



ASSERO SERVICES

A BOLD START-UP  
COMBINES BOLD BRANDING...  
FROM THE GROUND UP





## OVERVIEW

Changing the face of property management through digital innovation, personalized, high touch services, and overwhelming client satisfaction **was not a problem for ASSERO**. But capturing the essence of their brand and telling their story has been a challenge—until now.

### CLIENT

Assero Services

### SERVICES

Strategy, Brand Concept, Brand Identity, Print Collateral, Signage, Website, App Design, Prototyping, 3D Renderings, Iconography, Trade Show Exhibit, Photography, Video, UI/UX/IXD/XD/CX, Vehicle Graphics

### PARTNERS

Medio Agency  
Zave Smith Photography  
CRW Graphics  
Display It

**ASSERO**  
SERVICES



HEX #FF4800  
RGB 255 72 0  
PMS 1655

HEX #000000  
RGB 0 0 0  
PMS RICH BLACK

Display Typeface

**Flama**

The quick brown fox jumps over the lazy dog.

HEX #C8C8C8  
RGB 200 200 200  
PMS 420

HEX #727272  
RGB 114 114 114  
PMS 424

Text Typeface

Source Sans Pro

The quick brown fox jumps over the lazy dog.

ASSERO

LEE MERTINS / MANAGING PARTNER / COO  
LMERTINS@ASSERO24.COM TEL. +1 504 295 5093

ASSERO  
SERVICES



Thinking Nationally  
Acting Locally

*"It's not just about the bottom line, it's about offering the best possible service to our clients. We are continuously looking for ways to drive our business forward and inspire progress every step of the way."*

**ASSERO**  
SERVICES

WWW.ASSERO24.COM



At **ASSERO** we strive to establish and maintain a culture of responsibility. A world class service organization begins with common respect for both the hard work and the true steps it takes to complete even the simplest task. We endeavor to achieve this every day for our clients.

**FIELD SERVICES**

- National footprint
- Banks and government agencies
- Comprehensive suite of services
- In-house field crews in areas of high asset concentrations
- Thoroughly vetted vendor base

**ASSET MANAGEMENT**

- Coverage for all regions of the country
- Local listing agent's in all zip codes
- Closing and title in-house team
- Broker scoring and comprehensive training
- BPO network and BPO review team
- Scalable from ten to thousands of assets

**PROPERTY PRESERVATION**

- Loan level accounting and reporting
- Over-allowables compliance team
- Dedicated vendor base to property preservation
- Bank systems connectivity
- MERS compliance

**QUALITY CONTROL**

- Stringent inspection protocols
- 100% inspections on new assignments
- National footprint
- Large vendor base of qualified and trained inspectors

**RENTAL MANAGEMENT**

- Payment portal for tenants
- 24-hour repair and emergency hotline
- Asset photo/tenant screening management
- Full management services

**HOA/UTILITY MANAGEMENT**

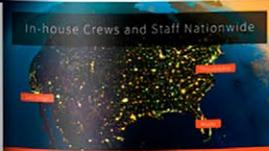
- National database of HOA/utility companies
- Payment on behalf of clients
- Utility Lien Mitigation / HOA negotiations
- Code violations (using the local Council)
- Full utility activation, testing and billing

**GENERAL CONSTRUCTION**

- Teams of professional full experts
- Nationwide vendor base
- From roofing to HVAC, plumbing to paving, we are your resource for getting big jobs done on budget and on-time

**ASSERO SERVICES**

**Services from small businesses to Fortune 100 companies.** Assero also currently services large government agencies to local contracts at the municipal level. **Assero Services LLC** has earned the trust of corporate and government leaders and property management professionals. This has been achieved by consistently providing practical and cost effective solutions that help clients achieve sustainable, low risk profitable operations. Assero is sensitive to the plight of inner cities and the need to treat all areas with equal attention.



**ASSERO SERVICES LLC**

10 Canal Street First Floor  
Bristol Pennsylvania 19007  
www.assero24.com





**ASSERO**  
SERVICES  
THE BEST DEFENSE FOR A BETTER NEIGHBORHOOD™

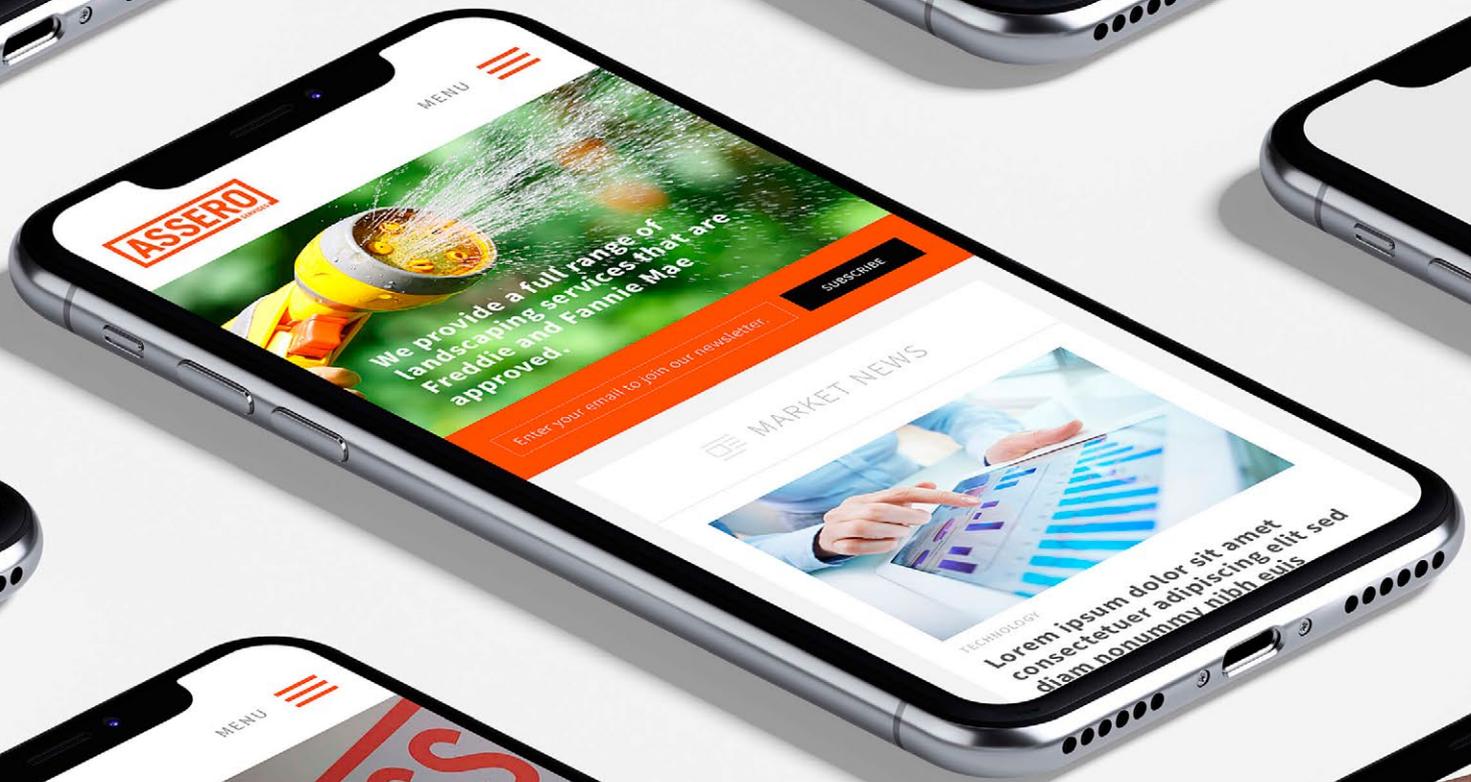
ASSERO24.COM

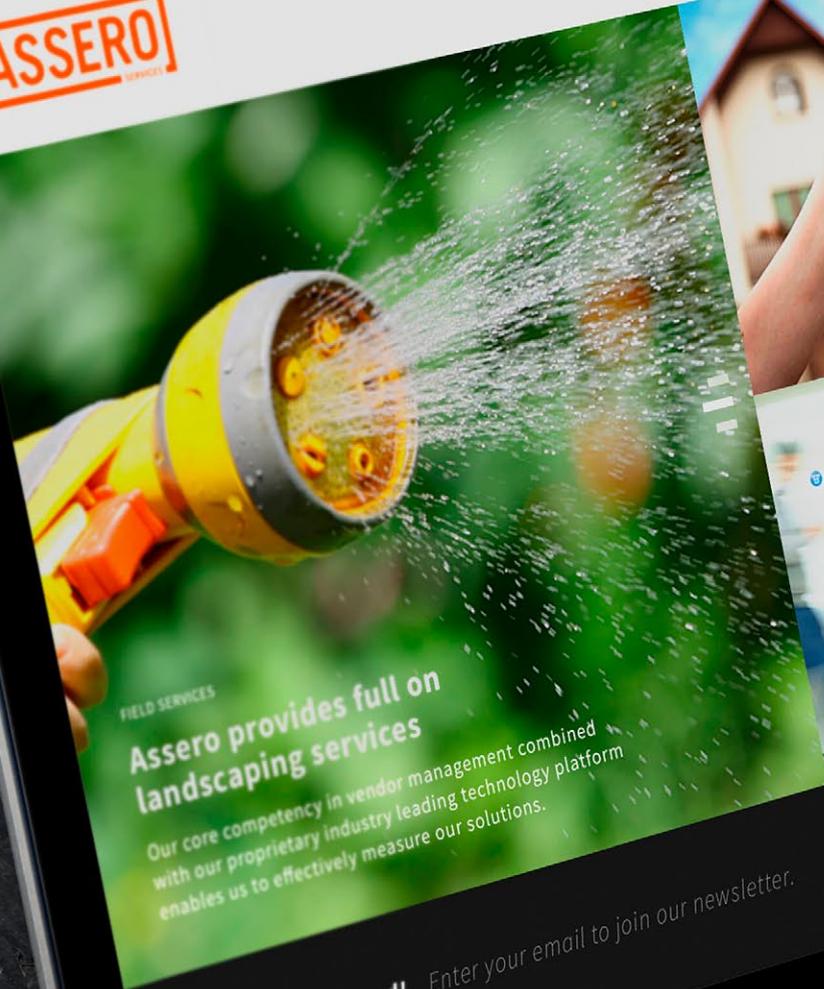
**ASSERO**  
SERVICES  
THE BEST DEFENSE FOR A BETTER NEIGHBORHOOD™

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FIELD SERVICES  
**Assero provides full on landscaping services**

Our core competency in vendor management combined with our proprietary industry leading technology platform enables us to effectively measure our solutions.

**Stay Informed!** Enter your email to join our newsletter.

SUBSCRIBE







**ASSERO**  
SERVICE

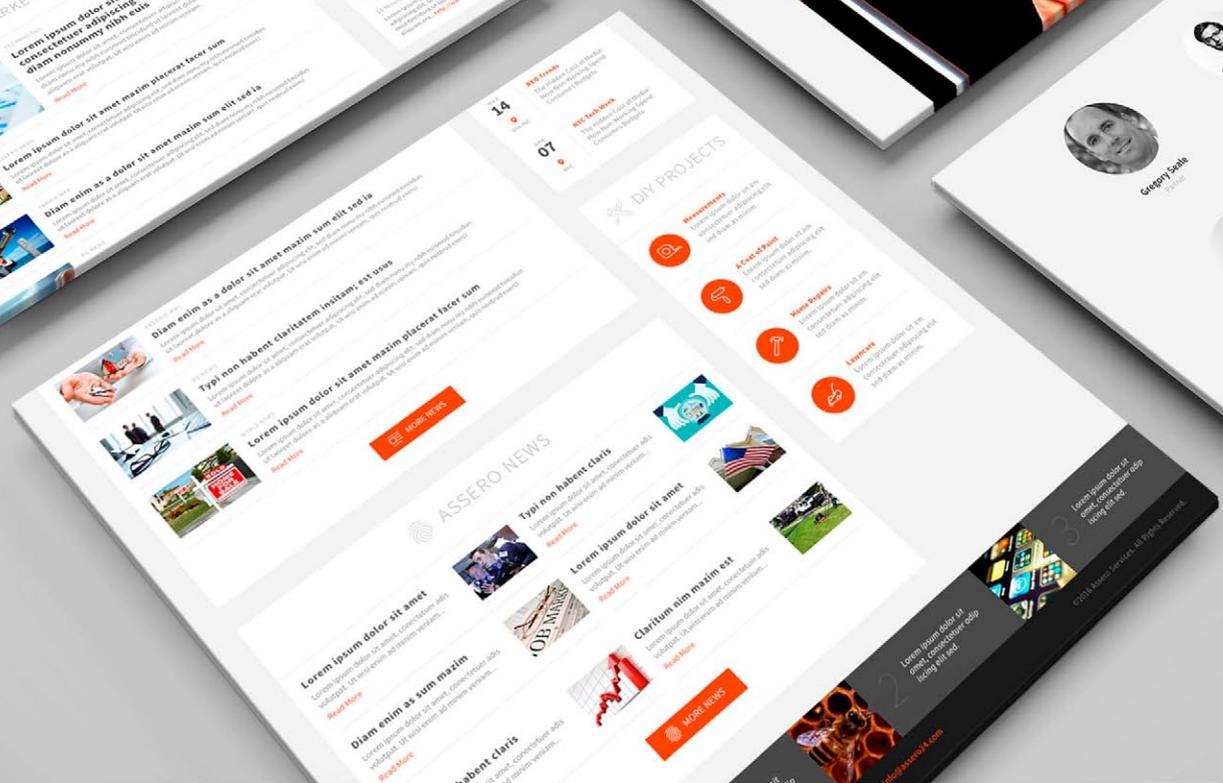
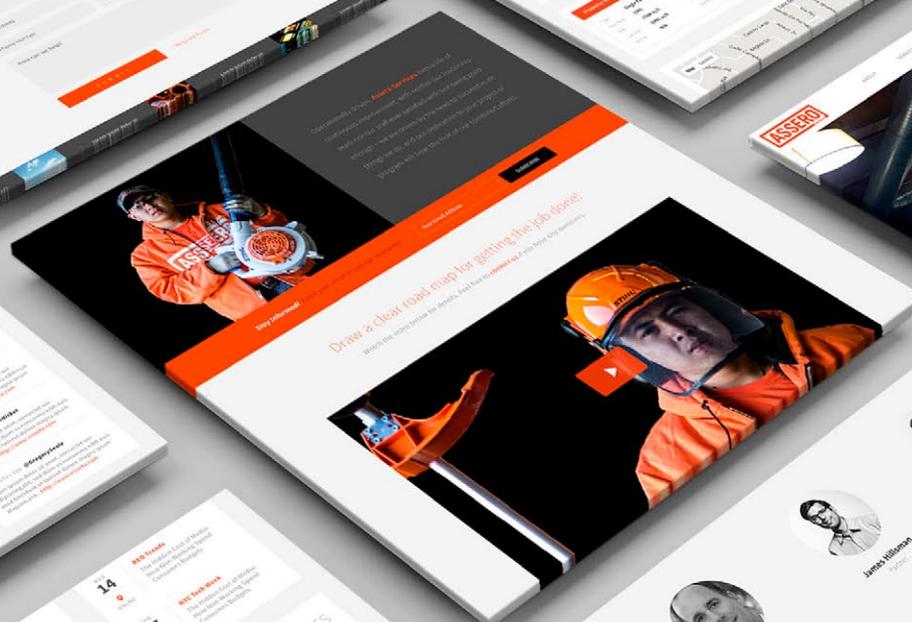
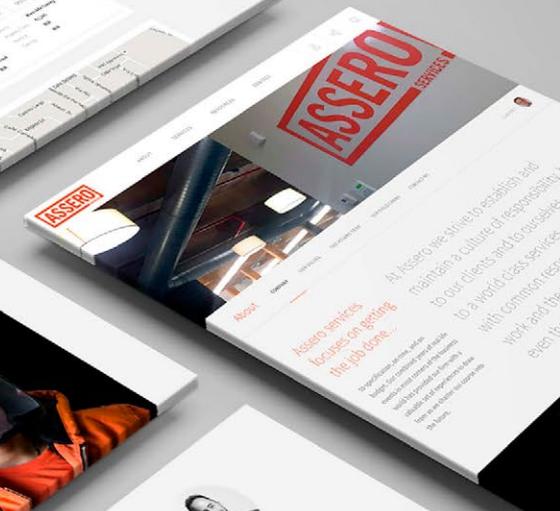
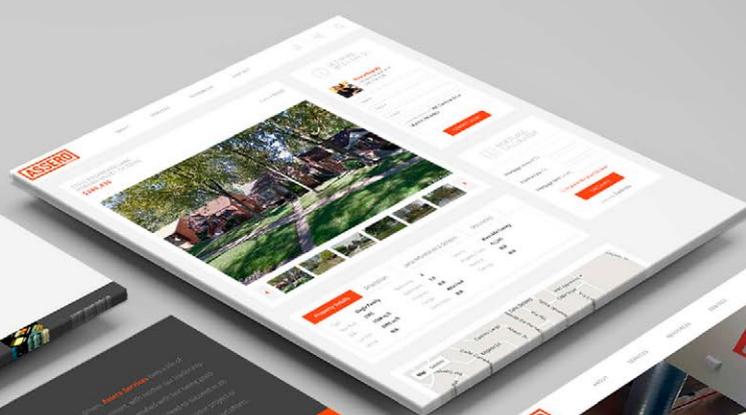
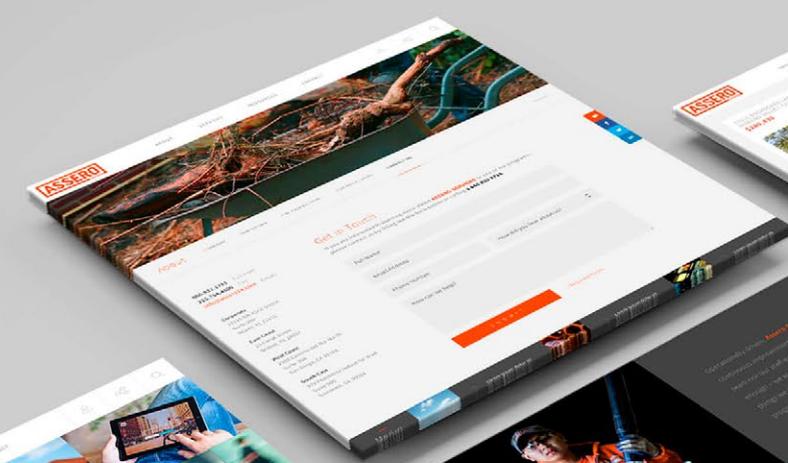


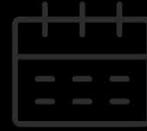
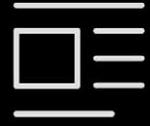
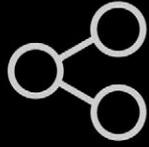


There are no secrets to success.  
It is the result of preparation, hard work,  
and learning from failure.

Colin Powell

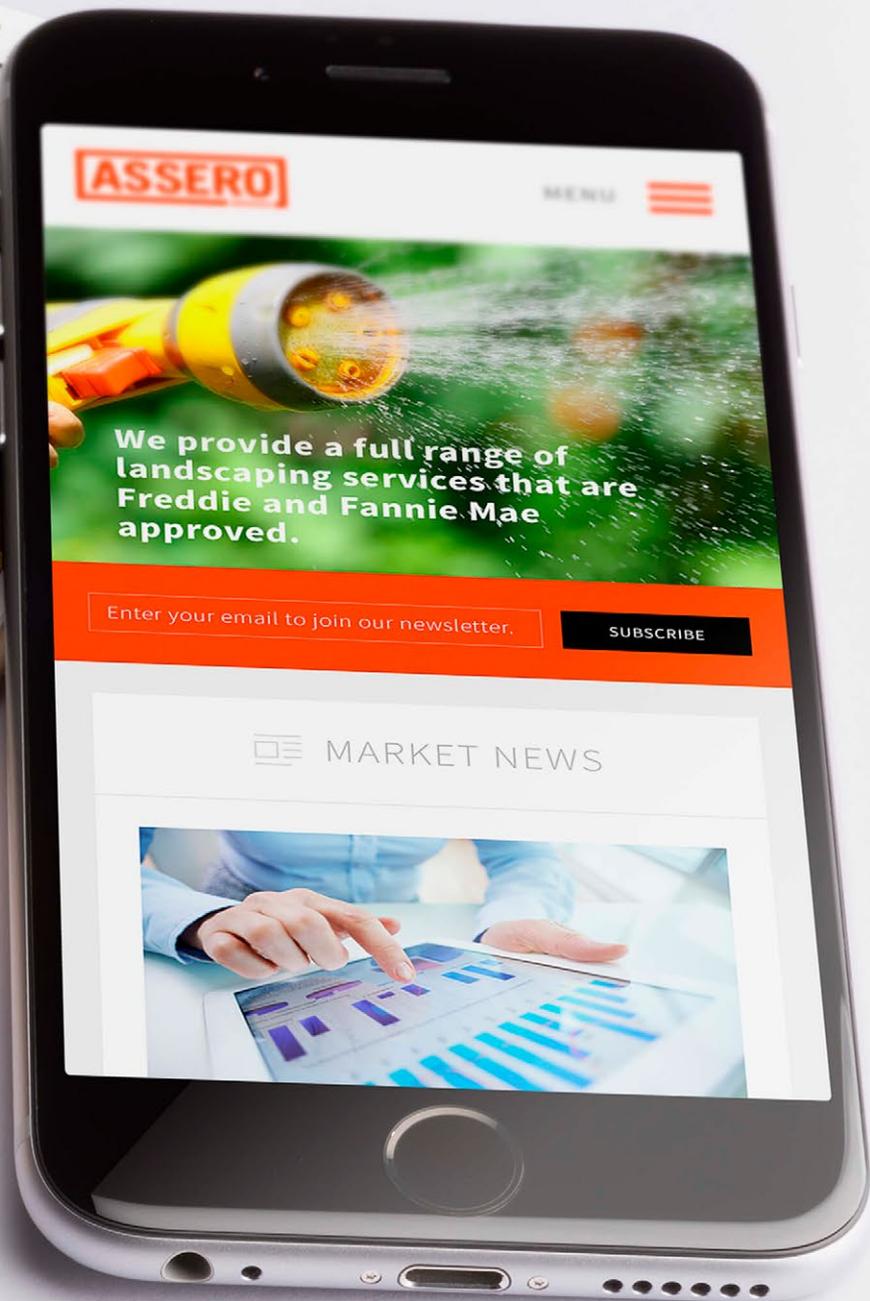
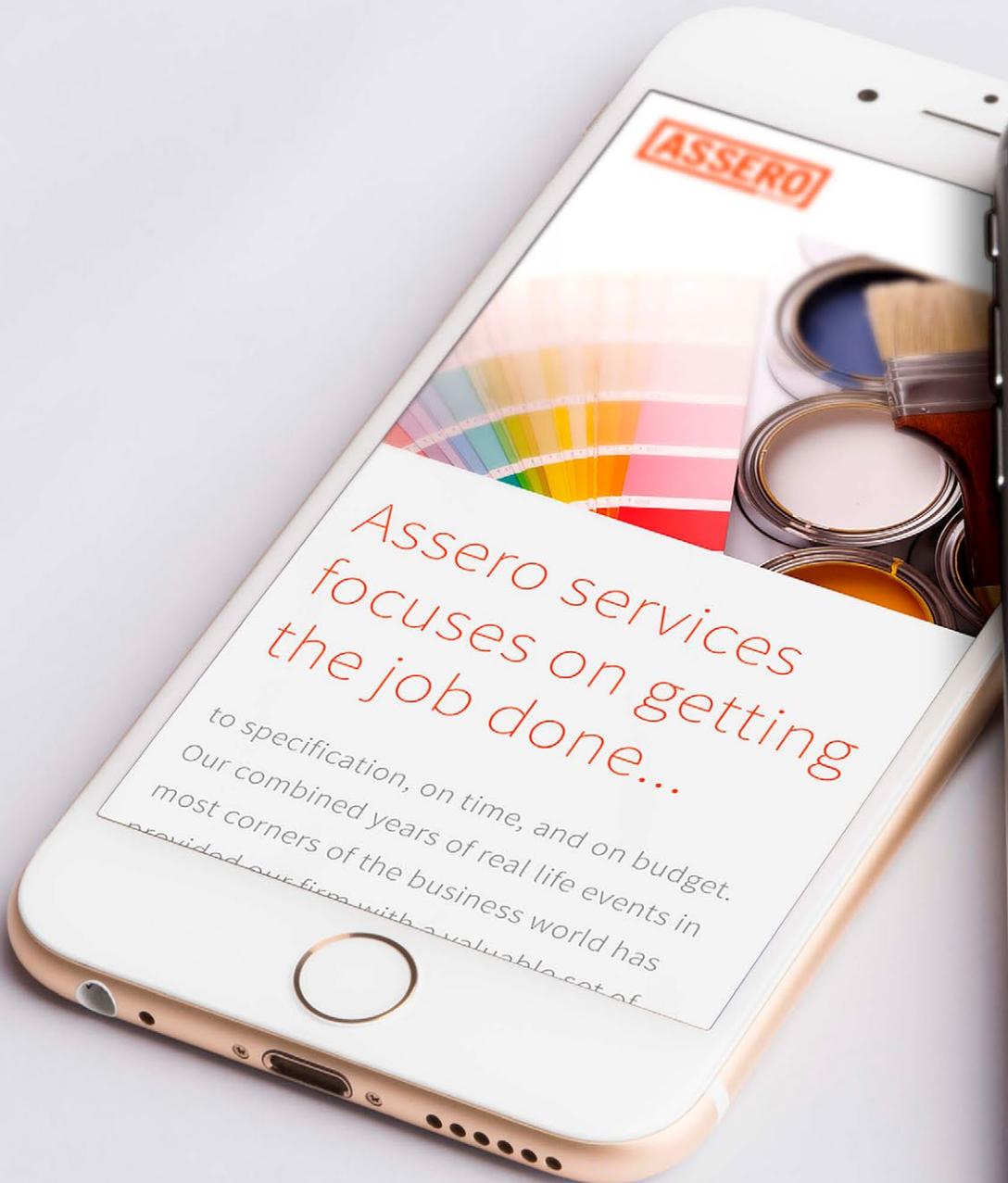








**ASSERO**  
SERVICES



VPR

Pre-Foreclosure

General Construction

HOA Utility Management

Residential Inspections

Renovation & Repair

Field Services

HOA



**ASSERO**  
SERVICES

ASSERO24.COM

A red flag is flying on a silver pole against a bright blue sky with scattered white clouds. The flag features a white rectangular logo with the word "ASSERO" in large, bold, white capital letters. Below "ASSERO", the word "SERVICES" is written in smaller, white capital letters. The flag is slightly wrinkled and appears to be blowing in the wind.

**ASSERO**  
SERVICES



“Xhilarate created a stunning brand allowing our start-up company to stand out and flourish in a competitive marketplace.”

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**LEE MERTINS** / MANAGING PARTNER - ASSERO SERVICES

FEATURED CLIENTS



## ACCOLADES

We can help your business grow and evolve through the combination of beauty, clarity of purpose...and all of the wonderful analytical tools of our digital age. Our work has been featured in Print Magazine, FWA, Communication Arts, Graphic Design USA and many others. But more important than the accolades that we have received...are the thanks we get from our clients whose businesses have grown in part due to our creative work. We would love the opportunity to talk with you and see what we can do to help you achieve your company's goals.

**PRINT**

**GD  
USA**



**logolounge**

AMERICAN  
**ADVERTISING**  
AWARDS

**ca** Communication Arts



 **THE  
WEBBY  
AWARDS**

**FWA**





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We create visual brand  
experiences that engage people,  
excite the senses and inspire  
our inner awesome.

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**RUSS NAPOLITANO**  
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XHILARATE.COM