



EXECUTIVE INSIGHT

Lawrence “Chip” Crandall is president and founder of Torrey Pines Property Management (TPPM), a full service real estate asset management corporation, based in San Diego.

Chip Crandall has a proven track record of maximizing the marketability and strengths of properties and has been awarded many accreditations.



Q: How did you start in property management?


A: My wife and I were starting a family and I was transitioning from the restaurant industry to real estate sales in order to accommodate a better family life. Wanting a more consistent source of income to support my family and not enjoying the continued self-marketing needed to excel in sales, I decided to change my focus to property management. Hence Torrey Pines Property Management was created. The restaurant and real estate industries are closely related with their emphasis on customer service. I enjoy helping people, as my friends and associates will attest, and the rewards have been to have made an impact in many people's lives.

Q: What's the focus of Torrey Pines Property Management?

A: The focus of TPPM is about the personal and proprietary skills of bringing value to both parties (tenant and

owner) which connect them. I don't believe that property management should be approached as a tenant vs. landlord game. Providing a well-represented rental product to the tenant customer and keeping the owners informed and educated about their properties allows for our relationship with their tenants to succeed. There is both an art and a creative side to the business, that's what TPPM has above all. All of my employees are imbued with an outgoing, positive energy, excellent social and professional skills, and a genuine desire to serve our tenants and clients. Maureen Parashos, who is featured in this issue, is a perfect example of this radiant life force. When combined with a diligent work ethic, these outstanding qualities bring a brand and positive vibe both to all our managed properties and tenant customers. Our tenants and owners recognize our sincerity in looking out for their best interests and how much we enjoy doing it!

Q: How do you see the current rental market in San Diego?

A: It's back to basics. The rental market needs to return to the fundamentals of long-term cash flow stabilization. Supply and demand will dictate rental values, not just the property owner's desired bottom line. A building's potential is reached in knowing the periodic pulse of the supply and demand for rentals in that property's sub-market location. Rental values are experiencing an obvious correction, but there is no need for panic. The San Diego job market is too strong and too diverse for there to be any catastrophic drop in overall rental demand. 

Torrey Pines Property Management is located in La Jolla, CA. For more information visit online at www.torreypinespm.com.