



DESERTROSE

MANAGEMENT COMPANY LIMITED

committed to efficiency

COMPANY PROFILE

BUSINESS DETAILS
DESERT ROSE, LANGATA
P.O.BOX 498 - 00502 NAIROBI KENYA

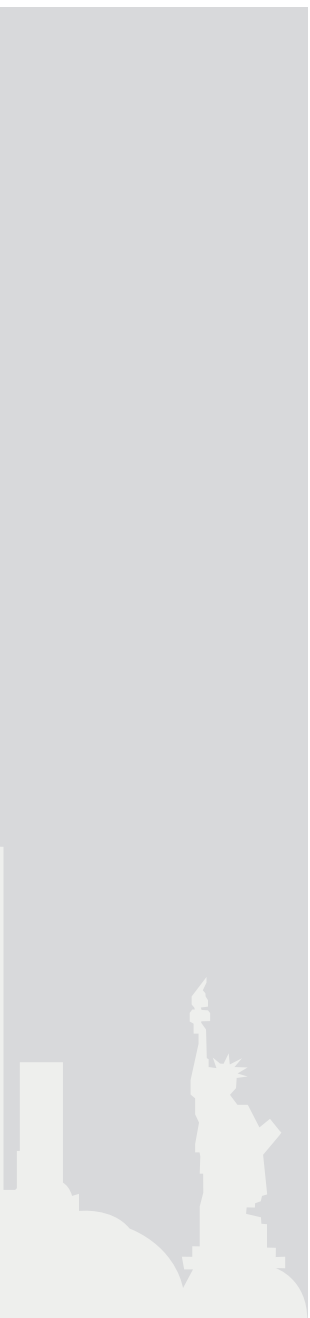


***COMMITTED TO
EFFICIENCY***

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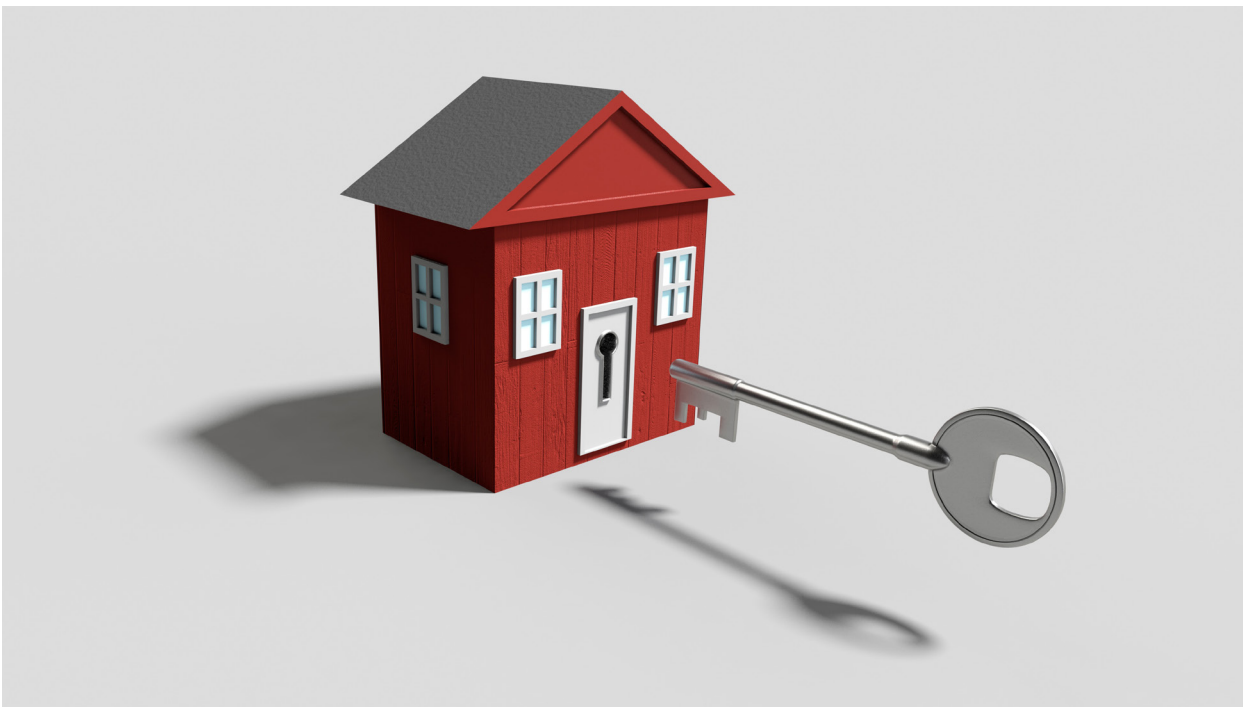
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INTRODUCTION

ABOUT US



Desert Rose is a property management company focused on the residential sectors of the Kenyan Market. We deliver value through a combination of hands-on management and innovative modern systems to provide landlords and tenants with efficient services.

We offer outstanding customer service and care to provide complete and tailored property management services to our clients. Our staff are equipped with the appropriate tools, have the expertise and experience to deliver efficient services.

WE DELIVER VALUE THROUGH A COMBINATION OF HANDS-ON MANAGEMENT AND INNOVATIVE MODERN SYSTEMS TO PROVIDE LANDLORDS AND TENANTS WITH EFFICIENT SERVICES.



■ VISION

To set the standard for first-class professional property management in Kenya through provision of quality of management services.

■ MISSION

To be a premier Kenyan property management company, delivering efficient, effective and innovational services, intently focused on serving both owners and tenants, and dedicated to a culture of integrity and excellence.

■ OUR VALUES

R.O.S.E

RESULTS-ORIENTED: Innovative and Proactive.

OBJECTIVE: Committed to the highest ethical standards guided by honesty and fairness, open-book policy and transparency.

SOLUTION-BASED: Resourceful, solution-seeking and open-minded.

EFFECTIVE: Setting high standards and expectations

HISTORY OF SUCCESS



Over the last 10 years, Desert Rose has been committed to providing efficient solutions to the challenges brought about by the renting, leasing and home purchase businesses.

With a remarkable tenant retention rate at the properties we manage -currently with a record of 95% rent collection rate and well maintained properties, Desert Rose is committed to changing the narrative around the property management industry in Kenya.

95%

RENT COLLECTED

With a remarkable tenant retention rate at the properties we manage -currently with a record of 95% rent collected by the 10 of every month.

WHAT WE OFFER

WHAT WE OFFER



COMPREHENSIVE ACCOUNTING

The goal of property management services is to maximize the landlord's net income.



BILATERAL COMMUNICATION

A secure online account provided by Desert Rose keeps the landlord updated.



TIMELY RENT COLLECTION

Rent is collected every month and quickly deposited into your account. The collection process is done professionally.



LEASING

Desert Rose prepares lease agreements between the landlord and the tenant



MARKETING & ADVERTISING

All available properties are advertised and marketed on high-traffic rental and classified websites.

“MAINTENANCE IS A NECESSARY EXPENSE IN PROPERTY MANAGEMENT, AND RETURN ON INVESTMENT CAN BE SIGNIFICANTLY IMPACTED DUE TO LACK OF TIMELY, COST-EFFECTIVE REPAIRS AND UPKEEP.”



TENANT SELECTION AND CONTINUOUS SCREENING

Tenants are appropriately evaluated and all data is collected.



COST-EFFECTIVE MAINTENANCE

Maintenance is a necessary expense in property management, and return on investment

OUR PROMISE



Desert Rose appreciates that entrusting your investment property in the hands of a property manager is a major, significant and vital decision. You need to have confidence in your property manager’s abilities and be assured that your investment is giving you a healthy return.

Our team at Desert Rose is committed to providing unmatched management services. Desert Rose offers to manage your property, freeing the landlord from the day-to-day tasks.

As a promise to our clients, Desert Rose ensures the following:

- Availability to handle assigned duties and responsibilities promptly
- Keep landlords updated through periodic situation reports
- Seek to keep properties in good and sound condition
- Seek good quality tenants.

**DELAYED AND UNPAID
RENT AFFECTS
LANDLORD'S CASH
FLOW AND
PROFITABILITY.**





24 / 7

**THE ONLINE ACCOUNT IS ACCESSIBLE 24 HOURS A DAY,
7 DAYS, A WEEK FROM ANY LOCATION**



LIST OF SERVICES

BILATERAL COMMUNICATION

WE WORK WITH OUR CLIENTS TO DELIVER THE BEST RETURNS ON INVESTMENT.

A secure online account provided by Desert Rose keeps the landlord updated on property activity, including vacancies, maintenance, and financial reports. The online account is accessible 24 hours a day, from anywhere in the world.

A team of experienced staff is at hand to work with our clients to deliver the best returns on investment.



LIST OF SERVICES

MARKETING & ADVERTISING

“EXPERIENCED LEASING AGENTS RESPOND PROMPTLY TO INQUIRIES AND PROVIDE PROSPECTIVE TENANTS WITH AVAILABLE PROPERTIES FOR LEASE



Each day property is without a paying tenant diminishes returns on investment, and experienced managers lease properties effectively.

All available properties are advertised and marketed on high-traffic rental and classified websites. Experienced leasing agents respond promptly to inquiries and provide prospective tenants with available properties for lease.

LIST OF SERVICES

TIMELY RENT COLLECTION

ALL TENANTS ARE TREATED RESPECTFULLY AND FAIRLY, TO ENSURE ON TIME RENT PAYMENTS AND BETTER CARE OF THE PREMISES.



Delayed and unpaid rent affects landlord’s cash flow and profitability.

Rent is collected every month and quickly deposited into your account. The collection processes are professional.

Desert Rose staff are extremely diligent in collecting rent through a systematic, timely process. Tenants are incentivized to pay rent on time. All tenants are treated respectfully and fairly, to ensure on time rent payments and better care of the premises.

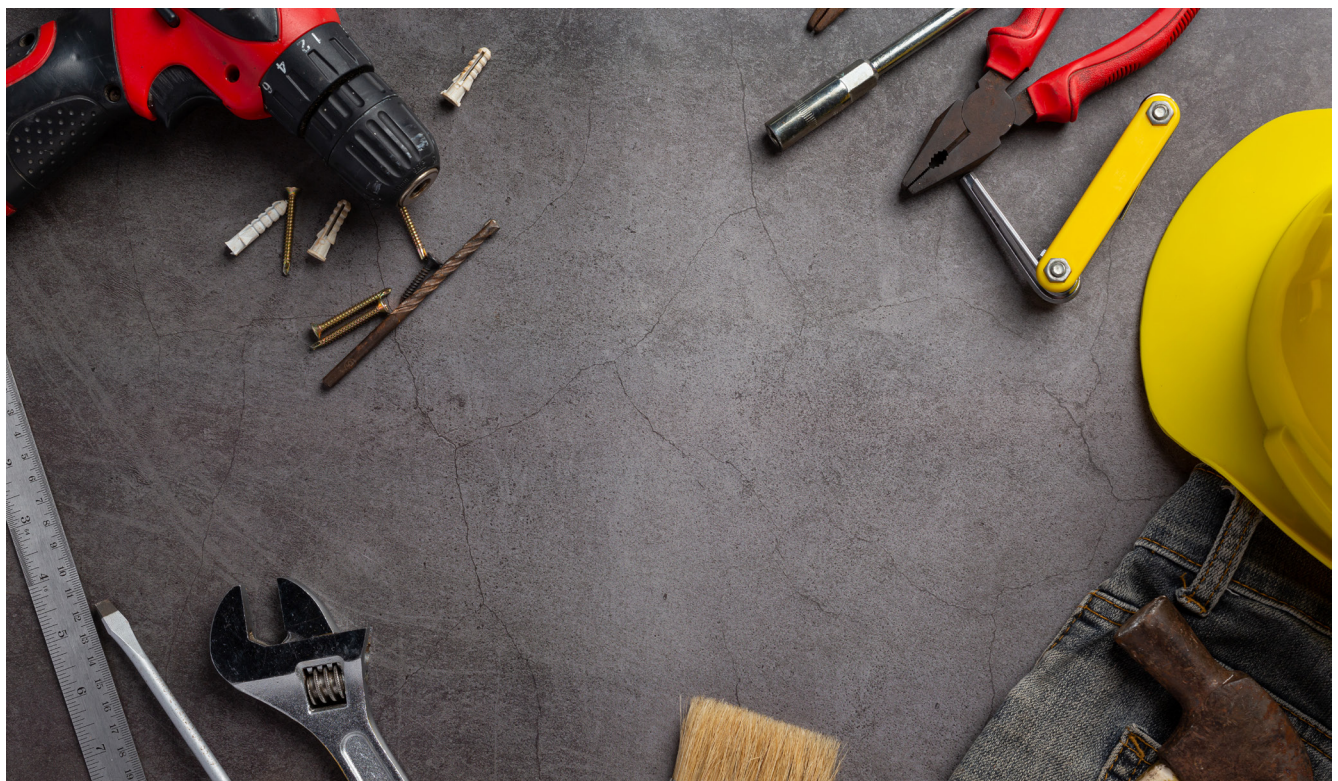
83%

OVER 1 YEAR STAYS

TENANCY DATA		%
Over 1 Year		83%
Under 1 Year		17%
Longest Stay		10 YEARS
Shortest Stay		2 MONTHS

LIST OF SERVICES

COST EFFECTIVE MAINTENANCE



Maintenance is a necessary expense in property management, and return on investment can be significantly impacted due to lack of timely, cost-effective repairs and upkeep. A landlord will save time and money by ensuring periodic maintenance and effective repairs.

Desert Rose has an extensive network of contractors, vendors, and in-house staff to handle property maintenance and repair work. Partnerships with national and local vendors provide services and repairs with appropriate tools that minimize expenses.



LIST OF SERVICES

COMPREHENSIVE ACCOUNTING

DESERT ROSE OPERATES AN OPEN-BOOK POLICY THAT PROVIDES CLIENTS WITH PASSWORD PROTECTED ACCESS TO FINANCIAL INFORMATION



The goal of property management services is to maximize the landlord's net income.

Desert Rose has a centralized accounting system that tracks income and expenses. This all-inclusive accounting and reporting system, backed with itemized statements and statutory tax returns and documentation, keeps all your property management financial information organized.

Desert Rose operates an open-book policy that provides clients with password protected access to financial information.





TENANT SCREENING & CONTINUOUS SELECTION



Tenants are appropriately evaluated and all data is collected and securely stored .

LEASING



Desert Rose prepares lease agreements between the landlord and the tenant, facilitates execution.

WHY WORK WITH US?

WHY WORK WITH US?

NO MORE DEALING WITH LATE-NIGHT EMERGENCIES, EVICTIONS, PAPERWORK, DAMAGES, FINDING CONTRACTORS OR REPAIRMEN, CHASING DOWN RENT, ETC.

Allowing Desert Rose to manage your property and handle your tenants, provides the peace of mind in having a dependable management company dealing with late-night emergencies, evictions, paperwork, damages, finding contractors or repairmen, chasing down rent, etc.


Guarantee timely rent collection and efficient services - 75% rent is collected by the 10th of each month and an additional 20% by the 15th of each month.

Comprehensive accounting provides the benefit of recouping input VAT given that ALL our services are vatable.

Administration of labour related costs and statutory remittances to relevant agents and authorities takes care of human resource needs and full time employment of permanent and pensionable staff.

10

THE NUMBER OF YEARS
SOME TENANTS HAVE STAYED WITH US





WHY CHOOSE US?



COMMITTED TO EFFICIENCY



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