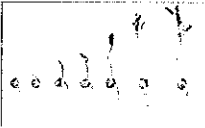



NARPM **RENTAL HOME PROFESSIONAL**

GROWING YOUR MANAGEMENT COMPANY

PRESENTER: Mike Nelson, GRI®, MPM®, RMP®
 Excalibur Home Management, LLC CRMC®

NARPM **RENTAL HOME PROFESSIONAL**

Growing Your Company

Starts with Self Analysis:

- What do you want to become?
- What are your competitive advantages?

Shop your competition

Develop a mission statement –
 plan the mission, then execute
 the plan

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Growing Your Company

How Much Per Month vs. Per New Account

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One At a Time VS. A Portfolio All At Once

Buying Accounts

2 Approaches to Value

Due Diligence

Financing Alternatives

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Marketing

Establish Your Expertise

Why Would A Landlord Trust You With Their Property?

Leadership Positions Held/Resume

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Marketing

Branding Your Company

Stationary, Printed Materials

Signs

Web Site:

What info should you provide?

What functionality will it have?

How do you track it's success?

NARPM **Marketing** **RENTAL HOME PROFESSIONAL**
Learning and Understanding the Metrics

- How much per Month
vs.
How much per Hour
- Learn What Your Costs Are
- Developing Your Marketing
Budget and Goals
- What are your staffing needs?
- Be Prepared to Handle the Response

NARPM **Effective Advertising Options** **RENTAL HOME PROFESSIONAL**

- Newspaper**
- Yellow Pages**
- Radio**
- Billboards**
- Cable TV**

NARPM **Effective Advertising Options** **RENTAL HOME PROFESSIONAL**

- Ad Words:
- Google
- Yahoo
- Bing/MSN
- Search
Engine
Optimization

NARPM Effective Advertising Options **RENTAL HOME PROFESSIONAL**

Search
Engine
Optimization
(continued)

Multiple
Landing
Pages

NARPM Effective Advertising Options **RENTAL HOME PROFESSIONAL**



Referral Sites:
Rentlist.com,
RentalHomePros.com
AllPropertyManagement.com, etc.

NARPM Effective Advertising Options **RENTAL HOME PROFESSIONAL**



Blogging

Social
Networking



Other
Advertising
Ideas?

 **Tracking Your Results** 

Google Analytics

 **Tracking Your Results** 

SEO Consultant

 **Tracking Your Results** 

Monitor Your Online Reputation

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Tracking Your Results

Alexa.com; Compete.com

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Tracking Your Results

DID Numbers
10/1 - 12/31/09

DID Number	Call Count	Source Number
6782184300	9	Cable TV
6788250303	265	Yellow Pages
6788250500	2951	Website
6788250501	9957	Leasing On Call
6788250505	2021	Signs
6788251400	6622	Main Line
6788251401	1745	Fax
6788251404	160	Emergencies

NARPM **RENTAL HOME**
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Making Your Presentation

Phone In
E-mail Inquiry
Face to Face

What to include:

- CMA
- Agreement
- Benefits (Sell the Sizzle)
- References
- What Else?

Don't Overwhelm Them!

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PROFESSIONAL

Follow Up

CRM -- Customer Relationship Management

- Thank you note
- Call Back
- Referral Program
- Customer Service Surveys
- Newsletters
- Track Contacts & Opportunities

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PROFESSIONAL

Tracking Performance

- Quantify Your Goals
- Track Your Progress

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PROFESSIONAL

Growing Your Company
Conclusions

- Plan the Mission -- then Execute the Plan
- Use Technology to Save Time Doing Tasks that Don't Pay so You Can Spend More Time on Tasks That Do Pay
- Always Work to Improve Your Position

Questions?

Mike Nelson, GRI®, MPM®, RMP®
 Excalibur Home Management, LLC CRM®
 mnelson@excalhomes.com



Hot Sheet Report

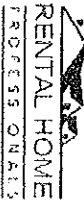
Date: 5/7/2010

Property listings becoming active this week

Address 1	Address 2	City	State	ZIP	Asking Rent	Listing Start Date	Date Available	Vacate Date
1630 Chevron Way		Atlanta	GA	30338	\$1,895.00	05/03/2010	6/1/2010	05/03/2010
3783 Plymouth Rock Drive		Loganville	GA	30052	\$995.00	05/04/2010	5/4/2010	05/04/2010
4917 Kensington Park Dr		Flowery Branch	GA	30542	\$895.00	05/04/2010	4/30/2010	05/04/2010
3417 Highland Forge		Dacula	GA	30019	\$2,100.00	05/04/2010	5/4/2010	05/04/2010
5745 Crestwick Way		Cumming	GA	30040	\$1,295.00	05/05/2010	5/5/2010	03/23/2010
1368 Low Water Way		Lawrenceville	GA	30046	\$1,295.00	05/06/2010	6/15/2010	08/15/2010
400 Pierpont Court		Canton	GA	30114	\$995.00	05/06/2010	6/6/2010	05/06/2010
4530 Hale Dr.		Lithonia	GA	30047	\$1,195.00	05/08/2010	6/11/2010	06/01/2010
3705 Broken Arrow Lane		Woodstock	GA	30189	\$1,050.00	05/06/2010	5/8/2010	05/06/2010

Current vacant properties

Address 1	Address 2	City	State	ZIP	Date Vacated	Days Vacant	Days on Market	Asking Rent
400 Pierpont Court		Canton	GA	30114	05/06/2010	1	2	\$995.00
2768 Ballyshannon Court		Dacula	GA	30019	05/06/2010	1	2	\$1,185.00
3705 Broken Arrow Lane		Woodstock	GA	30189	05/06/2010	1	2	\$1,050.00
4893 Brookwood Place		College Park	GA	30349	04/28/2010	9	12	\$995.00
1368 Low Water Way		Lawrenceville	GA	30045	04/28/2010	9	2	\$1,295.00
2815 Field Spring Dr		Lithonia	GA	30058	04/27/2010	10	11	\$1,095.00
5832 Woolwich Lane		Acworth	GA	30101	04/26/2010	11	12	\$1,595.00
65 Scout Rd.		Covington	GA	30014	04/26/2010	11	12	\$975.00
687 Strafford Green		Avondale Estates	GA	30002	04/24/2010	13	14	\$850.00
7411 Battle Creek Lane		Jonesboro	GA	30236	04/23/2010	14	15	\$1,095.00
288 Ascott Lane*		Woodstock	GA	30189	04/21/2010	16	17	\$1,275.00
55 Delmont Drive #B4		Atlanta	GA	30305	04/18/2010	21	22	\$1,100.00
3301 Sams Way		Conyers	GA	30013	04/16/2010	21	22	\$950.00
6406 Phillips Creek Drive		Lithonia	GA	30058	04/14/2010	23	25	\$995.00
107 Laurel Canyon Trail		Canton	GA	30114	04/09/2010	28	32	\$2,595.00
911 David Drive		Lawrenceville	GA	30044	04/08/2010	29	30	\$995.00
1254 West Ridge Ave.		Stone Mountain	GA	30083	04/06/2010	31	32	\$760.00
1012 Prestwick Ct		Alpharetta	GA	30004	03/31/2010	37	80	\$1,050.00
3186 Redwood Run		Atlanta	GA	30349	03/31/2010	37	57	\$1,095.00
3857 Roseman Landing		Cumming	GA	30040	03/31/2010	37	18	\$1,095.00
3528 Jasmine Triangle		Duluth	GA	30098	03/31/2010	37	17	\$795.00
5190 Phoenix		Cumming	GA	30041	03/27/2010	41	40	\$895.00
4248 River District Drive		Berkeley Lake	GA	30096	03/25/2010	43	44	\$3,300.00
5745 Crestwick Way		Cumming	GA	30040	03/23/2010	45	3	\$1,295.00
1041 Ashton Park Drive		Lawrenceville	GA	30045	03/16/2010	52	53	\$1,495.00
3175 Seven Pines Ct	Unit 101	Atlanta	GA	30339	03/12/2010	58	57	\$895.00
5362 Medlock Corners Drive		Norcross	GA	30092	02/28/2010	68	108	\$1,095.00
1118 Ashton Trace		Atlanta	GA	30318	02/26/2010	70	71	\$2,600.00
230 Graystone Way		Alpharetta	GA	30005	02/26/2010	70	71	\$1,895.00
1324 Orchard Park		Stone Mountain	GA	30083	02/22/2010	74	92	\$760.00
1324 Brockett Place		Clarkston	GA	30021	02/09/2010	87	88	\$695.00
2510 Huntington Drive		Loganville	GA	30052	01/31/2010	96	151	\$1,195.00
4183 Arablan Way		Snellville	GA	30034	01/22/2010	105	106	\$1,050.00
2545 Piny Wood Lane		East Point	GA	30344	01/18/2010	109	110	\$1,100.00
2041 Charter Manor		Lithonia	GA	30058	01/13/2010	114	115	\$795.00
3500 Sweetwater Rd #701		Duluth	GA	30098	01/07/2010	120	121	\$800.00
AVERAGE						43	46.222	



Market Traffic per Agent - Properties on the Market Now

For all properties on the market for specified agent.

Company Name: Excaltour Home Mgmt. LLC, CRMC

Date: 5/7/2010

Property Address	City	Zip	Property Type	Agent	Date on Market	Days on Market	# Page Views	# Email Clicks
230 Graystone Way	Alpharetta	30005	House	Jessica Halsey	2/26/2010	70	254	1
4248 River District Drive	Berkeley Lake	30096	House	Jessica Halsey	3/25/2010	43	199	2
373 Piedemonte Lane	Swansea	30024	House	Jessica Halsey	4/30/2010	7	37	1
3001 Majestic Park Ct	Duluth	30096	Townhouse	Jessica Halsey	4/21/2010	16	59	1
3528 Jasmine Triangle	Duluth	30095	Condominium	Jessica Halsey	4/21/2010	16	47	0
3500 Sweetwater Rd #701	Duluth	30096	Condominium	Jessica Halsey	1/7/2010	120	310	6
404 Dunbar Drive	Dunwoody	30338	Condominium	Jessica Halsey	3/23/2010	45	49	0
AVERAGE						45.29		
3720 Mays Xing	Atlanta	30331	House	Julie Pearson	2/26/2010	70	329	4
2545 Piney Wood Lane	East Point	30344	House	Julie Pearson	1/18/2010	109	251	3
2664 Rosemary Street	Atlanta	30318	House	Julie Pearson	1/27/2010	100	257	7
979 Prospect Avenue	Atlanta	30315	House	Julie Pearson	4/21/2010	16	50	0
AVERAGE						73.75		
1324 Brockett Place	Clarkston	30021	House	Kevin Hayes	2/9/2010	87	223	0
4933 Serena Ct.	Lithonia	30038	House	Kevin Hayes	4/28/2010	9	1400	20
65 Scout Rd.	Covington	30014	House	Kevin Hayes	4/26/2010	11	105	0
45 Fields Creek Way	Covington	30016	House	Kevin Hayes	4/28/2010	9	59	1
3736 Saddleridge Dr.	Snellville	30039	House	Kevin Hayes	12/10/2009	148	1237	9
8170 Woodland Avenue SE	Covington	30014	House	Kevin Hayes	5/6/2010	1	718	8
2615 Field Spring Dr	Lithonia	30058	House	Kevin Hayes	4/27/2010	10	334	10
6406 Phillips Creek Drive	Lithonia	30058	House	Kevin Hayes	4/13/2010	24	289	8
3301 Sams Way	Conyers	30013	House	Kevin Hayes	4/16/2010	21	57	2
2512 Charleston Terrace	Decatur	30034	House	Kevin Hayes	4/21/2010	16	158	3
1362 Rogers Trace	Lithonia	30058	Townhouse	Kevin Hayes	5/21/2009	351	1728	27
687 Stratford Green	Avondale	30002	Townhouse	Kevin Hayes	4/24/2010	13	209	4
1352 Rogers Trace	Lithonia	30058	Townhouse	Kevin Hayes	4/20/2010	17	45	1
AVERAGE						55.15		
5632 Woolwich Lane	Acworth	30101	House	Shelley Smith	4/26/2010	11	660	4
185 Ridgemoor Road	Canton	30114	House	Shelley Smith	3/4/2010	64	236	3
1166 Stephens St.	Smyrna	30080	House	Shelley Smith	3/18/2010	50	54	0
400 Pierpont Court	Canton	30114	House	Shelley Smith	5/6/2010	1	77	1
268 Ascott Lane*	Woodstock	30189	House	Shelley Smith	4/21/2010	16	389	4
3705 Broken Arrow Lane	Woodstock	30189	House	Shelley Smith	5/6/2010	1	152	2
107 Laurel Canyon Trail	Canton	30114	House	Shelley Smith	4/6/2010	31	90	0
708 Vikings Forest Lane	Smyrna	30080	Townhouse	Shelley Smith	3/18/2010	50	244	7
AVERAGE						28		