

December 24, 2010—January 13, 2011

## At Dorchester Manor in Bergen County, NJ Value Asset Management completes turnaround

**C**LIFTON, NJ — Dorchester Manor, a rental community located at 195 Dilworth Rd., is nearing a complete lease-up of its 200 apartment just three months after Value Asset Management (VAM) was retained by the property's owners to direct the management, leasing, operations and marketing.

Dorchester Manor is a collection of one- and two-bedroom apartment homes situated in 18 buildings on a professionally-landscaped site, minutes from major shopping and commuter outlets.

What's more, the company is also nearly finished with an aggressive \$1 million capital improvement program that will modernize and significantly update the complex. Upgrades will include energy efficient insulated windows, apartment entry doors, new shutters, removal and installation of new landscaping and new roofs on select buildings.

"While Dorchester Manor was well known in the region as a rental address and already a great asset, the owners of the property wanted a new set of eyes that could take the complex's performance to the next level," indicates Jack Linefsky, director of apartment operations for Value Cos.



*Dorchester Manor*

"To accomplish this, we incorporated certain aspects of traditional management with a more modern technique and a more technologically-advanced approach. The end result is an efficient and effective management operation, a high level of customer service and satisfaction and an increased leasing velocity and resident retention."

"One key to our success has been an ability to grow and adapt to the ever-changing rental marketplace and expand from traditional methods by employing innovative techniques to effectively market and manage our properties," said Linefsky. "For example, we recently implemented new user- and mobile-friendly property websites."

"This ability to understand the current rental landscape, as well as our strong knowledge of local markets, has allowed us to achieve and maintain historically-high occupancy levels at our communities despite current economic conditions and challenges." ■

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# HI-LIGHTS

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