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FOR IMMEDIATE RELEASE

Sunrise Management Dreams Green

SAN DIEGO - Sunrise Management, known for 30 years as the property management industry's progressive action leader, has announced their "Dream Green" program to minimize the carbon footprint of any properties they manage.

"We want to do our part to make the world a better place" says Sunrise COO Tina West. "We manage in excess of 9,000 apartment units in California and Arizona, and recognize the importance of each and every one of our actions on the environment around us."

In order to maximize the positive impact they and their residents make, Sunrise has begun:

- Incorporating solar to include photovoltaic applications wherever feasible
- Installing energy efficient appliances and low-flush toilets upon replacement
- Utilizing motion sensors in public areas to minimize energy waste
- Maximizing water conservation methods throughout every building they manage through smart controllers, drip systems, and bubbler heads in landscape irrigation systems.
- Initiating solar applications for heating pools
- Providing new energy efficient air conditioning units
- Applying smart controls on landscaping
- Utilizing new front-load energy efficient washing machines
- Installing fluorescent lighting throughout the property (inside and out in all public areas)

"Everyone is screaming that being environmentally conscious is the right thing to do right now, but a lot of people in our business hesitate because it means investment and commitment." says Ms. West. "At Sunrise we've always believed in taking the long-term view for the owners we represent. We work with owners to maximize long-term investments, recognizing that over the long-run there will be significant savings in utilities and less waste. This is why Sunrise-managed properties tend to be healthier places to live and to own."

Ms. West observes how environmental awareness has been implemented throughout the Sunrise Management structure, with changes incorporated into the corporate level (carpooling, recycling, eliminating Styrofoam cups, etc.) and client acquisition process ("We assess communities with a constant eye towards finding all the hidden ways to make it more environmentally friendly."), as well as at the properties themselves.

"As with everything we do, we're taking our responsibility VERY seriously" she notes.

"By emphasizing green practices throughout our processes, we're sending a message to team members, clients, residents and the surrounding communities in which we always strive to be good corporate citizens. This is precisely why we've initiated an outreach effort allowing us to work hand-in-hand with area conservation programs. Our objective is to have our communities benefit from the financial incentives being offered by water authorities, power companies, and rubbish removal companies.

Sunrise team members have taken the green initiative to heart, and daily reports of their own lifestyle changes are becoming the norm as smart cars are purchased, canvas bags replace plastic on shopping expeditions, and plastic water bottles are eliminated from shopping lists.

As part of the Sunrise initiative, residents are also being offered multiple opportunities to “green” their apartments and practice low-impact living in an effort to minimize their own carbon footprint. Sunrise has begun actively encouraging recycling and composting; using compact fluorescent bulbs; and green housekeeping at all their properties. Sunrise is also encouraging all of its residents and associates to take the 20 gallon water challenge, lowering water use per person by 20 gallons per day.

Recycling programs will also be implemented at all Sunrise communities by year end 2008.

“We at Sunrise Management are trying to help everyone we touch to achieve their lifestyle goals. Everyone can be confident that they’re being responsible to the world around them when they’re working, doing business with us, and in every day life. For us, that environmental commitment needs to be at every level – not just when someone is buying a new car.”

“Sunrise Management wants to do all we can to make our world a better place.” says West. “because, like they say in the movies, ‘there’s no place like home.’”

About Sunrise Management

Established in 1978, Sunrise Management is a privately owned firm headquartered in San Diego with a regional office in Phoenix, AZ. They provide real estate management services, covering disciplines such as property management, conventional housing, senior living, affordable housing, mobile home parks, property acquisitions, and development. They typically work with investment and financial institutions, as well as locally and internationally-based private property owners.

With experience totaling more than 65 years in the industry, Sunrise’s seasoned management team has become real estate specialists — experts in the management, acquisition, analysis and development of income-producing properties.

The company has a proven record of successful lease-ups, solid property operations, value enhancement and renovations; providing quality service on a cost-effective basis to a growing clientele.



The new Sunrise Management “Dream Green” logo will help residents and property managers alike to remember the company’s ongoing commitment to the environment.

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