

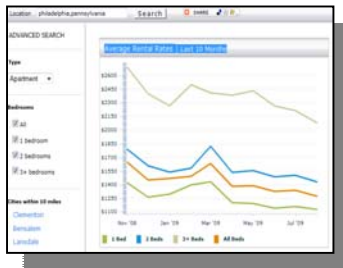
## Message from the President...

As we move into the fall of 2009 and the local real estate market continues to change, we are forced to change with the market. As we have been writing about recently, the rental market started to slow down this summer and we noticed a significant drop off in phone calls starting in July and continuing today.

As you can see by the chart below from [www.rentbits.com](http://www.rentbits.com) - **rental prices in Philadelphia have declined dramatically over the last 10 months.**

In some housing types the decline in rental prices are down by as much as 20%. There are many reasons for this decline, including a glut of new rentals from people that cannot sell their homes, overbuilding and people staying at home or combining with roommates to save money.

As a result, we are aggressively reviewing and revamping our marketing plans and adding more marketing strategies and offering



owners more options to increase marketing exposure.

We are now using a web site called **www.rentmarketer.com**. This site can distribute a rental property listing to as many as **100 national sites with over 10.3 million views per month**. They will also list with several premium sites that normally would cost between \$30 and \$60 per month and would be cost prohibitive if done individually.

We have also identified several local Philadelphia based sites that we will be listing all properties on to get better local visibility.

We will also continue to use Craig's List as a mainstay to our marketing, but we update and relist on Craig list up to 5x per week to be sure your properties are always at or near the top. We also focus on "key words" to be sure your property comes up on top with common search terms.

In addition, we have started a **Facebook** page to be sure we reaching a younger computer savvy group in our marketing effort.

We will continue to explore and search out every possible way to get your property rented as fast as possible.

Have a great day and, as always, if you have questions, feel free to call me at 610-240-9885.

*Mike Lautensack*

President  
Del Val Property Management LLC

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## Private Lending - A New Way to Fund Your Real Estate Deals

If you are a **real estate investor** in search of capital and are frustrated with banks and hard money lenders, you may find borrowing from people through **private lending** a much better option. The advantages of private lending over banks and hard money lending includes faster turnaround and no personal credit checks.

**Private lending** involves borrowing from people, not banks or hard money lenders, for the purpose of purchasing real estate investments with the pledge of the real estate as a security for the loan. This is one of the best ways for real estate investors to preserve their cash and tap into the leverage of other people's money.

You need to have a fair amount of knowledge about **private lending** before using this type of borrowing. You need to make all the necessary preparations with regard to the deal and make sure you are buying at the right price to achieve success. In this type of lending, **private lenders** may invest their money in other options, so to attract private lenders you must be offering safe and secure investment at high interest rates.

**Private lending** allows you, the real estate investor, to control the terms and conditions that you borrow money at from private

lenders. You can go for short terms loans of less than one year or as long as ten years, depending on your goals and plans for each piece of real estate you purchase. You can also pay different rates of interest depending on a number of factors including how much they borrow and for how long. The important point is you control how the deal works not a bank or hard money lender.

**Private lending** offers the lenders the freedom to increase or decrease the size of their investment in order to suit their needs and comfort level. In other words, there are lots of private lenders out there looking to make high interest loans secured by real estate and you just need to go find them and start borrowing to buy real estate.

**Mike Lautensack**

### Property Management Secrets for Real Estate Investors

*"Learn the 10 **Success Secrets** of Property Management Every Real Estate Investor Must Know to Manage Your Own Investments Properties"*

In this power-packed **3 Night Live Tele-seminar** you'll learn a simple step-by-step process to develop your own Property Management Program for Maximum Profit and Avoiding Tenant Headaches.

<http://www.realestatewealthtoday.com/PropertyManagementSecrets.html>

## Property Management for Philadelphia Real Estate Investors

**\*\*\*NEXT Meet-up\*\*\***

Tuesday, October 20, 2009 at 7:30PM

***Lease / Rental Agreements: Discover the 5 key elements of an "Owner Friendly Lease" versus a store bought lease:***

- The key lease terms and conditions every owner needs to include in their lease to protect them and not the tenant
- Learn who should sign the lease and avoid making big mistakes down the road
- Pets or no pets?
- What addendums do you need to comply with landlord/tenant regulations and protect you from future lawsuits
- How to enforce your lease and understand the law better than your tenants so they cannot bully you

We will also have a Questions & Answer session.

See the full event details, including location, at <http://www.meetup.com/Property-Management-for-Real-Estate-Investors-Philadelphia/calendar/11427110/>

### Meet Tom Iannelli...

**Tom Iannelli** grew up in West Chester where he attended and graduated from West Chester East High School. He also attended West Chester University where he graduated with a BA in Speech Communication. In college he participated in student government and worked at the college radio station.

Upon graduation, he moved to the Atlantic City area to help run a family business.

In the late 90's Tom started his own manufacturing / consulting firm and later a computer hardware distribution business. As the computer industry became more and more difficult for small businesses to remain competitive, Tom's attention turned to real estate investment.

In 2005, Tom began investing in and rehabbing properties in Philadelphia with a childhood friend. Together they own and operate several rental properties that they have rehabbed and rented.

He joined Del Val Property in August 2007 and is currently the **Director of Maintenance**.

Tom has a 9 year old son and enjoys coaching Little League baseball, youth basketball and flag football. Tom is an avid (and long suffering) Philly sports fan, on autumn Sunday's you can find him in Eagles green, wondering when Andy Reid will call more running plays in the 4<sup>th</sup> quarter!!

**Tom can be reached at 215-834-4389, if you need him.**

# Client Newsletter

## Del Val Property Management LLC

81 Lancaster Avenue, Suite 208  
Malvern, Pa 19355

<http://www.delvalproperty.com/>



Join us on Face Book at

<http://www.facebook.com/group.php?gid=273112110257&ref=mf>

### Our Staff...

**Mike Lautensack** – General Questions

610-240-9885

<mailto:mlautensack@delvalproperty.com>

**Chip Robinson** – Rent / Buy or Sell Questions

215-520-2888

**Jen Narvell** – Accounting/Bookkeeping

302-545-2284

**Tom Ianelli** – Maintenance Issues

215-834-4389

**Terri Ulaner** – Administrative Assistance

610-703-1737

## 4 Properties For Sale

- \* All Single Family homes in W. Phila
- \* Newly rehabbed to high quality and tenant occupied
- \* Professionally managed with leases through 2010
- \* Monthly rents = \$2,885
- \* Asking \$265,000
- \* Proof of Funds or Pre-qualified only please

**Do you want your property listed here?  
Call Chip at 215-520-2888**

## Do You Want \$100 OFF Your Next Month's Management Fee?

We are like most business and that we rely on our existing clients to recommend us to other people as our primary way for growing our business. So I am asking everyone **recommend us to 3 other people** and if one of them becomes a client we give you a \$100 discount in your upcoming management fees.

\*\*\* I also want to thank **Tom Murphy** and **Mike Bartz** for recommending clients to us. Thanks guys!