



OWNER PACKET

Annual *Property* Management.

Run by investors. Built for owners. Modern systems, local expertise, and full transparency — for the people who actually own the properties.

PREPARED BY

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SERVICE AREA

Greater Orlando &
Central Florida

Inside this *packet.*

Eight chapters that walk you through who we are, how we work, what it costs, and the agreement that makes it official.

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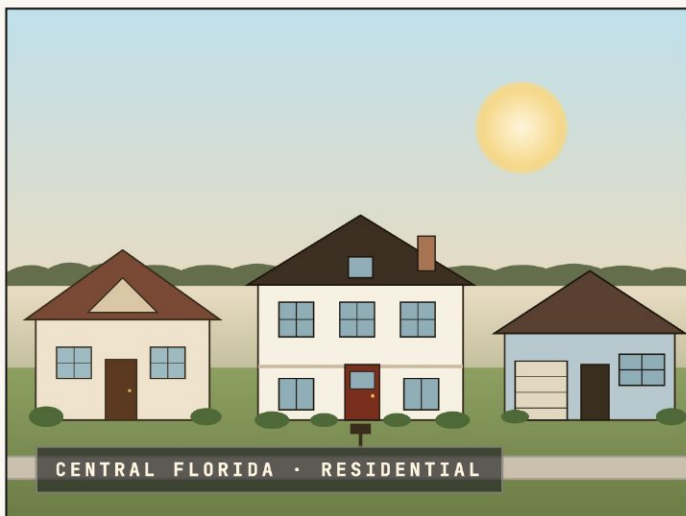
The best managers *think like owners.*

We do — because we are. With a decade in Florida real estate and active investment portfolios of our own, we know what landlords actually need from a partner.

Encore Investment Realty is a Central Florida brokerage built around one simple idea: the best property managers are the ones who think like owners. We do, because we are. With more than ten years in Florida real estate and active investment portfolios of our own, we know what landlords actually need from a management partner — because we need it ourselves.

We focus on residential rentals across Central Florida and the surrounding counties. Our model is intentionally **tech forward and high-touch**.

Every Encore client gets a dedicated point of contact, transparent pricing, and a partner whose interests are aligned with theirs from day one.



Investor-focused.

01

We own rentals ourselves and source deals for builders and a private capital fund partner. We understand cash flow, cap rates, and what a delayed turnover actually costs an owner.

Tech-forward.

02

Every owner gets a modern online portal with real-time financials, a full document archive, and direct visibility into what's happening at their property — no chasing for monthly statements or end-of-year reports.

Local expertise.

03

Central Florida is a market with real nuance — different submarkets, HOA dynamics, and tenant pools. We've been here long enough to know which neighborhoods rent themselves and which need a smarter strategy.

Investor-led. *Owner-focused.*

Owners aren't hiring a property manager. They're partnering with someone who sees their property the same way they do.

The *working* broker.

12+ YEARS • INVESTOR • BUILDER • ACQUISITIONS

A Central Florida resident for over 30 years, Desmond brings 12+ years in Florida real estate and a depth of experience few property managers can match. As a full-time investor himself, he owns and operates rental properties across the spectrum — from affordable workforce housing to high-end luxury homes, including PadSplit and multi-tenant co-living arrangements.

That hands-on ownership experience shapes how Encore manages every property: with a real understanding of cash flow, tenant dynamics, and what actually moves the needle on returns.

Desmond has spent years sourcing acquisitions for individual investors and real estate funds, with deep expertise in residential infill lots and new construction. His background in building and rehabbing properties means he can walk into any home and quickly identify what repairs are needed, what they should cost, and where owners are at risk of being overcharged — a level of construction fluency that protects clients on every maintenance decision.



Desmond Pollock

BROKER • OWNER

FL LIC • BK • ENCORE-INVESTMENT-REALTY

30yrs
CENTRAL FL
LOCAL

12+
YEARS
LICENSED

Active
INVESTOR +
BUILDER

Six things, *done well.*

From listing the property through year-end reporting — every responsibility a landlord carries, run on documented systems with full visibility for the owner.



Marketing

•01

Your property gets professional listing photos, syndicated exposure across the major rental platforms, and targeted local outreach. We aim our marketing at the right tenant for your property — not just any tenant.



Tenant Screening

•02

Every applicant 18 and older completes a full background, credit, employment, and rental history check. Service Animals and Emotional Support Animals are reviewed in full compliance with federal and Florida law.



Leasing

•03

Once we match your property with a qualified tenant, we coordinate the entire leasing process. Our lease documents are drafted by Florida real estate counsel and reviewed regularly for compliance.



Maintenance

•04

We work with a vetted network of licensed and insured Central Florida vendors to handle repairs, turnovers, and emergencies. Tenants submit work orders through their portal; you get visibility through yours.



Management

•05

We handle the day-to-day so you don't have to. Lease enforcement, tenant communication, mid-lease and turnover inspections, and HOA coordination — all handled through documented processes with full records.



Accounting

•06

Rent is collected through multiple electronic methods. You receive monthly statements, year-end financials, and 1099s, plus access to your owner portal for real-time visibility. All trust funds held per FREC regulations.

Five *written* promises.

It's our way of saying we believe in what we do — and that we'd rather earn your business every month than lock you into a relationship you don't want.



Satisfaction *Promise*

•01

If for any reason you're not satisfied with our property management services within the first ninety (90) days, you may cancel your agreement without penalty.



Results *Promise*

•02

No upfront fees until we produce results. There are no charges or fees required to get started with our management services (expenses for maintenance and repairs not included). You may cancel anytime, without penalty, if we haven't delivered a tenant-signed lease.



30 Day *Promise*

•03

If you agree to our recommended rental rate, we will procure an approved tenant within thirty (30) days from the time we confirm the property is "rent ready." If we don't, we waive the first month's management fee.

- Property must be vacant and confirmed "rent ready" in writing.
 - Property must be unfurnished.
 - You agree to our recommended rental rate.
 - You allow at least one (1) pet, where the association permits.
-



12 Month *Promise*

•04

If a tenant we placed defaults on the lease by vacating early, we'll procure a new tenant at no additional leasing fee to you. No owner will ever pay two (2) leasing fees in the same twelve (12) month period. Federal military relocation, tenant death, and legal lease terminations excluded.



Rent *Promise*

•05

It's our responsibility to collect rent on your behalf. You don't get paid; we don't get paid. If the tenant doesn't pay rent, we don't collect a management commission for that month.

Three tiers. *No surprises.*

Most owners choose Standard or Premium. Lease Only is offered for owners who self-manage but need professional tenant placement.

		RECOMMENDED	
	LEASE ONLY	STANDARD	PREMIUM
Management Fee	0%	10%	12%
Leasing Fee / 1ST MONTH	100%	50%	35%
Lease Renewal Fee	\$300	\$150	\$0
Lease Preparation	\$75	\$75	\$75
Rental Analysis	✓	✓	✓
Property Marketing	✓	✓	✓
Tenant Screening	✓	✓	✓
Pet Screening	✓	✓	✓
Dedicated Property Manager	—	✓	✓
Online Owner Portal	—	✓	✓
Move-In Inspection	—	✓	✓
Rent Collection	—	✓	✓
Maintenance Coordination	—	✓	✓
Lease Enforcement	—	✓	✓
Move-Out Inspection	—	✓	✓
Monthly Financial Statements	—	✓	✓
Year-End Reports & 1099	—	✓	✓
Monthly Escrow Reconciliation	—	✓	✓

Promises by *package*.

Our written guarantees scale with the package you choose. The Results Promise applies to every owner, regardless of tier.

		RECOMMENDED	
	LEASE ONLY	STANDARD	PREMIUM
Satisfaction Promise	—	✓	✓
Results Promise	✓	✓	✓
30 Day Promise	—	✓	✓
12 Month Promise	—	✓	✓
Rent Promise	—	✓	✓

Volume *discounts*.

Owners with multiple properties under management with Encore receive a reduced management commission. Discount applies automatically.

	RECOMMENDED		
PORTFOLIO SIZE	STANDARD	PREMIUM	
1 property	10%	12%	—
2–4 properties	9%	11%	—
5+ properties	8%	10%	—

A NOTE FROM THE BROKER

"Standard covers everything most owners need. Premium adds at-cost maintenance — meaning you pay exactly what the vendor charges, with no markup from us."

What's NOT charged: setup fees, marketing fees, technology fees, monthly minimums, account-statement fees, or eviction-coordination fees on the Standard or Premium plan. Repairs and maintenance are billed at vendor cost; the only markup is on the In-House Handyman Service per the published rate.

Ready when *you* *are.*

One conversation, no obligation — we'll walk your property, share a rental analysis, and show you exactly what onboarding looks like.



Desmond Pollock

BROKER • OWNER

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"We look forward to partnering with you. The agreement that follows lays out every detail — read it and we'll sit down together."



ENCORE INVESTMENT REALTY