



Essential Property Management Expands Property Management Consulting Services

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Essential Property Management, a full-service property management company serving Long Island and the five boroughs of New York City, has expanded into property management consulting services for rental owners and real estate investors who want outside strategic input while keeping their current management arrangements. Rental owners facing compliance changes and portfolio decisions without an outside strategic view are finding structured guidance through Essential Property Management's consulting program, which operates separately from the company's day-to-day management services.

Essential Property Management offers property management consulting services in two formats. Hourly consulting is billed per session and covers one-on-one strategy sessions, deal analysis, negotiation preparation, and operational problem-solving without a long-term commitment. Ongoing coaching is structured as a monthly engagement with custom packages and includes portfolio-wide guidance, access by call or message between sessions, and monthly strategy reviews.

Demand for outside expertise on regulatory matters has grown among rental owners. According to survey data from Buildium, 21 percent of rental owners said in 2021 that they hired a property manager for help with

compliance, and that share rose to 33 percent by 2025. Buildium's research links the trend to new tenant protections, which raise the perceived risk of self-managing a rental property. Property management consulting allows owners to review these obligations and other operating decisions without handing over daily management of the property.

Choosing a property management consultant often starts with the same factors owners use to judge a management company. Buildium's 2026 Rental Owners' Survey of 300 small-portfolio owners found that poor communication was the most common reason owners switched property managers, cited by 57 percent, followed by declines in service quality at 54 percent and lack of transparency at 34 percent. The same survey found that 23 percent of owners said their property manager delivers excellent value. Owners evaluating a consultant can set communication expectations during the interview process and review the fee schedule in detail before signing an agreement.

Essential Property Management has also published guidance on its website that separates consulting fees from ongoing management fees. The guidance compares the percentage-based and flat-rate structures used for full-service property management with the hourly and monthly formats used for consulting. It also identifies contract items that can raise the total cost of an engagement, including markups on third-party vendor invoices, separate lease renewal or placement fees, and exit fees in termination clauses.

Essential Property Management has been in the property management business for 25 years and manages single-family homes, apartments, and commercial properties. The company's full-service management includes marketing vacant units, screening prospective tenants, coordinating maintenance through a network of contractors and vendors, and collecting rent. Essential Property Management is headquartered in Baldwin, New York, and lists associations with the National Association of Residential Property Managers and the National Association of Realtors.

"Many owners already know where they want their portfolio to go but get stuck on one specific decision, whether that is a deal, a vendor contract, or a change in how the property is run," said Shen Rajcooar, founder and President of Essential Property Management. "Consulting gives those owners a structured way to work through that decision with someone outside the day-to-day operation. An hourly session is built around one decision, and the monthly format is there for owners who want the same input across the whole portfolio."

Rental owners and real estate investors on Long Island and in New York City can find details on the company's property management consulting services on the Essential Property Management website. Consultation scheduling is available through the same page.

About Essential Property Management

Essential Property Management is a full-service property management company serving Long Island and the five boroughs of New York City, including Brooklyn, Queens, Manhattan, Staten Island, and the Bronx. The company manages single-family homes, apartments, and commercial properties and has been in the property management business for 25 years. In addition to day-to-day management, Essential Property Management offers hourly and ongoing consulting for rental owners and investors.

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For more information about Essential Property Management, contact the company here: EPM (Property Management) Shen Rajcoo +15168685224 info@essential-propertymanagement.com Essential Property Management 775 Brooklyn Ave Suite 103 Baldwin, NY 11510

Essential Property Management

Essential Property Management is a full-service property management company in Baldwin, NY, serving Long Island and NYC. We manage residential, commercial, condo, and co-op properties with expert tenant screening, rent collection, maintenance & more.

Website: <https://essential-propertymanagement.com/>

Email: info@essential-propertymanagement.com

Phone: +15168685224

