



INCORE

RESIDENTIAL

Introduction and Experience





The Incore Effect

The Incore Effect is the art of making subtle changes, that collectively inspire measurable results. Similar to the Butterfly Effect, a popular metaphor for small acts resulting in large events, we believe that these subtle changes can have a powerful and lasting impact.



Your happiness is the cornerstone to our success.

Our goal is to provide a fulfilling living experience to our residents, a rewarding career to our team members, and a profitable business to our clients. We're constantly making small changes, such as providing a personalized approach to our resident's living experience, which have a big impact on our client's bottom-line.

Incore Residential was founded in 1999, out of a passion for multifamily management. Some may call us crazy, but it is this passion that makes us unique.

We're not just doing our job; we're doing what we love.

Since that time, Incore Residential has become the leading third-party multifamily management company in Southwest Florida. We consistently set new levels of standards within the industry. In each team member, from the President of the company to the on-site personnel, there exists a passion for the multifamily industry, and a commitment to the key groups of customers Incore Residential serves: Clients, Residents, and Team Members.

"You are delightful – professional, knowledgeable, kind and passionate about what you do..."

– Former Client, 300 units

We understand that our success is not an entitlement, but something we continue to earn every day. As such, we create an individual and tailored management program, to align ourselves with each client's unique goals and priorities. We provide this level of detail and attention to every client, ranging from institutional to independent and private investors. This approach has been fundamental to our success, and is what gives Incore Residential a unique edge as a third-party fee manager.

We work smart and hard, methodically implementing a custom program to get the job done efficiently and effectively, with a consistent focus toward increasing the client's NOI.

Specific Value Points



Incore's Accreditations/Memberships include: Institute of Real Estate Management, National Apartment Association, Florida Apartment Association – and local affiliates, Community Associations Institute, and the National Association of Residential Property Managers.

Terry Wayland, CPM | President

Terry has an exemplary reputation within the multifamily industry with over 20 years of real estate management experience. He has owned Incore Residential for more than a decade. Through his leadership, Incore Residential has become Southwest Florida's largest third-party provider of multifamily services for apartments, condominiums and home owner's associations.

Terry is a CPM, holds a Florida Real Estate Brokers License, Community Association Management License, and certifications for Tax Credit Compliance, Fair Housing Compliance, Low Income Housing Tax Credit (LIHTC), State Apartment Loan Incentive (SAIL), and the Home Investment Partnerships (HOME) programs. During his career he has served on several industry boards and committees including:

- Treasurer – Florida Apartment Association
- President, Treasurer & Executive Director – Southwest Florida Apartment Association
- Chairman – Sales and Marketing Council of the Sarasota Home Builders Association

Terry provides direct oversight to all areas of Incore Residential, including asset repositioning, conventional management, capital renovations, and transaction sales consulting. Additionally, he serves as a powerful resource to Incore Residential and its clients in regard to acquisitions and business ventures.

Roxanne Amoroso | Senior Vice President

Roxanne brings a wealth of experience in the management and development of multifamily communities. Roxanne's business expertise includes legal matters, insurance resolutions, contract procurement and negotiations. During her 15 year career in multifamily management and development, she has created acquisition and rehab strategies for multiple owners. She has taught Real Estate Development and Financial Strategies at the University of South Florida's CRED program for the past nine (9) years.

Roxanne has led nationally acclaimed projects which have been awarded and recognized by the National Association of Home Builders (NAHB), Fannie Mae National Housing Charles McIntosh Award and the National Commercial Real Estate Women (CREW). Regionally, she has been awarded the Business Woman of the Year in Finance from the Tampa Bay Business Journal.

“Not only did Incore help me find the right opportunity, but executed a successful rehab and reposition.”
– Current Client, 112 units

Evie Law, ARM | Vice President of Operations

Evie's role at Incore involves all areas of property operations including adherence to company guidelines, client acquisition and relationship management, marketing and fiscal planning. Evie has direct oversight of all Regional Property Managers, with a portfolio of more than 3,000 units of market rate multifamily and COA (Condo Association Management) entities. Evie is instrumental in facilitating new business opportunities and supporting new development activities.

Evie has a distinguished real estate career, with experience in commercial, single family and multifamily. Her expertise includes budget forecasting, business development, property repositioning and rebranding, market research, marketing strategies, personnel management, contract negotiation, and business-to-business sales.

Evie holds her Accredited Residential Manager certification with the IREM. She received her BA from Elon University in North Carolina. Prior to joining Incore Residential, Evie was the Market Publisher of a nationally recognized multifamily advertising corporation. Evie is recognized within the industry as an innovative professional with a strong business acumen and exemplary work ethic.

Marc Mariano | Vice President of Construction

Marc brings over 13 years of experience managing complex land development projects, in urban and suburban settings for multifamily, mixed-use, single-family and commercial ventures. Marc is highly involved in all phases of design and construction of multifamily and mixed-use land development projects, from the initial planning and due diligence phases, to project design and permitting, and project construction and close-out. He is typically brought into a project at its inception as he specializes in assessing and implementing the long-term strategic vision for a property by functioning as the primary liaison between contractors, design consultants, permitting agencies, property management and owners, to ensure projects are completed on-schedule, on-budget and in compliance with the applicable regulatory agencies.

Marc's expertise in the multifamily arena includes the development and repositioning of urban mid-rise products and suburban garden-style products in various communities within Florida and New Jersey. Marc has supervised and managed construction and development projects ranging from \$10,000 - \$30,000,000 in value. Marc is a member of the Urban Land Institute (ULI), Florida Redevelopment Association (FRA), American Institute of Certified Planners (AICP), American Planning Association (APA), the Florida Chapter of APA (FAPA) and is licensed by the State of New Jersey as a Professional Planner (PP).

Marc's keen knowledge of the regional contractor arena gives him the ability to manage complex capital improvement projects on behalf of our clients. Marc is known for out of the box problem solving that reduces the cost of the CapEx projects, by finding unique and simplistic solutions. Marc's planning and infrastructure background adds significant value to our stabilized assets, as he is able to deal with state and contractor related issues, as well as representing owners with the knowledge and skills to interface with agencies such as SWFWMD, municipalities and state led agencies for permitting and code related issues.

Andy Bravo | Chief Financial Officer

Andy oversees Incore Residential's financial performance. He is an experienced finance director/controller and consultant with 18 years of public and private accounting experience focusing in strategic planning and financial management, budgets, forecasts, balance sheet/income statement/cash-flow analysis, and corporate/partnership taxation.

He specializes in internal and system controls, opportunity costs, financial risk management, investment and capital risks, implementation of policies and procedures, SOX compliance and GAAP financial statements.

Becky Conti | Corporate Controller

Becky brings over 15 years of experience, in the field of Accounting. She is responsible for coordinating financial support services and reporting, for each of her team's assets. She is highly versed and deeply knowledgeable in all aspects of income and expense management. Becky holds a degree in pre-law with a minor in financial management from Florida Gulf Coast University. Her detail oriented focus and determined demeanor make her the perfect liaison with our clients, on all financial matters. Becky oversees the Accounting department team and works directly with operations and site-teams to ensure accurate and timely reporting of all financial matters.

Becky's knowledge and familiarity with banking protocols, balance sheet analysis, and her intimate understanding of software systems, allows her to identify and quickly resolve anomalies, while ensuring the client's satisfaction. Becky is also instrumental in facilitating customized reporting, tailored specifically to the client's needs.

"I was very impressed with your team. I'm not often impressed, nor do I often admit it, but they know their stuff and actually answered a few of my tough questions superbly. Good work!"

– Current Client, 144 units

Ashley Ray | Regional Property Manager

Ashley has been in the multifamily industry for over 25 years , including 15 years of experience as a Regional Manager. Ashley has a proven reputation in lease up/new construction, affordable housing, acquisitions and multimillion renovations. Her expertise include strong business acumen, team building and development, operational insight and Investor financial reporting.

Tammy Huntley-Schuering | Regional Property Manager

Tammy has over 28 years in single family and multi family including positions as property manager, area manager and regional manager in both the Georgia and Florida markets, managing A, B & C properties. Her expertise is in team building, new Lease up/construction and evaluating current market conditions with highly competitive properties.

Brian Schaeffer | Systems Administrator and Trainer

Brian provides technical support and training to all site locations, throughout Incore's portfolio. He brings over 8 years of on-site multifamily housing experience, allowing him to uniquely bridge the gap between innovation and on-site implementation. Brian's expertise include process development, data analysis, new systems deployment, 3rd party systems integration, and creation of process documentation. In addition, because Brian is involved in both the development and deployment of operational best practices, he is not only able to ensure that processes are effective, but also able to rapidly adapt them, as needs arise.

With 19 years of successful third-party multifamily management experience, Incore Residential brings an exceptional understanding of macro, micro, and shadow markets and their impact on the multifamily industry. Through this depth of understanding, Incore is able to adapt its set of core strategies to enable your property to best navigate an ever-changing market and economy.

Providing insight to enhance performance is at the crux of Incore's success. This insight is a result of Incore's hands-on approach, originating from our it's President and permeating every layer of the property management team.

Incore proposes an opportunity to provide a tailored set of targeted marketing and operational strategies, that will ensure the perpetual success of your asset.

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