

**CALL "TIME OUT!"**



5 Steps to Successfully Referee the Constant Barrage of Demands from Clients, Tenants and Vendors

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I don't have renters insurance, the owner needs to pay for my hotel stay!

My service animal is a pony; will this be okay?

My rent was late because my bank account was hacked. Will you waive my late fee?

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The fridge is so much cheaper if I buy it online!

The Tenant should pay for that broken water heater!

Why do you need to repair the furnace? It's not that cold out!

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## Controlling the Game

"...To give you an idea, we have between 30 and 40 move-outs each month, and so we were spending a lot of time dealing with former tenant complaints about Sec Deposits, and getting our share of lawsuits in the process. Even though we won every suit, they were still time consuming.

I am pleased to say that in the 7 months since we implemented a program like yours, we did not receive one lawsuit. We did just receive our first lawsuit this week regarding a Security Deposit, but 1 in 7 months is a fantastic improvement for us, and our team loves the fact that they don't have former tenants calling, screaming and yelling constantly..." - Eric Wetherington

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## 5 Steps to Successful Refereeing

- ▶ Establish Your Brand
- ▶ Make a Great First Impression
- ▶ Frontload the Relationship
- ▶ Employ the Two Ears, One Mouth Rule
- ▶ Game Time!

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## What does your BRAND say?



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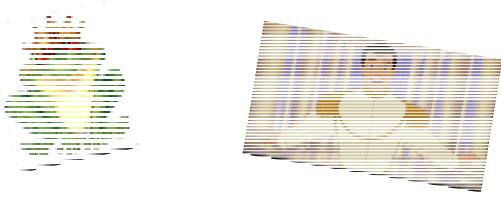
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### How do others perceive you?



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### Establish Your Brand

- ▶ Enthusiasm?
- ▶ Punctual?
- ▶ Teamwork?
- ▶ Excellence?
- ▶ Cost effective choice?



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### Core values

- ▶ Keep you on track with your behavior.



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## Zappos Family Core Values



- ▶ Deliver WOW Through Service
- ▶ Embrace and Drive Change
- ▶ Be Adventurous, Creative & Open-Minded
- ▶ Do More with Less
- ▶ Be Humble

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## True Brand = Client experience

- ▶ What are people saying about their experience with you?



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## Make a great first impression



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### Make a great first impression



- ▶ Internet is your store front
- ▶ Begins even before any contact
- ▶ Foundation of setting expectations

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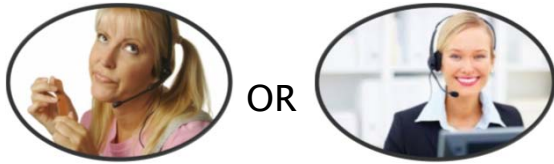
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### Make a great first impression

- ▶ How do you answer the phone?



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### Make a great first impression

- ▶ How are visitors received in your office?



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## Make a great first impression

- ▶ How about a dress code?



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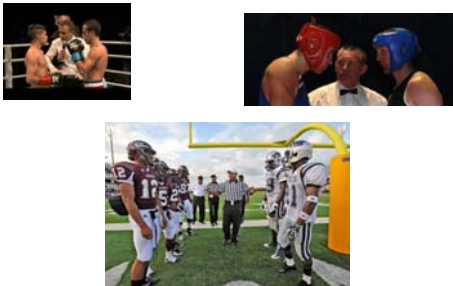
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## Frontload the relationship



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## Frontload the relationship



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### Frontloading with the Client

- ▶ Starts with your brand and the first impression
- ▶ Carries into your first contact and continued contact



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### Frontloading with the Client

- ▶ Discussion about what they expect or are seeking from you.
  - Hear their expectations and determine if you can meet them.



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### Formal On-Boarding Process

- ▶ Within 2 days of signing contract
  - Send client fully executed contract and Welcome email
  - Set appointment for intake call to review what will happen next.



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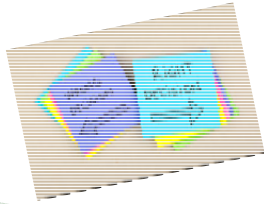
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## Formal On-Boarding Process

- ▶ Purpose of intake call –
  - Affirm the client's great decision
  - Reinforce trust
  - Build the relationship
  - Review upcoming expectations



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## Formal On-Boarding Process

- ▶ Intake Call – Review upcoming expectations
  - Leasing process
  - Move-in process
  - Proceeds and statements
  - Lease renewal process
  - Maintenance process
  - Periodic Surveys/Inspection process



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## Formal On-Boarding Process

- ▶ How to get the New Client checklist

[www.kellietollifson.com](http://www.kellietollifson.com)



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### Strategy of the Game

- ▶ Set boundaries
  - Be sure you can deliver what it is they need



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### Strategy of the Game

- ▶ Never say "NO"
- ▶ Wish fulfillment theory
  - Puts both parties on the same side of the table
  - Working toward the same goal
  - Reduces conflict



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### Strategy of the Game

- ▶ What's in it for them?
  - Let them know why your solution is better for them



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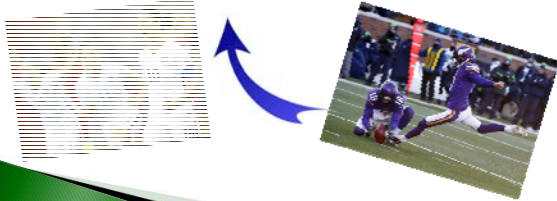
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### Frontloading with the Vendors

- ▶ Make you look good or make you look bad
- ▶ Vital component of our success!
- ▶ Boots on the ground
- ▶ Represent your company and your brand



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### Frontloading with the Vendors

- ▶ What do they do for us?
  - Do they arrive on time?
  - Do they report observations to you?
  - Are they good at what they do?
  - Support us - when we have to referee



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### Frontloading with the Vendors

- ▶ What do we do for them?
  - Prompt payment
  - Check in with them to be sure you are making their life easier to do their job well.
  - What's the best way to communicate with them?
  - Promote them to other PMs



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### Frontloading with the Tenants

- ▶ Starts with your Brand and Vision
- ▶ Hearing what they are looking for in a property
- ▶ Offering a clean and habitable place to live



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### Frontloading with the Tenants

- ▶ Thorough review of the lease- setting expectations
- ▶ After lease signing send them electronic copy of signed lease and welcome email.



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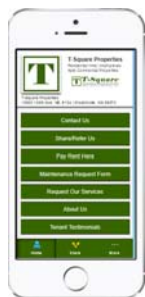
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### Frontloading with the Tenants

- ▶ We respond within one business day to all emails and voicemails



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### HOW YOU REFEREE MAKES A DIFFERENCE

- ▶ Establish your Brand
- ▶ Make a Great First Impression
- ▶ Frontload the Relationship



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### Employ 2 Ears, 1 Mouth Rule

- ▶ Listen twice as much as you speak

Most people do not listen with the intent to *understand*.  
Most people listen with the intent to *reply*.  
- Stephen R. Covey  
ilovemyls.com

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### Employ 2 Ears, 1 Mouth rule

- ▶ When people feel heard
  - Less likely to be abrasive, hostile and aggressive
  - More likely to be reasonable and cooperative



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### Employ 2 Ears, 1 Mouth rule

- ▶ Listen to others expectations - what are they looking for from you?
- ▶ Reflect- restate what you heard

What do you need right now?

If I understand you correctly you would like your late fees waived because your bank account was hacked?

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### Employ 2 Ears, 1 Mouth rule

- ▶ Skills Involved
  - Nodding at the speaker
  - Restating what the speaker said
  - Ask questions - seek clarity
  - Eyebrows up
  - Eye contact

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### Employ 2 Ears, 1 Mouth rule



- ▶ Demonstrates
  - Active listening
  - Professionalism
  - Integrity
  - Fairness

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## Employ 2 Ears, 1 Mouth rule

- ▶ Follow up
  - In writing
    - Incorporate forms or checklists that can be used with whomever you are interacting
    - Recap the conversation so all is clear going forward



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## Pre-Game Warm Up!

- ▶ Establish a clear Brand
- ▶ Make a Great First Impression
- ▶ Frontload the Relationship
- ▶ Employ the Two Ears, One Mouth Rule

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## GAME TIME!!



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## GAME TIME!!

- ▶ Remain Calm
- ▶ Keep eye contact - active listening
- ▶ Read body language - theirs and yours
- ▶ Neutral point of view

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## GAME TIME!!



- ▶ Take inventory
- ▶ Fired up?
- ▶ Offense or Defense
- ▶ Do you want to be right or do you want to be effective?

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## GAME TIME!!

- ▶ Listen, really listen - be actively listening

Most people do not listen with the intent to **understand**.  
Most people listen with the intent to **reply**.  
- Stephen R. Covey  
#overmyhd.com

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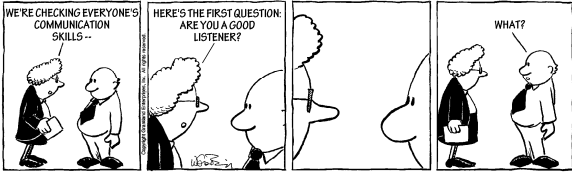
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### GAME TIME!!

**GRANDBAND®**



- ▶ Let them know they have been heard
  - Rephrase what they said back to them
  - Gives you a second to collect your thoughts and emotions

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### GAME TIME!!

- ▶ Ask questions. Explore alternatives
  - What are you looking for?
  - Which of these is most important to you?
  - What do you want?



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### GAME TIME!!

- ▶ Write down one or more of these tools you will use in the future. What difference do you expect it to make?



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**CALL TIME OUT!**



"The separation is in the preparation."  
@RussellWilson

IF YOU WANT TO BE THE BEST, YOU MUST BE THE FIRST TO GET UP.  
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**Russell Wilson**  
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Russell Wilson

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