

# The Birch Quarterly

B I R C H M A N A G E M E N T , I N C .

## ITEMS IN THIS ISSUE

- New Team Member
- Continuing Education
- World Wide Web
- Text Messaging
- Service Announcements
- Foreclosure Activity
- Employment Growth
- Average Sales Price
- Total Transactions/  
Days on Market



## Welcome

We are pleased to welcome another new team member to our staff this quarter. Please join us in welcoming Ebony Harris who has joined us as a full time leasing agent.

Prior to joining Birch Management, Ms. Harris accumulated 10 years of real estate experience following serving in the United States Navy.

Ms. Harris holds a NC Real Estate Brokers License and we are very pleased to have her on our team.

## School Daze

Michelle and Lee Porter, our principals, have been very busy over the last quarter in the classroom.

Mrs. Porter, in pursuit of the IREM CPM (International Real Estate Management Certified Property Manager) designation attended a four day class in New York. Among the topics covered included risk management, financial analysis, insurance, and maintenance. The CPM designation is the equivalent of a masters degree in professional property management. Mrs. Porter should complete her designation in 2009.

Mr. Porter has completed all four required weeklong classes in pursuit of the CCIM (Certified Commercial Investment Member) designation and plans to sit for the final exam in the Spring. The CCIM designation is the benchmark for commercial real estate professionals.

Additionally, Mr. Porter was a featured presenter at the four day long London Computer Systems Users Conference in Lake Tahoe, Nevada. The topic of Mr. Porter's session was Best Practices in Single Family Management. With over 40 different sessions, the

User's conference was a great success. There were many new and existing, but underutilized, features of our software that we have began to implement in our effort to provide the best management possible. Keep tuned in for more updates and enhancements



## WWW

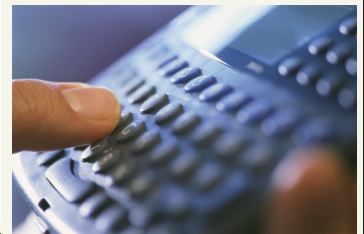
Www..... What does it all mean? The world is becoming much smaller as the internet continues to proliferate. We have been hard at work increasing and refining our internet presence. There is also a significant update to our website that is due to be posted shortly. According to the National Association of Realtors, web based advertising is the number one most effective means of advertising.

Currently, our predominantly internet based advertising includes the inclusion of our available properties in over a

dozen websites, including our website. To better illustrate the impact, here are some statistics from our website:

- 19,308 Visitors since April 2008
- Visitors from 50 States
- Visitors from 37 countries
- 159,162 unique pages

## Texting!!



Text messaging is taking over the world... especially the real estate world. Currently, we are experimenting with a new program where prospective residents can send a text messaging to us and receive immediate information on the home of their choice. Information includes lease amount, bedrooms, bathrooms, picture, and square footage.

A second text message arrives shortly after the first with a link to our website and any other pertinent information. Our office receives an e-mail notification of all inquiries so that we may follow up with the prospect.



# BIRCH MANAGEMENT

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**Our mission is to offer personalized and professional service to both our clients and customers by building strong relationships, utilizing the latest technology, implementing effective marketing strategies, following consistent systems all with honesty and integrity throughout every facet of our business**

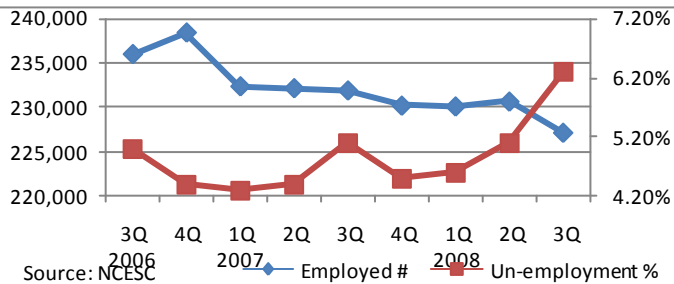
## SERVICE ANNOUNCEMENTS

- Please note that in an effort to provide the most complete representation for our clients, our office will be closed November 12, 2008 until 2:00pm. All team members will be attending a Fair Housing educational conference.
- The following items will be the subject of future correspondence that those impacted will be receiving shortly:
  - Winterization of vacant units
  - Gutter cleaning
  - Preventative maintenance program
  - Insurance certificates
  - Summary Ejectment filings
  - Direct deposit of equity distributions
- Should you have specific reporting requirements, please visit our website to view a sample of all of the reports that are available. Any report listed is available on a monthly basis. Any report you desire is available to be added to the e-mail report batch that is sent our each month.

## TRIAD REAL ESTATE MARKET INDICATORS

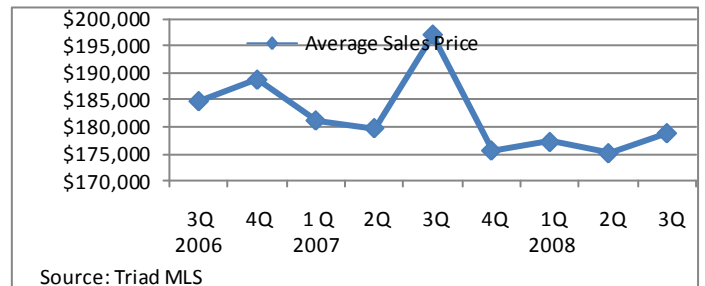
### ECONOMIC INDICATORS

#### EMPLOYMENT STATISTICS

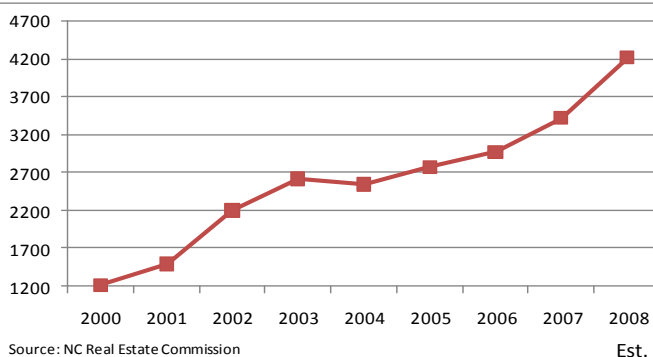


### RESIDENTIAL SALES

#### AVERAGE SALES PRICE



### FORECLOSURE ACTIVITY



### TRANSACTIONS / DOM

