

Celebrating Community

At the heart of any community is stability. PEM recognizes that our residents create the stability and continuity so important to the success of our communities. We celebrate the sense of community with regular events for our residents including the monthly Renewal Party, held especially for our residents whom have renewed their lease with PEM. Not only is it an opportunity to say thanks, but also one for neighbors to meet, mingle and reconnect.



About Us

PEM Real Estate Group is one of the fastest growing owners and operators of apartment communities in the United States with holdings in Arizona, Michigan, Ohio and Canada. From our modest beginnings to our status today as a major investor in apartments in the Southwest and Midwest, we have remained committed to our purpose of providing quality homes for those who choose apartment life while ensuring real value for our investors.

PEM Real Estate Group

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PRP | PEM
Renewal
Program



PEM believes that satisfied tenants are the best advocates for our communities – and the key to our success. That’s why we work hard every day to provide the best in multi-family living and create an environment that tenants envision as a long-term residence.

We want our tenants to know that we appreciate their confidence in PEM so we reach out to them frequently to ensure we are meeting their needs. Perhaps our most important interaction with tenants comes well in advance of their lease renewal when we encourage them to stay. It’s called our **30/60/90/120 Program**.

120 days We send a thank you note to renewal-eligible residents to offer an incentive or early-renewal concession.

90 days Residents receive a letter from the community manager outlining lease rates and any renewal concessions or incentives. Also, we leave a letter of appreciation and a small gift on the resident’s door.

60 days We follow up with the residents to reiterate their new lease rates and to remind them of the 60-day timeframe for deciding on special renewal options. At the same time we invite them to attend our monthly Renewal Party, held in appreciation of our renewing residents’ commitment to PEM communities.

30 days Residents receive a final notice containing details about month-to-month rate options as well as current market rates for similar properties – to show the value of remaining a PEM resident. We also provide a deadline for accepting the PEM special renewal rate.

Through this proactive approach, we stay ahead of our competition, cultivate long-term relations with our tenants, and increase our retention rates.



PEM Core Values

“We seek to demonstrate our Core Values and beliefs daily.”

Integrity

We do what we say we will do.

Stewardship

We carry out our responsibilities fully and professionally.

Respect

We value our customers, our vendors and our fellow team members, demonstrating people matter most in all that we do.

Growth

We grow, continually developing ourselves, our communities, and our company.

Urgency

We are responsive to the needs of others and through our actions show that what matters to them also matters to us.

Our Core Purpose

Provide homes and create neighborhoods

Our Core Assets

People

Our Primary Objective

Lead and develop people

