

# **Crown Realty Annual Report**

## **2006 was a Banner Year!**

**We started the year with 294 properties under management and ended with 540. (85% increase). Why did this happen? What caused this dramatic growth? We've narrowed it down to four major reasons.**

*First, we rented more houses in 2006 than in any time in our 28-year history.* We spent a lot more money on national rental hosting web sites to make this happen, but it was worth it. See our hosting sites at: [http://crowngeorgia.com/investors/summary\\_of\\_leasing\\_services.htm](http://crowngeorgia.com/investors/summary_of_leasing_services.htm)

The cost of Internet advertising has skyrocketed in the last year and it is choking everyone in the business. Area property managers are frustrated with national hosting sites because their prices have tripled and quadrupled over the previous year. We are renting a record number of properties, and landlords are prospering. The world has discovered the Internet for finding rentals, newspaper classified advertising is taking a big hit, but the results are positive.

*Secondly, technology has fueled a lot of our growth and made us much more efficient.* One example is our online application process.

We have streamlined the system of taking and processing applications on our web site. We received 640 applications through our on-line application system and approved 350 in a twelve-month period. Prospective tenants find it easy to pull up our site, fill in the application and hit submit. View our application at:

[https://www.crowngeorgia.com/residents\\_buyers/online\\_rental\\_application.htm](https://www.crowngeorgia.com/residents_buyers/online_rental_application.htm)

With the help of this faster process, we can attract and process more applications and turn inquiries into residents even faster than ever!

*Thirdly, we revised our inventory hosting system in 2006.* Our properties have never been so easy to view and tenant prospects find it is convenient to find the one that is right for them.

View our inventory on rentalhouses.com at:

<http://home.rentalhouses.com/integration/crowngeorgia.php> More photos, more bells and whistles, a little glitz and lots of information has attracted record number volume traffic!

*Finally, there were a surge of investors buying houses in 2006.* More and more investors from other parts of the country are finding Atlanta the place to own investment homes. We signed up 340 new properties in 2006 to rent, and a lot of them came from new investors.

Here are highlights of events inside Crown in 2006:

- Hired 8 more staff

- Changed our property management software system. After 13 years with the Yardi software system, we switched our software database to ManageIt, the latest and greatest in property management software. ***This is a state-of-the-art system*** and our property managers and accounting department love it.
- Installed a check scanner for immediate scanning of tenant checks. Now, when tenants give us personal checks, we scan it in directly. This means no more manual deposit slips or trips to the bank. Technology is making our life easier and more efficient. ***More efficient for us means more efficiency for you.***
- Replaced our entire phone system. Our system was 12 years old. Phone technology has also changed a little in the last 12 years. Now we have the best phone technology money can buy and ***a live receptionist to answer your calls during business hours.***
- Expanded into additional space. Hiring 8 new people means you need more space. We moved into space adjacent to existing offices within the same building.
- Taught our first series of courses: “Stealth Strategies for Investors.” We spend a lot of time on ***asset protection and title holding strategies for investors*** as we become more and more concerned about frivolous litigation. See our courses at: [https://www.crowngeorgia.com/crowninvestorinstitute/course\\_descriptions.htm](https://www.crowngeorgia.com/crowninvestorinstitute/course_descriptions.htm)
- Added lots of investor infrastructure to our web site. See some of it at: [https://www.crowngeorgia.com/investors/invest\\_in\\_houses.htm](https://www.crowngeorgia.com/investors/invest_in_houses.htm) There is not a better, more ***informative real estate site for investors*** in this market than [www.CrownGeorgia.com](http://www.CrownGeorgia.com).
- Added a page for “Current Owner Services” listing all kinds of information to help ***educate our current owner clients*** (view current owner services page). See our home page for the button on the bottom right.

In conclusion, 2006 was both exhilarating and terrifying. Growing by 85% had some speed bumps and we spent more time than we wanted cleaning up some messes. As we look back we often wonder how we did it. It often felt like a tsunami came in without our recognizing it. However, we got through it, and we are stronger than ever.

2007 will be another banner year! Our expectation is that we will number 900 houses under management by year end, place 60+ houses with investor clients, add at least 3 more staff members, and teach 20 classes on investing in real estate. Ambitious? Yes. But we are ready!

Thanks to all our faithful clients for giving us the opportunity to serve you in 2006. Although it was a great year, 2007 will be even better.

Gratefully,

Robert Locke  
Broker