

# GOLDEN RULE

**FULL-SERVICE REAL ESTATE TEAM**

**APPLYING THE GOLDEN RULE IN REAL ESTATE**



**256-677-9797**

*Scott,*

*I would like to express how much I enjoy working with you and your team. You are truly one of my favorite clients. You are easy to work with and quick to respond. I love that you are proactive, honest, and dependable. You are a banker's dream customer, and I thank you for that.*

*– Terri Nicholson, Market President*



# GOLDEN RULE REAL ESTATE TEAM

256-881-4522 

- Golden Rule is an elite team of property managers, vendors, contractors and experienced real estate professionals
- Owner/operator Scott Gray has been in property management since 1977
- We manage over 400 units in a wide range of areas from affluent communities to the most difficult
- Golden rule insurance - \$1 million / \$3 million liability insurance
- Huntsville licensed and insured



*Scott,*

*I appreciate you taking a close look at the charges. We had so much going on this summer with our move back to the United States that I guess I never saw the charges in the different months. You are a man of integrity.*

*- Mark*



**U.S. AIR FORCE**

# GOLDEN RULE REAL ESTATE TEAM

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- Golden Rule's focus is on the needs of HOAs and rental property owners, both large and small
- Service areas include: Huntsville, Decatur, Cullman, Athens and Guntersville, Alabama
- Golden Rule consistently maintains a 95% collection rate for their HOAs
- Affordable management fees



*Scott and his group have done an outstanding job. They are honest, communicative and add the "extra" effort often necessary to see all parties end up in a "win-win" situation. I would recommend Scott and his Golden Rule Team to anyone without hesitation.*

*– Fred Vietch, Nor'wood Commercial Development*

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## Mahogany Row

- Over 53% vacancy in March 2015
- 100% leased as of February 2016
- Receiving higher rents



Scott,

*I can't tell you how much I appreciate all you have helped me with. You went well above and beyond what anyone would have done when you helped me transition from owner/ occupant to owner/ renter. You have exhibited unrelenting patience with me as I have begun the learning process of having renters and the challenges associated. You have taught me things about dealing with people who I never learned in 26 years of military and 23 years of the fire service.*

*– Captain Travis Miller*



## Triana Multi-Family Unit

- 100% vacancy upon purchase
- 100% occupancy within one week



*When asked about Scott Gray, I describe him as an honest, reliable, and customer-oriented person. I have worked with Scott for a number of years and throughout those years, I only have good things to say about him as a person and businessman.*

*– Karl Willock, Nor'wood Commercial Development*



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## 111 Michael Avenue Multi Unit

- 100% vacancy June 2015
- 100% occupancy July 2015



*Scott,*

*I just went by the house to look at the paint job and it looks SUPER. The guys were very professional and did a great job, and I can honestly say I'd recommend them to anyone who asked for a referral. Thanks so much for giving us their info - I really appreciate it!*

*- Joyce R of Barnes Blackwell & Co, PC*

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Golden Rule uses a combination of new and traditional marketing methods to reach all marketing avenues and potential customers.

- YouTube – videos of projects, violations, concerns for HOA board
- Google Photos – photos showing condition, violations, etc... archived
- Buildium – reports of payments, billings, subcontractor invoices, job details etc...
- Posts to Facebook, Google+, LinkedIn, Twitter, and more traditional methods makes our properties easy to find



*Thank you for the support you have given to us, and to the kids of New Hope Homes. You have truly been a blessing to them each month. Your kindness and generosity sits on their smiles each day. We are blessed by you. Thanks again.*

*With gratitude and prayers for you all,  
– Mbanda Family!*

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Golden Rule prides itself in maintaining collection rates of above 95%.

- Low delinquencies bring the highest returns for our clients
- What's our secret? Professional work ethics and communication
- Returning all calls within 24-hours, seven days a week



*Wanted to send a note to thank you all for your efforts over the years with my property. You've been excellent to work with, extremely professional, responsive, patient with the property, and have made my life a lot easier - not to mention the positive outcome on the sale. I'm always happy to recommend your team.*

*– Steve R., property owner*



# GOLDEN RULE REAL ESTATE TEAM

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Golden Rule stays ahead of its competition through use of advanced property management software providing professional, fast, and easy to use intuitive web-based software.

- Detailed, real time reports available online 24/7:
  - HOA owner statements
  - HOA ledger
  - Statements (i.e. profit & loss, balance sheets, dues paid, etc...)
  - Delinquent accounts, etc...
  - Contractor invoices describing work done



*Since your property managers took over the management of Drakestone Townhomes it has been much better. Before if something was broken or needed done around the apartment, it was like pulling teeth to get someone to take action. Scott, however, not only is very quick to get done what is needed, but he also has been doing many very needed improvements to the property. In addition, Scott always has the time to talk with anyone here in the complex and has, on a number of occasions, stopped by to pick up the rent in person as to save me the time of going to the office to drop it off. He has become the best property manager I have ever had and look forward to working with him for some time to come.*

*– James Anderson*

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- Our maintenance technicians are paid based on the work they do NOT how many hours it takes them to do it
- Golden Rule provides a detailed spreadsheet incentivizing our maintenance technicians to do good work quickly and efficiently
- Our maintenance technicians don't milk their jobs. They get paid for what they do, not how long it takes



*I have the utmost respect for Scott's abilities and integrity.... Scott has been extremely diligent in responding to the numerous issues and complexities that always come up.*

*– Wayne C. Harris, Managing Member, Harris Family Enterprises, LLC*

# GOLDEN RULE REAL ESTATE TEAM

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Golden Rule Real Estate Team provides access to a great team of expert vendors.

- Insurance – find the best fit and price for HOAs and individual owners
- Handyman – fulltime company with a lot of experience for homeowners if needed
- Landscape, mowing, trash service and common area maintenance & cleanliness
- Painting – inside and out. Sound money for as good or better work
- Plumbing/HVAC – less expensive and better than our competitors
- Roofing and electrical – as needed, very competitive pricing



Reliable  
licensed &  
insured vendors  
& contractors



*Golden Rule has truly been a blessing to my wife and I. Being in the military we are unable to watch over our property on a regular basis so their help is crucial. They are true professionals. There isn't a day that goes by I cannot reach them by phone or email. No job too small for them and their support to military families is amazing.*

*– Douglas Bogdanowitz, Captain US Army, USMA Graduate*

# GOLDEN RULE REAL ESTATE TEAM

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Golden Rule Real Estate Team manages your property as if they were our own:

- low delinquency rates
- disciplined HOA collection and management
- minimized expenses
- cutting edge technology

With constant dedication, immense attention to detail, and strict enforcement of policies and lease terms, Golden Rule achieves the absolute best results for all our clients.



*I completely trust his management of my properties and recommend him for anyone wanting first rate management.*

*– Justin Ersch*