



STERLING

ASSET MANAGEMENT

STERLING has served as the mark of distinction for centuries. It stands for quality, long-standing endurance and excellence. These are the hallmarks of our brand.

At Sterling Asset Management Company, we offer best in class service, delivering the utmost attention to detail at every property we represent.

Our Pitch

What does this mean for owners? It means they can count on solid financial information, strong attention to detail, and a dedication to maintaining superior property value and appearance.

What does this mean for residents? It translates into higher satisfaction, less turnover, timely professional responses to service requests, and a fulfilling quality of life experience.

Sterling Asset Management: A reliable standard of excellence.



Who We Are

Established in 1992, Sterling Asset Management Company (SAMC) maintains quality property service for [CHOC](#) residents and the long-term maintenance of CHOC's portfolio.

Sterling Asset Management is dedicated to superior property value, appearance and resident experience, bolstered by an ambitious plan for growth.



Led by SAMC President [Kevin Grani](#), who brings 34 years of experience managing large, West Coast portfolios (conventional, affordable, mixed use), **Sterling Asset Management Company** is licensed by the California Department of Real Estate and is a HUD and HCD-approved management agent.

Sterling Asset Management Company is responsive to resident, neighborhood, local, state and federal government concerns, meeting owner and resident standards for safe, healthy and attractive affordable and conventional housing. In alignment with parent company mission and vision, SAMC's operating principles of Competence, Balance, Passion, Collaboration and Humor anchor and drive our growth, success and innovative approaches.

What We Do

Sterling Asset Management's leadership team has over 30 years of experience managing conventional properties across the West Coast, for REITS/institutional owners.

Sterling also has extensive experience in managing and maintaining affordable housing developments, subject to multiple federal and state government regulatory agreements and current/former management.





Additionally

SAMC has a deep bench of experience meeting Tax Credit Allocation Committee (TCAC) regulations, as well as performance and reporting requirements for numerous lenders and tax-credit investors.

SAMC effectively applies decades of disciplined REIT/Institutional Conventional Environment experience to the multifamily affordable housing sector. Successes include utility savings management, telecommunications, turnover approach, and procurement activities.



Our Services

Please ask us about these high-value, value-add services when contracting with SAMC.

Community Impact

Highly trained social services professionals who provide quality of life programs for CHOC's multifamily affordable housing residents, enriching daily community life. Community Impact also facilitates user-driven youth and family services, responding to urgent community needs and unprecedented socio-economic conditions.

Energy

Energy promotes energy efficiency and energy conservation programs in California, specializing in the deployment of California's Energy Savings Program for Disadvantaged Communities ([ESA](#)) and the Low-Income Weatherization Program ([LIWP](#)), both delivering energy cost savings to customers through the installation of energy upgrades; this free weatherization service includes appliance switch outs, HVAC appliance repair/replacement, air conditioning tune-up, minor home repairs, and the replacement of obsolete or non-functional units.

CES Integrated, Inc.

A full-service Construction, Energy and Solar Contractor, providing all construction services, including project management, renovations, painting, plumbing and HVAC services, new construction, energy audits; sales and installation of energy efficient appliances and hardware. CES also analyzes your home's solar needs, determining your best solutions.



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