



CITY SKYLINE REALTY SUMMER 2022 PORTFOLIO

Abby Arnett



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New Hire Press Release

- I created this new hire press release, and many others just like it, for internal purposes only. City Skyline hired 3 new employees during my internship. This press release got the word out and made all other employees aware of each person being hired.

CSR Internet Traffic Analysis

- I spent a large majority of my internship monitoring and analyzing internet buzz and traffic. I read and responded to several emails and researched key words to discover what the online world thought of City Skyline Realty. This CSR Internet Traffic Analysis Report is an example of my research findings. After reading reviews on Yelp, Google and OpenIgloo, I then presented suggestions and recommendations for CSR.

CSR Rental Report July 2022

- Each month, I analyzed CSR reports and presented my findings in company meetings. I collected data on each apartment unit that was rented. The graphs and tables presented in each report helped my coworkers visualize the success of that month's efforts. Collecting this evidence helped me confidently offer pricing suggestions.



New Hire Press Release

City Skyline Realty Hires New Assistant Property Manager

NEW YORK, New York, June 1, 2022 – Connor Samuelson has accepted the position of Assistant Property Manager, effective June 15, 2022. This position reports to Joe Mancuso.

Connor will be responsible for all aspects of property management including bill paying, rent collection, apartment leasing, apartment maintenance, tenant relations, apartment renovations, building system's repair/maintenance/replacement, government filings, and maintaining relationships with and sourcing all vendors.

Connor is from Salt Lake City, Utah. In April 2021, Connor graduated from Brigham Young University with a bachelor's degree in Business Management and an emphasis in Entrepreneurship.

Connor has worked as a financial analyst, analyzing market trends and projecting sales in various industries. Prior to accepting this position at CSR, Connor worked for four years on the international and domestic patenting strategy for products in healthcare.

Connor got married in September 2020. He and his wife, Diana Gonzales Samuelson recently relocated to the Washington Heights neighborhood in New York City.

About CSR

City Skyline Realty is a real estate management company in New York, NY. Its total employee count is now 65. The total number of apartment buildings owned and managed by CSR is 50. The total number of apartment units owned and managed by CSR is 1,100.

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yelp.com



google.com



openigloo.com



SYNOPSIS

This report is a result of extensive research and study. All statistics and recommendations are based off evidence found in online ratings and reviews. This report will serve as a vital reference point as City Skyline continues to bring in new tenants. Reading reviews of CSR will help generate ideas as to how to improve as a management company. CSR needs to continually strengthen its relationship with tenants.

CITY SKYLINE REALTY

Research Analyzing Internet Traffic Involving City Skyline Realty

YELP

Most of the negative reviews found on Yelp dealt with broken appliances and miscellaneous apartment necessities that needed to be fixed. Tenants on Yelp made very clear that CSR management is very slow to respond and fix things. The common denominator in all Yelp reviews was unresponsive property managers.

GOOGLE

The reviews on Google were much more positive than those found on Yelp and OpenIgloo. For the most part, people on Google had great things to say about CSR's helpful staff and clean, yet affordable apartment units. The few negative reviews involved sometimes unresponsive property managers.

OPENIGLOO

OpenIgloo is a website made specifically for tenants to review their landlords. The anonymous reviews allow tenants to be completely honest. OpenIgloo reviews are the most trustworthy and valid reviews of the three specified platforms.

Tenants on OpenIgloo gave CSR 2/5 stars for cleanliness. Like Google, tenants on OpenIgloo felt frustrated with property managers and superintendents. CSR received 1.3/5 stars for owner responsiveness.

RECOMMENDATION

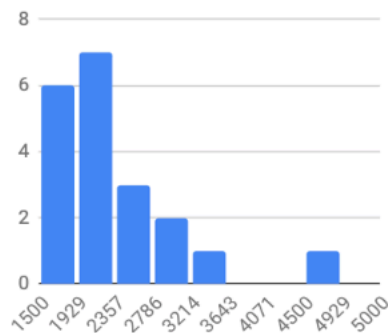
In all fairness, it is rare to find a management company with high approval ratings online. Regardless of how other companies compare, the ratings pulled from Yelp, Google and OpenIgloo make clear that City Skyline Realty has great room for improvement. Property managers at CSR need to be much more responsive and available. I recommend all PMs set aside one day each week to work with tenants only.

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RESEARCH ANALYZING THE RENTAL MARKET

July 2022 Report

After tallying “rented” status emails for the month of July and collecting signed leases, corresponding documents, and security deposits, the leasing team reports a total of 20 apartment units rented this month, July 2022. All rentals are new, meaning the total number does NOT account for partial, renewals, or transfers.



Sum	\$47,441
Average	\$2,372

On average, July apartment units rented for \$2,372/month. This average is approximately \$276 more than last month's average. This increase suggests pricing could indeed increase. Higher rent prices are suggested and encouraged.

The sum of the new rental prices is \$47,441, a total that is \$26,483 more than last month's total revenue.

RECOMMENDATION

It is clear that City Skyline Realty has capitalized on the competitive rental market in the New York City metropolitan area. The dramatic increase in numbers from June to July shows greater knowledge of the market and the consumer. I recommend CSR continue to maintain awareness of their surrounding community and adapt accordingly. Most tenants at CSR are low-income families that live in Harlem and the Bronx. As CSR continues to produce competitive prices, they must not get too greedy and scare prime tenants away. I recommend CSR continue to gradually increase unit rent prices. However, to also keep their target tenants engaged and interested, I also recommend City Skyline offer one-time concessions and discounts on rents.



159 Opened Applications

77 Paid, Complete Applications

**Rented Units:
14 Manhattan
6 Bronx**