



PRICE  
EDWARDS  
AND COMPANY

Price Edwards & Company

# Multifamily Division



“Price Edwards has consistently provided superior service dedicated to maximizing overall value for the owner and establishing rock-solid resident relations.”

**Noel F. Rabb, Vice President | Trimont Real Estate Advisors**

## ABOUT PRICE EDWARDS

Oklahoma's largest commercial real estate firm, Price Edwards, has called Oklahoma City home for over 30 years and with an office in Tulsa since 2013. We were named a Top Workplace by the The Oklahoman and The Journal Record has named Price Edwards the Top Management Company in Oklahoma for ten years. Price Edwards was also recognized as the 2017 Management Company of the Year by the Apartment Association of Central Oklahoma. We have closed over \$5 billion in transactions, giving us the knowledge to provide you with the best solutions to whatever investment goals you may have.

## PROPERTY MANAGEMENT

Price Edwards and Company is one of the largest, most knowledgeable and experienced multifamily management and brokerage firms in the Midwest. Our clients include pension funds, private partnerships, lenders, special servicers, local investors, corporations, government and affordable housing agencies. We work directly with each client to build relationships making us their local real estate partner. As a privately owned company, you are never more than a phone call away from the person who can make the decisions or provide an answer for any questions you may have.

## MARKET KNOWLEDGE

We are committed the resources to make sure we are thoroughly familiar with the markets in which we have management presence. Our local city-wide survey provides specific information

on virtually every property in the marketplace, provides complete transparency, and provides meaningful insight into the overall trends occurring in the market. Although our main footprint is in Oklahoma, we have management capabilities and experience in Arkansas, Kansas, Louisiana, Missouri, Mississippi and Texas, making our firm the top choice for your regional expertise.

Price Edwards and Company is experienced in the management of conventional communities, tax credit, HUD, HOAs and distressed properties with vast receivership capabilities and experience, providing lenders, Fannie Mae and Freddie Mac professional interim management of their communities. We work with local and state government housing programs and remain in good standing with all of them in the 7 states our portfolio reaches.

## TECHNOLOGY

We provide technology that assists in the achievement of our client's goals. We maintain a five member staff dedicated to our client needs, such as community websites, social media management, and the study of successful alternative advertising appropriate for each community. We also have the capacity to provide a virtual tour of each community for prospective residents, as well as online rent pay options through Rent Café.

## CLIENT FOCUS

All of our employees, systems and operations are geared toward accomplishing the objectives of our clients. Our firm is divided into specialties: retail, office/industrial, multifamily and investment.

Each of these divisions is headed by an executive whose sole responsibility is to manage our people and our resources to successfully meet our clients' needs. This ensures that your assets will receive the appropriate time and attention.

## PERFORMANCE

With unrivaled performance for over 30 years, our long-term employees are dedicated to ensuring the highest occupancy levels, while keeping expenses low. We have managed approximately 50,000 apartment homes during our company's history, with a focus on the market trends and operational costs affecting each individual community in our portfolio. An annual operational budget is developed prior to the following year, and once approved is the guideline for rent growth, effective preventative maintenance, utility management and planned capital improvements. Our team is well trained in the management of income, marketing, preventative maintenance, utility management, safety, resident retention and team building.

## AUDIT

The individual site team performance is audited and scored on a quarterly basis. The audit includes occupancy, collections, property condition and inventory control. It ties to a predetermined and approved operating budget that directs all operation expenses of the examined community.



**Price Edwards and Company has fully integrated the Yardi / Rent Cafe property management and accounting platform.** We can handle virtually any reporting requirement on a monthly, quarterly or annual basis. Yardi is based upon the industry standard Microsoft SQL server, which allows us to create any custom report in many formats like PDF, Excel, Word and other common computer formats. We routinely create custom reports for clients to meet specific reporting requirements. As a result, a major initiative has been to move toward paperless and automated systems.

We have also created a custom solution for the paperless processing of accounts payable. Invoices are scanned in once and never touched again. Invoices are electronically routed to the appropriate internal approvers and are reviewed for proper coding and distribution before being imported into Yardi. An owner approval routing option is also available with this system.

**OKC'S TOP  
MANAGEMENT  
COMPANY FOR 10 YEARS**

by The Journal Record

**AWARDED TOP  
WORKPLACE TWICE**

by The Oklahoman

**2X WINNER OF MANAGEMENT  
TEAM OF THE YEAR**

Apartment Association of  
Central Oklahoma





## Price Edwards and Company Marketing Team



### Heather Dayton | Marketing Coordinator

Heather Dayton joined the Price Edwards and Company Team in June 2021. Heather is responsible for the company's marketing programs and planning, brand management, social media, website management and advertising. Prior to joining Price Edwards, Dayton worked in strategic business development roles and marketing management for over 13 years.



### Zena Nipper | Graphic Designer

Zena Nipper has worked as a graphic designer for over 10 years and holds a Bachelor of Arts in Graphic Design from the University of Central Oklahoma. Before beginning at Price Edwards in February of 2020, Zena worked in the residential real estate industry and as Media Coordinator for First Presbyterian Church of Edmond. Zena creates marketing and brand collateral for Price Edwards' digital and print media presence.



Proud Member of the NAA and Recipient  
of the AACO Hall of Fame Award



"I originally retained Price Edwards because of its excellent reputation, and because I wanted a firm with good depth. This was particularly important to me because I live in California, and I needed to be confident that my Property Management partner could handle any crisis without my physical presence. I never regretted this decision. On the personal side, I always felt comfortable with your loyalty and integrity. These are important qualities to me."

Joe Mahoney | Citadel Suites

# Price Edwards and Company Multifamily Division



**Jim Parrack, Senior Vice President**

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Mr. Parrack joined Price Edwards and Company in 2007 and heads the firm's Retail and Multifamily Divisions. The divisions encompass management and brokerage activities for over 50 shopping centers in Oklahoma and North Texas and over 2000 apartment units.

Parrack is actively involved in overseeing all management and leasing efforts of the firm's retail and multifamily portfolios to ensure asset protection and enhancement of client-owned properties. Jim is an active member and participant in ChainLinks Retail Advisors, a national retail leasing and networking organization and is a Certified Property Manager as designated by the Institute of Real Estate Management. In addition, Jim has extensive experience acting as receiver for distressed properties of all product types.

Prior to joining Price Edwards, Jim ran the operations of Precor Realty Advisors, Inc., an Oklahoma City-based real estate company with extensive experience in the development, property management, and leasing of historic properties, tax credit properties, and distressed property renovation and turnaround. Developments included are the Garage Loft Apartments, the Hudson Essex Loft Office redevelopment, 701 Broadway, 125 Park Office Condominiums, the Design Market, and Market Center, 24th Place in Phoenix Arizona and the Gateway Lofts in Des Moines, Iowa.



**Becky Sesock, CAPS, COS, NAA Lyceum  
Regional Manager**

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Becky Sesock's career represents over 40 years of extensive experience in all phases of multifamily and mini warehouse property management, including construction punch, new community lease-up, rehab and feasibility studies with owner affiliations that include individual, institutional and receiverships. She has served as President of the AACO (Apartment Association of Central Oklahoma), and is designated as a CAPS (Certified Apartment Property Supervisor), COS (Certified Occupancy Specialist) and an NAA Lyceum through the National Apartment Association. She was inducted into the AACO Hall of Fame in 2012 and led Price Edward and Company's Multifamily Division to win Management Team of the Year from the association.



**Patty Countz, HCCP  
Training Coordinator & Senior Regional Manager**

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Patty Countz has been involved in various facets of the real estate industry over the past 39 years. Her past experience as an onsite multifamily property manager and training director, and financial accounting, brings a wealth of experience and education to her current position as a Senior Regional Manager, Training Coordinator and holds the designation of HCCP (Housing Credit Certificate Professional). Her duties include the supervision of specifically assigned communities, training, financial reporting, plus all aspects of site management. Patty was a past board member for the AACO (Apartment Association of Central Oklahoma). She was honored by the AACO in 2015 winning "Behind the Scenes Professional."



**Vickie Higgins, HCCP, HCMHF, COS**  
Tax Credit Specialist / Regional Manager

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Vickie Higgins serves as the Affordable Housing Specialist with Price Edwards and Company, and has been in property management for more than 35 years. She has been involved or responsible for the supervision of Affordable Housing Credits, HOME, 50059 and Tax Exempt Bonds in Oklahoma, Texas, Arkansas, Iowa, Kansas and Mississippi. She has been a vital part of the development, construction, leasing and management of more than 45,000 apartment homes. Vickie also holds the Housing Credit Certified Professional designation, the Housing Compliance Manager for HOME Funds designation, the Certified Occupancy Specialist designation and the National Compliance Professional designation. She is an industry-recognized training professional in all areas of management, leasing, tax credit and other Affordable Housing programs. Vickie has served as President of the AACO (Apartment Association of Central Oklahoma) and was honored by the AACO in 2011 winning "Regional Manager of the Year". In 2018, Vickie was included in the AACO Hall of Fame for her many years of service in the multifamily housing arena.

## MULTIFAMILY SERVICES

PROPERTY MANAGEMENT  
(CONVENTIONAL, TAX CREDIT, HUD)



INVESTMENT MANAGEMENT



FEASIBILITY & MARKET STUDIES



PROPERTY ASSESSMENTS



DISTRESSED PROPERTY SERVICES  
(RECEIVERSHIPS, TRUSTEE, DISPOSITIONS)

# PRICE EDWARDS AND CO.

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