



Case Study: Philipsburg, PA

Number of Units: 80

Type of Residence: HUD, Section 236

Major Achievement: Improving living standards for residents and increasing property value by improving management systems, updating maintenance, and renovating interior and exterior spaces to create a more comfortable and productive environment for both residents and staff.

Under the direction of Executive Property Manager, Deborah Neagu, and the CRM staff, the property maintains high occupancy rates and has become a comfortable home to residents and a respectable and welcoming property within the neighborhood.

Prior to CRM's involvement in 2006, the property had an 84% occupancy rate with 13 vacancies out of 80 units and the existing management struggled with maintaining occupancy. Once CRM acquired management of the property, Deborah Neagu and the staff at CRM began implementing new policies, procedures and marketing strategies to improve conditions within the facility as well as the property's reputation in the community. Today the occupancy is steady in the 98/99% range, often reaching 100%.

In an effort to create an entirely new property image based on new management, CRM secured ownership's approval to change the name. With its new name, CRM embarked on a specifically crafted marketing strategies to reposition the property within the community and to elevate existing property management standards in order to create a safer and more professionally structured environment. All of this resulted in a much more desirable apartment community for families to call their home.

Situated on the top of a hill in a quiet residential area surrounded by forests, CRM took advantage of the scenic location and began creating a more defined sense of community. Through connections with local police and fire department officials, the management was able to give residents a greater sense of safety through improved response time; a change the

residents quickly recognized and greatly appreciated. The new realization of staff support also helped fuel the growing sense of community and comradery.

CRM and the on-site staff continued to create a supportive environment for residents by networking with local agencies in order to provide a greater number of services and opportunities for residents within the property. CRM also hired a new maintenance staff with a response time under 24 hours that established a reputation for reliability and exceptional work, adding to the already improved quality of life for the residents.

The staff regularly holds resident appreciation events designed to mix residents with local vendors to establish a greater sense of community. These events also encourage residents to become more involved in local activities and connects them to resources through the help of the management team.

Within a few years under the management of CRM, the property is frequently at 100% occupancy with a waiting list for applicants eager to live in the renovated community and join the friendly atmosphere of support and a superior quality of life.

