

### An Open Letter from Joe Greenblatt

Dear Multifamily Real Estate Receiver:

With 20 years of experience participating in over 300 receiverships, Sunrise Management thoroughly understands your business:

- We are familiar with the challenges encountered when multifamily property goes into receivership.
- We realize our role is to protect the asset, the residents and you.
- We understand the expectations of the court and your role as receiver; we recognize the nature of your priorities and realize there's little margin for error in the decisions you make along the way.
- We recognize the importance of ensuring a smooth transition for the property moving into or out of receivership, for both current residents and prospects.
- We appreciate that an asset needs to be both managed and maximized at every stage. And we're there to oversee construction that may need to be initiated or continued, or to maintain existing facilities while controlling costs.
- Best of all, our comprehensive knowledge of multifamily real estate management provides answers to questions most people might not even think to ask.

Since 1978, Sunrise has led the property management industry in day-to-day oversight leasing, and general management. Our team is universally recognized for providing the highest quality service and finest results in risk management, resident relations, community relations, marketing, reporting, financial supervision, personnel development and tactical implementation.

And after working with over 20 lending institutions of varying types, **we possess that rare skill set needed to service any property, at any stage in the receivership process.** Effectively, thoroughly, and profitably.

We've seen the marketplace shift in many ways over the years and have witnessed developers chasing every available apartment building for potential condo conversion.

We've thus become familiar with managing "broken" condominium projects into successful rentals as well as conventional multifamily properties. Over the years we've also learned the demands of the courts and financial institutions to **cost-effectively handle anything related to the management of a development in transition.**

The practical application of this hard-earned wisdom is your assurance that every participant – owner, resident, HOA, financial institution, and court - can be satisfied with the results.

Our clients know **Sunrise's breadth and depth of experience provides a comfort level that's difficult to duplicate.** They consistently find our expertise ensuring their success, regardless of the situation they encounter at a multifamily property.

As receivership opportunities beckon, contact me directly at 858-751-6321 to use the resources and experience that only comes from 20 years of working knowledge. You'll see how easy it is to **generate the results you need.**

Sincerely,

*Joe Greenblatt*

Chief Executive Officer

