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Unlocking Potential

by MATT COSENTINO | PHOTOS BY ALISON DUNLAP



TCS Management helps clients discover the possibilities in real estate investment with comprehensive services that cover every step of the process.

Some people get into real estate investment as part of a long-term plan to build wealth, while others stumble into it almost accidentally. Either way, such investments tend to yield substantial dividends in the form of steady cash flow, tax advantages, and appreciation as property values increase.

Of course, investing in real estate often comes with its fair share of headaches: iden-

tifying the right property, finding a dependable tenant, collecting monthly rent, maintaining the residence, and, when the time comes, listing the property for resale. A helping hand throughout the process would go a long way toward de-stressing the situation.

One local company with a nationwide and even global reach aims to do just that.

TCS Management, headquartered in Philadelphia, started in 2008 as a condominium management company and has developed into a comprehensive property management firm offering services tailored to residential landlords. Specializing in single-family homes and multifamily properties, the company has expanded to 16 markets around the country, overseeing in excess of 5,500 units.

"We've established ourselves as a one-stop shop for real estate investors and their needs," says Alex Prince, director of leasing and sales. "We've built out every facet of the process, starting with designating an asset and working through the acquisition of that asset. We can tailor any general contracting projects and handle any renovations

the property may need, place the tenant, stabilize the property in terms of generating income, manage the asset, and when the investor is ready to sell, we can handle that as well."

TCS, which allows clients to be as hands on or hands off as they prefer, is an ideal partner for everyone from mom-and-pop landlords to institutional-level investors. Whether it's a seasoned investor or perhaps someone who inherited a property or is moving out of a starter home, TCS encourages them to see the big picture.

"Weigh your options," Prince advises. "A lot of people are locked into low-interest rates that we may never see again. Rather than sell the property in a volatile market, it could be worth keeping it and allowing it to create a new stream of income while you build equity and make yourself bankable. We focus on whatever the goal of the end user is. If it's to scale and continue to buy more, we're here to coach them through the process and provide that backbone for them. But if the goal is just to maintain what you have going, we can certainly do that



Investment Sales and Leasing Associate Mary Varlas



President Rebecca Oller



Associate Broker Moshe Adika



Director of Leasing and Sales Alex Prince

and make sure you're firing on all cylinders."

Moshe Adika embodies TCS Management's willingness to work with a wide range of investors. An associate broker with the firm, Adika has clients as far away as Europe and South America, and his roster includes those with a portfolio valued at hundreds of millions and others with zero properties who are just looking to get started.

No matter who the person is, he and the rest of the TCS staff are patient at every step, always accessible, and willing to share their knowledge from every angle.

"At the end of the day, I really enjoy helping people build wealth," Adika says. "It's especially exciting when you see someone who works as a teacher, a firefighter, or a police officer and they want to invest the income from their W-2 into investment properties to bring in an additional \$400, \$500, or \$1,000 a month to help pay their bills.

"I treat every investment of my clients'

as if it's my own personal investment," he continues. "When you do the right thing and help people invest their money, the word of mouth spreads and that's been my entire marketing so far. I'm really grateful for that."

Mary Varlas, a longtime Realtor who now plays a key role in TCS's investment sales and leasing team, offers clients a unique perspective. She owns both short- and long-term rental properties herself and also has experience with flipping houses. Not only can she answer any questions an investor has, but she can also give advice about which properties are suited to selling right away or holding on to.

Varlas is especially excited to work with other women who have an interest in investing.

"They're an emerging part of this market, and I love it," she says. "Investing has been sort of a boys club for so long. I'm seeing a lot more women who will do the actual renovation work, too, and a lot more women in the trades. It's been a domino effect."

Her interests—design, real estate, and investing—all blend together in the rental market, and she has an eye for what she refers to as "hidden gems." As she points out, overall trends point to people preferring to rent than to own.

"Our society pays for access, not ownership," she says. "I think living is going to be subscription based in our future society. A lot more people want autonomy, they want to move, and they don't want the burden of owning. Someone is going to have to capitalize on that, so I think if you *can* invest, you *should* invest."

Adika agrees, adding that it's always a good time to buy and that there is often potential in a property that most people overlook.

"I'm very creative when I look at deals," he says. "I always try to find the gravy—the extra juice that nobody is looking at. There are so many regular deals, but is there additional income you can get from doing something else to the property that will add value and get 100 percent of your money back when you refinance? That's a very important key when you're investing."

TCS also offers state-of-the-art, modern tools to improve efficiency. For example, unlike smaller firms that lack the resources, TCS has harnessed AI and high-level platforms to improve communication, accounting, rent collection, and more. Those systems make life easier for the landlords and tenants alike.

"Tenant satisfaction is huge," Prince says. "When we place a tenant, we don't want them to live there for one year and then move on. We pride ourselves on building the relationship and rapport that allows us to build retention and keep people in place. An unoccupied property makes no money, and that's no good for anybody."

Moving forward, TCS will continue to respond to the needs in the industry and develop creative solutions, all with the objective of working with clients for years to come.

"When we blazed this path, there wasn't really anybody who could handle every component to make it work," Prince says. "Everything we built was built from necessity. We have platforms for all kinds of investors, and it's fun and rewarding to see their investment goals come to fruition. The goal is never to have one transaction with a client; we want it to be a lifelong relationship." ■

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