



GOOD LIFE
PROPERTY MANAGEMENT

Multifamily Owner Guide

STRATEGIC
MANAGEMENT FOR
APARTMENT OWNERS &
MULTIFAMILY
INVESTORS



Built for 5-15 unit
properties in San Diego



Protect
Your Asset



Maximize
Performance



Streamline
Operations



Plan for
the future



Hello There!

At Good Life Property Management, we are driven by a passionate commitment to excellence and genuine desire to revolutionize the industry. Our company's journey began with a vision to address the shortcomings and improve upon the existing property management landscape. Inspired by personal experiences, I recognized the immense potential for positive change. I saw an opportunity to create a company that would add real value and make a meaningful impact on owners, tenants, and vendors.

When you choose Good Life Property Management, you are not only investing in a trusted partner but also embracing a new standard of excellence in property management. Our entire team is dedicated to ensuring your success and providing you with an outstanding experience.

Welcome to Good Life, where we redefine property management and exceed your expectations at every turn.

We look forward to embarking on this journey with you and creating a prosperous and worry-free property management experience.



Steve Welty

Founder, Good Life Property Management
DRE #01744610



Who We Are

One that believes that life should be enjoyed, not spent sweating the small stuff. Our goal is to create new opportunities for our new clients — whether it's simply freeing up their time or helping them find new ways to become a successful investor. Whatever they choose, we're here to make it an enjoyable experience. And we do it all, so you can live the Good Life!

At Good Life Property Management, we believe that great property management should do more than just handle the day-to-day — it should open doors. That's why we take care of the details, big and small, with precision, professionalism, and a personal touch. From seamless communication to expert guidance, we make owning rental property a smooth, stress-free process that puts your peace of mind first.

Whether you're a first-time landlord or a seasoned investor, our team is here to support your goals, protect your assets, and maximize your returns — all while giving you the freedom to focus on what matters most. With us, you're not just another client. You're a valued partner in a shared journey toward success, growth, and yes — a little more enjoyment along the way.

Let us handle the headaches, while you enjoy the benefits. That's the Good Life promise.



MANAGING MULTIFAMILY ASSETS REQUIRES A DIFFERENT APPROACH

At Good Life Property Management, we manage apartment buildings like the real assets they are--businesses with complex operations, financial goals, and long-term potential.

Our systems, reporting, and proactive approach are designed to protect your investment, improve performance, and give you complete confidence in your property's management.

Our Operator Focused Approach Delivers:



Operational Efficiency

Streamlined systems and workflows that reduce waste and improve performance.



Centralized Communication

One dedicated Portfolio Manager ensures clear, consistent communication across all areas.



Preventative Maintenance

Proactive inspections and maintenance planning help prevent costly issues before they occur.



Tenant Retention

Well-maintained properties and responsive service lead to satisfied tenants and stronger retention.



Asset Value Protection

Strategic planning and risk management protect your property and support long-term appreciation.



Scalable Systems

Built to support your portfolio today and grow with you tomorrow.



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We don't just collect rent and respond to problems. We implement proactive strategies that **preserve value, reduce risk, and maximize performance.**

The Good Life Multifamily Advantage

We do things differently - on purpose. Our proactive, systems-driven approach is designed to protect your investment, reduce risk, and improve long-term performance.



The Good Life Difference

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One Dedicated Portfolio Manager

You work with one primary point of contact who oversees every aspect of your property.
- 

Monthly Curb Appeal Inspections

We proactively identify issues early and maintain strong curb appeal.
- 

Walkthroughs with Photos

Detailed annual interior and bi-annual exterior walkthroughs with photos and clear updates.
- 

Proactive Capital Planning

Forward-looking recommendations to help you plan, budget, and protect your asset.
- 

Early Risk Identification

We identify maintenance and compliance risks before they become expensive problems.
- 

Transparent Communication

Consistent updates, detailed reporting, and full visibility into your property.

VS



Typical Property Management Experience

- 

Reactive Maintenance

Issues are addressed only after they become problems.
- 

Multiple Points of Contact

Different points of contact for leasing, maintenance, accounting, and more.
- 

Limited Inspections

Annual or drive-by inspections with little visibility into property condition.
- 

No Long-Term Planning

Little to no forward-looking budget or capital planning.
- 

Delayed Compliance Response

Compliance issues are addressed only when they become urgent.
- 

Lack of Transparency

Owners are left guessing with minimal communication and unclear reporting.



Proactive Today. Protected Tomorrow.

Our approach helps you preserve value, reduce risk, and achieve stronger returns - without the stress.

HOW MULTIFAMILY MANAGEMENT IS DIFFERENT

Managing an apartment building requires a different level of strategy, systems, and oversight. Our approach is built around three core areas that drive performance, protect value, and support long-term success.



OPERATIONAL OVERSIGHT

- ✓ Centralized tenant communication
- ✓ Vendor coordination
- ✓ Unit turn scheduling
- ✓ Occupancy monitoring



ASSET PROTECTION

- ✓ Preventative maintenance
- ✓ Deferred maintenance tracking
- ✓ Property condition reporting
- ✓ Compliance monitoring



FINANCIAL PERFORMANCE

- ✓ Budget forecasting
- ✓ Expense tracking
- ✓ Rent optimization
- ✓ Vacancy reduction strategies



WE MANAGE BUILDINGS LIKE BUSINESSES.

Every decision we make is designed to protect your asset, improve performance, and deliver long-term results you can see.

THE DIFFERENCE IT MAKES



STRONGER PERFORMANCE

Proactive systems drive higher occupancy and better financial results.



LOWER RISK

We identify issues early and prevent small problems from becoming expensive ones.



HAPPIER TENANTS

Responsive service and well-maintained properties lead to better tenant retention.



CLEAR VISIBILITY

Detailed reporting and communication give you confidence in every decision.



LONG TERM VALUE

Smart planning today protects your asset and builds value for tomorrow.

ONE DEDICATED TEAM MANAGING EVERY ASPECT OF YOUR PROPERTY



Strong communication. Clear ownership. Consistent results.

Multifamily management requires a coordinated team working behind the scenes so your property runs smoothly and your investment performs at its best.



PORTFOLIO MANAGEMENT

Your dedicated Portfolio Manager is your primary point of contact and oversees every aspect of your property's performance.

- ✓ Overall property strategy
- ✓ Financial performance oversight
- ✓ Owner communication
- ✓ Vendor & team coordination
- ✓ Property inspections & reporting



LEASING OPERATIONS

Focused on maximizing occupancy and creating a seamless experience for residents and owners.

- ✓ Marketing & lead management
- ✓ Lease preparation
- ✓ Showings & qualifying
- ✓ Renewals & retention
- ✓ Move in / move out coordination



MAINTENANCE COORDINATION

Proactive maintenance coordination to protect your asset, control costs, and keep your property in excellent condition.

- ✓ Preventative maintenance
- ✓ Work order management
- ✓ Vendor coordination
- ✓ Property inspections
- ✓ 24/7 emergency response



FINANCIAL REPORTING

Accurate reporting and financial oversight to keep you informed and confident in every decision you make.

- ✓ Monthly financial reporting
- ✓ Rent collection & disbursement
- ✓ Expense tracking
- ✓ Budget vs actual reporting
- ✓ Owner portal & document access



ONE TEAM. ONE STANDARD. TOTAL ACCOUNTABILITY.

A coordinated team working together to protect your asset and maximize performance.

HOW OUR TEAM WORKS TOGETHER

We operate as one integrated team with a shared goal - protect your investment and drive long-term value.



THE GOOD LIFE MANAGEMENT SYSTEM

A PROACTIVE PROCESS. BETTER PERFORMANCE.

Our proven process is designed to protect your investment, maximize occupancy, control costs, and drive long-term value. From day one, we take a strategic approach to managing your property like the asset it is.



INSPECTIONS, REPORTING & MAINTENANCE

PROACTIVE TODAY. PROTECTED TOMORROW.

We don't wait for problems to happen. Our proactive systems help protect your asset, reduce costs, and keep your property performing at its best - now and in the long term.



MONTHLY CURB APPEAL CHECKS

We inspect the exterior of your property every month to identify issues early, address curb appeal, and prevent small problems from becoming expensive repairs.




ANNUAL WALKTHROUGHS

We conduct detailed annual interior walkthroughs with photo documentation so you always have visibility into your property's actual condition.




PROPERTY REPORTING

You'll receive clear, consistent reports with photos, financials, and updates - giving you the information you need to make confident, informed investment decisions.





PREVENTATIVE MAINTENANCE

We build and manage preventative maintenance programs that extend the life of your property, reduce unexpected costs, and keep everything running smoothly.





VENDOR COORDINATION

We work with a network of trusted, licensed vendors and manage every detail-scheduling, oversight, quality control, and ensuring the job gets done right.

EMERGENCY RESPONSE

Emergencies don't follow a schedule. Our team is available 24/7 to respond quickly, resolve issues, and protect your property and your residents.



 **PROACTIVE SYSTEMS. STRONGER ASSETS.**
 **ISSUES IDENTIFIED EARLY**
 **LOWER MAINTENANCE COSTS**
 **HIGHER TENANT SATISFACTION**
 **PROTECT YOUR INVESTMENT**

TRANSPARENT PRICING. NO HIDDEN FEES.




MONTHLY MANAGEMENT FEE

6%

OR \$170 MINIMUM PER UNIT OF COLLECTED RENT

Built specifically for 5-15 unit apartment properties.

COMPLETE MANAGEMENT.
Our management fee covers the day-to-day oversight, systems, communication, and operational execution your property needs to perform at its best.



INCLUDED SERVICES

✓	Dedicated Portfolio Manager
✓	Rent Collection
✓	Maintenance Coordination
✓	Tenant Communication
✓	Financial Reporting
✓	Vendor Management
✓	Inspection Oversight
✓	Lease Enforcement

ADDITIONAL SERVICES

 <p>LEASING FEE</p> <p>25%</p> <p>OF ONE MONTH'S RENT</p>	 <p>ANNUAL INSPECTION</p> <p>\$150</p> <p>PER PROPERTY</p>	 <p>LEASE RENEWAL</p> <p>\$99</p> <p>PER RENEWAL</p>	 <p>NON-CA TAX COMPLIANCE</p> <p>\$50</p> <p>PER QUARTER</p>
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THE GOOD LIFE PROMISE

PROTECTION. PERFORMANCE. PEACE OF MIND.

We stand behind our management with industry-leading guarantees designed to protect your investment and give you complete confidence that your property is in the right hands.



OUR PROMISE TO YOU: We minimize risk. We maximize value.
We back our systems, our people, and our performance with guarantees that matter.



EVICION PROTECTION

If eviction is necessary, we cover up to \$3,000 in court and legal fees, including attorney costs.

WE HELP PROTECT YOUR INVESTMENT.



DAMAGE PROTECTION

We cover up to \$3,500 in physical damage caused by the tenant or their approved pet.

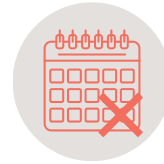
WE HOLD RESIDENTS ACCOUNTABLE.



LEASING GUARANTEE

If a tenant we place breaks their lease in the first year, we'll re-lease the property at no additional cost.

WE WORK FAST. YOU WIN SOONER.



NO LONG-TERM CONTRACTS

Month-to-month management with no long-term commitments required.

FLEXIBILITY. BUILT ON TRUST.



RISK REDUCTION FOCUSED

We implement systems to protect your property, income and personal information.

PROACTIVE TODAY. PROTECTED TOMORROW.



YOUR SUCCESS IS OUR STANDARD.

These guarantees reflect our confidence in our systems, our people, and our commitment to delivering the highest level of service.

- ✓ Lower risk
- ✓ Stronger performance
- ✓ Better residents

COMPLETE VISIBILITY INTO YOUR PROPERTY PERFORMANCE

REAL TIME INFORMATION. SMARTER DECISIONS.

We believe successful ownership starts with clear, accurate, and timely information. Our reporting systems give you full transparency into every aspect of your property's financial health and operational performance.

CLEAR DATA. CONFIDENT OWNERSHIP.

- ✓ Know exactly where your money is going
- ✓ Make informed decisions faster
- ✓ Spot opportunities and address issues early
- ✓ Protect your investment and grow long term revenue



YOU GET FULL ACCESS TO WHAT MATTERS MOST.



**MONTHLY
STATEMENTS**



**EXPENSE
TRACKING**



**INVOICE
TRANSPARENCY**



**OWNER
PORTAL**



**CASH FLOW
REPORTING**



**MAINTENANCE
PHOTOS**



**CAPEX
RECOMMENDATIONS**

FREQUENTLY ASKED QUESTIONS

ANSWERS TO THE QUESTIONS
MULTIFAMILY OWNERS
ASK MOST.



How is maintenance handled?

We work with a trusted network of licensed and insured vendors who provide high-quality repairs and maintenance. Repairs under \$500 are completed promptly and reported to you afterward, while repairs exceeding \$500 require owner approval before work begins. All maintenance expenses and invoices are included in your monthly owner statement.

What reporting do owners receive?

Owners receive detailed monthly statements showing income, expenses, invoices, maintenance activity, and property performance. Through the AppFolio owner portal, you'll have visibility into your property's financial and operational activity throughout the year.

In addition, we provide a year-end 12-month cash flow statement and a 1099-MISC to simplify tax preparation and annual financial review.

How often are inspections completed?

Our proactive inspection program includes monthly curb appeal inspections, two bi-annual exterior walkthroughs, and annual interior unit inspections. Owners receive documentation, photos, and recommendations to help identify maintenance concerns early and protect long-term asset value.

Can I use my own vendors?

Yes. Owners are welcome to use their own vendors, landscapers, pest control companies, and contractors for exterior work or capital improvement projects. For interior occupied unit repairs, we will use our trusted vendor network to ensure reliability, communication, and accountability.

How do you reduce vacancies?

We utilize strategic pricing, professional marketing, self-guided showings, and responsive leasing processes designed to maximize exposure and reduce downtime between residents.

Do I get to approve tenants?

No. Good Life is solely responsible for tenant selection to ensure compliance with federal, state, and local fair housing laws. We follow a consistent screening process and stand behind our tenant placements through the Good Life Promise.

What happens if a tenant stops paying rent?

If Good Life placed the tenant, we manage the eviction process and cover up to \$3,000 in court costs and filing fees. Our eviction rate has remained below 1% throughout our 10+ years in business.

How do you show properties?

Our method of showing properties is through a secure self-access lockbox system, allowing prospective renters to view the property on their own schedule, seven days a week, from 8 a.m. to 8 p.m. This flexibility typically leads to faster leasing times, as it enables more prospective tenants to see the property sooner without the need to coordinate schedules. Renters can also explore the property at their own pace, resulting in a more comfortable and thorough viewing experience.

Do I have to allow pets?

It is entirely up to you, as it is your property. However, we highly recommend allowing at least 1-2 pets (either cats, small or large dogs), as over 50% of renters have pets. If you do not allow pets, you will eliminate a large pool of potential renters from leasing your home. Additionally, you would be covered under our Good Life Promise where we cover up to \$3,500 in any possible pet damages that exceed the security deposit. If you do not allow pets but a renter has an ESA or service animal, which is both state and federally protected, you are required to accept the pet.

Do you require landlord insurance?

Yes. To protect both you and your investment, we require owners to maintain a landlord insurance policy with a minimum of \$500,000 in liability coverage and to list Good Life Property Management as an additional insured party. This is a standard requirement among professional property management companies.

If your insurance provider is unable to add us as an additional insured, we can extend coverage through Good Life's liability policy, providing \$1 million in liability coverage for \$24 per month.





GOOD LIFE
PROPERTY MANAGEMENT



READY FOR A MORE STRATEGIC APPROACH TO MULTIFAMILY MANAGEMENT?

You've built a valuable asset.
Now partner with a team that
protects it, grows it, and maximizes
its long-term potential.



SCHEDULE CONSULTATION

Let's discuss your
property goals and
determine if we're
the right fit.



REQUEST PROPERTY REVIEW

We'll evaluate your
property's current
operations and
identify opportunities
for improvements.



REVIEW MANAGEMENT AGREEMENT

See exactly how our
management
program works,
what's included, and
how we support your
investment.



ONE DEDICATED PARTNER. TOTAL PEACE OF MIND.



GOOD LIFE
PROPERTY MANAGEMENT



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