



Orange County Property Management Company Introduces Their New Marketing Manager

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Costa Mesa-based Genuine Property Management would like to take the time to introduce a new member to their company's support team. Her name is Brenda Cai, and she will be acting as the company's new Marketing Manager. They expect her to bring much versatility and know-how with her to her new position. This reputable property management company likes to take the time to introduce their new hires because of the family type atmosphere they strive to create with their clients and to show them that the new employees that they bring onboard have excellent credentials. The company added that this is her second stint with them, so she is already familiar with the way that this top-notch property management company likes to do things. Cai will be working at the company's main office which is located at 1922 Placentia Avenue, Unit 1, Costa Mesa, CA 92627.

The owner of the company, Marcel Ford, says, "We are extremely pleased to have Brenda back on board here with us at Genuine Property Management. I was thoroughly impressed with her work and demeanor the first time that she worked for us. It was really a no-brainer hire when the opportunity came up to work with her once again. She will help make us even better when it comes to serving our many property owners and renters management needs. We pledge to continue to make strong hires that will keep our property

management company functioning at an elite level.?

Ford pointed out some of the work that Cai did that endeared her to her coworkers in her first stint with the company from January 2017 ? March 2019. That work included her ability to manage all aspects of leasing, from inquiries to long-term tenants, the fact that she helped increase clientele by over 100 in less than one year, and she had a keen sense of ability when it came to negotiating lease renewals and assisting existing tenants with maintenance requests and other customer service needs. He added that some might even say that this is her third go-around with Genuine Property Management because she also served a marketing internship with the company from May 2016 ? September 2016. At that time, she was asked to do such things as make cold calls to prospective clients, generate sales leads, and heavily contribute to the company?s overall lead generation campaign.

Ford mentioned that Cai comes back to them after working a successful stint as an independent digital marketer, and that experience will only add to her impressive credentials that she brings back with her to Genuine Property Management. Some of the specific duties that Cai will be completing for the company can also be seen by those that view the company Facebook page.

The company owner said that one of the more unique traits that Cai brings to her new position is her ability to speak Chinese Mandarin. He said this adds yet another important second language to the impressive list that those at the company already possess. She also boasts a very impressive typing speed of over 121 wpm. Her educational background includes a B.A. in Strategic and Corporate Communications along with a minor in Psychology from the reputable Chapman University in Orange, CA. Other interesting credentials that she has attained in her short but impressive time as a business professional include being a certified mediator (2015) and a member in good standing with the Orange County Association of REALTORS® since 2017. Cai also was an active member of the Kappa Alpha Theta Fraternity from 2014- 2017.

Ford went on to mention that Cai will be helping those already in place at the company deliver a worry-free experience to both tenants and landlords in the Orange County area. They have worked hard to gain a reputation as a company that doesn?t tie their property owners to long-term contracts, offers a money-back guarantee & security deposit insurance, features a 24/7 repair hotline, and offers a simple one fee system. Those that would like to know more about the property management services that Genuine Property Management offers can contact the company by phone, email, or by filling out the form on the ?Contact Us? page of their website.

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For more information about Genuine Property Management , contact the company here:Genuine Property Management MARCEL FORD (949) 209-9494 marcel@genuinemanaged.com1922 Placentia Avenue, Unit 1,

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Genuine Property Management

Genuine Property Management is now the only communal, coworking workplace inviting their interior designers, contractors, handymen, painters, landscapers, plumbers, HVAC'ers, etc. to work under one roof.

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