ZOVA

WHY ZOVA

PLANNED · MARKETED · MEASURED

FOR	MARKET	PREPARED BY	WEBSITE
Property Owners	Greater Seattle	Zova Properties	zovaproperties.com
Single-family & multifamily	King County · WA	Full-service management	206.900.6867

WHY ZOVA

Every property, managed like a flagship.

Most managers decide how much effort a property deserves based on its size. We don't. Whether you own a single-family home or a large building, your property receives the same institutional-grade toolkit from day one.

ONE STANDARD, NEVER TIERED

Every property we manage receives a written Management Plan, a Property Care Plan, in-house maintenance, a full professional marketing package, and real-time financial reporting.

01

Planned

A written Management Plan and Property Care Plan for your building, before we touch a single unit.

02

Marketed

Pro photography, floor plans, and branded video, plus targeted marketing and syndication to 50+ platforms.

03

Measured

Real-time financial reporting, monthly owner packages, and quarterly maintenance inspections with photo proof.

Planned. Marketed. Measured. Every property, every time.

THE OUTCOMES

Higher NOI. Fewer surprises.

We lease faster, maintain smarter, and report more clearly, so your property earns more and costs you less attention.

EARN MORE

Fewer vacant days, faster turns

Market rent analysis on every lease and renewal

Renewal outreach 90 days out

SPEND LESS

In-house maintenance at fair, transparent pricing

Preventative care that heads off emergency repairs

Outside vendor invoices passed through at cost

WORRY LESS

Real-time financial reporting, 24/7 portal

Owner response within 1 business day

Month-to-month, 30 days' notice

LEASING

Leased faster. Leased right.

Vacancy is the most expensive line on any rent roll. We treat every vacancy like a product launch: targeted marketing aimed at the right renters, launched before the unit is rent-ready, and a dedicated leasing agent who owns it through move-in.

50+
Rental platforms every listing is syndicated to

3
Pro media assets: photography, floor plans, branded video

24/7
Automatic inquiry response, with self-booked showings

Targeted marketing that reaches qualified renters, not just more clicks

In-house leasing agent for inquiries, showings, and applications

Leasing Plan for lease-ups: absorption targets and pricing by unit type

Fair Housing–compliant screening on every adult applicant

Lease execution and coordinated move-in, documented in your portal

12-month placement guarantee: if a placed resident is evicted, we re-lease with no leasing fee

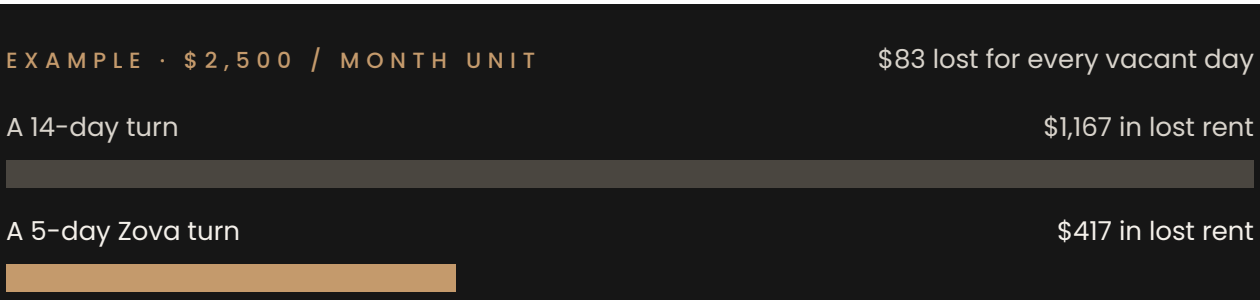
THE COST OF VACANCY

Every vacant day is rent you never get back.

Vacancy is the most expensive line on any rent roll, and it repeats with every turn. Here's what a faster turn is worth on a single unit.

EXAMPLE · $2,500 / MONTH UNIT

$83 lost for every vacant day



$750 back in your pocket, every time a unit turns

MONTHLY RENT	COST PER VACANT DAY	SAVED PER TURN
$1,800	$60	**$540**
$2,500	$83	**$750**
$3,500	$117	**$1,050**

Illustrative arithmetic: monthly rent ÷ 30 days, comparing a 14-day turn with a 5-day turn. Across a 10-unit building, that difference repeats on every unit that turns.

WHAT YOU'LL NEVER PAY FOR

An onboarding fee. Waived for every new property.

A cancellation fee. Leave with 30 days' notice, no penalty.

A second leasing fee if a placed resident is evicted within 12 months.

Markups on outside vendors. What the vendor bills is what you pay.

A long-term contract. Month-to-month, always.

Extra for listing media. Photos, floor plans, and video are included in your leasing fee.

IN-HOUSE MAINTENANCE

Maintained in-house. Built to last.

Most managers hand your building to whichever vendor is free. Our own in-house team means we control the cost, the quality, and the timeline: fair, transparent pricing, work done right the first time, and no waiting on someone else's schedule.

3–5 days
Standard unit turn, move-out to rent-ready

2 hours
Emergency response, 24 hours a day

1 day
All requests acknowledged within 1 business day

WHY IN-HOUSE MATTERS

Cost control. Fair, transparent pricing on every job, approved within your limits.

Quality control. Our own technicians, held to our own standards.

Speed. Scheduled by us, not around a vendor's calendar.

Accountability. Every service documented with time-stamped photos.

3–5 DAY TURNS

A daily make-ready board and our own crew take a standard unit to rent-ready in 3–5 days, with marketing live before it's ready.

PROPERTY CARE PLAN

Written for your building: a 12-month care calendar and a multi-year capital forecast, with replacements staggered across budget years.

PREVENTATIVE & RECURRING

On your 12-month care calendar

HVAC filter replacements	Furnace and HVAC servicing
Water heater replacement schedule	Plumbing leak and moisture checks
Roof moss treatment and gutter cleaning	Pipe and hose bib winterization
Dryer vent and duct cleaning	Infrared electrical panel scans
Smoke and CO detector checks	Landscaping plans and grounds care
Recurring pest control	Quarterly maintenance inspections

Prevent, don't react. Scheduled, documented, and reported to you.

PROPERTY CARE PLAN SAMPLE

A plan for every season.

Before we touch a single unit, your building gets a written Property Care Plan. Here's a look at the annual care calendar from a sample plan.

SERVICE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
PREVENTATIVE												
Water heater service & replacements		●										
HVAC filter replacements			●			●			●			●
Furnace & heating service										●		
Dryer vent & exhaust duct cleaning									●			
Roof moss & gutter cleaning				●							●	
Electrical panel assessment			●									
Plumbing leak & moisture check										●		
RECURRING												
Landscaping	○	○	●	○	○	●	○	○	●	○	○	●
Pest control	●			●			●			●		
Winter ice melt & salt	■	■									■	■
OVERSIGHT												
Quarterly maintenance inspection			●			●			●			●

● Scheduled service ○ Monthly landscaping option ■ As conditions require

12 yrs
Max water heater service life before scheduled replacement

24/7
Emergency maintenance line

$1,000
Per-occurrence authorization limit for routine items

WHAT YOUR PLAN INCLUDES

- A water heater inventory for every unit, with age, condition, and a replacement schedule
- Leak monitoring alarms at each water heater, so a leak is caught before it becomes a flood
- Baseline electrical panel and plumbing assessments, with prioritized findings
- Digital service reports with time-stamped before-and-after photos for every visit

Sample shown. Your plan is built around what's actually on site at your property.

THE DIFFERENCE

What changes with Zova.

AREA	COMMON EXPERIENCE	WITH ZOVA
Marketing	Phone photos, a few sites	Pro media, targeted marketing, 50+ platforms
Lead response	When staff are free	Automatic inquiry response, 24/7
Planning	No written plan; reactive	Management Plan + Property Care Plan
Maintenance	Fix it when it breaks	In-house team, preventative care calendar
Reporting	A statement once a month	Real-time financial reporting, 24/7 portal
Vendor billing	Markups are common	Passed through at cost, no markup
Unit turns	Open-ended, weeks of vacancy	3–5 day standard turn, tracked daily
Placement risk	Re-leasing billed again	12-month placement guarantee
Contract	Long-term commitments	Month-to-month, 30 days' notice

YOUR CONSULTATION IS BOOKED

Here's what happens next.

01

YOUR CONSULTATION

A phone call to learn about your property and goals, show you how we'd manage it, and share our fees in writing.

02

ON-SITE ASSESSMENT

Next, you'll schedule an on-site property assessment: a walkthrough of your property and a market rent analysis.

03

YOUR DECISION

No pressure. Month-to-month terms, onboarding fee waived, and a turnkey takeover from your current manager.

Helpful to have nearby for the call: current rent roll, last 12 months of statements, and your current management agreement.

Planning to sell someday? Owners who list with us receive a reduced 2.5% owner rate.

FEE SCHEDULE AT A GLANCE

One standard, three programs.

Every fee is set in writing, before you sign. Choose full-service management for a single-family home or a multifamily building, or leasing only when you need a resident placed. Multifamily rates are quoted per building after an on-site assessment.

FEE	SINGLE-FAMILY	MULTIFAMILY	LEASING ONLY
Management fee	8% of collected rent	Quoted per building	—
Minimum monthly fee	$200	Quoted per building	—
Leasing fee	100% of one month's rent	Quoted per building	100% of one month's gross rent
Leasing fee minimum	$1,500	Quoted per building	$1,500
Lease renewal fee	25% of one month's rent or $300, whichever is greater	Quoted per building	—
Onboarding fee	Waived	Waived	—
Vendor markup	None	None	—
Inspection fees	None	None	—

"COLLECTED RENT" DEFINED

Rental income actually collected from residential units, exclusive of security deposits, pet deposits, utility reimbursements, late fees, application fees and other non-rent income unless otherwise agreed in writing.

FOUNDING CLIENT OFFER

Sign by April 30, 2027 and your first placement is billed at 80% of one month's rent, with a $1,500 minimum. Applies to single-family management. Standard fees apply after that.

SINGLE-FAMILY MANAGEMENT

One home, full service.

8%

BASE MANAGEMENT FEE

Monthly fee equal to 8% of collected rent, with a $200 minimum monthly management fee.

100%

LEASING FEE

Of one month's rent for each new lease executed, with a $1,500 minimum. Includes marketing, showings, screening, lease prep and move-in.

25%

LEASE RENEWAL FEE

Of one month's rent for each lease renewal executed, or $300, whichever is greater.

HOW THE MINIMUM WORKS

Each month you pay the greater of 8% of collected rent or the $200 minimum monthly management fee.

NEVER CHARGED

Onboarding fee
Waived

Vendor markup
None. Invoices passed through at cost.

Inspection fees
None

WHAT IT ACTUALLY COSTS YOU

ITEM	HOME A	HOME B
Monthly rent	$2,000	$3,000
Management fee (8%)	$160	$240
Monthly fee charged	$200 (minimum applies)	$240
Leasing fee (100%)	$2,000	$3,000
Lease renewal fee (25%)	$500	$750

Illustrative arithmetic. Your rates are set in your Management Agreement.

MULTIFAMILY MANAGEMENT

Built for buildings.

Custom

PRICED PER BUILDING

Every building is different, so your fees are set in a written proposal after an on-site assessment.

YOUR PROPOSAL INCLUDES

Management fee	set by unit count, rents and goals
Leasing fee	for each new lease executed
Lease renewal fee	for each renewal executed
Property Care Plan	12-month care calendar for your building
Market rent analysis	pricing by unit type

HOW PRICING WORKS

We review your rent roll, walk the property and send a written proposal before you sign. Your final rates are set in your Management Agreement.

NEVER CHARGED

Onboarding fee
Waived

Vendor markup
None. Invoices passed through at cost.

Inspection fees
None

HOW WE QUOTE A BUILDING

STEP	WHAT HAPPENS
01 Consultation	A call about your building, current rent roll and goals.
02 On-site assessment	A walkthrough of the property and a market rent analysis.
03 Written proposal	Management, leasing and renewal fees, in writing before you sign.

Illustrative process. Final terms are set by your executed Management Agreement.

LEASING-ONLY SERVICE

Placed right, handed over.

100%

LEASING-ONLY FEE

Of one month's gross rent, with a $1,500 minimum.

WHAT'S INCLUDED

Marketing oversight, showings, screening, lease preparation and move-in coordination, by the same in-house leasing team that places residents for the properties we manage.

HOW THE MINIMUM WORKS

You pay the greater of one month's gross rent or $1,500.

WHAT IT ACTUALLY COSTS YOU

MONTHLY GROSS RENT	LEASING-ONLY FEE
$1,400	$1,500 (minimum applies)
$2,500	$2,500
$3,200	$3,200

Illustrative arithmetic. Final terms are set by your executed agreement.

FINAL TERMS

Final terms are set by the executed Property Management Agreement.

ZOVA

PROACTIVE · DISCIPLINED · TRANSPARENT

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