

#1 Property Management Group Servicing LA County & The Entire Inland Empire

Lean on our experience and become a more efficient landlord today.



Cullen Cheung

Business Development Manager

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☎ | 1 (626) 796-6666



About Primior

Primior (Stock Ticker GRLT) is a Southern California-based real estate asset management firm that offers a comprehensive suite of property management, investment, and development services. We provide top-notch management services to owners throughout LA County and the Inland Empire.

Primior believes in **proactive property management** that increases return on investment for investors. Primior offers a range of services, including property marketing, inspections, tenant placement, and more.

Forbes

**ORANGE COUNTY
BUSINESS JOURNAL**

PROBUILDER
PROFESSIONAL BUILDER



4.9 ★★★★★

150+ Property Management Reviews

We take the time to understand each property owner's individual needs and provide custom property management solutions tailored to them. Read some reviews from our satisfied clients here.



Carol Z.

★★★★★ August 1, 2022

My family was looking for a property management company in the area that was able to communicate with us in Chinese because their

[Read more](#)



kay H.

★★★★★ July 28, 2022

I've had a great experience working with the team at Primior, they're always very responsive. They are also multi-lingual so it's great for people who

[Read more](#)

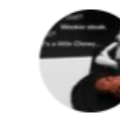


Benson X.

★★★★★ July 18, 2022

Great property management company to work with! They are attentive to detail and proactive in providing great customer experience. They made

[Read more](#)



Stephen C.

★★★★★ August 18, 2017

The team does a great job understanding my needs and helping me find the best space for my needs. Thank you Johnney and Michelle.

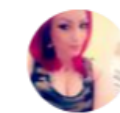


Art J.

★★★★★ July 6, 2022

I would highly recommend this company due to the fact of the quality service we received from Priscilla!! From the first point of contact to our

[Read more](#)



Whitney C.

★★★★★ June 16, 2019

I am an owner of a home Primior has been managing for over 3 years. I am very pleased with my experience. They are very attentive,

[Read more](#)



Charlene N.

★★★★★ June 19, 2018

This property management company is amazing. I can't forget how helpless I was before I worked with them. I need to handle everything by myself

[Read more](#)



J. L.

★★★★★ December 1, 2016

I rarely write reviews on Yelp, but they are such an amazing real estate company that I felt compelled to do so. I and my husband needed to

[Read more](#)



What Does Primior Do?

We offer a suite of services designed to help you maximize profits from your rental property.



Tenant Placement

We help you find reliable tenants and ensure they are the right fit for your property. Our extensive network of contacts and industry-leading technology helps us identify potential tenants quickly and efficiently.



Property Management

Managing a rental property can be a full-time job. We make it easier by providing the tools and resources you need to ensure your property is always running smoothly. From rent collection to maintenance and repair, we handle it all.



Asset Management

When it comes to property investment, knowledge is power. We provide insightful data and analysis to help you make informed decisions and maximize your returns. With Primior on your side, you can be confident with your assets.

What Makes Primior #1 In Property Management?

Simple: we aren't just a property manager. We're a part of your business.

Value-Add Strategies

Primior elevates property value by implementing strategic, data-driven improvements that enhance appreciation potential and increase returns for investors.

Proactive Maintenance

Through regular inspections and preventative care, Primior ensures properties remain in peak condition, reducing repair costs and fostering tenant satisfaction.

Higher Occupancy

On average, properties managed by Primior have a 20% higher occupancy rate and 50% higher tenant retention rate compared to market averages in Southern California.

Our Case Studies:

Click one to open the case study!



DTLA Apartment Building Tenant Fraud

Resolving Tenant Fraud and Mismanagement for a DTLA Property Owner

Discover how Primior resolved tenant fraud and financial mismanagement for a DTLA property owner, restoring stability and securing...



Anaheim Apartment Building

Anaheim Apartment Complex Success Story

Explore how Primior revitalized a decades-old, multifamily property in Anaheim, California, turning it into a fully digital, highly...



Brian's Story

Brian's Story: A First-Time Landlord Experience

Explore how Primior Asset Management's transparency & expertise turned a med student's first landlord experience into a successful...



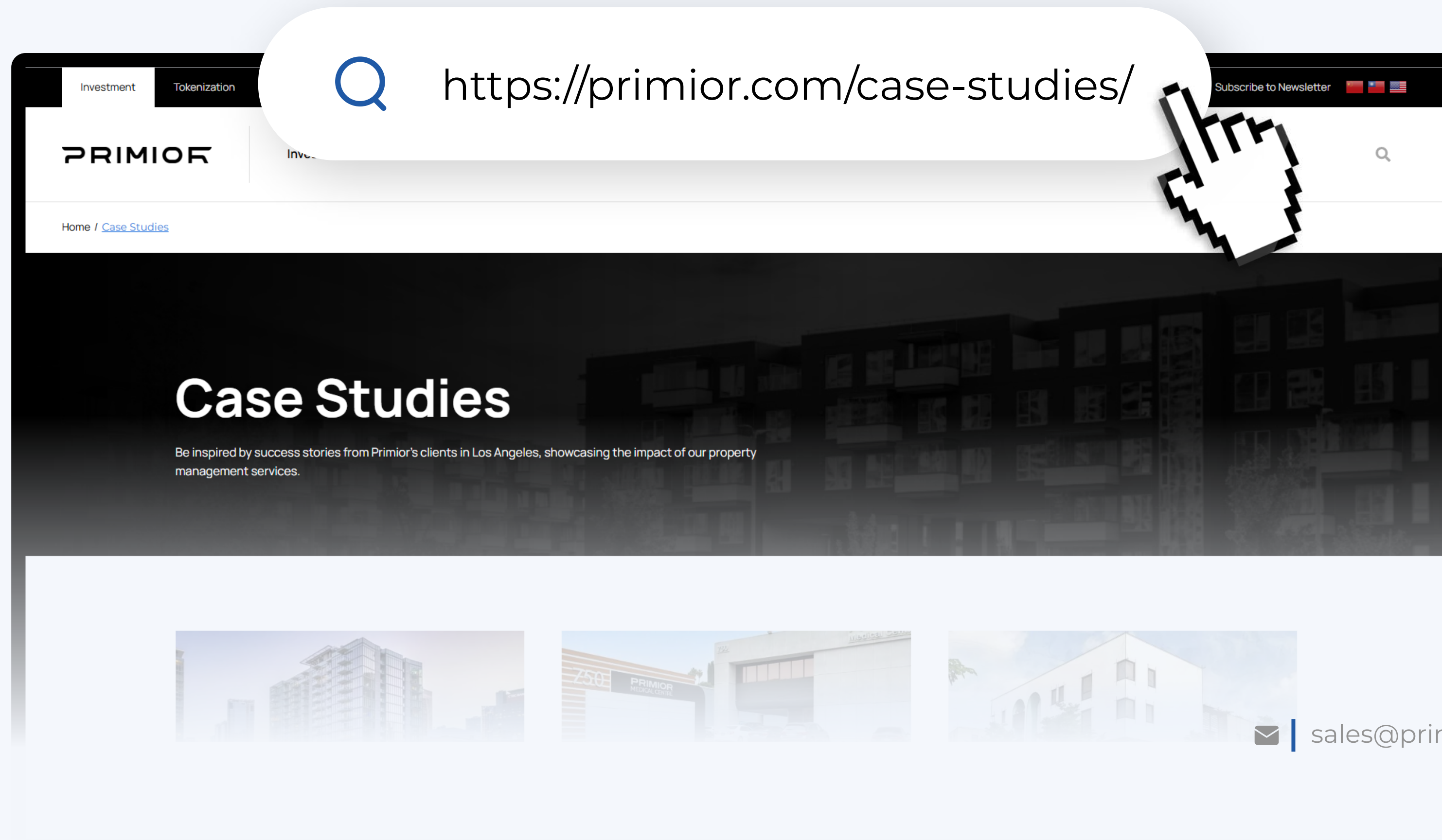
Pasadena Triplex

Pasadena Triplex Success Story

Read more to discover how Primior was able to uncover the hidden value in a seemingly unremarkable Pasadena...

More Case Studies:

Visit our website for more case studies!





Areas We Serve:

From Irvine to LA, Primior provides property management services to property owners all over Southern California.

[See All Service Areas](#)



Market Analysis



**Yearly Financial
Statements**



**Prepared 1099
Forms**



**Primior Owner
Portal**



**Marketing On 25+
Websites**



**3D Walkthrough
+ Floorplan**



**Online Rent
Collection**



**3 Yearly
Inspections**



**24-Hour
Availability**

Our Guarantees

Our team guarantees a number of services that will help you market your property and increase the profitability of your business.

Ideal Tenant Placement Formula

Using our Ideal Tenant Formula, we're able to place the perfect tenants in our clients' units with a 95% satisfaction rate.

$$\begin{array}{ccccc} \text{CREDIT SCORE:} & & \text{NO:} & & \text{INCOME:} \\ (650) & + & \begin{array}{c} \text{EVICTIONS} \\ \text{JUDGEMENTS} \\ \text{COLLECTIONS} \end{array} & + & (3X) \\ \text{OR BETTER} & & \text{OR OPEN BANKRUPTCIES} & & \text{UNIT'S RENT} \end{array}$$



Listing Fee/Tenant Placement

6%

We help you find reliable tenants and ensure they are the right fit for your property. Our extensive network of contacts and industry-leading technology helps us identify potential tenants quickly and efficiently.



Property Management

6%

Managing a rental property can be a full-time job. We make it easier by providing the tools and resources you need to ensure your property is always running smoothly. From rent collection to maintenance, we do it all.



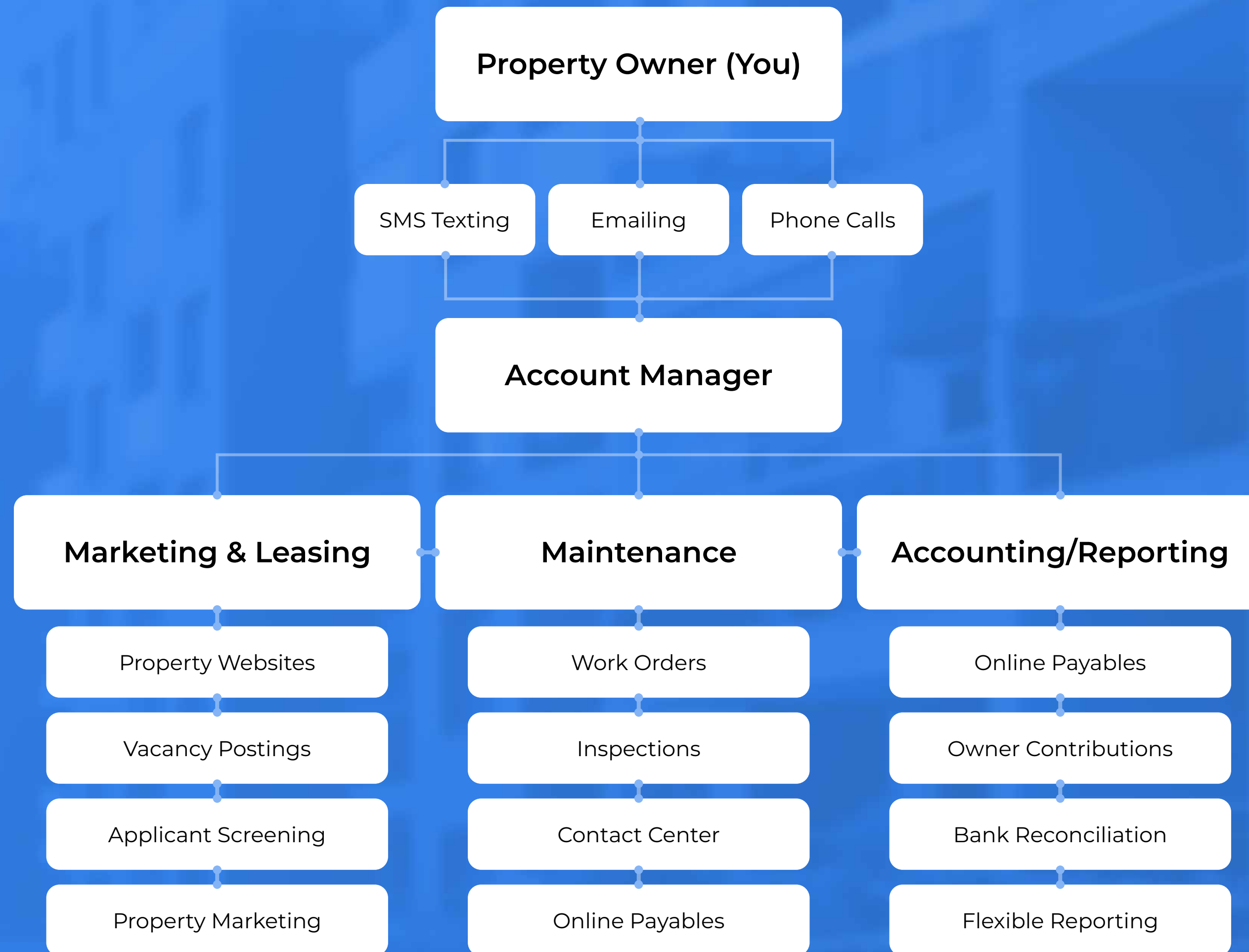
Asset Management

10%

When it comes to property investment, knowledge is power. We provide insightful data and analysis to help you make informed decisions and maximize your returns. With us on your side, your assets are in safe hands.

Pricing Structure

Easy to understand pricing for busy landlords who want to focus less on management, and more on profits.



Account Structure

When you sign a management agreement with Primior, we structure your account for success from day 1.

Your Future Property Management Team



Brad Cullen

Leasing & Sales Manager



Andrew Palacios

Managing Director, Property Marketing



Chuck Minyard

Managing Director, Architecture & Design



Julie Mays

Investor Relations Manager

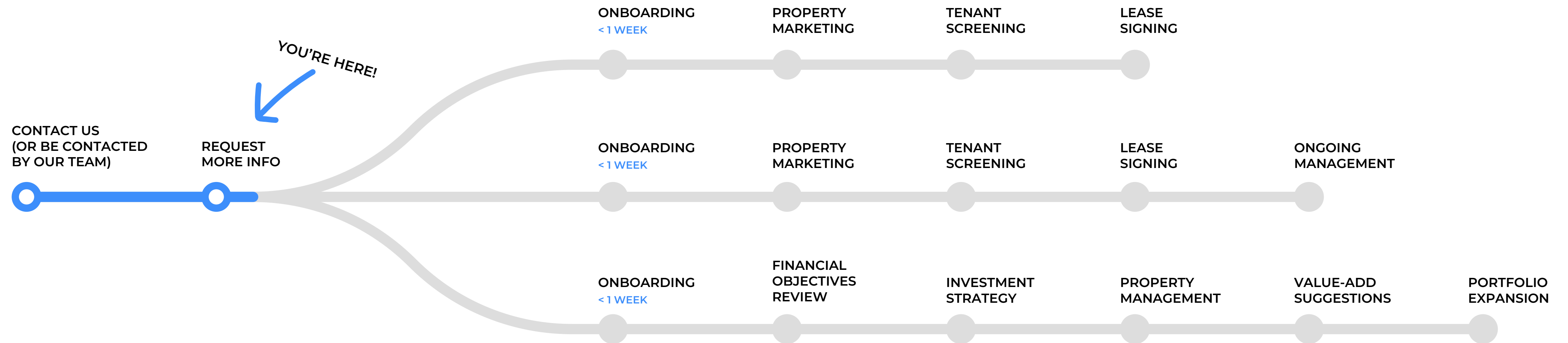


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Business Development Manager

What Are The Next Steps?

Ready to work with us? Here's what comes next.



Thank You For Choosing To Partner With Primior Asset Management.



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