Organizational Chart | Internal Team

CAROLINA
PROPERTY MANAGEMENT

2026

VISIONARY
Nancy Braun
CEO

LMA
Branding
Culture
Ideas & Strategy
Relationships
Problem Solving
HR Director

INTEGRATOR
Hannah Joyce Baluyot
Executive Administrator

LMA
Gatekeeper for CEO
Logic
Remove Obstacles/Barriers
General Duties
Special Projects

SALES
Catherine Moore
Executive Property Manager

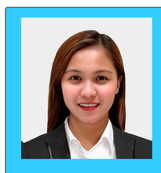
Responsible for overall health of all portfolios
Implements policy & procedures
Responsible for new PM sign ups
Handle escalations

SALES
Janan Kennedy
Executive Property Manager

Responsible for overall health of all portfolios
Implements policy & procedures
Responsible for new PM sign ups
Handle escalations

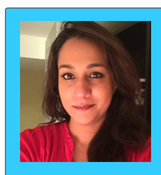
SALES
Matthew Maccaroni
Executive Property Manager

Responsible for overall health of all portfolios
Implements policy & procedures
Responsible for new PM sign ups
Handle escalations



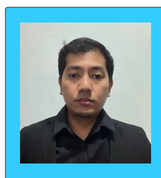
MARKETING
Hannah Joyce Baluyot
Marketing Officer

Marketing Systems Implementation
Marketing Team Supervision



Wendy Matthews
Marketing Coordinator

Special Projects
LastPass Management
Login Oversight
Re-targeting Campaigns



Jose Martin Hernandez
Video Editor

Content & Video creation
Social Media postings
Google Ads

Princess Zarah Corpuz
Digital Marketing

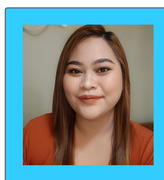
Graphics creation
Social Media postings
Data Analytics
Facebook Ads

PMW
Web & SEO Specialist

Website
SEO
Omnipresence Systems

Aldwin Lorenzana
Property Management Assistant

Record Keeping
Insurance Management
Owner Marketing Management
Owner & Resident Communication
Delinquencies
Lease Renewals & Move Outs
PM Agreements



Shane Galang
Resident Coordinator

Resident Management
Utility & Service Management
HOA Coordination
Airbnb Management
Prospective Client Management
Screening Applications

Bella Ingles
MLS Administrator

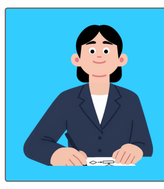
MLS Listing Management

Jenilyn Casquejo
Maintenance Coordinator

Maintenance Requests
Make-ready / Turnovers

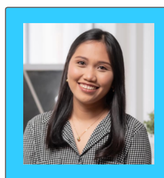
Geneva McNeil-Phifer
Field Representative

Walk and Document Properties



Trisha Hyso
Property Evaluator

Property Evaluations

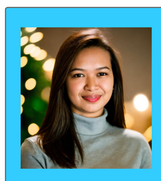


Mary Grace Zambo
Client Relations Specialist

Lead Management
Inbound Communications
Outbound Sales
Set appointments
Follow-ups

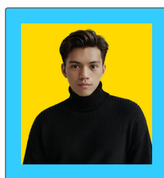
Jeziel Jimenez
Client Relations Specialist

Lead Management
Inbound Communications
Outbound Sales
Set appointments
Follow-ups



Doris Jaji
Client Relations Specialist

CPM leads
Inbound Communications
Outbound Sales
Set appointments
Follow-ups



Raymart Agang
Client Relations Specialist

CPM leads
Inbound Communications
Outbound Sales
Set appointments
Follow-ups

FINANCE
Mark States
Bookkeeper

Reporting and Systems
Property Accountant
Manages the team

Meliza Lacson
Bookkeeper Assistant

Tracking
Reporting
Reconciliation
P&L
Payroll
Supplies

Anna Staples

Tracking & Reporting
Does our Trust account works