



# PROPERTY MANAGEMENT SERVICES



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# REAL ESTATE IS SPACE FOR PEOPLE.

And more people  
means more demand  
for real estate.”

**GARY RALSTON, CCIM SIOR**

Founder and Broker



# WHY CHOOSE US?

## MARKET COVERAGE

You'll benefit from the expertise of over 25 advisors specializing in commercial real estate and an office in the heart of Florida's I-4 corridor. Also, our alignment with the SVN Shared Value Network® provides extensive national and international marketing reach.

## BRAND RECOGNITION

We blanket the state with our marketing presence. Our firm is highly recognized because of extensive promotion over many years.

Just one example is our quarterly Market Report which is printed and mailed to targeted readers, offering verified sales data and commentary on industrial, office,

retail and multi-family transactions in Polk and Lake Counties.

In addition to our printed efforts like market reports, listing catalogs, and direct mail, we are continually building new relationships through digital channels including social media and Google paid campaigns.

## EXTENSIVE STAFF SUPPORT

Our commitment to excellence translates to a real investment in the best tools, resources and people. Our comprehensive marketing team, two office administrators, and Chief Operating Officer provide exceptional support to agents and clients alike.

**OUR ADVISORS ARE REAL ESTATE EXPERTS OFFERING DIVERSE BACKGROUNDS, ADVANCED TRAINING, INDUSTRY LEADERSHIP, COMMUNITY INVOLVEMENT, AND PROVEN SUCCESS.**

# AREAS WE MANAGE



Located at the center of Florida's I-4 Corridor, we currently manage commercial and residential rental properties in the cities of Lakeland, Winter Haven, Auburndale, Clermont, Dade City, Ocala, Osteen, Mascotte, and Umatilla, as well as the counties of Polk, Lake, Marion, Pasco, and Volusia.

**WE OFFER INTIMATE KNOWLEDGE OF LOCAL MARKETS, A RECOGNIZED NATIONAL BRAND AND GLOBAL REACH THROUGH SVN® OFFICES NATIONWIDE.**

# PRICING & FEES

## PRICING STRUCTURE

Our pricing structure varies depending on the following factors.

- Volume
- Age & condition of building [expected maintenance issues]
- Distance [from office and other properties we manage]
- Our fee structure is typically broken down into two fees, a leasing fee and a management fee

## MANAGEMENT FEE

Our management fee includes:

- Collecting rent
- Notifying tenants with a pay or quit notice when they are late
- Assessing and collecting late fees
- Coordinating eviction
- Receiving and paying invoices
- Receiving maintenance request from tenants and dispatching professional, reliable, and fairly-priced subcontractors
- Performing regular inspections as well as move-out inspections
- Strategic long-term planning including recommendations for long-term maintenance issues, potential rent increases
- Monthly and year-end financial reporting to make your year end tax filing as simple as possible

## LEASING FEE

Our leasing fee includes:

- Assessing market rent amount
- GAP analysis to determine potential users
- Coordinating of marketing for the property/space for rent
- Showing property/space
- Coordinating potential tenant improvements
- Screening potential tenants
- Negotiating lease terms beneficial for owner & tenant alike
- Procuring lease
- Collecting security deposit
- Negotiating lease renewals/ extensions for existing tenants

## OTHER SERVICES WE PROVIDE

### SALES AND BROKERAGE OF REAL ESTATE

Real estate is space for people to live in, work in, store things in and shop in and we take the people part of the real estate equation seriously. Understanding, and then providing for, the real needs of real people ensures success for property owners and tenants alike.

### LAND AND AGRICULTURAL SERVICES

Land and agricultural brokerage services are provided by Coldwell Banker Commercial Saunders Real Estate, our sister company. Many agents come from agricultural backgrounds from family

citrus or farming or agri-business. Large-acreage tracts are a unique property segment that requires complex management.

### BROKER'S PRICE OPINION

Allow us to perform a full property inspection, market evaluation and property pricing to determine the potential selling price or estimated value of your real estate property. Our unparalleled expertise allows us to provide our clients with solid advice on navigating through the challenges of the ever-changing real estate market. Each client can feel confident knowing that they will be given exceptional service.

## INDUSTRY AFFILIATIONS

We are the only commercial real estate agency in Polk County with memberships in all of the professional organizations below. We continue to stay updated on guidelines and standards of practice in the industry. These organizations include CCRP, CPM, CRE, SIOR, IREM, RICS, ULI and CCIM.

Many of our agents have completed extensive training and carry certifications including the highest accreditation of

CCIM, a Certified Commercial Investment Member. This is reflected not only the caliber of our agents but also provides extensive networking opportunities not available to brokers without the designation.

Our team of real estate professionals are consistently sought after for their dependability, integrity, intelligence, success and confidence.



# MEET OUR PROPERTY MANAGEMENT TEAM



**GARY M. RALSTON**, CCIM, SIOR, CPM, CRE

Managing Director & Senior Advisor

O: 863-877-2828  
C: 863-738-2246  
Gary.Ralston@svn.com

Gary is a recognized subject matter expert on retail and commercial properties. His experience includes the complete spectrum of commercial real estate services. He is a senior instructor for the CCIM Institute and a member of the board of directors of the CCIM Institute and the Education Committee and a sought-after expert in commercial real estate.

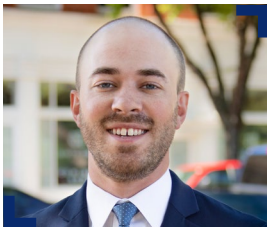


**R. TODD DANTZLER**, CCIM

Managing Director & Senior Advisor

O: 863-877-2846  
C: 863-287-3586  
Todd.Dantzler@svn.com

Todd is a well-known authority on commercial properties and land use in the Lakeland-Winter Haven metro and surrounding areas. He served on the Polk County Board of County Commissioners for 8 years, and currently as president of the Central Florida Development Council.



**TYLER DAVIS**

Asset Manager & Associate Advisor

O: 863-877-2829  
C: 205-441-8538  
Tyler.Davis@svn.com

Tyler is an accountant working with the property management division at SVN | Saunders Ralston Dantzler Real Estate. Tyler recently joined the brokerage after spending five years in the tax practice as a manager at PricewaterhouseCoopers in Birmingham, Alabama.



**LAUREN RALSTON SMITH**, CCIM, CPM®

Asset/Property Manager & Senior Advisor

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Lauren works with clients to increase the value and performance of their real estate investments. She believes that by evaluating each property carefully to determine its strengths and weaknesses, it allows for maximum efficiency and profitability.



**DANIEL BROOKS**

Property Manager

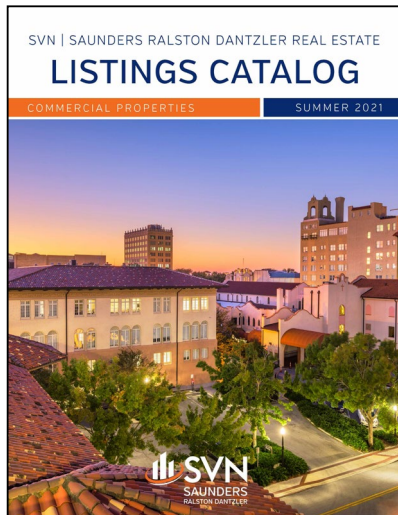
O: 863-272-7166  
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Dan.Brooks@svn.com

Dan supports the management of the company's commercial real estate properties. He is involved in all aspects of day-to-day operations of the properties, including accounting, tenant relations, and maintenance and repair.

# ADDITIONAL RESOURCES

## MARKET REPORT

Download your copy of our quarterly Commercial Real Estate Market Report for Polk and Lake Counties. The report provides sales data and expert insights on Industrial, Office, Retail, and Multi-Family markets. Visit our website to view a digital version.



## LISTINGS CATALOG

View a full catalog of properties in the Central Florida area. Listings include retail, Multi-Family, Office, Industrial, Income Producing and Commercial Development. Visit our website to view a digital version.



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