

RAM Review

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Special Interest Articles:

- Prescott is Arizona's Christmas Capital. Find out why on page 4..
- Increase in tenant loyalty through education and appreciation.

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Note from Shirley Nelson

I am most fortunate to be able to have your trust, but this job cannot be done alone. The employees that work for RAM are the most dedicated of any company in the business and I'm proud of the work they do in your behalf, as well as seeing to the needs of your tenants.

We've seen a lot of changes throughout the years in this business and we endeavor to keep up with the changes. It's necessary to have the latest training and technology to reach the scope of the population looking to live in the Prescott Tri-City Area. I attended a convention in Hawaii this year and our office has been using some of the tools that I have brought back to

serve you. This is exciting!

We are no longer limited to marketing to local residents. Prospective tenants can see what is available on our website and the classified ads online from any place in the **WORLD!** The public loves seeing the variety of properties, maps, neighborhood/school data, filling out a tenant application online, etc. This wasn't possible 12 years ago when we bought the business. Why, we didn't even have a FAX machine! I remember contacting a title company and asked if we could have people send FAXes there and we would pick them up. The first FAX machine we bought back in the early '90's was the thermal

continuous roll paper product. Now, (about 4 FAX machines later), we "group FAX" to over 50 companies every week by a touch of a button, not to mention E-mail!

This brings up something that we try to remind you of regularly. If there are any changes in your address, phone #, FAX#'s, and email addresses – please give us notice via the medium you prefer. A phone message may possibly get lost and we don't want to cause any interruption in communication with you because there hasn't been a notice received in writing from you.

Again, thank you for the opportunity to serve you and we wish you a prosperous New Year!

Maintenance Update

Maintenance's biggest concern is the unpredictable Arizona weather. I wish I knew how we can keep it outside where it belongs, not to mention all the other creepy crawly things.

We recently completed winterizing your properties. Plus in the

recent Tenant newsletter we passed on important information to tenants about preparing for the colder weather.

In addition to this we have worked overtime to ensure vacant properties are protected against freezing and in the best condition to present to potential tenants.

As we market your properties, please keep in mind that prospective tenants are expecting to live in a place where they will feel safe and comfortable, so it is important that your property looks its best all year round, and the appearance of your property does mean everything.

Owner Contract Renewals

"I stopped believing in Santa Claus when I was six. Mother took me to see him in a department store and he asked for my autograph."
--Shirley Temple

Being that it's the end of the year, many of our management agreements are expiring. If you are new to RAM and are not aware of how our system works with updating agreements or you have questions on the matter, please read on and hopefully all your questions will be answered. If questions remain, feel free to call our office at (928) 778-5181.

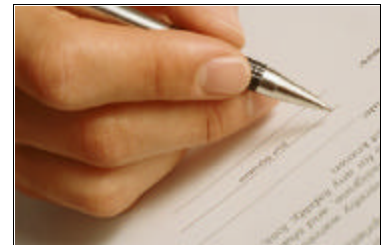
When and if your management agreement expires you will receive a new updated agreement in the mail. Brandy, our administrative assistant, is excellent at updating agreements monthly as they expire. Once we draw up a renewal, We then mail them out to you along with a stamped and self addressed envelope for your convenience to mail back when signed. If you have received your

updated agreement and have already mailed it back to our office, thank you we are grateful for the timely manner you have taken in this process. It helps us to assure a job well done. To avoid your property from sitting without an updated contract, please have your agreement signed and returned as soon as you receive it.

If your property management agreement has expired and you have yet to receive your updated contract then please call our office and we will get one out to you as soon as possible. Again it is important to us to keep an updated contract for our owners so if you have any problems, please let us know and if you received your contract and lost or misplaced it, then give us a call and we will get another out as soon as possible.

When we receive your new signed and dated agreement don't worry about making copies, we will make them for you. You will receive your copy in the mail along with the monthly statement.

Thank You!



Injury update



Stella Durst, leasing agent and Move-out Maintenance Coordinator fell and broke her arm in multiple places. Needless to say it was very painful for her. Originally doctors were going to have to operate and put screws in to ensure the spiral fracture healed properly. After a few days rest, doctors examined X-Rays and

found that surgery was not required. Because of the nature and location of the fractures doctors could not put a cast on. So Stella must wear a specialized brace to limit mobility and ensure an ideal setting for full healing and recovery. The office has missed Stella while she has been resting and recovering. As you all know Stella is

very valuable to RAM and helps out immensely. Co-workers are working hard to fill her shoes. We appreciate your understanding as we work hard until she returns. We wish her a fast and full recovery.

Tenant Development and Appreciation

Anyone who watches the news, whether its local, national or world-wide, knows that major emphasis is placed on issues of disaster, heart-ache, war and general out-of-the-ordinary misery.

Granted, such things do deliver a degree of sensationalism and shock affect. However, given the immense amount of daily issues and events that takes place in micro and macro environments around the world at any given moment, many good and honorable things go un-noticed.

Likewise, property management also has its share of unfortunate problems. However, once one looks more closely one finds that those unfortunate issues are very rare.

For example, on average 41 percent of tenants residing in your properties pay their rent before the 1st of every month. By the end of the grace period, (the 5th of the month) another 52 percent has paid for a total of 93 percent of all rent paid. By the 8th of the month another 6 to 7 percent has paid. That means on average between 0 and 1 percent of the total

number of renters has court paper work drawn in any given month.

We value good tenants. We work very hard to market to individuals and families who respect and take care of properties they occupy. We are very fortunate that hundreds of these ideal tenants are residing in your properties.

As with all businesses education and appreciation are vital to ensure customer loyalty. It is much easier and cheaper to maintain a customer than it is to get a new one. This being the case we have developed and implemented a tenant newsletter, "Tenant Times."

With the newsletter we hope to be able to communicate important information and policies to all the tenants. Our goal for this newsletter is to increase clear communication between you the owners, us the management company, and the tenants.

In addition to the Tenant newsletter we have implemented a drawing to reward tenants who pay rent on or before the first of every month. All names are placed into a drawing. Winners receive

gift certificates to local venues.

We hope that through education and positive reinforcement, we can continue to attract and maintain great tenants, All newsletters, both tenant and owner, can be accessed on the RAM website. Just place your cursor on the option bar entitled "Newsletters."

"By the end of the grace period (5th of the month)...a total of 93 percent of all rent is paid. By the 8th of the month another 6 to 7 percent has paid.."



Prescott; Arizona's Christmas City

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For over forty years Prescott has been Arizona's Christmas City. In 1962, Gov. Paul Fannin proclaimed Prescott the state's official "Christmas town."

The heart of the Christmas city is the Court house. Festively decorated with beautiful lights and figurines, the territorial landmark illuminates the night with feelings of Christmas euphoria. Shops and venues surrounding the court house offer goods and services that can meet desires of even the most finicky person.

Out lining the court house are streets lined with decorated homes. Mt

Vernon's decorated vintage Victorian homes bring in a sense of holiday nostalgia.

Aside from the visual splendor of the court house and the homes around the city, smells of hot apple cider, cinnamon, pine trees, and the sounds of holiday music, and bells ringing complete the holiday experience.

Many events planned around the city cap off the holidays here in Prescott. Listed are some up coming events:

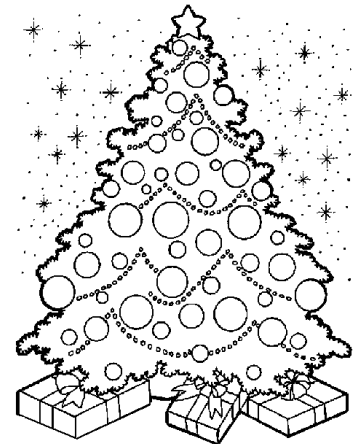
- J.S. Acker Musical Showcase at the Court house. 12/12/03
- The Nutcracker, performed at Yavapai College performance hall.

12/13 3pm and 7pm.

- Last minute non-profit stocking stuffer Bazaar, 12/20, Prescott Activity Center.

- Valley of Lights, Prescott Valley, Every night through New Years, at Fain Park.

For a complete listing of all events planned in and around Prescott please go to the Calendar page of the Prescott Chamber of Commerce website.



Final Note From The Team

This Holiday season, our wish to you is that memories of Holiday past may fill your minds with happiness, Holiday present will give comfort to troubled minds, and Holiday future will bring hope and courage. Happy Holidays from all of us at RAM Enterprises.

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Other questions or Concerns for Shirley

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