

BAKER STREET PROPERTIES

Brand Core

our core identity

Turning ownership into peace of mind

We believe owning property shouldn't feel like a constant source of stress. When things are managed with care, clarity, and consistency, everything simply works as it should.

A property is not just an asset or a line in an investment portfolio. It's tied to people's lives, their sense of stability, and their future.

Managing it requires more than vision, strong systems and professionalism—it calls for a human approach, with real care behind every decision.

Every strong brand is built from the inside out. Mission, vision, and purpose define the brand’s intent, ambition, and reason for existing.

Purpose

Why the brand exists beyond profit and the value it brings to people’s lives.

To remove the stress and uncertainty from property ownership, replacing it with clarity, care, and confidence.

Mission

What the brand does today and how it delivers on that purpose through action.

To manage properties with quiet discipline and thoughtful care—where the systems run steadily, and the work is guided by human judgment and clarity.

Vision

Where the brand is going and the future it is intentionally working toward.

To be known as the team that makes property ownership feel steady, predictable, and fully supported—quietly, consistently, and without friction.

Core values define how the brand behaves, makes decisions, and shows up in the world.

They are not aspirational ideals, but shared principles that guide actions, relationships, and long-term growth.

We Don’t Manage Properties, We Take Care of Homes

We believe a property is more than an asset, it’s where people live, and what owners are building for their future.

→ This means we approach every decision with care, balancing the needs of both owners and tenants, and treating each property as something we’re accountable for.

Systems Support the Work. People Lead It.

We believe great operations don’t replace people, they support better thinking, better decisions, and better outcomes.

→ This means we use technology and structured processes to stay organized and efficient, while relying on human judgment to guide decisions and take responsibility.

For Your Peace of Mind

We believe property ownership shouldn’t feel like a constant source of stress, interruptions, or second-guessing. When things are managed well, they don’t demand your attention, they simply run.

→ This means we take responsibility for the details, communicate clearly, and step in before issues escalate, so owners feel informed, supported, and free from the day-to-day burden.

Handled Before You Ask

We believe trust comes from knowing nothing is being missed, delayed, or left unattended.

→ This means we stay ahead, act early, and take full responsibility—so you don’t have to double-check or chase updates.

The Standard Doesn’t Change

We believe good property management isn’t situational. The level of care, attention, and execution should remain consistent, regardless of the property, the owner, or the complexity involved.

→ This means we apply the same level of structure, judgment, and follow-through to every property, so owners can expect reliable outcomes, not variability.

Our beliefs reflect how we see the world, our industry, and the role this brand chooses to play within it.

We believe in

Ownership Should Feel Lighter, Not Heavier

We believe the whole point of having a property manager is to remove weight—not add another layer of decisions, follow-ups, and uncertainty.

Consistency Is a Form of Respect

We believe people don’t just want good outcomes, they want to know what to expect. Uncertainty is what creates stress. Even when things are technically going well, not knowing what’s happening, what’s normal, or what comes next creates friction.

Homes Deserve More Than Efficiency

A property is more than a unit or a line item. It’s where someone lives day to day, and what someone else is relying on long-term. We believe housing isn’t just operational, it’s personal. It holds people’s routines, lives, and investments.

We DON’T believe in

Being Needed for Everything

We don’t believe a good property manager should constantly pull the owner back in. If the owner has to keep stepping in, following up, or making routine decisions, the system isn’t working as it should.

Efficiency at the Expense of Care

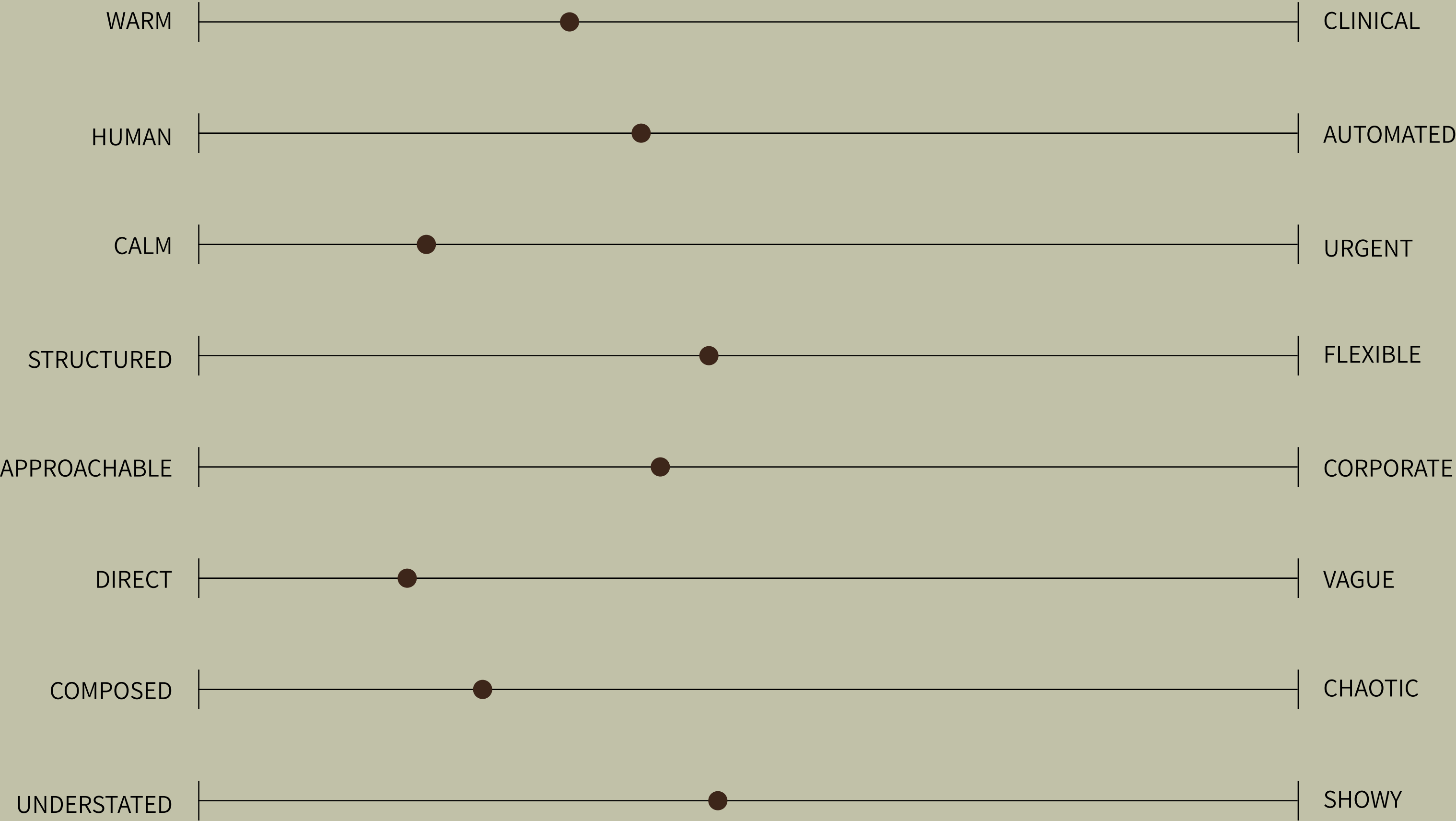
We don’t believe faster is always better—especially when it leads to poor decisions or short-term fixes. Speed without context often creates more problems than it solves. Quick decisions that ignore quality, long-term impact, or proper coordination tend to come back at a higher cost.

“That’s Just How It Is”

We don’t believe the industry’s bad habits are acceptable just because they’re common. Disorganization, vague communication, and reactive management have become normalized in this space, but that doesn’t make them acceptable.

Brand Personality

Our beliefs reflect how we see the world, our industry, and the role this brand chooses to play within it.



Our brand promise defines what people can reliably expect from every interaction with the brand.

We promise a property management experience that feels clear, consistent, and genuinely well handled. This promise is delivered through thoughtful, tech-forward systems, proactive decision-making, and a team that takes ownership, communicates clearly, and stands behind their work.

IF IT COMPROMISES CLARITY, CARE, OR TRUST, IT DOESN'T BELONG.

Our culture defines how we work together, build community, and create an environment where people can do meaningful work and live well beyond it.

Care, Not Just Management

We believe property management isn't about handling tasks, it's about taking responsibility for something people depend on.

Every property represents both a financial investment and someone's daily life, and both deserve to be treated with care.

→ **What this means in practice:**

Decisions are made with context and consideration, balancing the needs of owners and tenants while protecting the long-term value of the property.

Systems That Support Better Work

We believe consistency doesn't happen by chance, it's built through structure, clarity, and thoughtful systems.

Technology and processes should simplify the work, not replace the thinking behind it.

→ **What this means in practice:**

Workflows are documented, communication is structured, and technology is used intentionally, so nothing is missed, and decisions are made with clarity, collaboration and accountability.

Trust, Built Through the Work

We believe trust isn't created through promises, it's built through consistent, reliable execution over time.

Reputation is a reflection of how the work is done, not how it's presented.

→ **What this means in practice:**

Communication is clear, follow-through is consistent, and relationships are built through accountability—leading to long-term clients and referral-driven growth.

Local Knowledge That Moves Things Forward

We believe being local is more than proximity, it's knowing how to navigate the details that others miss.

Understanding the market, the regulations, and the relationships makes the difference between delays and progress.

→ **What this means in practice:**

Decisions are informed by real market context, and processes are guided by experience with local requirements—allowing things to move forward with fewer surprises.

What this looks like in practice:

THIS SHOWS UP IN:

HOW COMMUNICATION IS HANDLED

HOW DECISIONS ARE MADE

HOW TENANTS ARE TREATED

HOW MAINTENANCE IS APPROACHED

HOW SYSTEMS ARE BUILT AND USED

HOW PROBLEMS ARE HANDLED

HOW GROWTH IS MANAGED

HOW TRUST IS BUILT

HOW THE EXPERIENCE FEELS

OUR CULTURE IS NOT:

TRANSACTIONAL

REACTIVE OPERATIONS

VAGUE COMMUNICATION

PROFIT-FIRST DECISION MAKING

IMPERSONAL SERVICE

SHORT-TERM FIXES

DISORGANIZED SYSTEMS

DEFENSIVE HANDLING OF ISSUES

GROWTH AT THE EXPENSE OF QUALITY

COLD, CORPORATE EXPERIENCES

Because we value...	Our personality is ...	This means our communication and design should be...	... and not ...
Integrity and transparency	Honest, grounded, and straightforward	Clear, direct, and easy to understand, with no fluff or hidden meaning	Vague, corporate, or overly polished
Human-first service	Warm, respectful, and approachable	Friendly, calm, and considerate, making people feel supported and understood	Cold, transactional, or robotic
Dependability and accountability	Responsible, consistent, and trustworthy	Structured, organized, and reliable, with clear expectations and follow-through	Chaotic, inconsistent, or unclear
Proactive thinking	Prepared, attentive, and one step ahead	Anticipatory, informative, and guiding, answering questions before they're asked	Reactive, last-minute, or incomplete
Quality workmanship	Detail-oriented, professional, and thoughtful	Clean, intentional, and well-crafted, with care in every detail	Sloppy, rushed, or generic
Tech-forward efficiency	Modern, practical, and solutions-oriented	Simple, efficient, and intuitive, reducing friction and saving time	Overcomplicated, clunky, or unnecessarily manual

Our brand character defines how we show up in interactions, communication, and community moments.

THE ONE YOU DON'T HAVE TO THINK ABOUT

We're designed to feel steady, reliable, and quietly present. Something that fits seamlessly into your life and simply works as it should.

→ **This means we handle what needs to be handled, and allow property ownership to feel calm & fully supported.**

AHEAD BY DESIGN

We are proactive, attentive, and one step ahead.

→ **This means we don't wait for problems to escalate or rely on reactive communication. we ask for feedback, and identify issues before they turn into larger problems.**

HUMAN AT HEART

We are warm, respectful, and human in how we interact and show up. We want you to feel like you're talking to a person that knows you and your property.

→ **This means we don't sound robotic, transactional, or emotionally detached.**

ACCOUNTABLE, ALWAYS

We do what we say, and we stand behind the work. We show up, follow through, and take responsibility for the outcome.

→ **This means we don't deflect responsibility, hide information, or avoid difficult conversations.**

STRUCTURED BY TECH

We are organized, structured, and consistent in how we operate. We're backed by strong systems and tech that ensure everything simply runs as it should

→ **This means we don't improvise, create chaos, or rely on memory over process.**

GROUNDLED

We don't wing it. We take a thoughtful, practical approach—and carry it through to the details.

→ **This means we don't cut corners, rush decisions, or prioritize speed over quality.**

Our brand character defines how we show up in interactions, communication, and community moments.

Brand Perception
How We Want to Be Seen

We want to be seen as the trusted, go-to partner for property owners who want their investments handled with clarity, care, and competence.

A seamless extension of their day-to-day life where things are managed without friction, decisions feel informed, and nothing gets lost in the cracks.

A service that brings structure and calm to an otherwise chaotic experience, combining modern systems with a genuinely human approach that feels reliable, thoughtful, and easy to trust.

Brand sentiment
How We Want People to Feel

We want people to feel confident, supported, and at ease, without the stress and uncertainty that often comes with managing a rental property. Working with Baker Street should feel like a relief, something that removes weight from their day and replaces it with clarity, structure, and trust.

Baker Street becomes a partner they rely on because it brings consistency, transparency, and peace of mind into their everyday life, turning property ownership into something that feels steady, manageable, and truly passive.

Brand loyalty
Why People Stay and Return

People stay because Baker Street feels dependable and consistently delivers on what it promises. It offers the reassurance of a partner that handles things the right way, paired with the confidence that their property is being managed with care, clarity, and good judgment.

They continue working with Baker Street because everything runs as it should, because it reduces friction in their lives, and because it becomes a reliable part of how they manage their investment. Over time, it’s not just a service they use, but a relationship they trust to protect their asset and give them peace of mind.

Brand Voice

Our brand voice ensures every touchpoint feels intentional, human, and consistent, regardless of channel or author. **It reflects our character, reinforces trust, and shapes the experience beyond the space itself.**



Our brand voice is not stylistic. It is shaped by the principles and intentions that define the brand at its core.

Brand Character

Our voice reflects who we are in the room: efficient with a human touch. Clear, composed, and dependable, it prioritizes clarity and accountability over performance, delivering information in a way that feels both streamlined and personal.

Brand Beliefs

What we believe shapes how we communicate. Our language reinforces our point of view on property management as caretaking, not transaction, valuing trust, transparency, and long-term thinking over shortcuts, noise, or surface-level service.

Brand Promise

Our promise sets the standard for every interaction. The voice reassures through clarity, follows through on what it says, and consistently communicates what's happening, what it means, and what comes next.

Community-First Mindset

We speak to people, not accounts. Our voice prioritizes respect, clarity, and thoughtful communication, ensuring owners and tenants feel informed, supported, and treated with care at every step.

Our brand voice is built on a small set of principles that guide how we communicate across every touchpoint.

Warm, Not Performative

Approachable and welcoming without forced familiarity.

Clear, Not Overwritten

Direct and easy to understand, without jargon, filler, or over-explaining.

Professional, Not Corporate

Structured and polished, without sounding distant, rigid, or impersonal.

Confident, Not Promotional

Assured in tone, without exaggeration, hype, or trying to convince.

Helpful, Not Overbearing

Guiding and informative, without overwhelming with unnecessary detail or noise.

Thoughtful, Not Reactive

Measured and intentional, never rushed, emotional, or impulsive.

These pillars work together to create a voice that feels human, considered, and consistent.

Warm, not performative



What this sounds like

We communicate with openness and care, creating a sense of welcome that feels genuine and unforced. Our tone is friendly, present, and respectful of personal boundaries.

What we avoid

We avoid exaggerated enthusiasm, sales-driven friendliness, and language that feels scripted or transactional.

In practice

Instead of:

“Hey there! We’re SO excited to help you manage your property!”

We say:

“We’re here to help you manage your property clearly and consistently.”

Example:

“We’re here when you need us. No pressure, no noise.”

Clear, Not Overwritten



What this sounds like

We communicate in a way that's easy to understand and straight to the point. We prioritize clarity over cleverness and structure over excess.

What we avoid

We avoid jargon, long-winded explanations, and language that requires interpretation.

In practice

Instead of:

“We facilitate comprehensive property oversight solutions designed to optimize operational efficiency.”

We say:

“We manage your property clearly, and keep you informed at every step.”

Example:

“Here's what happened, what it means, and what comes next.”

Confident, Not Promotional



What this sounds like

We speak with quiet confidence, grounded in how we work—not in claims or exaggeration. The tone is assured, without trying to convince.

What we avoid

We avoid hype, superlatives, and language that feels like a sales pitch.

In practice

Instead of:

“We’re the best property management company in the area!”

We say:

“We focus on doing the work properly, and letting that speak for itself.”

Example:

“Our goal is simple: fewer surprises, better outcomes.”

Professional, Not Corporate



What this sounds like

We are structured, organized, and clear—without sounding distant or overly formal. The tone is polished, but still human.

What we avoid

We avoid stiff language, unnecessary formality, and anything that feels impersonal or templated.

In practice

Instead of:

“Please be advised that your request has been received and is currently under review.”

We say:

“We’ve received your request and are already looking into it.”

Example:

“We’ll keep you updated as this moves forward.”

Thoughtful, Not Reactive



What this sounds like

We communicate with intention, focusing on what matters and providing context where it's needed. Nothing feels rushed or impulsive.

What we avoid

We avoid urgency for the sake of urgency, emotional language, or communication that feels scattered.

In practice

Instead of:

“This needs to be handled immediately—please advise ASAP!!!”

We say:

“Here’s what’s happening, and the next step we recommend.”

Example:

“We’re already coordinating the next step and will keep you updated.”

Helpful, Not Overbearing



What this sounds like

We guide and inform in a way that feels supportive, not overwhelming. Information is shared clearly and at the right level.

What we avoid

We avoid overloading with unnecessary detail, excessive updates, or information without context.

In practice

Instead of:

“Here’s everything you need to know about this situation...” (followed by a wall of text)

We say:

“Here’s the key information and what it means for you.”

Example:

“You don’t need to take action on this—we’ll handle it.”

One Voice, Different Contexts. Our voice remains consistent, but its tone adapts to context, intention, and moment.

Website

Clear, grounded, and compelling.

Communication balances clarity with narrative, helping people understand exactly what Baker Street does, while building trust through how it’s said.

Sales & Partnerships

Direct, confident, and respectful.

Communication is business-minded and outcome-focused, while remaining human and considerate. The tone prioritizes clarity, alignment, and trust.

Community Emails

Clear, friendly, and to the point.

Communication feels approachable and human, while staying structured and easy to scan. The tone is respectful of people’s time, informative without being heavy, and warm without unnecessary fluff.

Onboarding & Signage

Clear, supportive, and transparent.

Communication removes uncertainty by explaining what’s happening, why it matters, and what comes next. The tone is reassuring and practical, helping people feel informed, oriented, and taken care of at every step.

Maintenance & Issue Resolution

Reassuring, proactive, and solution-focused.

Communication acknowledges the situation clearly, outlines the next steps, and provides confidence that it’s being handled.

Our language choices reinforce our point of view and shape how the brand is perceived.

WORDS WE USE

WE’VE GOT THIS

CARE

ALREADY ON IT

WE’RE HERE

ALL SET ON OUR END

TOGETHER

WE’RE TAKING CARE OF IT

ALL SET

WE UNDERSTAND

Feel calm, human, and reassuring—like someone capable is already taking care of it and keeping you in the loop.

WORDS WE AVOID

FACILITATE

HEY!!

ASAP

HOPEFULLY

REVOLUTIONARY

OPTIMIZE

PLEASE BE ADVISED

YOUR REQUEST HAS BEEN RECEIVED

Feel distant, overly polished, or uncertain—anything that sounds like a system, a sales pitch, or a lack of clarity.

Below are examples of how our voice translates into real-world communication.

BRAND DESCRIPTION

BEFORE

“We provide comprehensive property management solutions designed to optimize performance and streamline operations for property owners.”

AFTER

“We take care of your property—so it runs smoothly, stays occupied, and doesn’t pull you into the day-to-day.”

CLIENT COMMUNCATION

BEFORE

“Your request has been received and is currently being processed. We will follow up shortly with additional information.”

AFTER

“We’ve got this. We’re already looking into it and will keep you posted.”

ONBOARDING

BEFORE

“As part of our onboarding process, we will require access to the property and relevant documentation.”

AFTER

“To get started, we’ll need access to the property and a few key details. We’ll guide you through each step.”

These principles guide how we write,
regardless of channel or format.



Writing Principles

Write like a person, not a platform

Fewer words, more intention

Calm confidence over urgency

Clarity before cleverness

Speak to people, not personas

Leave room for interpretation and choice

How We Communicate, Every Day

These principles guide how we write, speak, and interact, ensuring the brand feels consistent, human, and intentional at every touchpoint.

Lead with intention

Before writing or speaking, be clear on the purpose of the message. If it doesn't add clarity, care, or value, reconsider it.

Choose clarity over cleverness

Simple, direct language builds trust. We avoid over-explaining, exaggeration, or trying to sound impressive.

Be warm, not familiar

We are welcoming and approachable without assuming closeness or overstepping boundaries.

Calm is a strength

We communicate with confidence and steadiness, never urgency or pressure.

Brand Messaging

Brand messaging defines the key ideas we consistently communicate to ensure clarity, alignment, and recognition across every touchpoint. **It helps the right people understand what we offer, what we value, and why we're different.**



These messaging pillars reflect the ideas we return to again and again, shaping how people understand the brand and the experience it offers.

Care, Built Into the Work

Good property management isn't about moving tasks along—it's about taking responsibility for what matters.

Clarity You Can Rely On

People don't just want results—they want to understand what's happening, what it means, and what comes next.

Powered by Systems That Think Ahead

The way things are managed shapes the experience. Thoughtful systems create consistency, and consistency creates peace of mind.

Trust Over Transactions

Strong relationships aren't built through volume—they're built through reliability, transparency, and doing the work properly over time.

Care, Built Into the Work



What this means

We believe property management isn't just about completing tasks, it's about taking responsibility for something people depend on and care deeply about. Every property holds both financial value and real lives, and both deserve to be handled with care and attention.

What this reinforces

Long-term thinking over quick fixes

Respect for both owners and tenants

Decisions made with context, not convenience

In practice

"We treat every property like something that matters, because it does."

Structure That Reduces Stress



What this means

We believe people don't just want good outcomes—they want to understand what's happening and what to expect. Clear communication reduces uncertainty and allows people to make better decisions with confidence.

What this reinforces

Transparency over ambiguity

Confidence over second-guessing

Simple, structured communication

In practice

“We’ve got a handle on it, we’ll keep you in the loop as it moves forward.”

Powered by Systems That Think Ahead



What this sounds like

We believe consistency is built through well-designed systems, supported by technology and carried out with care. When processes are clear and information is organized, work moves faster, decisions are easier, and nothing gets lost along the way.

What we avoid

Efficiency without chaos

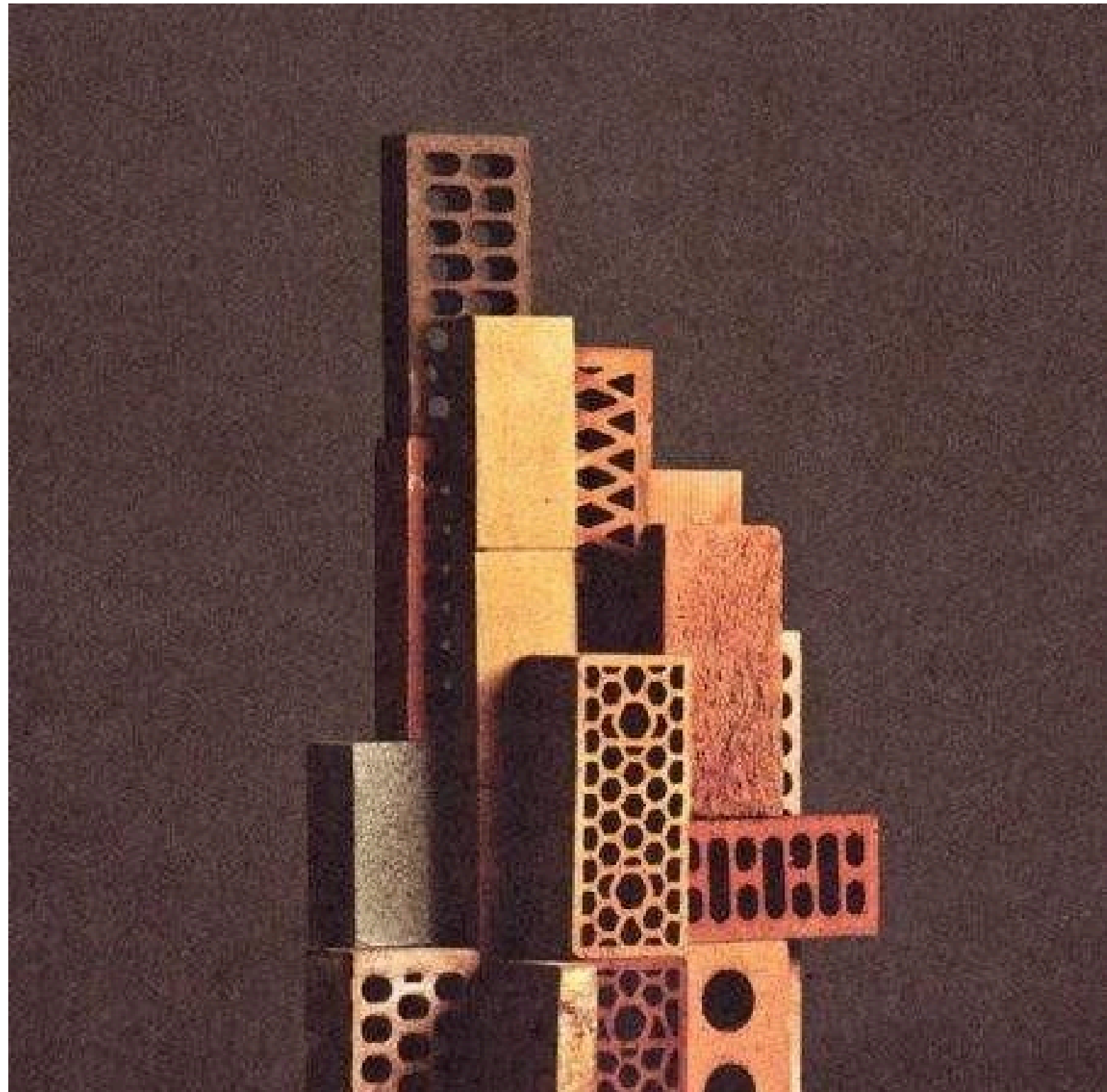
Systems that support better decisions

Technology that simplifies, not replaces

In practice

“It’s not guesswork—everything is tracked, structured, and seen through.”

Trust Over Transactions



What this sounds like

We believe trust is built over time through consistent, honest work—not through volume or quick wins. Strong relationships come from doing what we say, communicating clearly, and standing behind every decision.

What we avoid

Relationships over one-off interactions

Integrity over short-term gain

Consistency over promises

In practice

“We focus on doing the work properly and letting that build trust over time.”

Brand Keywords

These keywords define the recurring language that shapes how we describe the brand, the experience, and the value we offer.

Core Experience Keywords	Community & Connection Keywords	Work & Environment Keywords	Brand & Positioning Keywords
Supported	Local	System-driven	Efficient
Calm	Known	Steady	Tech-forward
Looked after	Trustworthy	Proactive	Reliable
Understood	Considered	Thoughtful	Transparent
Familiar	Honest	Consistent	Thoughtful
Steady	Accessible	In control	Human

Brand Keywords - Words we must avoid

Just as important as the words we choose are the ones we intentionally avoid. These terms conflict with our values, tone, and point of view.

Properties just as numbers	Growth & Business Buzzwords	Management Keywords	Brand & Positioning Keywords
Inventory	Disrupt	Oversight	Cutting-Edge
Assets	Hyper-growth	Ticket	Premium
ROI	Scale at all costs	Processing	Luxury
Occupancy rate	Game-changer	Escalation	World-Class
Headcount	Innovative (without substance)	Case	Bespoke
Yield	Next-level	Scale	Level

Not every message carries the same weight. This hierarchy helps us lead with clarity and reinforce the story without overloading communication.

Primary Messages

These are the ideas we always lead with. They should be present across the website, sales conversations, and first impressions.

Smart Systems, Better Flow

Efficiency isn't about doing more—it's about doing things properly. With the right systems and technology in place, everything is tracked, organized, and moving forward without friction—so nothing gets missed, and nothing slows down.

Care Comes First

We don't treat properties like numbers or tasks to complete. Every decision is made with care, context, and respect—for both the investment and the people living in it. Because how the work is done matters just as much as the outcome.

Clarity You Can Rely On

You shouldn't have to guess what's happening with your property. We communicate clearly, explain what matters, and keep you informed at the right level—so you feel confident, in control, and never left wondering.

Supporting Messages

These reinforce the primary ideas and add depth where needed.

- Everything is tracked and followed through, nothing gets missed.
- We treat every property with care and context.
- You always know where things stand.
- Systems keep things moving—people make the decisions.
- Fewer surprises, better outcomes.
- Less chasing, more clarity.

While our core messages remain consistent, how we emphasize them shifts depending on who we’re speaking to and the relationship they have with the brand.

Prospective Clients

Focus: clarity, alignment, first impression

We lead with what the experience feels like and what our potential clients can expect from working with us.

- Proactive management
- Cutting edge tech-backed systems
- A human team that really cares
- An end-to-end service that takes pressure off of their hands.

Message tone: confident, reassuring, inviting

Current Clients

Focus: care, transparency, reassurance

Messaging supports the lived experience and strengthens trust.

- Consistency and reliability
- Respect for their wishes and concerns
- Thoughtful scheduling and communication
- We treat your property with care
- Real people, real communication.

Message tone: warm, familiar, supportive

Partners & Businesses

Focus: alignment, long-term value

We emphasize shared values, clarity, and intentional collaboration.

- Tech-forward company
- Quality over volume
- Long-term relationships
- Thoughtful approach to growth

Message tone: clear, confident, considered

WE TREAT PROPERTIES LIKE THEY MATTER—
BECAUSE THEY DO.

A property carries more than numbers. It holds long-term value, daily routines, and real responsibility.

CARE ISN'T EXTRA—IT'S BUILT INTO THE WORK.

You can't separate care from the work. It's what shapes how decisions are made and how things are handled.

YOU ALWAYS KNOW WHERE THINGS STAND.

You shouldn't have to wonder what's happening. You always know where things stand and what's already in motion.

LESS ON YOUR PLATE. MORE UNDER CONTROL.

Owning property shouldn't add more to your plate. It should feel steady, under control, and taken care of. You shouldn't have to carry the day-to-day. It should feel under control without the extra weight.

BUILT TO STAY ON TRACK.

Things don't stay on track by chance. They're supported by systems that track, organize, and keep everything moving forward.

A BETTER WAY TO RUN A PROPERTY.

Most property management feels fragmented and reactive. We believe it should be structured, predictable, and handled properly.

WE TAKE CARE OF HOMES. WE DON'T JUST
MANAGE PROPERTIES.

Property management often focuses on tasks. We focus on taking care of homes—the investment behind them and the people within them.

NO GUESSING. NO CHASING.

Owning property shouldn't mean following up or piecing things together. There's no guessing, no chasing—just clear, consistent communication.

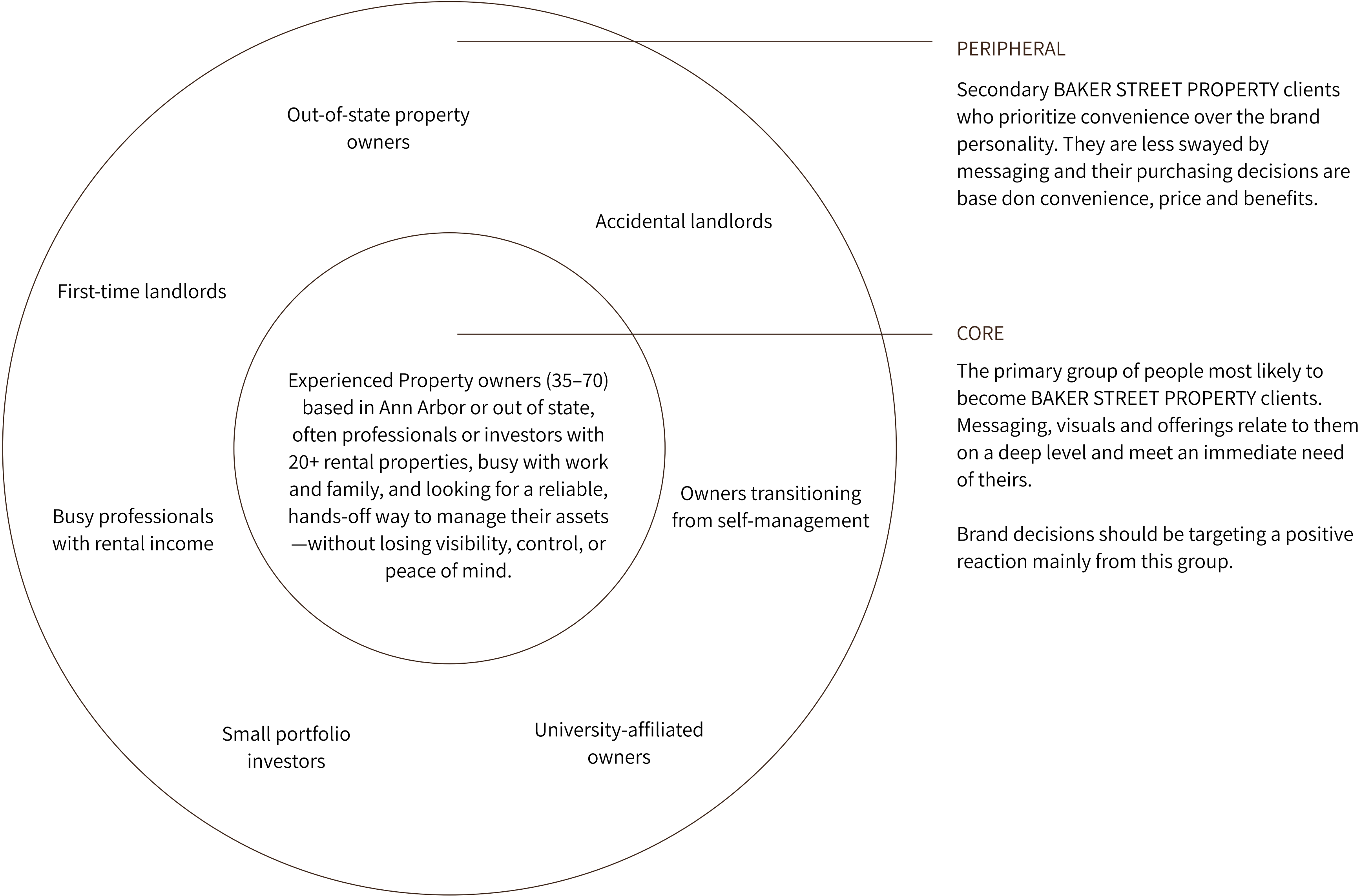
CONSISTENCY YOU CAN FEEL.

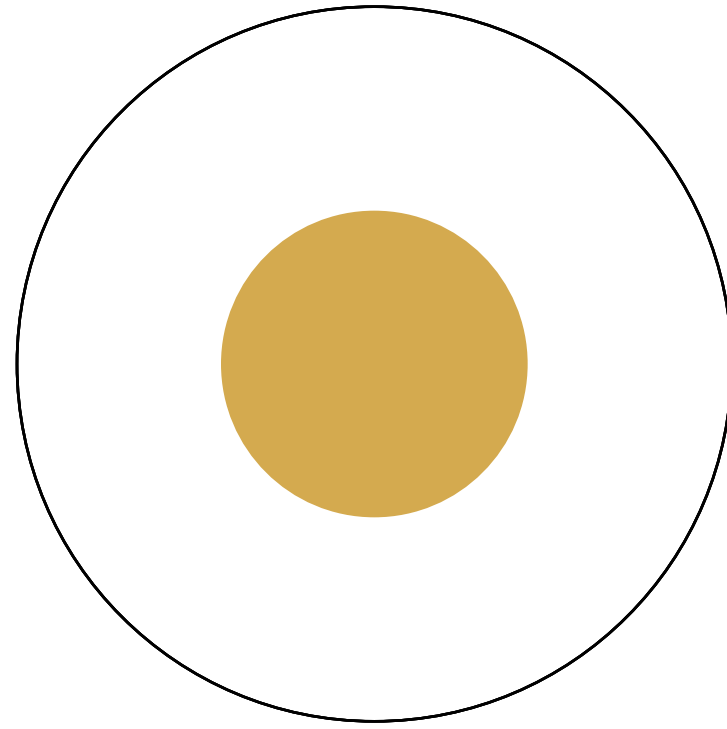
Consistency shows up in the details. In how things are handled, how they're communicated, and how they're carried through every time.

Target Market

We don't manage properties for everyone. We work with people people who approach property management with intention and care. **Alignment matters more than volume.**







Wealth Built with Intention

They value growth that feels structured and sustainable. Property is part of a bigger picture—an investment that contributes to long-term prosperity without unnecessary risk or chaos.

A Life Without Added Friction

They already manage enough—work, family, responsibilities. They don't want their property to introduce more problems, interruptions, or decisions to carry.

Real People, Real Attention

They value communication that feels personal, not automated. Being heard, understood, and responded to with care matters just as much as the outcome.

A Life Not Centered Around the Property

They don't want their property to dictate their time or energy. It should exist in the background—well-managed, stable, and supporting the life they actually want to live.

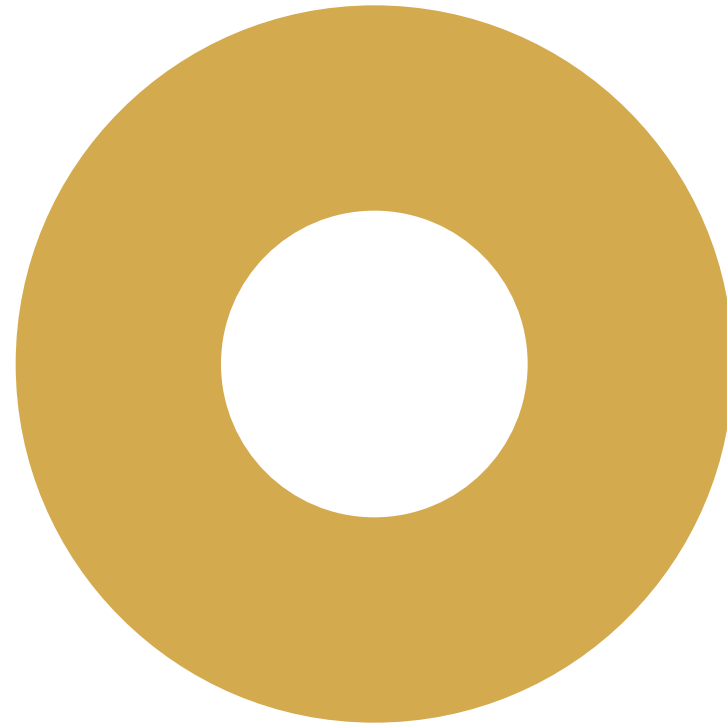
Respect for What They've Built

Their property represents time, effort, and long-term thinking. They value partners who treat it with the same level of seriousness and consideration.

Clarity as a Standard

They value environments where things are understood without effort. Where information is shared clearly, decisions make sense, and nothing feels hidden, confusing, or left unsaid.





Guidance They Can Rely On

They don't always have the answers, and they don't want to figure everything out alone. They value clear direction, thoughtful recommendations, and someone who can confidently guide them through decisions.

Support When It Matters Most

They may not think about their property daily, but when something goes wrong, they want to know someone capable is already handling it—quickly, calmly, and correctly.

A Sense of Control Without Expertise

They want to feel informed and involved, without needing to understand every detail. Confidence comes from knowing things are being handled properly.

Fairness and Transparency

They're sensitive to unclear pricing or hidden decisions. Honest communication and straightforward processes help them feel safe and respected.

People They Can Actually Talk To

They don't want to be routed through systems or ignored. Being able to reach a real person—and feel heard—builds immediate trust.

Something That Feels Manageable

Above all, they want their property to feel under control without becoming a constant source of stress, decisions, or interruptions.



Both audiences have points of connection, but also contrast that make them have slightly different experiences and drivers.

Primary Audience

They are measured, pragmatic, and outcome-driven. They’ve either managed before or understand enough to know what good looks like. They’re not looking for help—**they’re looking for the right partner.**

→ **They value:**

- Predictability
- Structure
- Long-term thinking
- Competence
- Efficiency

→ **Their mindset:**

“I want this done properly, without having to think about it.”

Primary = hires for performance

Peripheral Audience

They are more uncertain, more emotional in decision-making, and more sensitive to confusion or risk. They’re not optimizing—**they’re trying to feel in control.**

• → **They value:**

- Guidance
- Reassurance
- Simplicity
- Support
- Accessibility

• → **Their mindset:**

“I don’t want to mess this up, and I don’t want to deal with it alone.”

Peripheral = hires for relief

The Intentional Owner



Demographics

- 35–70 years old
- Professionals, academics, or investors with 1–5 properties
- Location: Ann Arbor
- Middle to high income, often married with children.

Who they are

They are pragmatic, thoughtful, and financially minded. They see property as a long-term asset, not a side project. They value competence, consistency, and making decisions that hold up over time.

They don't need hand-holding.
They need someone who knows what they're doing.

Their Reality

Their time is limited and already allocated to bigger priorities—career, family, other investments. Property management sits in the background, but when it surfaces, it's disruptive. They've either managed before and felt the friction or worked with a manager who created more problems than they solved. They know what bad management looks like.

What they're craving

A property that runs smoothly without constant involvement.

They want:

- fewer interruptions
- clear, structured communication
- strong decision-making without back-and-forth
- a system they can trust

Why good property management matters to them

Because this isn't just a property—it's part of their financial strategy. Good management means:

- protecting the asset
- maintaining steady income
- avoiding costly mistakes
- preserving long-term value

It's not about convenience alone.
It's about performance and stability.

Core tension

They want to be hands-off...
but not at the cost of losing control or visibility.

The Overwhelmed Owner



Demographics

- 30–50 years old, based locally or recently relocated.
- First-time or accidental landlords.
- Mid-income, early in their ownership journey.

Who they are

They're capable and responsible, but inexperienced in property management. This isn't their area of expertise, and they feel it.

They don't want to become experts.
They just want things to work.

Their Reality

Owning a rental feels more demanding than expected.

They're dealing with:

- tenant communication
- maintenance issues
- unclear processes
- unexpected decisions

Everything feels slightly uncertain, and they're often reacting instead of planning.

What they're craving

Clarity, guidance, and peace of mind.

They want:

- someone to take the lead
- simple explanations
- fast, reassuring responses
- fewer decisions to make

Why good property management matters to them

Because it removes stress and uncertainty from something they don't fully understand.

Good management means:

- fewer mistakes
- less overwhelm
- someone to rely on
- a smoother, more predictable experience

It turns something intimidating into something manageable.

Core tension

They want help...but are afraid of losing control or being taken advantage of.

Industry Snapshot

Not all property managers operate the same way. Some prioritize efficiency and volume, building systems to handle large portfolios. Others lean on local relationships and hands-on service, but often struggle with consistency as they grow. A newer layer is emerging in between—bringing structure and technology into the process, while trying to preserve a more human experience.

Today, the landscape is less about what is offered, and more about how it's delivered—and how it makes ownership feel.



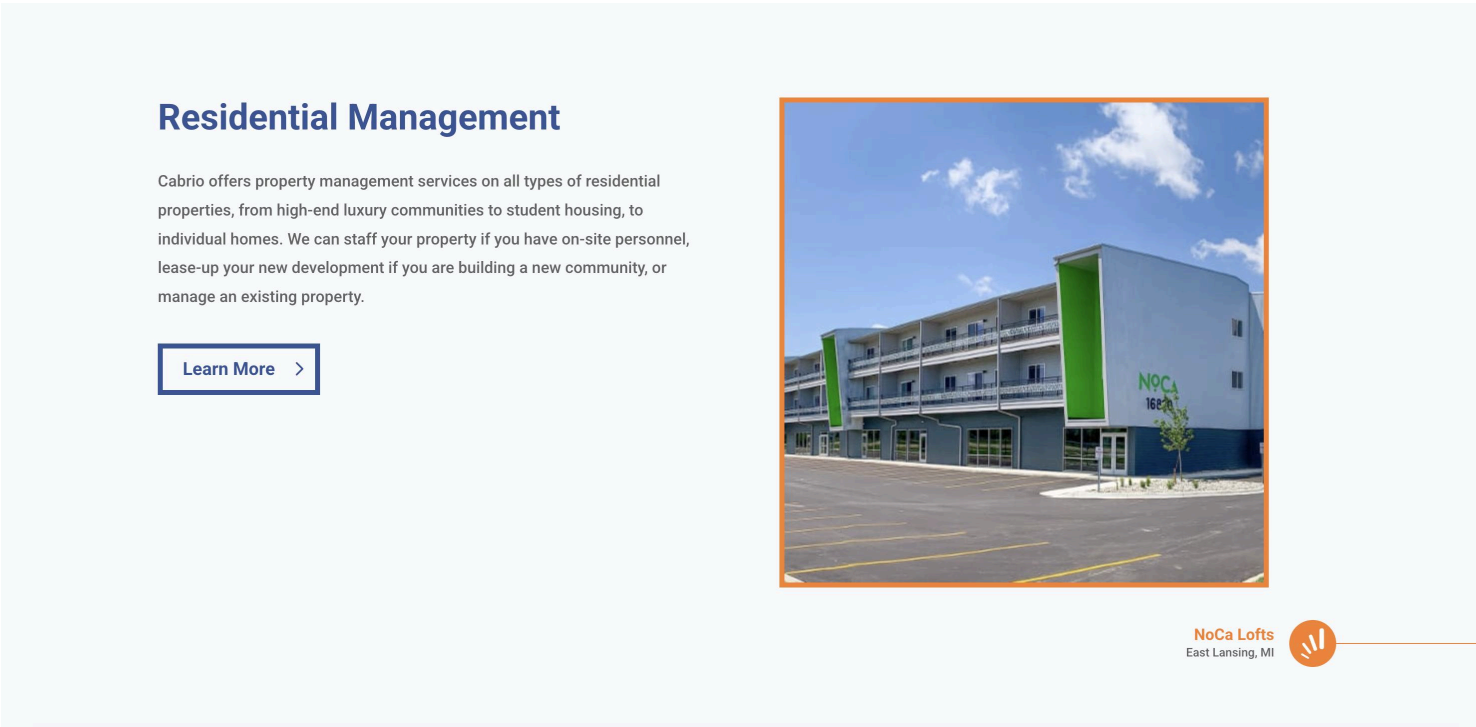
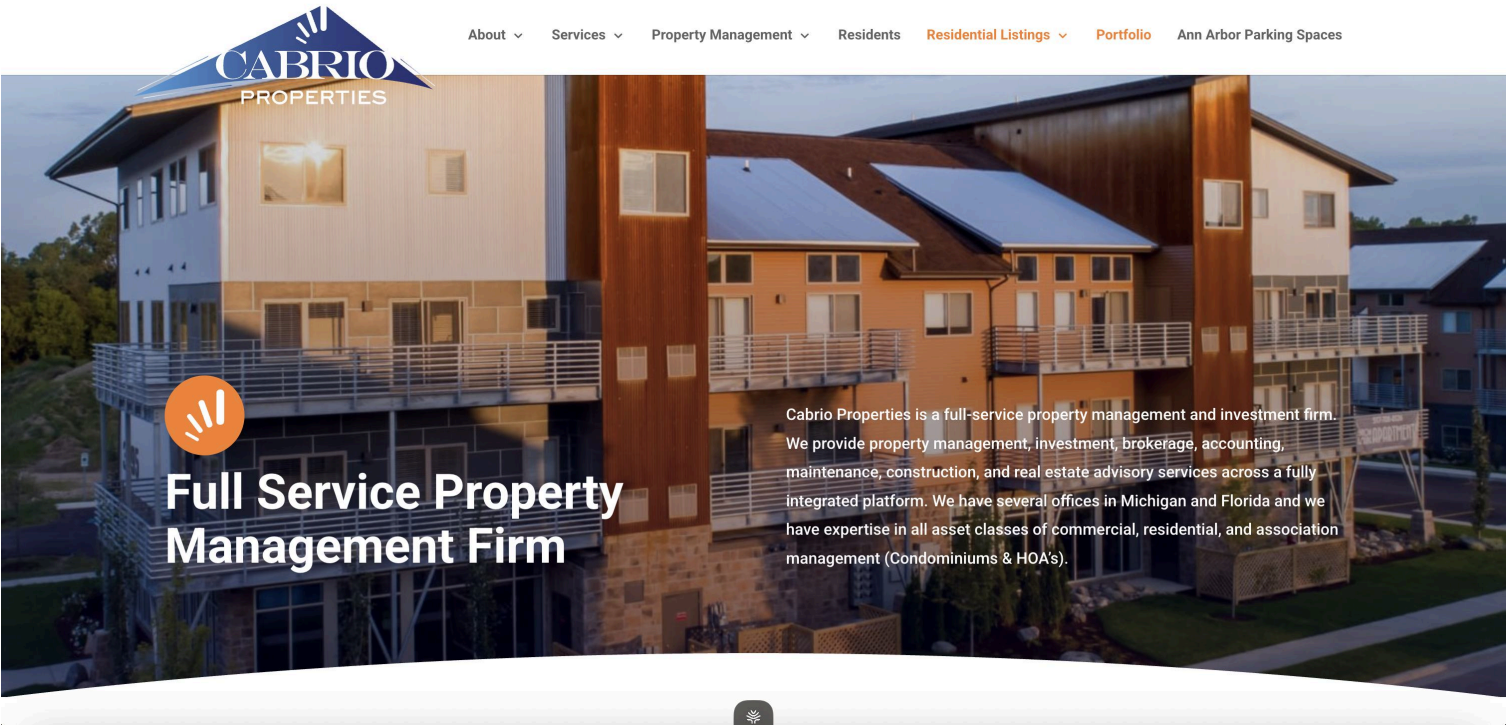
A full-service property management company in Ann Arbor handling residential, commercial, and community associations with an integrated, all-in-one model.

Strengths

- Broad service offering (management, maintenance, brokerage)
- Scalable infrastructure and systems
- Established presence with diverse portfolio

Weaknesses

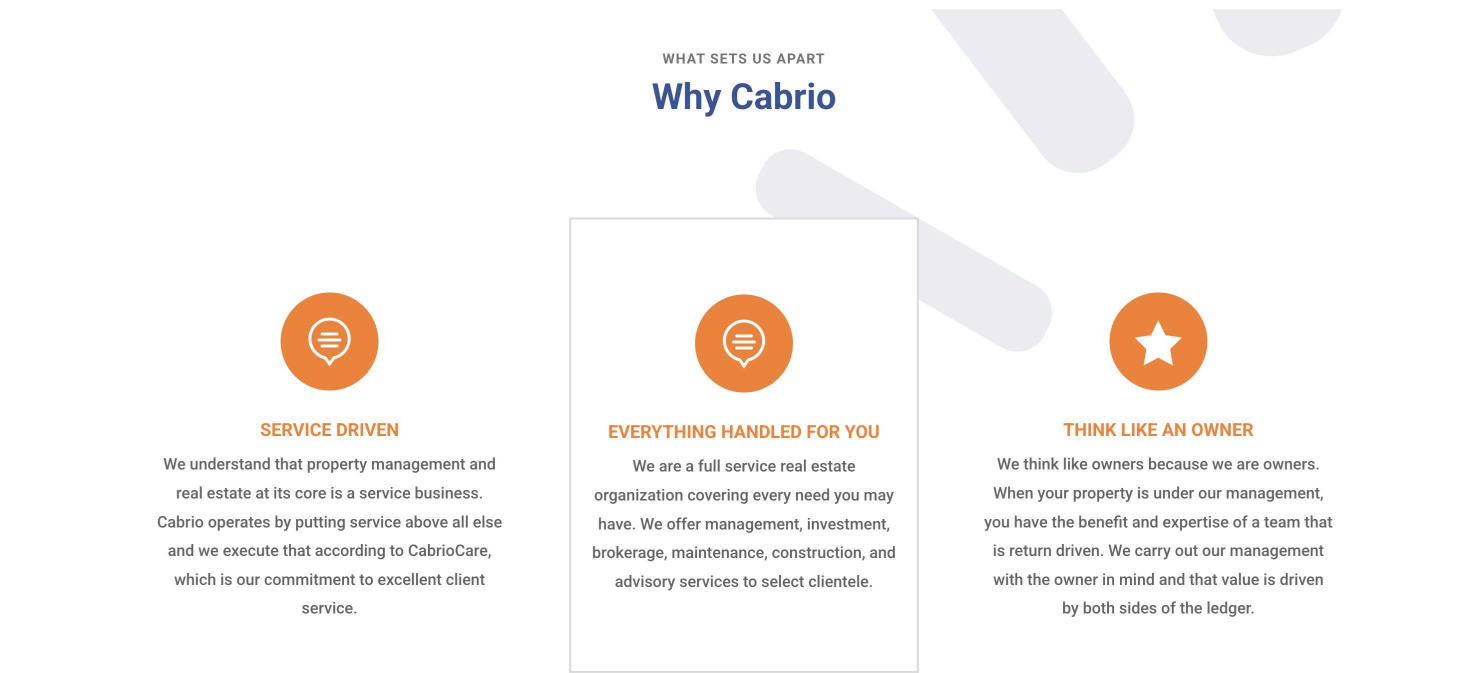
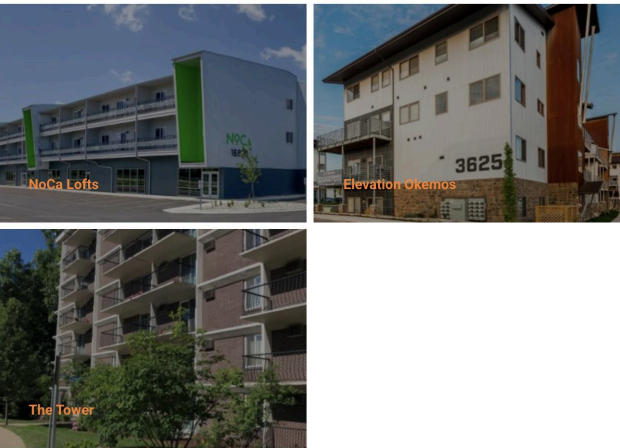
- Can feel more corporate and less personal
- Service may feel standardized rather than tailored
- Broader scope can dilute focus on individual owner experience



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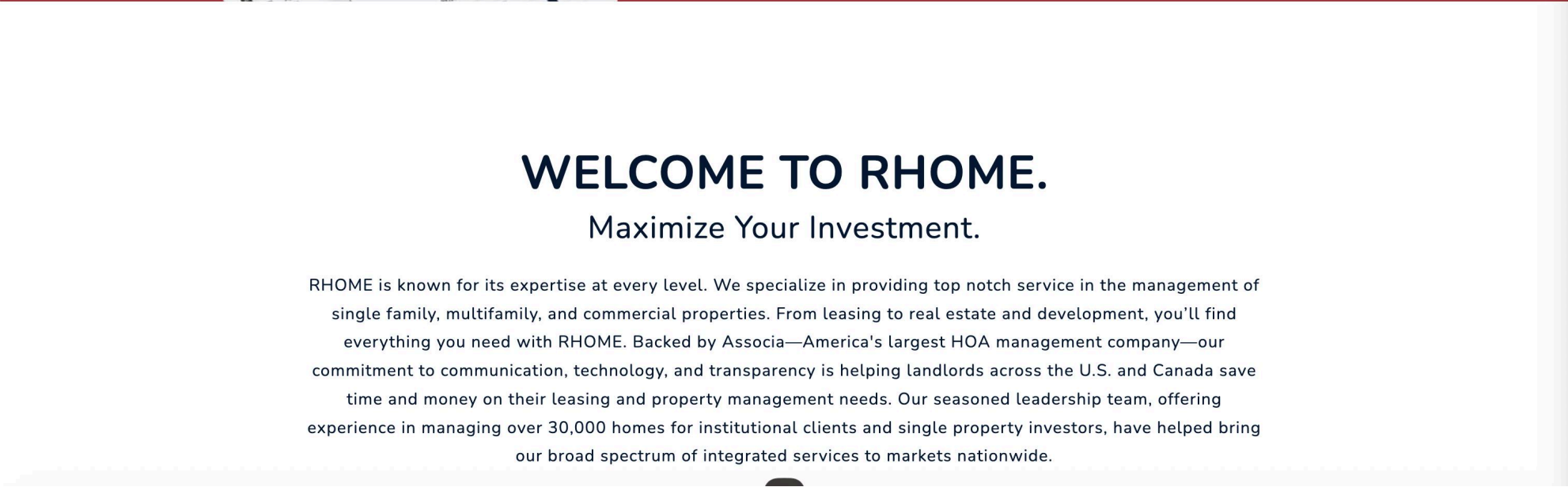
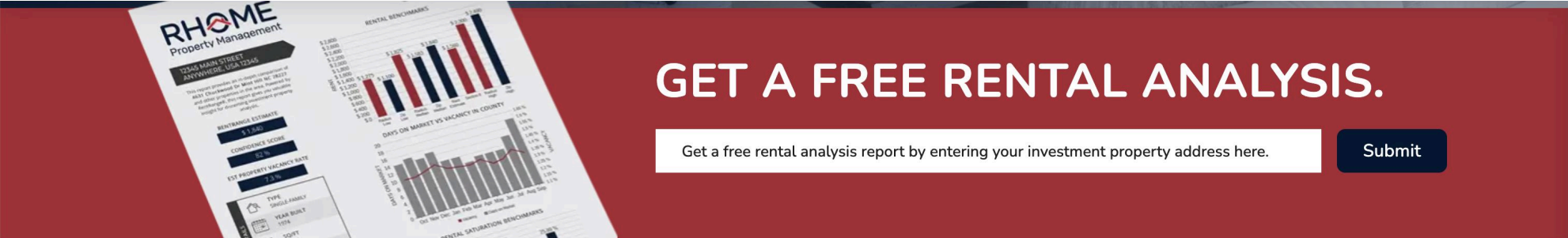
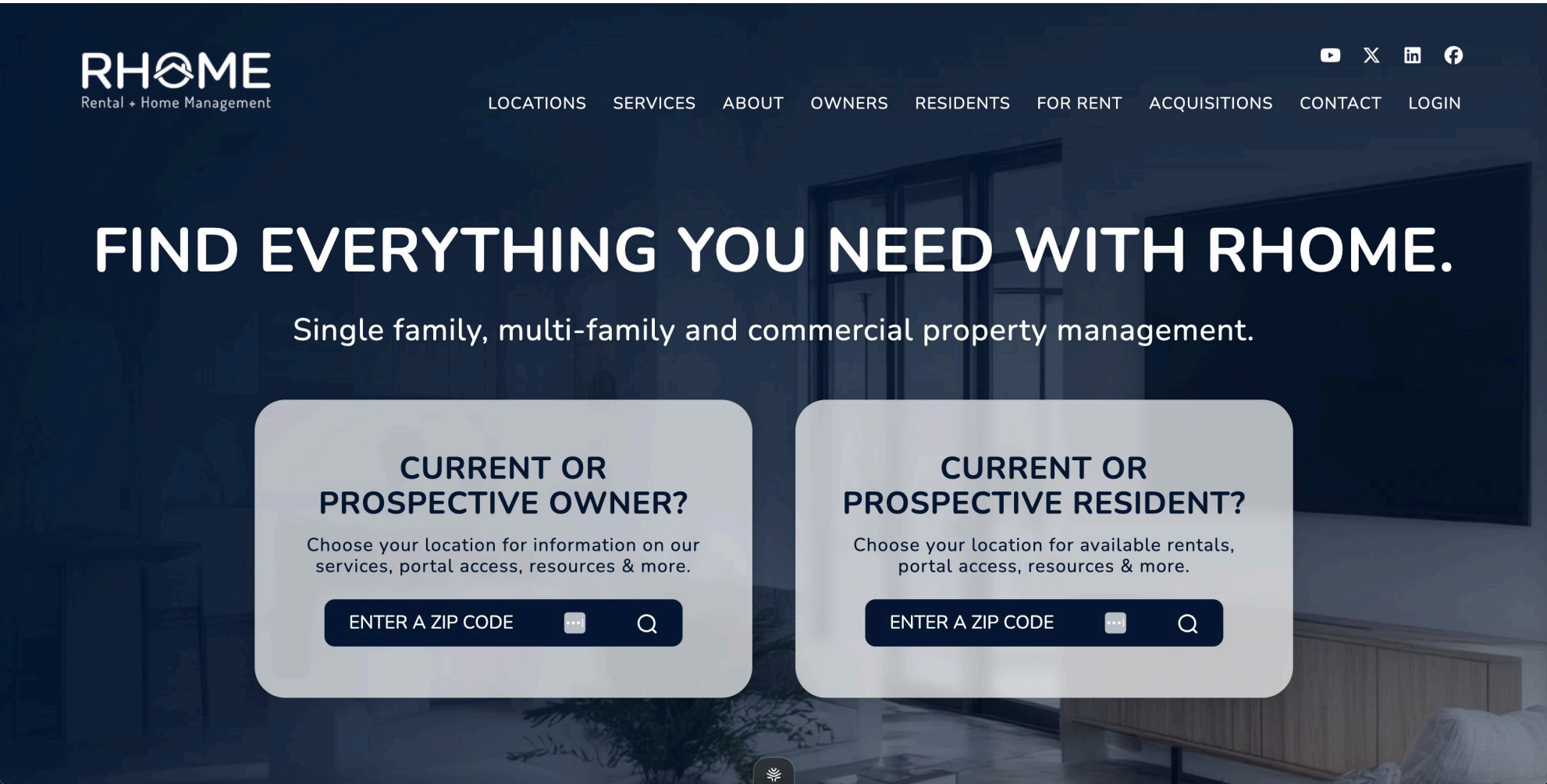
A modern property management company emphasizing streamlined operations, digital tools, and ease of ownership.

Strengths

- Tech-forward positioning
- Clear, straightforward service offering
- Appeals to owners looking for simplicity and convenience

Weaknesses

- Messaging and experience feel more generic
- Less emotional or human differentiation
- Technology-led, but not necessarily experience-led



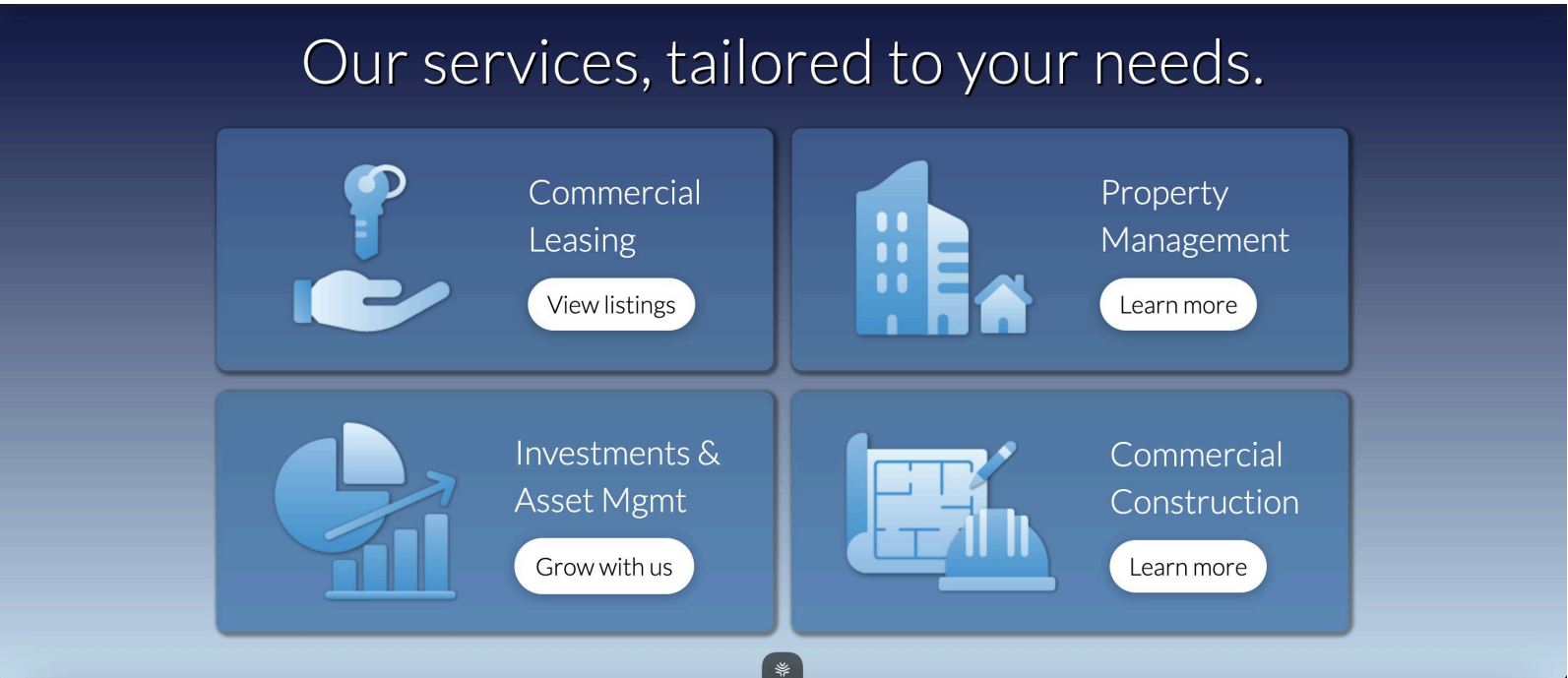
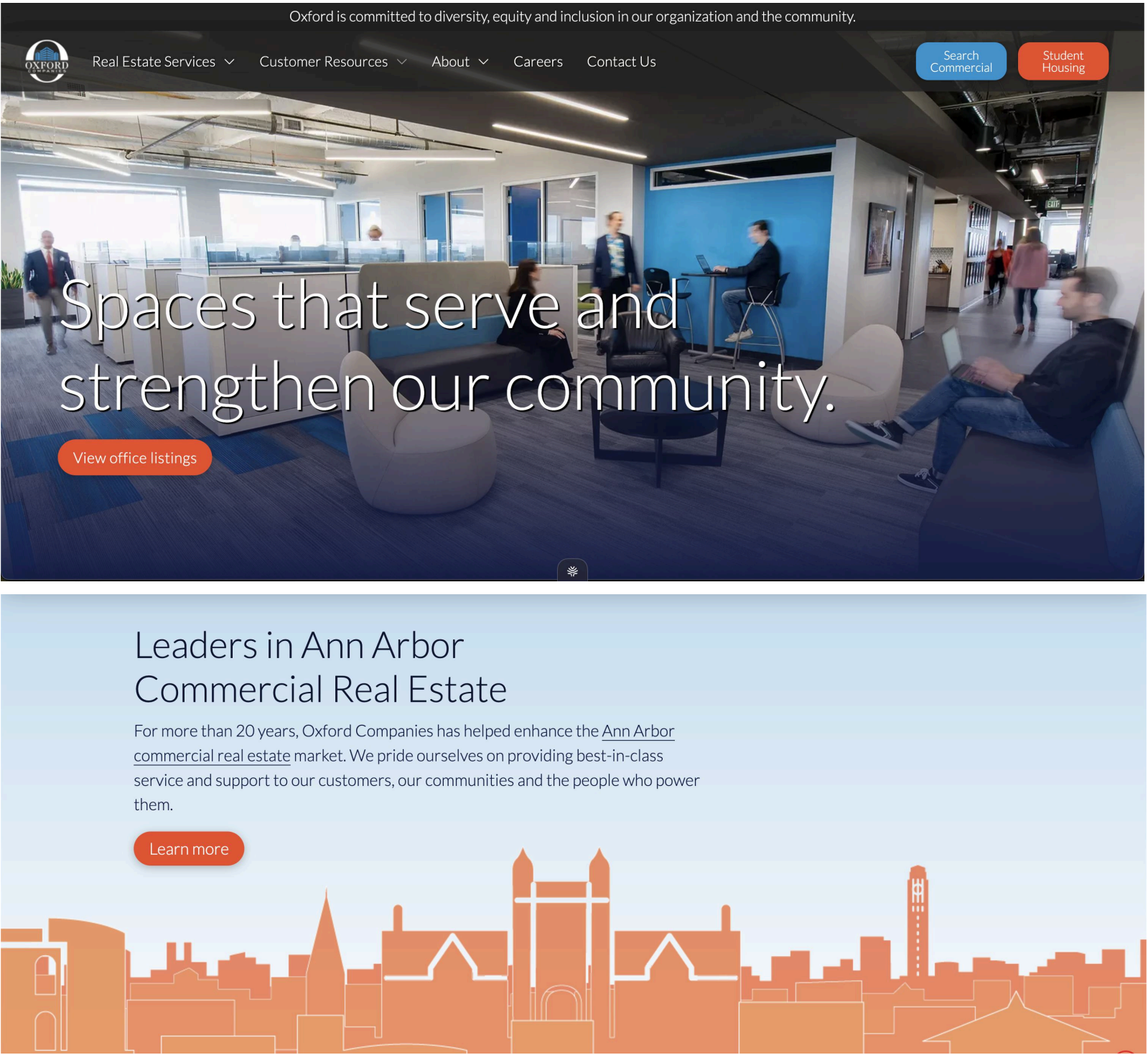
A large, Ann Arbor-based real estate firm managing a significant portfolio across residential and commercial properties, with integrated services including development and construction.

Strengths

- Strong reputation and credibility
- Highly structured and professional operations
- Deep resources and market presence

Weaknesses

- Institutional feel may lack warmth
- Less tailored, more portfolio-driven approach
- Smaller owners may feel less prioritized



A locally rooted property management and brokerage firm managing a wide range of residential rentals in Ann Arbor.

Strengths

- Strong local knowledge and relationships
- Established presence in the community
- Hands-on, experience-based approach

Weaknesses

- More traditional systems and processes
- Less emphasis on technology and scalability
- Experience may vary depending on property and team capacity





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About

For six consecutive years, J. Keller Properties has been named the University of Michigan's Best Landlord by readers of The Michigan Daily – with good reason. We serve our clients best. Whether you are renting or

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If you're looking to lease anywhere in the Ann Arbor area, start your search here to find the property that suits your budget — and your lifestyle.

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J. Keller Real Estate takes the trouble out of buying and selling residential and income properties handling every aspect from start to finish.

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J. Keller Properties knows the ins and outs of investment property, and we are committed to helping you find the right real estate to invest in.

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Our Talented Leadership Team

The J. Keller team manages over 200 properties in the Ann Arbor area and has brokered over \$150 million in real estate transactions. We've got



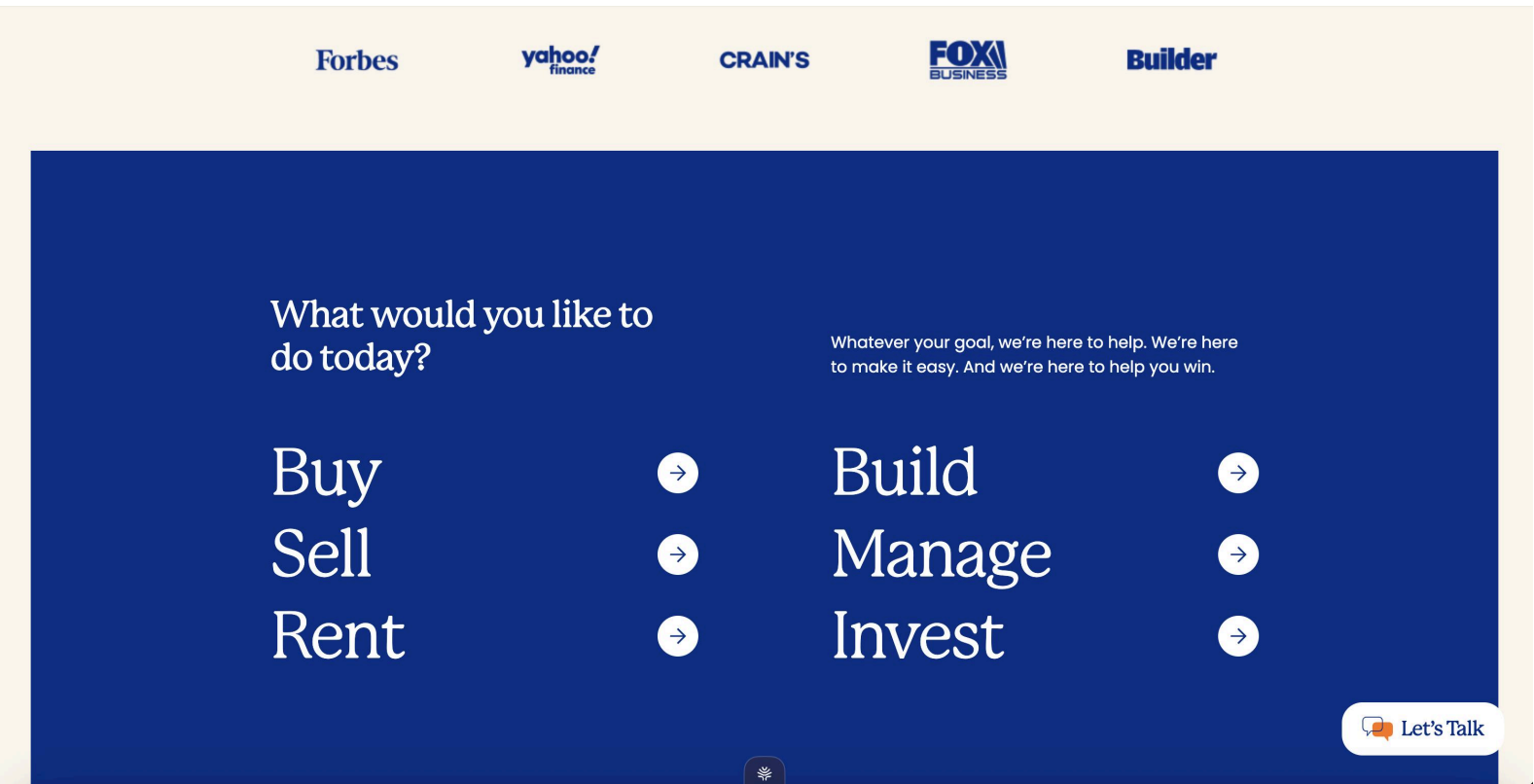
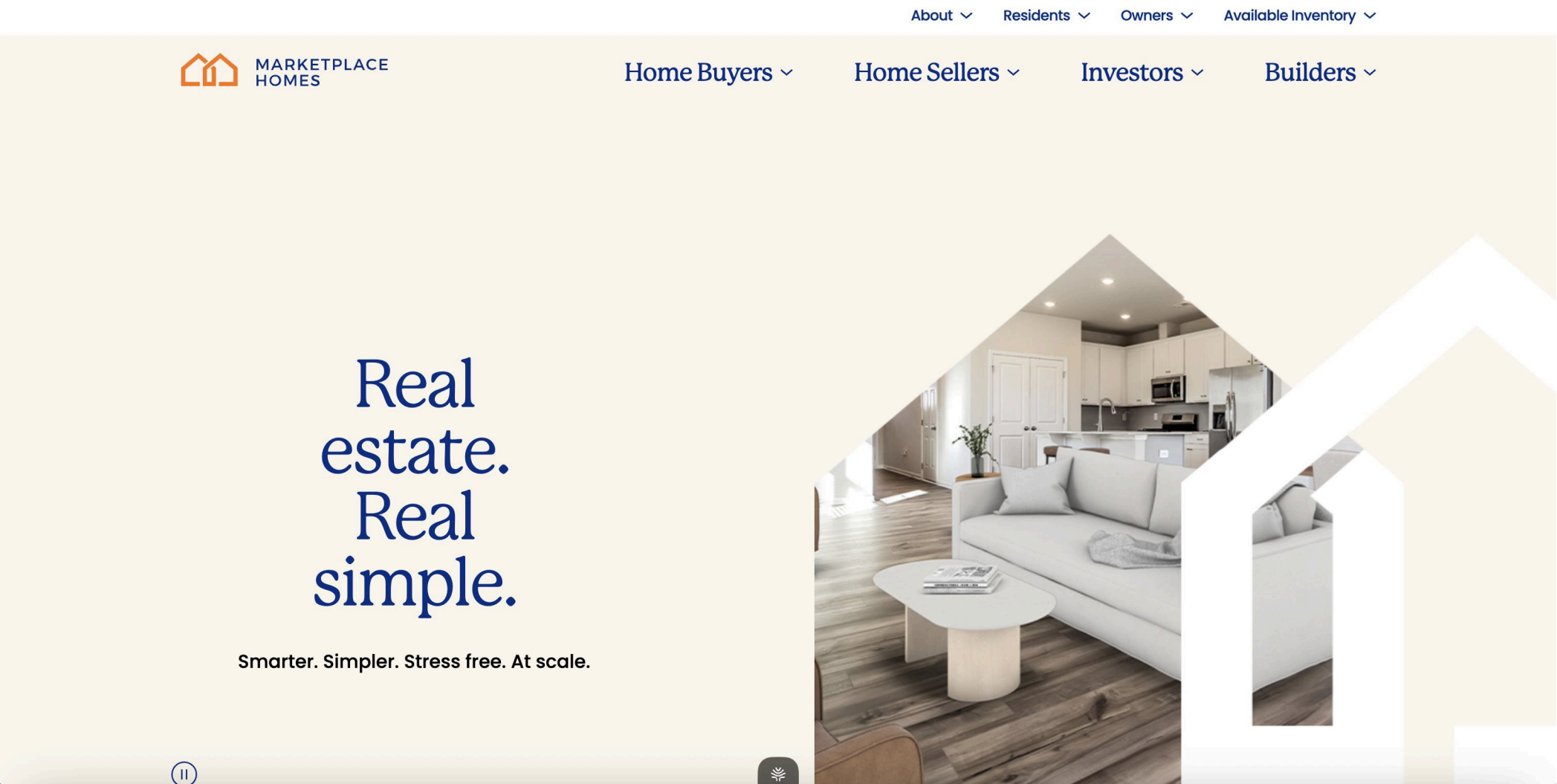
A Michigan-based company offering a hybrid of property management and brokerage services, operating across multiple markets with a growth-focused model.

Strengths

- Scalable systems and processes
- Strong marketing and leasing capabilities
- Multi-market experience and reach

Weaknesses

- Less local, more generalized approach
- Can feel transactional rather than relationship-driven
- Less tailored to specific market nuances like Ann Arbor



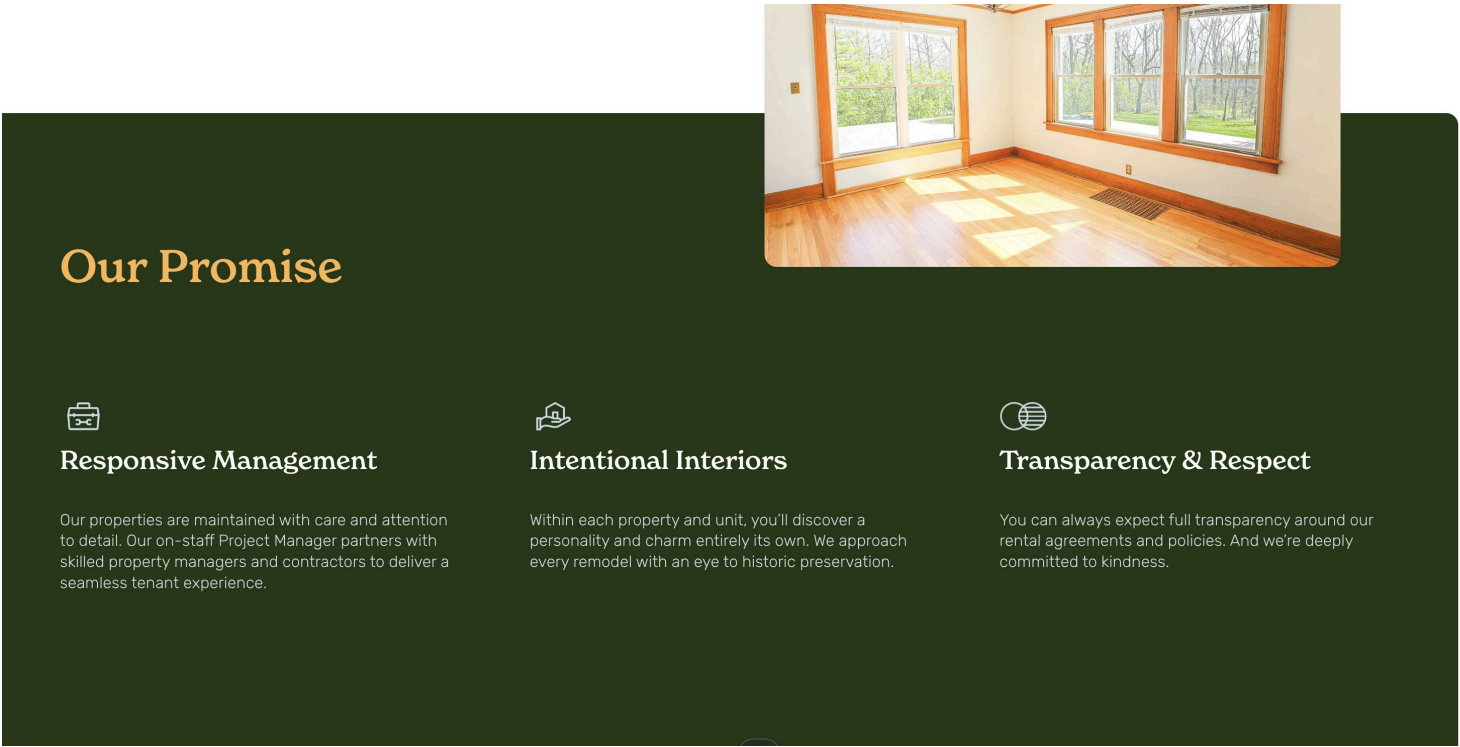
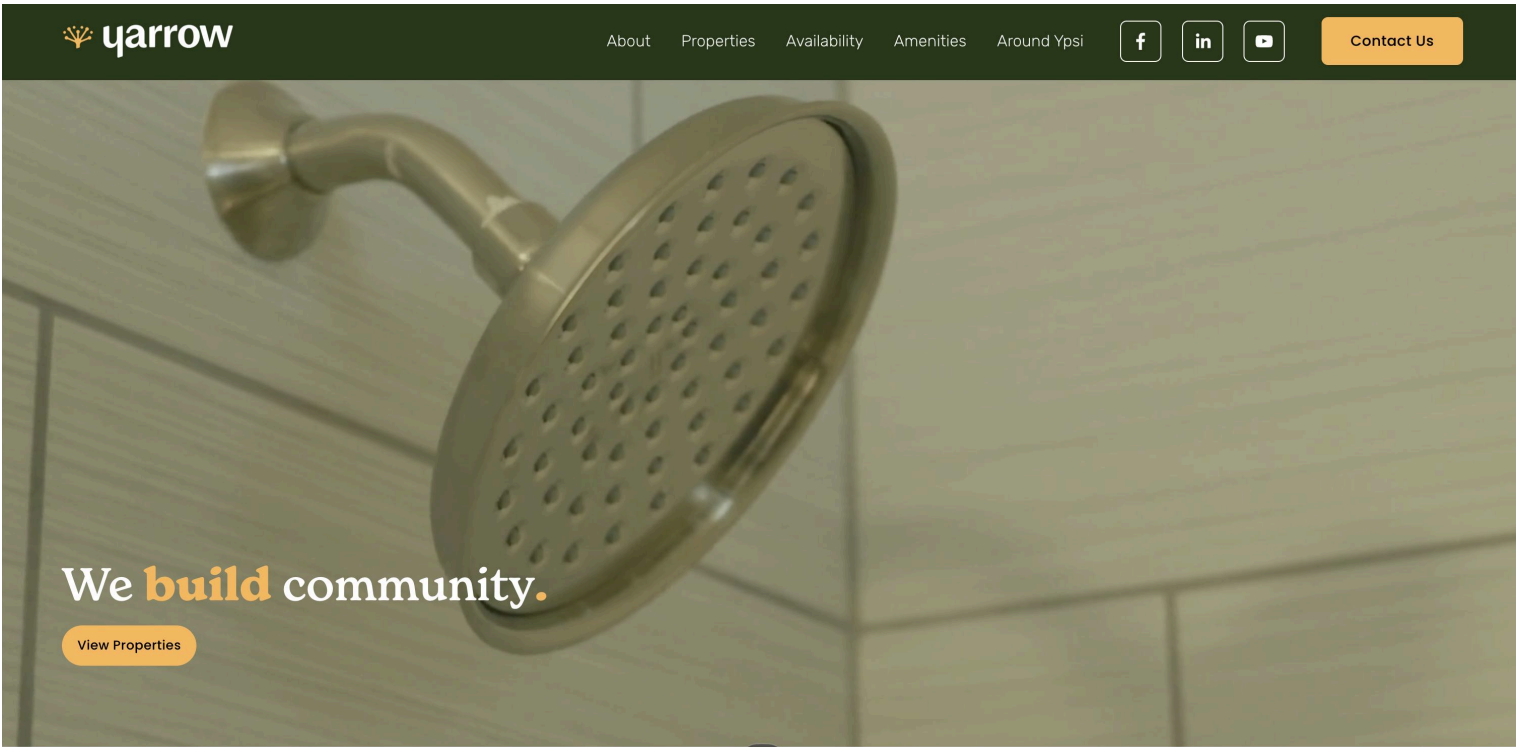
A Ypsilanti-based real estate firm focused on restoring and managing historic properties, with a strong emphasis on community, design, and tenant experience.

Strengths

- Strong brand identity and storytelling
- Clear philosophy around community + belonging
- Design-led approach (historic preservation, curated spaces)
- Human, values-driven positioning
- Creates emotional connection with tenants

Weaknesses

- More tenant-focused than owner-focused
- Smaller scale, limited operational depth
- Less emphasis on systems, reporting, and investor performance
- Not positioned as a high-efficiency property management solution



Yarrow is a real estate firm dedicated to **enlivening historic properties in Ypsilanti.**

Through a commitment to careful preservation, responsive management and inclusive practices, we're bringing attainable elegance to a city we love.



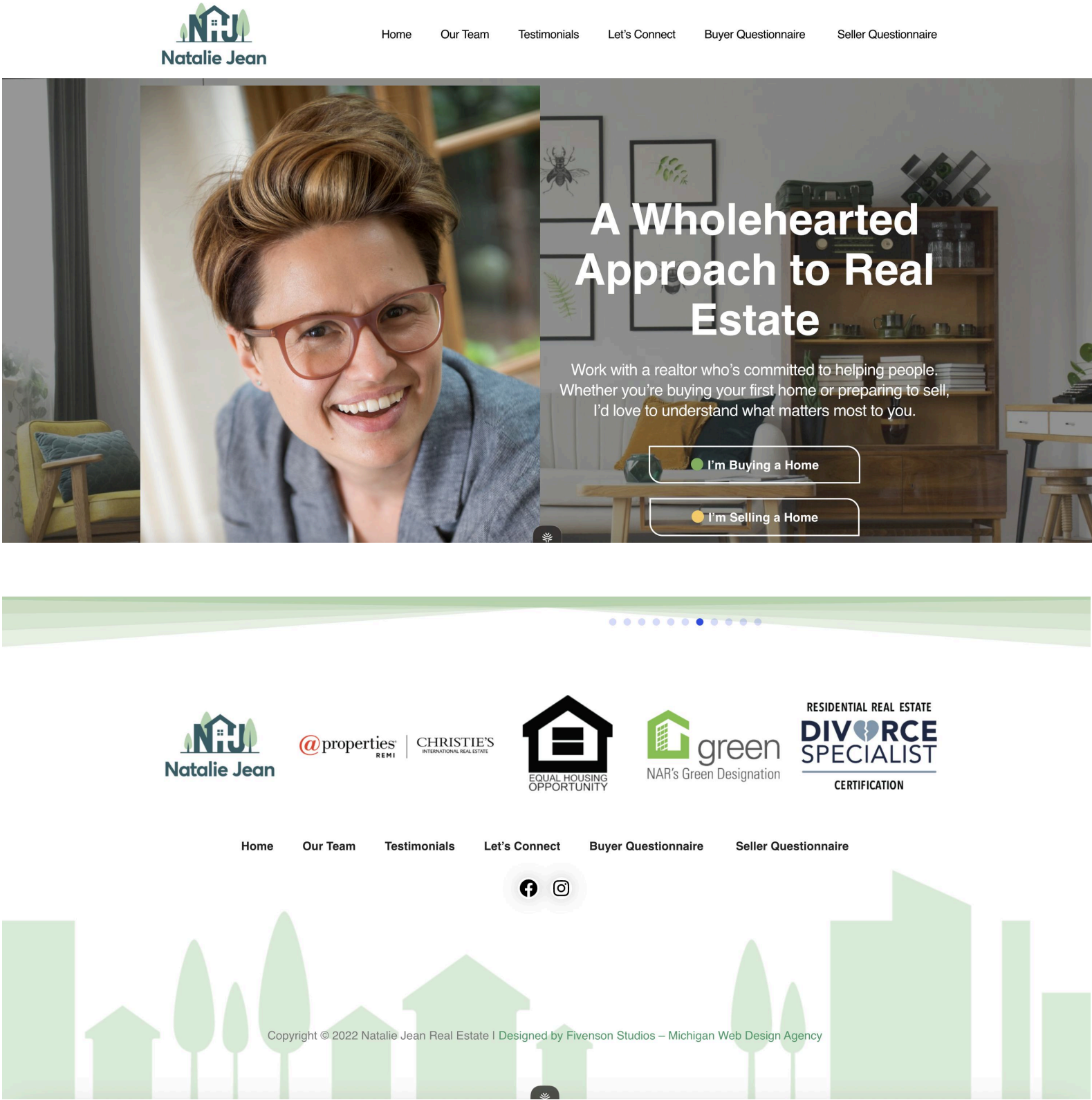
A locally rooted real estate agent and team focused on residential buying and selling, with a strong personal brand and creative, lifestyle-driven approach.

Strengths

- Highly personal, relationship-driven approach
- Strong trust and authenticity
- Creative background (design, HGTV, storytelling)
- Feels approachable, human, and non-corporate

Weaknesses

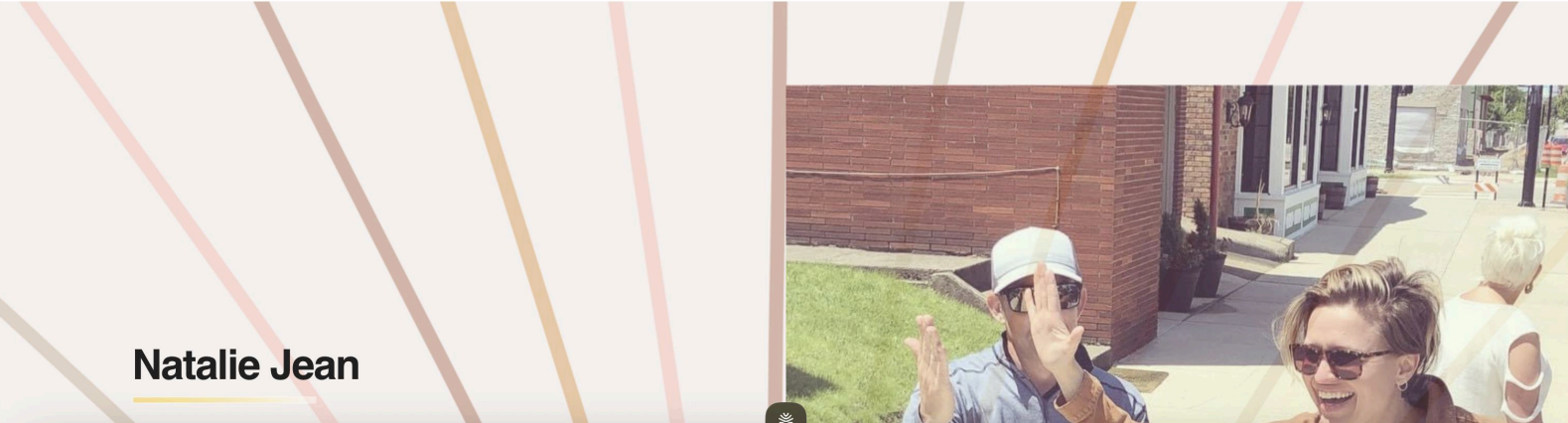
- Individual-led vs systemized business
- Less scalable or structured
- Not a property management company (adjacent, not direct)
- Experience may vary depending on capacity



HGTV Experience and Professional Highlights

Natalie's work in real estate includes serving as House Manager and Realtor for HGTV's Urban Oasis Sweepstakes in Ann Arbor, and later as Creative Director for HGTV Sweepstakes Homes.

She is also the designated real estate partner for Baker Street Property Management, supporting their investors and income property owners with strategic buying and selling decisions.





Positioning

The positioning statement defines the brand's place in the market. It clarifies who the brand is for, what it offers, and how it is intentionally different, serving as a strategic reference for decision-making and growth.

We are a property management company designed for owners who value clarity, consistency, and peace of mind. Unlike traditional firms driven by volume or impersonal systems, we offer a thoughtful, structured approach that combines modern technology with human care—creating an experience that protects your investment while reducing the day-to-day burden of ownership.

The unique value proposition articulates the core value the brand delivers to its audience. It expresses, in clear and human terms, why this offering matters and why it should be chosen over alternatives.

Structured systems that keep everything running, with a human team that makes the right calls when it matters.

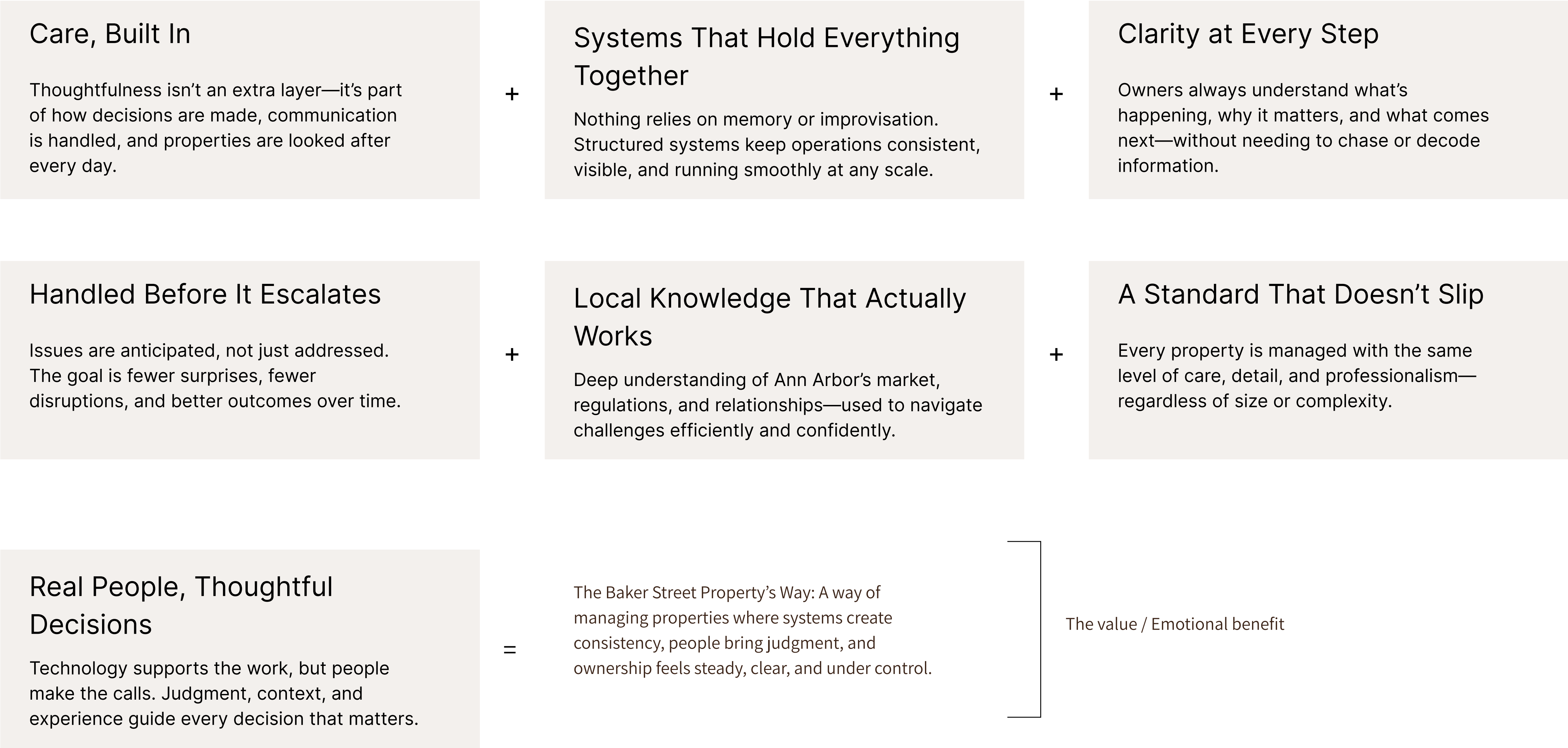
Secret Sauce

The special recipe behind your success. What makes you unique and gives you a competitive advantage.

“What makes us different?”

“Why do people keep coming back to us instead of others?”

The secret sauce is what makes the brand unmistakably itself. It’s not a single feature or offering, but the combination of choices, values, and sensibilities that create something others can’t replicate. It’s the quiet difference you feel, even if you can’t immediately name it.



Creative Direction

A Light Left On



This concept draws from the feeling of arriving somewhere where someone is still there. The light is on, things are in motion, and nothing feels unattended. It's about presence—quiet, consistent, and reassuring.

It reflects a more human way of managing properties.

Communication is thoughtful, interactions are calm, and everything feels steady and considered. Nothing is rushed or impersonal—just familiar, grounded, and there when needed.

Keywords

Thoughtful
Considered
Community
Focus
Shared
Grounded
Intentional
Welcoming
Calm

Overview:

This concept feels bright, welcoming, and distinctly human. It centers on presence and care, creating an experience where clients feel calm, supported, and confident that their properties are being handled by people who genuinely pay attention.

Typography:

A combination of a bold, chunky sans serif for display and a handwritten typeface to introduce a more human, expressive layer in key moments.

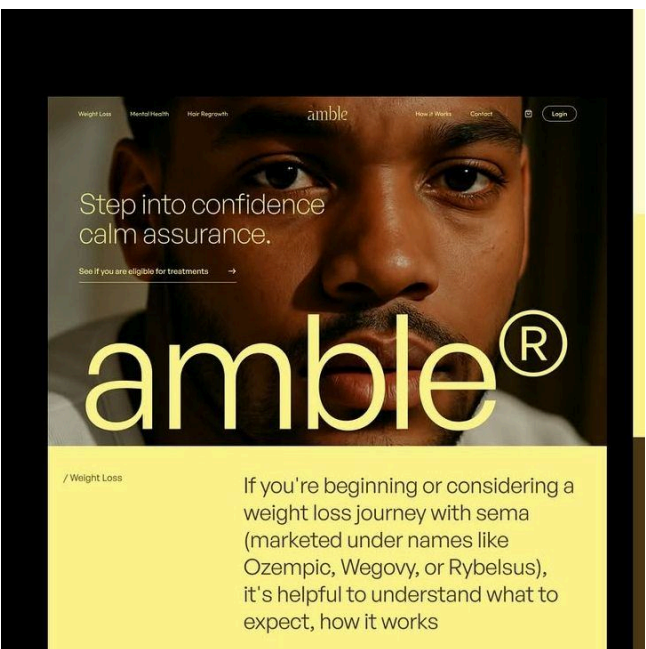
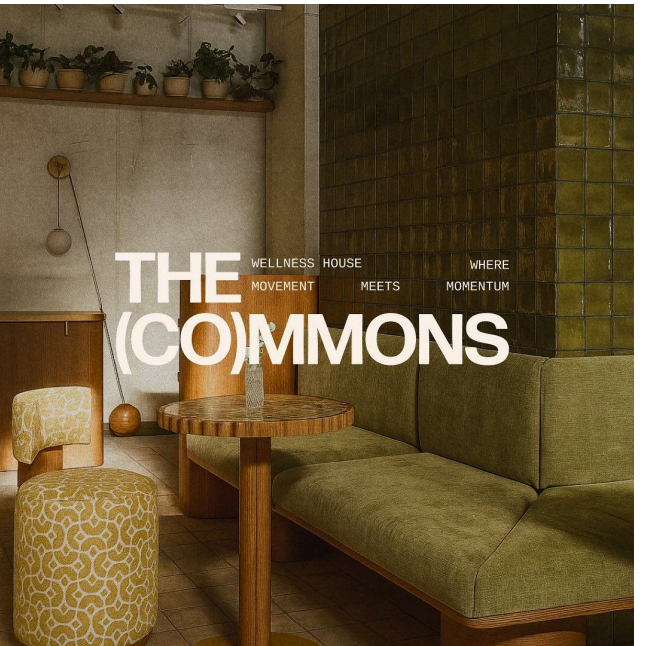
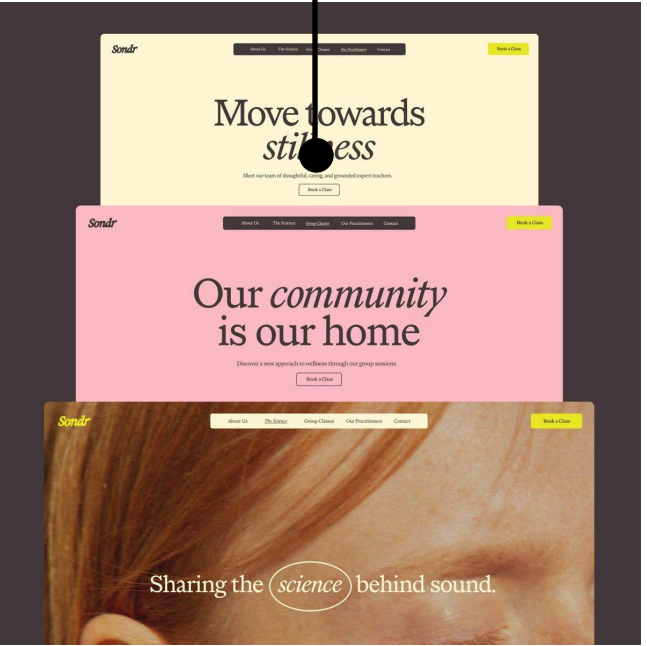
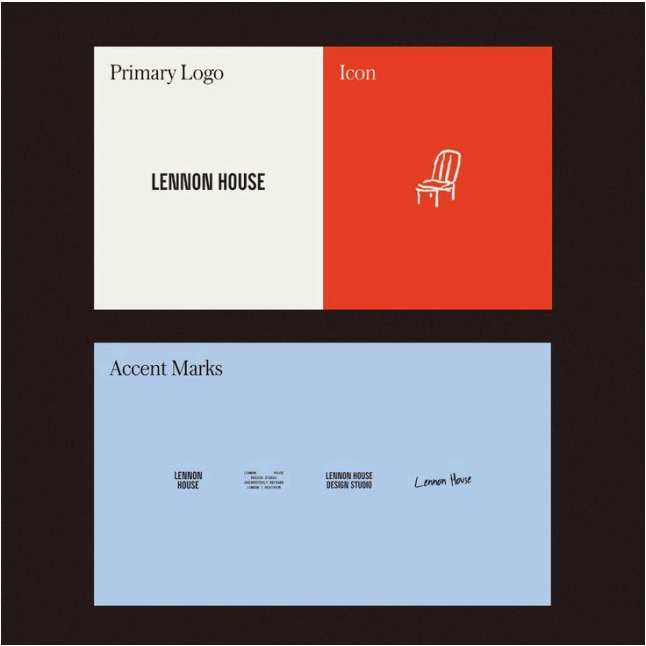
Colours:

Bright tones balanced with warm neutrals create an inviting, contemporary palette—one that feels both modern and human.

Illustrations:

Imperfect, hand-drawn illustrations add a layer of texture and humanity, helping emphasize key moments across the brand.

Colored backgrounds to bring warmth and character to the brand applications



Large-scale, bold typography anchors the brand in a modern, confident visual language.

The Back of the House



This concept draws from the part of a place you don't see, but where everything actually works. The systems, the structure, the coordination that keeps things moving without interruption. It represents a way of operating where nothing is left loose.

Processes are in place, decisions are clear, and everything is handled before it becomes a problem. The result is quiet control—reliable, structured, and always running.

Keywords

Structure
Order
Systems
Precision
Control
Continuity
Efficiency
Flow
Clarity
Discipline

Overview:

This system is built on quiet structure—supporting the operation through thoughtful use of white space, clear grids, and elements that feel cohesive and intentional. The result is more muted, exuding a sense of calm confidence.

Typography:

Elegant, modern sans serifs with character are balanced by minimal, utilitarian counterparts—resulting in a typographic system that is both refined and quietly confident.

Colours:

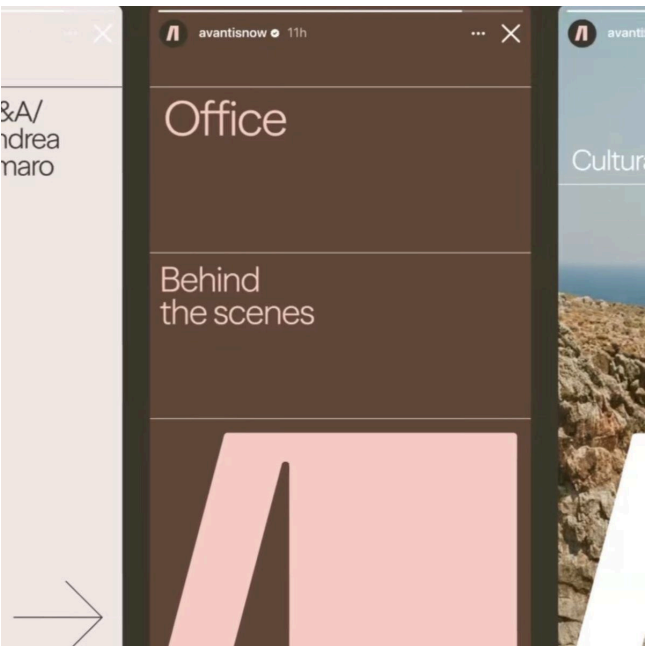
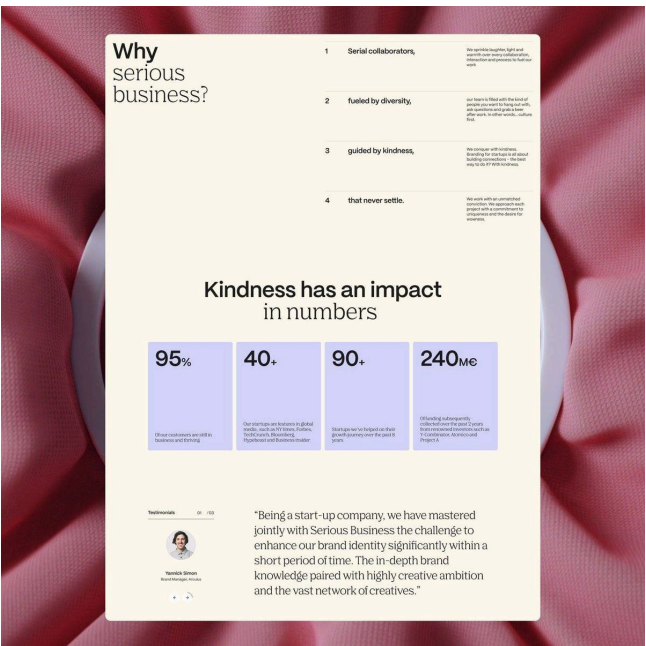
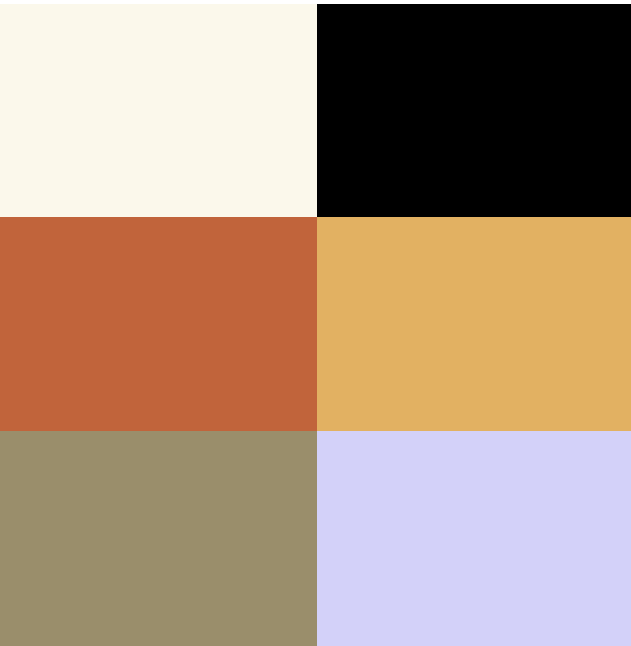
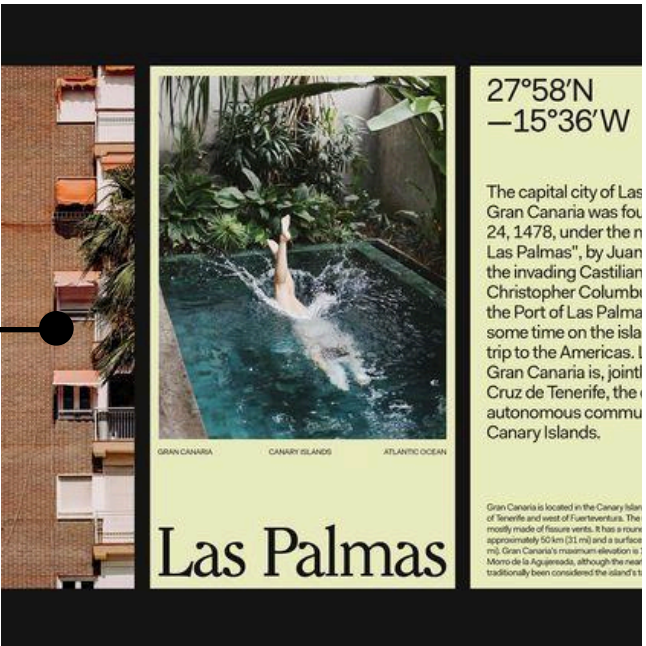
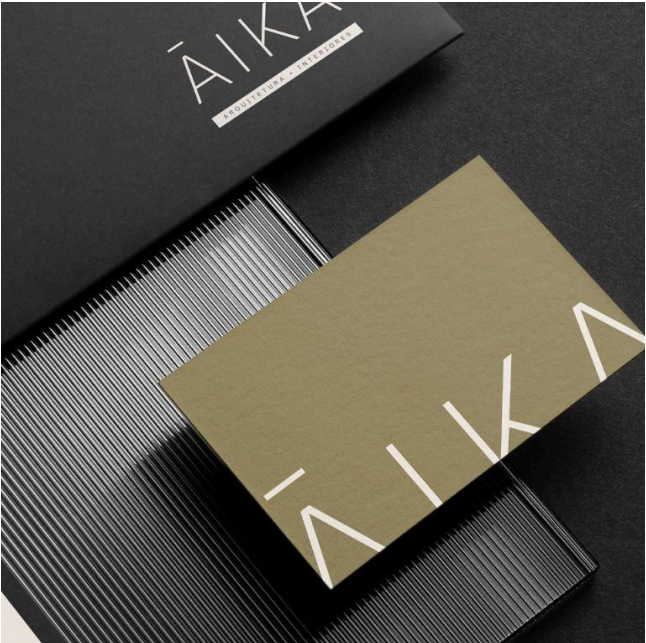
A colorful yet slightly muted palette brings warmth without overwhelming the system, thoughtfully balanced with neutrals for a more grounded, cohesive feel.

Illustrations:

Where needed, minimal linear illustrations and icons can be introduced to support key ideas, using simple geometric shapes and lines to maintain clarity and cohesion.

A strong grid structure for all the layouts

Colored backgrounds with ample white space and thoughtfully placed text



A strong serif typeface brings a balance of security and character to the system.

THANK YOU!