

MARKETING YOUR NARPM DESIGNATIONS

Jordan Muela & Alex Osenenko

Question...

AVERAGE PM PROFITABILITY

6%

\$15

Profit Per Unit

After adjusting for owner compensation

COMMODIFYING FORCES

1. Reduced Labor Costs (Outsourcing)
2. Revenue Maximization
3. Vendor Coordination (Reintermediation)
4. Lemons Market

COUNTER FORCES

1. Coordinating complex tasks
2. Vertical Integration
3. Acting as fiduciary
4. Risk Reduction

IS THIS UNIQUE TO PROPERTY MANAGEMENT?

NO

IS THIS UNIQUE TO PROPERTY MANAGEMENT?

MARGIN IS ALWAYS
COMPETED AWAY

IS THIS UNIQUE TO PROPERTY MANAGEMENT?

**INNOVATION IS
INEVITABLE**

WE AREN'T IN THE COMMODITIES BUSINESS UNLESS WE CHOOSE TO BE

Percentile Rank	0-25%	25-50%	50-75%	75-100%
Avg. Adjusted Profitability	-15%	2%	10%	28%

Source: 2017 Property Management Industry Benchmarking Study

**GETTING EVERYTHING YOU CAN
OUT OF ALL YOU'VE GOT**

Question...

“Unarticulated value, is unappreciated value”

**HOW DO MARKETING
CLAIMS ACQUIRE
MEANING TO THE
CONSUMER?**

DESIGNATION MARKETING FRAMEWORK

1. Position
2. Productize
3. Promote

POSITION



MILLER & KOEHLER



THE QUESTION TO ASK:

HOW DO YOU MAKE
THEM CARE?

PRODUCTIZE

Certified Professionals to Look After Your Property

Designated by the National Association of Residential Property Managers (NARPM)

Your Home Is In Good Hands with Alliance Property Management

Real Estate Investing can be a phenomenal wealth-building opportunity, but there are risks involved. Here at Alliance, it is our job to help you navigate the risks and provide you with a worry-free property management experience. We invest heavily in staff education. Our broker achieved the highest NARPM certification of Master Property Manager (MPM) and 3 members of our staff have achieved or are working towards their Residential Management Professional (RMP) designations. These designations give us the competence and confidence to operate at the highest level possible.

Your property is in good hands with Alliance team behind you.



Why Work with NARPM Certified Property Managers?

(1 minute video)



Protecting and managing your largest asset is our number one job. Alliance Property Management has been serving our community since 1999 and we are committed to our craft.

Jock McNeill, MPM, RPM
Broker Owner, Alliance Property Management

FREE CONSULTATION

STRONG TITLE WILL STOP THE SCROLL

Certified Professionals to Look After Your Property

Designated by the National Association of Residential Property Managers (NARPM)

Conversion Principle: *99% of the objections boil down to **Trust** and **Money**.*

Touch at least one, and if possible both, with every title you write to stop the scroll.

SUBTITLE THAT SPEAKS TO PAIN



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Conversion Principle: *Make your subtitles as much about 'them' as possible.*

VIDEO DRIVES CREDIBILITY

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(1 minute video)

Conversion Principle: *Website videos can increase the purchase rate by 144%.*

Source: Kissmetrics

COPY THAT SHOWS YOU UNDERSTAND



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(1 minute video)

Conversion Principle: *Demonstrate empathy by focusing on how you solve their problems.*

BADGE IT UP, IT'S SIMPLE MATH!



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FREE CONSULTATION

Conversion Principle: *50% of online buyers used trust symbols for making a purchasing decision from a website.*

Source: Bizrate Insights

FOUNDERS PROMISE



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Conversion Principle: *Combined with video and a profile picture, the promise of Competence and Care in a form of a founder's quote reduces anxiety and builds trust.*


GO ABSOLUTE ZEN WITH “WEB PROZAC”

RMP
Residential Management Professional
CERTIFIED

- 84 hours of education
- 100 unit years experience
- continuous education

MPM
Master Property Manager
CERTIFIED

- 200 hours of education
- 500 unit years experience
- continuous education

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Broker Owner, Alliance Property Management

Work with Certified Property Managers

Conversion Principle: *Using copy in your Call To Action to further reduce the anxiety and increase motivation to click through.*

Get a Free Consultation by filling out the form below

Your Full Name (required)

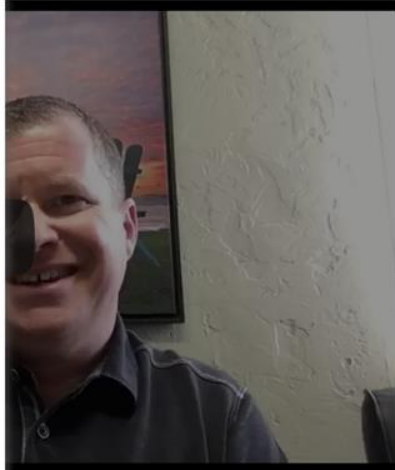
Your Email (required)



Your Phone Number (required)

Property Address (required)

ZIP/ Postal Code (required)



ified Property Managers?

(video)

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Your property is in good hands.

WHERE TO PLACE ON WEBSITE

1. Owners Page
2. About Page
3. Homepage

MORE IMPORTANTLY:

TRACK WHICH FORMS
ARE ACTUALLY WORKING



PROMOTE

DESIGNATION MARKETING EXAMPLES



propertymanagementprofessional.org



The butterfly
effect this
industry needs