


Increase Your PROFIT in Less Than 30 Days
Mindset + Action = Profits!




About Me

- Co-Founder, Broker of Empire Industries – Houston, DFW – 800+ properties with revenue of \$3240 per year per property
- TRPM, TRLS
- RMP, MPM, CRMC candidate
- Past President NARPM Houston Chapter
- NARPM RVP, Central Region 2019
- PM committee – TAR, HAR
- Featured speaker – podcasts, radio shows
- 3x Iron Man finisher / 2x Boston Marathon qualifier

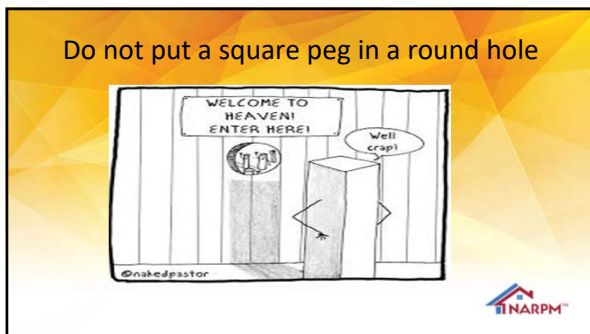


The > 30 day plan and ongoing..

- People
- Streamline Your business
- Outsource
- Focus ON Your Business not in your business

















Why a Checklist?

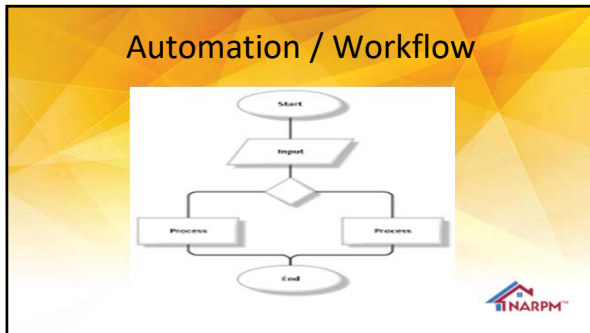
- Document your process
- Training - Saves you \$\$\$
- Improves Customer Service - consistency
- Reduces complaints
- Increases retention
- Vacation or someone leaves
- Work Virtually / VA's





EMPIRE INDUSTRIES
Move-In Application Checklist

TRAINING SECTION
Application & Move In Manual
Link to flowchart
Application Process Video
2D Digital Verification Process
Tenant Pet Policy
How Empire Markets a property

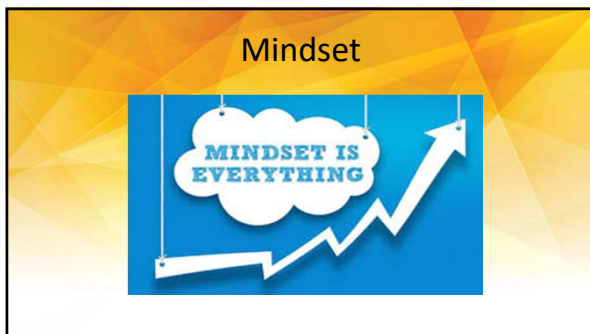
Basic Information
Property Address: Property Manager:
Primary Lease Holder Name: Move-in Date:
Primary Lease Holder Email: Primary Lease Holder Phone:
Date Initiated: Initiated By:
Follow-up Date: Next Person to Take Action:
Lease Term: Lease Amount:
Pet Acceptance Fee: First Month Rent:
Desired Move-in Date: Showing Agent Email:
Listing Agent Email: Security Deposit Amount:
Date Security Deposit Received: Security Deposit Delivery Method:
 Tenant Requested Repairs:

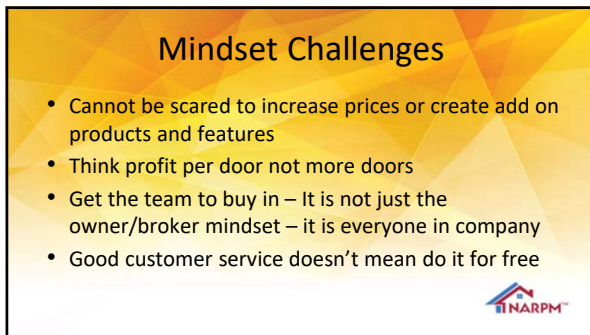


- ### Why Automation?
- Reduces mistakes
 - Less human interaction = more doors per employee
 - Provides consistency
 - less stress on team members = less turnover
 - Provides ROI
- 

- ### Automation Ideas
1. Data integration between two different systems (API)
 2. PropertyMeld
 3. Scheduled workflows
 4. Automate tasks based on triggers
 5. Forms
- 

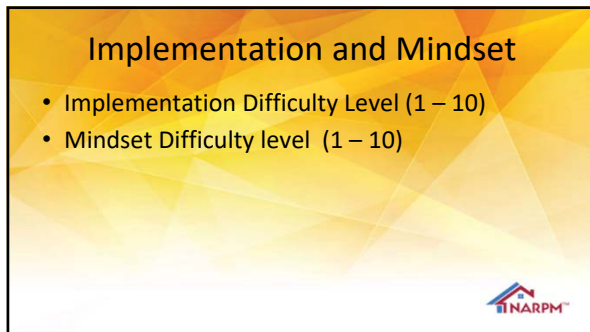












10 Ways to Increase Profit in 30 days




#10 Cut Expenses 5 -10% IDL - 2, MDL -2




#9 Know Your Marketing Numbers IDL-5, MDL - 2

Quick Look at Marketing & Sales

Month	Goals	Lead	Opportunity	Conversion Rate	Conversions	Doors	Conversion Rate	Cost per Lead	Cost Per Opportunity	Cost Per Conversion	Cost Per Door
January	114	54	47%	23	32	43%	\$ 86.00	\$ 189.00	\$ 407.00	\$ 292.00	\$ 292.00
February	114	54	47%	16	20	30%	\$ 46.76	\$ 86.49	\$ 406.29	\$ 325.33	\$ 325.33
March	113	67	56%	26	68	39%	\$ 47.00	\$ 104.00	\$ 255.00	\$ 90.00	\$ 90.00
April	101	17	56%	25	28	44%	\$ 37.19	\$ 76.68	\$ 158.66	\$ 146.52	\$ 146.52
May	87	44	45%	17	24	39%	\$ 37.00	\$ 101.00	\$ 239.00	\$ 169.00	\$ 169.00
June	104	13	51%	22	33	42%	\$ 32.00	\$ 79.00	\$ 175.00	\$ 117.00	\$ 117.00
July	87	50	57%	18	21	38%	\$ 51.00	\$ 118.00	\$ 170.00	\$ 213.00	\$ 213.00
August	100	46	46%	16	18	33%	\$ 50.16	\$ 109.08	\$ 313.61	\$ 313.61	\$ 313.61
September											
October											
November											
December											
Total	836	425	51%	163	242	38%	\$ 44.64	\$ 104.41	\$ 278.70	\$ 235.51	\$ 235.51



#8 Utility Concierge
www.pmcpartner.com
IDL - 1, MDL - 1



The logo for CITIZEN HOME SOLUTIONS features a stylized blue figure with arms outstretched, holding two green house icons. To the right of the figure, the word "CITIZEN" is written in large blue letters, and "HOME SOLUTIONS" is written in smaller blue letters below it.

#7 Charge a Technology Fee
IDL -2 , MDL 5 - 7

The technology fee includes:


- Scanning all invoices and uploading to the owner portal
- Software to e-sign lease agreements and lease renewals
- Upload all documents to owner portal (leases, management agreements, HCA, etc)
- Pictures for turnover bids uploaded to the cloud
- After hours maintenance call center
- Leasing Call Center
- Phone system call center
- Software Upgrades
- Before and after maintenance photos uploaded to owner portal
- Showing service to show properties more effectively and efficiently
- Pay owner using e-payments
- Upload month end reports and year end reports to owner portal
- Preparation of 1099
- Electronic submission of 1099s at year end

#6 Lease Renewal Fee to Tenant
IDL - 2, MDL 5 - 6




The graphic features a green background with a white megaphone on the left. To the right of the megaphone, the words "TIME TO RENEW" are written in large, bold, white capital letters.

#5 Tenant Appreciation
IDL -5, MDL - 2



#4 Lease Processing Fee
IDL - 4, MDL - 4



#3 Charge Pet Fee
IDL - 4, MDL - 6



#2 Vendor Marketing Fee
IDL - 4, MDL - 6



#1 Increase Your Prices
IDL - 3, MDL - 10



Bonus - Credit Card Cash Back
IDL - 1, MDL - 1



Recommended Books

- Traction by Geno Wickman
- Good To Great by Jim Collins
- The Checklist Manifesto by Atul Gawande



Coaching

Business Coach - Doug Winnie, ActionCOACH
dougwinnie@actioncoach.com keyword - Empire

Mindset Coach - Traci Duez, Break Free Consulting
Traci@breakfreeconsulting.com keyword - Empire

Process Consultant - Errol Allen Consulting
Errol@errolallenconsulting.com keyword - Empire





Th-Th-Th...That's All Folks