



# Redefining Single-Family Rental Property Services



## INSIDE

SFR LIFECYCLE SERVICES | HYBRID SERVICE MODEL  
FINDING YOUR PARTNER | PREVENTATIVE MAINTENANCE

# A Partner for the Lifecycle

## WILL YOUR PROPERTY SERVICES PROVIDER SUPPORT YOU THROUGH THE ENTIRE SFR LIFECYCLE?

A property services provider can help support your investments through the entire rental lifecycle, from pre-purchase inspections through preparing the property for the next tenant. When looking for a property services partner, make sure they can support these four components of the rental lifecycle.

### 1. PRE-PURCHASE EVALUATION

When making a purchase decision, it's imperative to understand the condition of a single-family rental (SFR) property, the potential rehab time and costs, and the extent of any damages, as well as the hard assets in the property. A well-rounded property services partner can conduct a due diligence inspection or provide a property condition report to help determine an investment's viability, as well as provide a property condition report that provides transparency into the true state of the property and can help you avoid costly mistakes.

### 2. PRE-RENTAL

Once you've acquired a property, a scoping inspection can help identify what needs to be done—and the potential costs—to make the home appealing to renters while helping drive rental income. Then, based on the scope, it's time for renovations and rehab, which can range from basics like painting and flooring to complete overhauls that require demolition and construction. And don't forget the property's exterior—landscaping, snow removal and basic property maintenance are musts even before a property is occupied. Depending on the number of properties you own, you may want a property services partner to handle utility activation and any HOA logistics as well.

### 3. OCCUPIED/RENTED PROPERTY

Tenants expect timely and professional service, along with quality work when repairs are needed. And as the landlord, you want to make sure routine and preventative maintenance occurs to help protect your long-term investment. From landscaping to plumbing and electrical to general handyman work, ongoing maintenance is essential to keeping renters satisfied and in place, which translates to uninterrupted and recurring revenue for you. You may also consider home health inspections to ensure the tenant is maintaining the property per the terms of the lease as well as preventative maintenance programs on a regular schedule.

### 4. BETWEEN RENTERS

As time passes, tenants inevitably move out. When it's time to prepare your SFR property for the next renter, look to your provider for a range of turnover services. These include move-out inspections, basic repairs and updates, deep cleaning and transferring utilities, as well as painting, re-keying, landscaping and other tasks to ensure the property is (quickly) ready to welcome its next occupants.

Maintaining your investment through the rental lifecycle is critical to SFR business success. And having the right property services partner can help ensure your property continues to increase in value while earning maximum revenue. Learn more at <https://lifecycle.mcs360.com/>.



## Q&A

# THE EVOLVING SFR INDUSTRY

Andrew Nolan, MCS's President of Commercial and SFR, offers insights on creating efficiencies and generating cost savings



The SFR industry is evolving. Andrew Nolan, President of Commercial and SFR for MCS, discusses how working with a property services company like MCS can help streamline operations, create efficiencies and generate cost savings to help you evolve with it.

### **What challenges are you seeing the single-family rental (SFR) industry face when it comes to maintaining their assets?**

One of the biggest challenges is that in the four years leading up to 2023, there was significant opportunity to quickly acquire homes. Investors' normal purchasing processes, like due diligence and inspections, weren't as high of a priority as they sought to secure properties that met their criteria and get them rented.

But the consequence of that rush is they failed to acquire a full inventory of the homes—hard assets, wiring, systems. So, one way we're helping owners and operators is through our inspection offerings and property condition reports. In the long term, this will help them maintain and maximize the value of their assets.

Another interesting trend is that tenants don't always prioritize repairs or engage in basic maintenance like changing furnace filters—rent vs. own mentality. This deferred maintenance can lead to big expenditures down the road that could be avoided. We're helping owners and operators with regularly scheduled maintenance to address the basics upfront and help avoid long-term issues and more costly repairs.

### **What service model does MCS employ to assist SFR owners and operators?**

MCS's hybrid service model combines self-performing capabilities and an extensive service provider network across the country that handles everything from inspections to renovations to occupied maintenance to turns. We deliver services through our own local "boots on the ground" teams as well as our third-party service partners, matching the best execution for the location and the

work required. Plus, our technology platform allows us to handle this efficiently, providing immediate insights for our clients. Then add in our traveling project managers and we're able to provide complete SFR property solutions around the country.

### **What's the benefit of centralizing SFR property services with one provider?**

By working with MCS on a centralized services program, SFR owners and operators know they'll get the same standards across the market—and even multiple markets. We can establish consistent specs upfront, whereas if you work with multiple providers, you may have to manage multiple specs and the providers' interpretations of those. SFR owners and operators also benefit from being able to work with one single point of contact, rather than managing numerous partners or providers. This saves time and improves communication.

Learn more about MCS and its single-family rental property services platform at [MCS360.com/single-family-rental/](https://MCS360.com/single-family-rental/).



# Best of Both Worlds

## 4 REASONS A HYBRID SERVICE MODEL IS GOOD FOR SFR OWNERS

For maintenance, renovation and inspection services, many single-family rental (SFR) owners and operators rely on support from a third-party network of vendors, service partners and contractors. But providers like MCS that leverage self-performing capabilities alongside a deep subcontracting bench can provide a host of benefits for SFR owners that a singular approach can't necessarily achieve.

Here's a look at four key benefits you can expect when you work with a partner with a hybrid service model like MCS.

### BENEFIT NO. 1

## QUALITY CONTROL

When a provider works exclusively with third-party vendors, they don't always have full control of the service experience. A hybrid service model improves the ability for more control without sacrificing flexibility, allowing the provider to strategically select the services and types of projects that are best fulfilled by its employed technicians, where available, and which are best for its network of service partners.

With technology and key processes in place for managing work, a property services provider can maintain a high level of quality control. At MCS, where quality is a core focus, we have technology and processes in place for verifying the work of both our self-performing technicians and our vendor partners to ensure client work is completed as specified and in a timely manner. Plus, we have project managers who oversee work around the country.

### BENEFIT NO. 2

## PROJECT OVERSIGHT AND SUPPORT

Working with an experienced team that knows how to manage employee technicians as well as contracted vendors means your projects will be expertly staffed and managed.

At MCS, for example, our employed technicians receive ongoing training and work to achieve a high level of efficiency and excellence as a team. Our contracted partners are fully supported as well so they can succeed on any job. We provide extensive documentation to ensure work is performed to the client's specifications and offer in-person safety training alongside our employed technicians as well.

Additionally, by having our own local presence in several key SFR markets, MCS is able to work directly with vendors and service partners as needed, including providing training, being a resource if challenges arise and direct oversight of work.

For our SFR clients, these supportive processes help ensure consistency and quality, through a single point of contact for each project or work order.

**BENEFIT NO. 3**

**EFFICIENCY AND FLEXIBILITY**

You know it can be challenging and time-consuming to manage multiple vendors, so having one provider that can cover it all like MCS is a significant benefit. When your property services provider has its own regional self-performing service centers, you benefit from having project managers, purchasing managers, inspectors, code compliance, estimators and service technicians at the local level.

At MCS, we believe this is critical, but we also know that some projects require a deeper bench or a specialized service, or are located in markets without our own local presence. So, we've built internal systems and applications for our service partners to help streamline and manage processes. Ultimately, having an extensive network of over 30,000 qualified service partners in addition to our self-performing service centers allows us to most efficiently serve our clients, covering a wide range of skills and trades across every ZIP code.

**BENEFIT NO. 4**

**LOCAL KNOWLEDGE**

Having a partner with self-performing capabilities that has "boots on the ground" in your market enables more efficient scheduling and ease of oversight. Plus, with in-house teams supported by specialized service partners, the local crews have the advantage of being subject matter experts in your market. This helps them understand the challenges you're up against and the local code requirements, and the ability to devise solutions if problems do arise.

Working with a property services partner that has self-performing capabilities and a proven network of qualified service providers offers advantages that a singular approach can't match. Learn more about our complete suite of SFR solutions by contacting Jason Myers at 469.771.5323.

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## THE MCS NETWORK OF SELF-PERFORMING SERVICE CENTERS



Through its own self-performing service centers, MCS provides clients with enhanced quality control, quicker service times, customizable technology solutions, purchasing power and faster occupancy.

Additionally, for projects in other markets, MCS leverages its nationwide network of service partners to perform the work, overseen by our traveling project managers. MCS also employs 12 of its own inspectors across Phoenix, Dallas, Columbus, Atlanta, Orlando and Las Vegas with the ability to provide a variety of inspection services – including occupancy, property condition, disaster and loss draft inspections – across each respective state and nearby regions as needed.

# Looking for an SFR Services Provider?

## SEEK OUT THESE 5 QUALITIES IN ANY POTENTIAL PARTNER

When you're managing multiple residential investment properties, strong property services partners are key to keeping your assets in good quality condition. So, what do you look for in a partner to help protect your single-family rental (SFR) investments and enhance your bottom line?

### ON-TIME RENOVATION WORK AND STRONG COMMUNICATION

Renovation delays mean lost revenue. A solid property services partner understands your business and respects your timelines, communicating clearly and often, providing transparency to ensure expectations are met. MCS prides itself on having one of the shortest renovation cycles in the industry, relying on processes designed to handle a high volume of projects both big and small.

### FULL-SERVICE PROPERTY MAINTENANCE OFFERINGS

You don't have time to call multiple vendors for every asset in your portfolio. Whether it's occupied maintenance, tenant turns, inspections, seasonal maintenance or renovation work, look for a single partner that can manage it all with an experienced team. MCS offers a complete suite of services so our clients can rest easy knowing their SFR properties are in good hands.

### FIELD PRESENCE AND SUPPORT

Find a partner that has a "boots-on-the-ground" presence in your market with the ability to self-perform. Local teams with subject matter experts can better understand the challenges you face, are connected in the market and understand local regulations and code compliance. Plus, partners with a local presence can maintain oversight of third parties, if required, to ensure quality and accountability.

### HIGH STANDARDS AND QUALITY WORK

A partner that emphasizes quality assurance is critical. Ask how quality checks are managed and to see examples of a provider's work. At MCS, for example, our project management structure and technology platform provide a high level of QA to minimize punch list items and callbacks. But don't take our word for it. We can share hundreds of before and after pictures of our work and feedback from our partners.

### A STRONG TECHNOLOGY PLATFORM

For a provider to efficiently manage a wide range of services in various markets, technology is critical. So, be sure your partner has a reliable technology platform. MCS has expanded its platform for the SFR market by developing its own system for work order and project management, quality control and billing that can seamlessly integrate with your technology platforms, providing greater efficiency and transparency on each project.

High-caliber property services providers are in short supply, so make sure you're seeking out partners with the qualities and services you need to succeed in this competitive industry. Visit [MCS.com](https://www.mcs.com) to learn more.

## Checklist

# 6 CRITICAL PREVENTIVE MAINTENANCE ITEMS FOR YOUR SFR PROPERTIES



As you build your strategy for maximizing the value of your single-family rental (SFR) investments, preventive maintenance should be a major focus. Use this checklist to help you extend the life of the assets within your SFR portfolio.

## 1. HVAC systems

HVAC preventive maintenance helps you protect your SFR investments by avoiding extensive repair costs, early unit replacements and lost revenue from disruptive tenant relocations in the case of an outage. Schedule checks that follow ASHRAE standards for HVAC preventive maintenance with your SFR property services partner twice a year to keep your system in working order.

## 2. Filter changes

Beyond biannual checks for your overall HVAC system, regular filter changes should get their own checkmark on your preventive maintenance checklist. Replacing HVAC air filters is essential to extending the life of your units. But even though your tenants would experience cleaner air and near-term savings, it's a task you shouldn't hand over to them. Instead, schedule regular filter changes with your SFR property services partner.

## 3. Roofing

Roofs and gutters may be the most frequently neglected maintenance item—until there's a problem. Avoid big repairs or emergencies through regular inspections and cleaning. Ensure your property services providers check for potentially loose or damaged shingles or tiles and clear gutters regularly to avoid standing water and reduce fire hazards.

## 4. Water heaters

Extensively used assets like water heaters require checks to keep them working well—and longer. Because sediment can build and pollute the water in your water heaters, scheduling preventive maintenance checks every year to flush them can help keep them running as efficiently as possible.

## 5. Plumbing

Preventive plumbing maintenance can catch small issues before they turn into bigger ones. Have your property services provider regularly check all plumbing fixtures to ensure they're in working order and are sufficiently tightened or fastened. Drain cleans to avoid backups should also be on your checklist.

## 6. Landscaping

Don't neglect your SFR properties' exteriors. From ongoing yard upkeep and fence repair to the winterization of sprinkler systems, addressing issues before they become problems via preventive maintenance maximizes your investment in multiple ways, including avoiding costly fines for HOA and other municipal violations.

## LEAVE YOUR SFR PREVENTIVE MAINTENANCE TO MCS360

If you don't already have a partner for your SFR property maintenance needs, consider MCS. MCS helps you maximize your investments through regular maintenance, with our technology-enabled process and an extensive network of experienced contractors and employees who can support your properties.

# MCS HAS YOUR SINGLE-FAMILY RENTAL PROPERTY COVERED

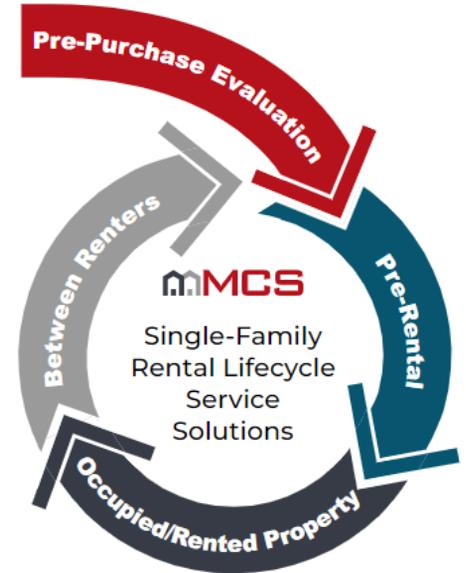


## COVERING YOU THROUGHOUT THE SFR LIFECYCLE

MCS provides comprehensive property services throughout the entire rental lifecycle. Let us help maintain and maximize your SFR investment.

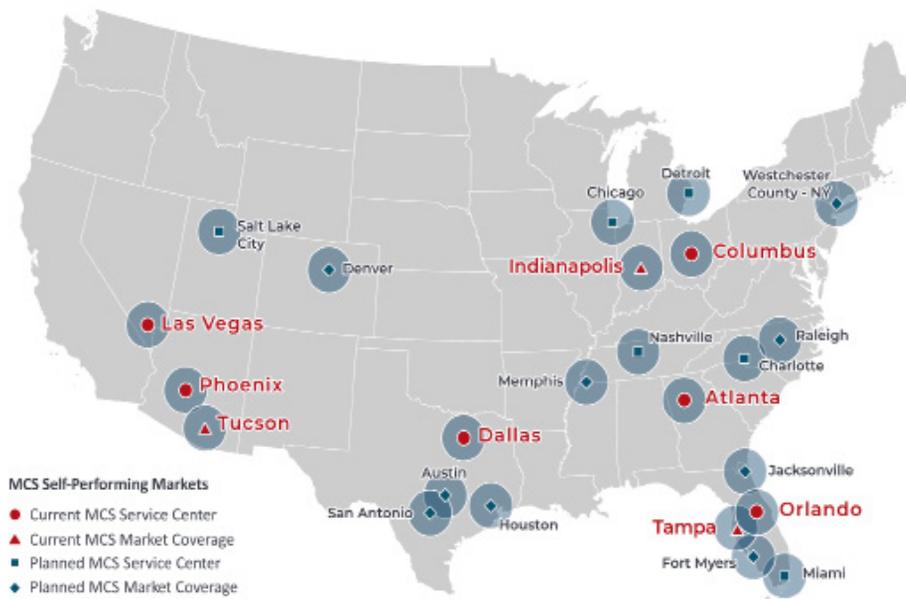
- Property Inspections
- Renovations and Rehabs
- Occupied Maintenance
- Tenant Turns

Visit <https://lifecycle.mcs360.com> to learn more.



## BOOTS ON THE GROUND + 30,000 SERVICE PARTNERS

Our hybrid service model of self-performing service centers and extensive service partner network supports all aspects of your single-family rental portfolio. Dedicated Project Managers and industry-leading technology keeps you connected on every project.



Covering every state with our service partner network.

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