

**How to Add A Door A Day (At \$216 A Door):
Add Doors More Cost Effectively with Multiple Channel Property Management**

Format:

Workshop

Category:

Small Company

Large Company

Technology

Marketing

Presenter(s):

Scott P. Brady

President/Owner Progressive Property Management, Inc.

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Speaking Experience

I am the owner of Progressive Property Management, Inc. In less than 5 years, we have grown to 8 branches, manage over 700 properties and cover most of Southern California.

I spoke in February 2016 at the CALNRPM Conference in San Diego on "Marketing to SMIPs (Self-Managing Investment Property Owners)", spoke in Hawaii in October 2016 on "Squeeze More Out of Your Doors: Are SMIPs the Blue Ocean for Property Management Companies?", at the NARPM Conference in Orlando on "The Virtues of Virtual Property Management: Is Outsourcing the Way to Grow Your Property Management Business?" and will speak at the CalNARPM Conference in Indian Wells on "Lights, Camera, Action: How to Prepare for the Coming California Renter State".

Session:

Most property management companies want to add more doors more profitably. Even if not looking to grow exponentially, every property management company needs to replace doors lost to yearly attrition and owner turnover. One way to add more doors quickly and cost effectively is to add multiple marketing channels.

We add a door a day through three distinct marketing channels: retail, wholesale and virtual.

In our retail group, we perform traditional property management with Property Managers, Leasing Agents and support staff. This would be the manner most property management companies conduct their business at NARPM.

In our wholesale division, we perform all the back office and operations duties for real estate brokers, agents and small property management companies. Many agents and brokers are managing a few doors but prefer to focus on tenant and owner issues and outsource operations and back office needs to us.

For our virtual channel, we allow real estate agents to manage properties, and provide all back-office support. It is a fusion of property management and real estate sales. Property management provides stable monthly income for them, the agent handles tenant issues, owner interaction, and leases properties as well. We expand our market reach and add productive real estate agents.

With efficient centralized marketing, we generate new doors that can be sold to each channel. This creates more doors at a lower cost per door.

If you are looking for more: more doors to manage, more branches, more agents more marketing dollars and more income; multiple channel property management could be the way.

Summary of Session:

Is it possible to grow your property management business quickly, efficiently and more cost effectively? Multiple channel marketing could be the way to add more doors at a lower cost per door.

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8/15/18

Enter summary of session here -- a description must be entered here to be considered.

Presenter Contract

On my (and my co-presenters) behalf, should this proposal be selected, I (we) agree that:

1. Individual submitting this proposal and signing this form agrees to receive all convention correspondence and accepts responsibility for conveying convention-related information to co-presenters.
2. NARPM® reserves the right to videotape and/or audiotape this entire presentation (no partial taping) and distribute the tape for sale for educational purposes. By submitting this proposal to speak you are agreeing to be video/audio taped.
3. **There is no honorarium or reimbursement to workshop presenter(s).**
4. **Please note: NARPM® policy states that affiliates may not attend or speak at NARPM® events unless they are paid exhibitors at that event.**
5. Provide bios, and audio/visual requests using the instructions in the Speaker Guidelines (which will be sent if your proposal is selected.)
6. NARPM® **requires** that all handouts/presentations be provided electronically to staff by the deadline specified to be included on the Convention Micro-site so that they can be downloaded/printed by attendees prior to the convention.
7. **If you are attending any Convention sessions/events other than your own session, the presenter(s) is responsible for registering and paying Convention registration fees.**
8. Presenter must receive prior approval from NARPM® for any survey or data collection at the Annual Convention or for any advertising/promotion/marketing of any products or services.
9. **It is understood that “selling” a product or service from the stage is prohibited and will result in not being accepted to speak in the future.**
10. **Individuals submitting or included within this proposal have agreed to be present in San Diego, California during the core dates of the NARPM® Convention and conduct this proposed presentation according to the conditions listed above during the specific time slot assigned by the program sub-committee.**

Agreed: **Scott P. Brady**

Date: **3/2/2018**



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