

Oconee Management Group-Service You Can Trust
The Importance of Property Management Done Well

By Catherine Dean

With over 30 years experience in property management and real estate, Barbara J. Smith brings a wealth of knowledge to the company she founded in 2013-the Oconee Management Group (OMG). The OMG is a full-service property management company located on Lake Oconee serving Greene, Putnam, and Morgan counties, and the cities of Greensboro, Madison, and Eatonton.

Originally from California, where she managed over 400 properties, Smith learned the business under three experienced mentors. “In those early days, I quickly learned that property managers are needed to advocate for both the renter and the homeowner,” she said. “This ensures the best possible return on investment and that the home will be handed back to the owner in the condition it was first rented.”

Advocacy for the renter, according to Smith, involves keeping the property in a consistent good condition. “To attract and keep quality tenants that can afford to pay higher rent and that will treat the home as their own, the homeowner must make needed repairs, and preventative upkeeps,” said Smith. “But that is how we, as property managers, can take away the daily hassles.”

Smith stressed that making sure you hire an educated and experienced person can be the most critical aspect of securing someone to manage your property. She explains that the average homeowner is not familiar with local, state, and federal laws concerning managing rental properties.

As a professional, she keeps her knowledge of laws and policy current through renewing her certifications and undertaking industry classes throughout the year. Smith is certified as a Master Property Manager through the National Association of Residential Property Managers (NARPM); is certified through the California Association of Realtors in property management and is a graduate of the Realtor Institute (GRI).

“I continue my education each year in both California and Georgia,” said Smith. “This is a must so that I can offer the highest quality of services to my clients while adhering to the strict industry code of ethics.”

OMG offers a wide variety of assistance that takes away the daily headaches for homeowners renting out their properties. The company specializes in real estate advertising, thorough tenant screening, direct management of properties including pest control, landscape, and supervision of repairs, rent collection, renewal of leases, handling tenant problems and complaints, budgeting, accounting, as well as providing a component study and recommendation of long-term maintenance-just to name a few.

Full automation is one of the most significant assets Smith touts about her company. Providing both owner and tenant with portals to all services with a click makes for a smooth application process, as well as all transactions between renters, OMG, and the owner.

“Everything needed by those searching for a rental, the current renters, and the homeowners, is conveniently provided through our full-service website,” said Smith. “It is our goal to make owning rental property, and renting, an enjoyable and gratifying experience.”