

# FITCH PROPERTY MANAGEMENT GROUP

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PHOTOS BY ELIZABETH  
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## JAYCE FITCH, OWNER



Here's the truth about property management: what feels like a minor issue to one person can feel like everything to someone else. Jayce Fitch understands that fact. So much so that he's built his business around it.

For Jayce, that mindset didn't begin in property management. It was shaped over years of working closely with people, first in medical sales and later in leadership roles within leading software and technology companies focused on cybersecurity and now as the founder of Fitch Property Management Group.

"I've always been drawn to roles where I get to work closely with people," Jayce explains. "That's been the most consistent and rewarding part of my career."

Before launching his own company, Jayce built his career in medical device sales, relocating to the Midwest to train at Johnson & Johnson's corporate headquarters and then relocating back to the West Coast. He also went on to hold sales and leadership roles with some of the largest leading software and technology companies in the world focused on cybersecurity and enterprise sales. These roles and experiences sharpened his communication skills, strengthened his leadership abilities, and gave him a deep understanding of how to serve clients at a high level.

But real estate was never far from his mind.

"Even while building my career, real estate was always part of the plan," he says. Over the years, he invested in rental properties and worked with property managers across different markets. That firsthand experience gave him a clear perspective, both on what works and what could be done better.

Eventually, he made the decision to bring his experience together and build something of his own.

### Finding His Passion

"I took advantage of the opportunity to start my own property management business," Jayce shares. "It allowed me to use the skills I've acquired in sales

and leadership and continue doing what I enjoy: working with people and helping them."

In 2024, Fitch Property Group officially launched. In a short amount of time, the company has grown to manage approximately 150 properties across North County San Diego, including Carlsbad, Encinitas, Oceanside, Del Mar, Vista, San Marcos, Solana Beach, Escondido, Cardiff-by-the-Sea, and Rancho Santa Fe.

Despite that growth, the approach remains intentionally personal.

"I am personally and intimately involved in the screening process," Jayce says. "My team and I meet all applicants and prospects firsthand. We take the time to have conversations with them—who they are and what they're about—to make sure they're a good fit for the property."

That level of involvement isn't the industry norm, but for Jayce, it's essential. For tenants, it means finding not just a place to live, but a place that feels like home. For property owners, it provides peace of mind.

"Their home is their most valuable asset," he says. "When I build a connection with a client and they can take their hands off and trust that it's being looked after as if it were my own. That's what it's all about." That also extends to how Fitch Property Management Group works with real estate agents. Communication is constant, transparent, and intentional.

### Catering to Real Estate Agents

"One of the things I do differently is that I keep real estate agents in the loop the whole way through," Jayce explains. "I



let them know when I've reached out, what the conversation was, and when I'm meeting with their client. I don't want them to feel like I'm getting in the way of their relationship. I'm here to support it."

He also offers referral incentives as a way to say thank you, reinforcing what he values most: strong, lasting relationships.

That relationship-first mindset shows up in every aspect of the business, including one of the services Jayce is most passionate about offering: free rental analyses.

"I'm always more than happy to have a conversation or help agents out in any way that I can," he says. "It's not about gaining business for me; it's about building relationships."

And while many companies talk about responsiveness, Jayce has made it a defining standard.

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“Everyone gets a direct line to me,” he says. “Everyone gets a response quickly. Nothing is put on the back burner.” Jayce understands the needs that his clients face. “It can be a small matter to me, but it can be a huge issue to them,” Jayce explains. “I treat it as such. No matter how big or small, people know they’re being taken care of.”

Today, Fitch Property Management Group is supported by a team of four and continues to grow steadily, with plans to expand its referral network and deepen its presence throughout San Diego County, while remaining selective about the clients they take on.

“It has to be the right fit on both sides,” Jayce says. “That’s important to us.”

#### **Family Focused**

Outside of work, Jayce’s life is just as relationship-driven. He and his wife, Katie—both born and raised in North County San Diego—are now raising their three boys (ages 9, 7, and 6) in the same community they grew up in.


“We’re a pretty outdoorsy family,” Jayce says. “Any chance we get, we’re outside—camping, exploring, just spending time together.”

He’s also heavily involved in coaching youth athletics and stays active in programs like YMCA Adventure Guides, where fathers and sons build lasting memories together.

At the end of the day, whether it’s a property, a partnership, or a simple phone call, his approach remains the same: people come first. Through strong relationships and genuine connections, Jayce is raising the standard for property management with Fitch Property Management Group.

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or call 760-209-6813..



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