

## SBRPA's Business Partners



New Business Partner: Link Real Estate Group



### Introducing SBRPA Business Partners.

This is a special member group created for our Vendors and Suppliers. You get a free listing in the Business Partner Directory on our website, and

your page will include description of your business, your logo and contact information, as well as a link to your own website. You can also have LinkedIn/Facebook URLs and Twitter/Instagram handles. Business Partners will also have a feature article in our monthly magazine.



With 15 years of rental property management experience, Link Real Estate Group has built a portfolio of 435 doors across 203 individual properties by simply focusing on customer satisfaction. Established in San Luis Obispo, our client base has grown completely by referral with property owner requests for help gradually expanding our territory into all areas of San Luis Obispo County and Northern Santa Barbara County currently serving 149 happy clients from Atascadero to Santa Barbara.

Our mission statement is simple; ask property owners what they want and deliver. What we have heard consistently from owners over the years are three key needs:

- **Personal Attention:** While Link may have an expanding portfolio which builds our experience and resources, we realize that the only property you care about is your own so you will have a dedicated team of experts who know your property inside and out and always available to answer your questions, provide updates, and offer recommendations. We commit to responding to every call, text, voicemail or email the same day so you're never left wondering about your property. Our personal service ensures you're always in the loop and confident in your property's care.
- **Meaningful Site Visits:** We don't just "drive by" your property. Our team takes the time to park,



*Link-managed property at 320-322 W Canon Perdido St in Santa Barbara*

walk around, speak with tenants and take a detailed look at the condition of your property. Each week we provide you with thorough reports, including observations and suggestions to help maximize your investment. Whether it's catching minor maintenance issues early or gathering tenant feedback, our goal is to keep you fully informed and in control.

- **Customized Financial Reporting:** We understand that financial clarity is key to your success, and that every owner has their own way of reviewing data. That's why Link goes beyond standard financial services. We provide tailored financial reports that align with your preferences and work directly with your accountant to ensure everything is organized and on track. From calculating rent and managing accounts receivable to preparing annual budgets and tracking progress throughout the year, we handle the heavy lifting. You get the insights you need, presented the way you like.

2025 has begun with Link answering another call for help – a San Luis Obispo property owner with a successful 2-year relationship with Link asked us to develop a plan to deliver Link service for their Santa Barbara portfolio. We are here in Santa Barbara with a new perspective for the new year.

*We found ourselves in need of a new property manager for an investment in San Luis Obispo and we were fortunate to have received a referral to Link from a real estate broker connection. The large firm we had engaged for management was relatively unresponsive and ineffective and we knew we needed to make a change. We appreciate that the team at Link has always been quickly responsive to our needs and those of our tenants. They went to work quickly to address many unresolved maintenance issues and ultimately made a dramatic improvement in the revenue and operation over a short period of time.*

*We so value the relationship we have built with Link Real Estate Group in San Luis Obispo that we ultimately made a decision to engage them as the management partner of our Santa Barbara investments and look forward to continued growth and success together.*

*- Brian Lezak, Property Owner*

The name Link came from the idea of Connecting People and Property, generally tenants to their home but it does make sense as a way to connect owners to their investment.

I have been in the property management business for 15 years, I still have my very first client and built the entire portfolio of about 425 doors completely by referral – this is the first advertising we will be doing.

I started Link Real Estate Group with the intention of elevating the property management services I could offer my clients, leaving a brokerage that treated property management as a sideline and made it the focus of Link.

Your property deserves more than just a management company. It deserves a dedicated team that knows it inside and out. With Link, you'll have one main point of contact—an expert who is always available to answer your questions, provide updates, and offer recommendations. We commit to responding to every call, text, voicemail, or email the same day, so you're never left wondering about your property. Our personal service ensures you're always in the loop and confident in your property's care.



*A Link-managed property at 6754-6764 Abrego Rd in Isla Vista*

Find out what we can do for you and meet our team



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