

Realty Management Group Mission Valley Case Study

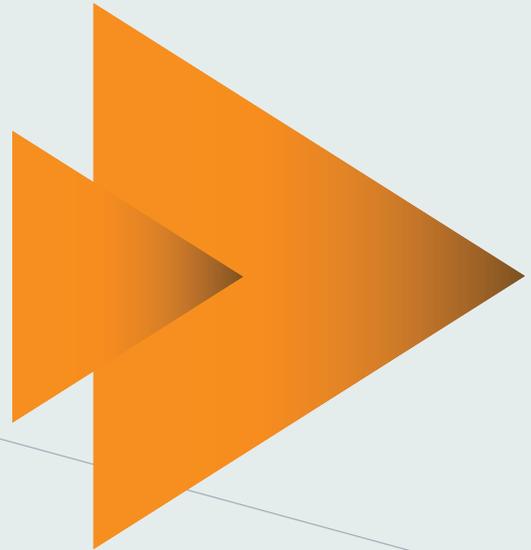
Property Overview | located in 92108.



2 bedroom, 2 bathroom,
approximately 1,215 square feet.



Built in 2014
within a professionally managed
HOA community.



Owner Situation Before Management Change

The property had been vacant for more than **90 days** prior to Realty Management Group becoming involved. The previous listing suffered from limited property exposure, poor listing presentation, and minimal follow-up with prospective tenants. Marketing consisted primarily of dark phone photos taken from poor angles, no floorplan, and limited online positioning.

Despite being priced at **\$3,200** per month, the property generated only two showings and no qualified applications during the vacancy period.

The extended vacancy resulted in approximately **\$10,200** in lost rental income before management transitioned.

The Problem Identified

Key deficiencies included:

- 01 Poor visual presentation that reduced online engagement
- 02 No floorplan to help renters evaluate layout before touring
- 03 Limited listing exposure and lack of premium placement
- 04 Slow response and follow-up with prospective tenants

“ In competitive rental markets like Mission Valley, presentation and response speed directly determine leasing velocity.



Actions Taken by Realty Management Group

Changes included:

- Professional photography with proper lighting and composition
- Creation of a professional floorplan
- Updated listing description emphasizing layout and community benefits
- Premium Zillow placement to increase visibility among qualified renters
- Structured online marketing campaign targeting active renters
- Rapid inquiry response and showing coordination

The property went live within 48 hours of onboarding.



Upon taking over management, the property was repositioned

Results

The impact was immediate.

First application received within 4 days of listing



Six qualified applications submitted



Final lease price: \$3,400 per month



Executed lease within 14 days



Growth Highlight

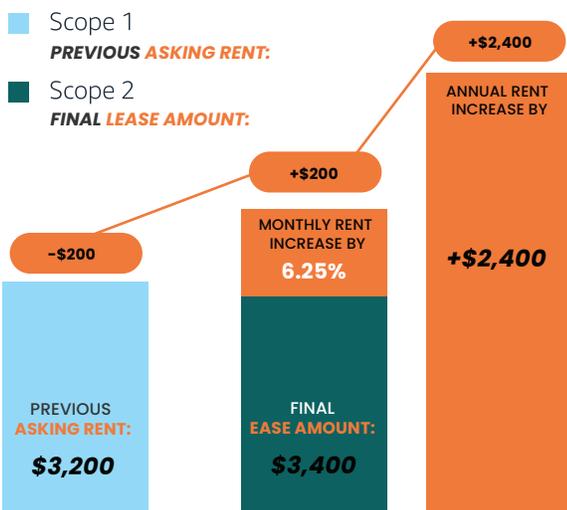
\$200

The property leased for \$200 more per month than the previous asking price while dramatically reducing vacancy time.



Financial Impact Analysis

Monthly Rental Improvement | Annual increase



Vacancy Loss Avoided

Previous vacancy duration: 90+ days
Lease executed within 14 days after repositioning



Net Operating Income (NOI) Impact ▼

Annual NOI improvement from rent increase alone:

\$2,400 per year

Estimated Asset Value Impact

Using a 5.2% cap rate typical for San Diego rental property valuation:

Grow
 $\$2,400 \div 0.052 = \approx \$46,150$
 increase in estimated property

Focus
 This improvement occurred without renovation or additional capital investment.

Owner Outcome

“

“After struggling to find the right tenant in Mission Valley, I switched to Scott and his team. Within days, they repositioned my property, and the results were immediate. We rented the unit for \$200 more per month than I previously expected and received six high-quality applications in the first week. Their knowledge of San Diego compliance and market demand is unmatched.”

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Why This Case Matters for Mission Valley Owners

Mission Valley is not a slow rental market. When properties sit vacant for extended periods, the cause is typically pricing strategy, presentation, or response speed rather than demand.

Correct positioning can increase rent, reduce vacancy, and improve long-term asset performance without additional renovation costs.

