

# Genoa resident redefines property management

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Johnson  
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Vermin, excessive surcharges and unjustified retention of security deposits are just some of the reasons Genoa resident Torry Johnson recently founded Concierge Property Management.

Making the move to Carson Valley from California eight years ago, Johnson said she and her family suffered through two separate, poorly managed rentals.

“Our story is not uncommon,” she said. “They say that necessity is the mother of invention. Well, one day last fall, I woke up and said to myself that I had an opportunity staring me in the face. Having always wanted to work for myself, but never quite figuring doing what, I realized I had finally been presented with an opportunity.”

Because of the poor economy and resulting foreclosure crisis, Johnson said, “tenants of means” have been entering the market in record numbers.

“On the other end of the spectrum are owners of luxury homes, the market segment that’s been hit the worst, who want to sell their homes,” she said. “They could take a tremendous loss but leasing to ‘tenants of means’ is becoming a viable option. Why not have someone cover the carry costs of keeping their home while waiting out the downturn?”

Johnson said her new company provides a fresh approach to residential property management by focusing exclusively on higher-end homes. She said her goal is to focus on quality of service, not quantity of homes managed.

“High-end homes really get shortchanged with a one-size-fits-all property manager,” she said. “I truly believe that just as high-end homes are negatively impacted in a sales situation (if surrounded by low-end homes), higher-end rentals are negatively impacted by being managed concurrently with lower-end units.”

Johnson said Concierge Property Management has found a partner in Chase International.

“The fit was perfect,” she said. “Not only did my focus on leasing higher-end homes fit with their luxury focus, but the company already manages 225 homes in Reno. So all the back-end infrastructure required to manage homes and comply with Nevada’s stringent trust accounting laws was in place.”

In building her business model, Johnson said she decided to keep her rental portfolio to 40 or fewer properties.

“It’s just as important to treat tenants well as it is owners,” she said. “Yes, my fiduciary responsibility is to the owner. But part of that responsibility is making sure that I have happy tenants that treat the home well and that stay a long time. Unhappy tenants mean unhappy owners, plain and simple.”

Johnson said 15 years of experience in high-tech sales, marketing and business development, 10 with Intel, has prepared her for the new company. It doesn’t hurt that her husband Sandy, who has building experience, will be interfacing with repair and maintenance companies for any work on the properties.

“If a tenant needs to place a call twice, that’s a sign of failure for me,” Johnson said. “As the sole proprietor, I will handle all owner and tenant matters personally.”

For more information about the company, contact Johnson at 790-4637.