

# Pam Blanco Turns Real Estate Investments Into Great Business Decisions

## *Professional Asset Management & Sales*

**V**olatility and low returns have everyone scrambling in search of safe investment havens. The bright spot in the economy is residential real estate. Making sure investors who have equity in the Dallas-Fort Worth Metroplex realize the profits and added value they anticipate is the job of Pam Blanco, owner/broker of Professional Asset Management & Sales (PAMS).

A 20-year veteran of the residential and multifamily sales and property management field, Blanco is enthusiastic about the Dallas-Fort Worth area, but cautions potential investors that decisions made early in the investment process can have a big impact on returns. "Not only should you pick a property that has strong financials or potential for ROI, but you should also select a property based on how it will perform as a rental property, depending on whether you are investing for retirement or for immediate cash flow," she explains. "In our red-hot, low-inventory environment, you need in-depth knowledge in order to react quickly to good opportunities."

### **Turnkey Services Take Guesswork Out of Investment Decisions**

Blanco created PAMS to give residential real estate investors that competitive edge.



*Pam Blanco*

A full-service real estate and property management firm, PAMS is made up of a talented sales and leasing team. It grew from managing 70 doors in 2009 to 550 in just five years and recorded over \$12 million in sales in 2013. More important, the company tripled its value.

"The average real estate investor rarely has the time or inclination to consider the

many factors that affect the bottom line. And, if your goal is to build a portfolio of properties, the challenges multiply. We are our clients' eyes, hands and feet on-the-ground. We help investors identify, negotiate, manage and eventually divest rental properties when the timing is right," says Blanco, whose clients typically plan to own around 10 investments; most visit the area rarely, if ever.

In addition to locating prime properties, the PAMS team helps with every aspect of ownership. They take a customized approach to finding loan products that best match investor needs. They expertly take on the tasks of making improvements tenants are looking for, and liquidating the investment quickly and at the highest profit possible. During the ownership period, they maximize revenues and long-term value by actively managing the assets, visiting each monthly.

"As a family-owned and -operated company, we have the luxury of taking a very creative, personal approach to reducing turnover of quality tenants, ensuring proper upkeep and responding to new market forces," says Blanco. "In short, we treat each investment as if it were our own, making decisions that will help clients reach their goals."



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