows the lease to lapse and become a month-to-month tenancy based on the owner's decisions. If you have a lease renewal fee already set in your property management agreement, your manager will attempt to negotiate a higher rental amount or more favorable rental terms. If you desire a higher amount or different terms, and don't have a renewal fee put in place, discuss with your manager a reasonable lease renewal fee to have them do so on your behalf.
- As part of Northpoint's services, inspections are conducted at move-in and move-out of a tenant's lease term. Northpoint also provides inspections if the manager is suspicious about the tenant's activity. This often happens if a neighbor or some other related person alerts the manager. Sometimes the tenant brings up maintenance issues and the manager, maintenance manager, or sometimes vendors do walkthrough inspections to observe conditions. Of course, if the tenant is not paying rent, the manager gets involved to post notices and inspect the property for further issues. If you ever desire a more in-depth or periodic inspection without cause, with pictures and a written report, speak with your property manager who can provide these additional types of services at a reasonable rate.
- As a disclosure and reminder, Northpoint works hard to identify, scrutinize, and create good relationships with quality vendors for maintenance, repairs, and cleaning of properties. We also work to get discounts on the typical market rates from these vendors in exchange for giving them access to provide their services to the properties we manage. We may receive fees and charges from outside and/or approved vendors that offer competitive rates based upon frequent use for maintenance and repairs. In the performance of our duties, we may obtain necessary products and services, through affiliated companies or organizations in which we may own an interest, and may receive fees or commissions from these affiliated companies or organizations. We assess fees on vendor charges to compensate for the rigorous efforts required to negotiate rates down, screen, retain, coordinate, oversee, inspect, and/or approve vendor services. Note that due to our existing and negotiated vendor rate relationships, most rates are discounted to benefit you with preferred rates on vendor services. However, we do not receive fees or commissions from unaffiliated service companies, with the exception of maintenance and repair vendors, in the performance of our duties, without prior disclosure to you.
- As part of our commitment to avoid any issues with rental payments, Northpoint managers never accept any payments by cash. If you have a tenant that pays cash, Northpoint would encourage you to not accept payment by cash.
- Northpoint's policy around contact is that normal response times should not exceed one business day, unless it's an emergency, in which case, it should be as fast as possible or immediate. If your manager takes longer than one business day to respond to you, please contact the main office to ask about how to improve their response time.



Other Award Winners 2017 — See our other five award winner this year 2017.



Stephanie McCoy, Most Profitable Manager

Stephanie is a Senior Manager in our Fort Worth - Keller, Texas office and has been with Northpoint for five years. She's the previous recipient of the Highest Client Satisfaction (2014) and Manager of the Year awards (2016).



Ambra Goins, Accounting Award

Ambra is a Senior Manager in our Columbus, Ohio office and has been with Northpoint for approximately two years and was recently promoted to Senior Manager from an Associate Manager position.



Michael Heredia, Business Development Award

Michael is a Senior Manager in our Tucson, Arizona office and has been with Northpoint for over two years.



Angela Lowe, Highest Client Satisfaction Award

Angela is a Senior Manager in our Orlando, Florida office and has been with Northpoint for a little more than a year. She has 24 years of experience in real estate and was promoted from an Associate to Senior manager earlier this year.



Shaun Romero, Technology Award

Shaun is an Associate Director in our Phoenix, Arizona office and has been with Northpoint for over six years. Shaun is the previous recipient of the technology award (2015) and has been promoted from an Associate to Senior Manager, and then a Regional manager to Associate Director of the company.