

**BETTER**  
**Systems, Processes & KPI's**

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**Hi, I'm Matthew Tringali - Why should you care?**



- I am a property manager, just like you
- Proudest Achievement: 4.8 DLER
- I have made more mistakes than you
- Previous EOS Implementer
- CEO HomeVault Academy
- Creator of the Build SMART System
- Creator of RTM+

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**System**  
vs  
**Process**  
vs  
**KPI's**

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### System



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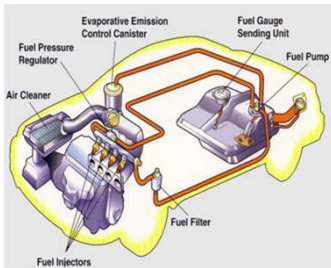
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### Process



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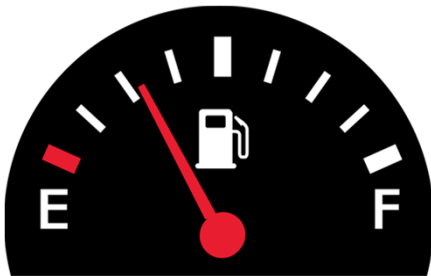
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### KPI



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**Lack of Systems leads to Business Failure**

- No business plan (no system)
- Lack of Data (no system)
- Underestimating Administrative Tasks (no system)
- Poor delegation (no system)
- Lack of sales (no system)
- Poor Management (no system)

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**Remus  
before  
systems**



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**Remus  
after  
systems**



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**Without systems,  
you don't run a business,  
you're business runs you**

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**A Good System Includes**

- Company Structure
- Leveraging Better Who's
- Project Management
- Strategic Meetings
- KPI's
- Core Values & Mission Statement
- Vision
- Brand Statement

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**The Process Process**

- Whiteboard
- Online Docs (Static)
- Process Software (Dynamic)
- Conditional Logic
- Native Automation
- Inter-Software Automation

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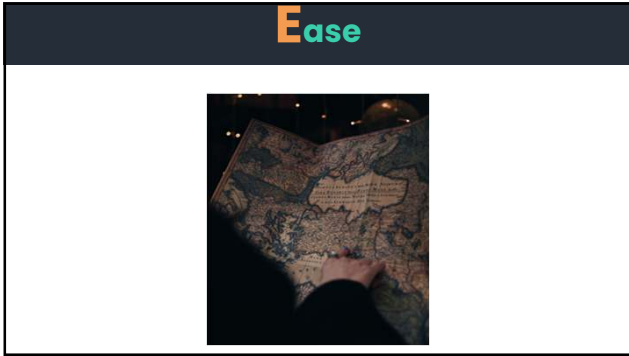
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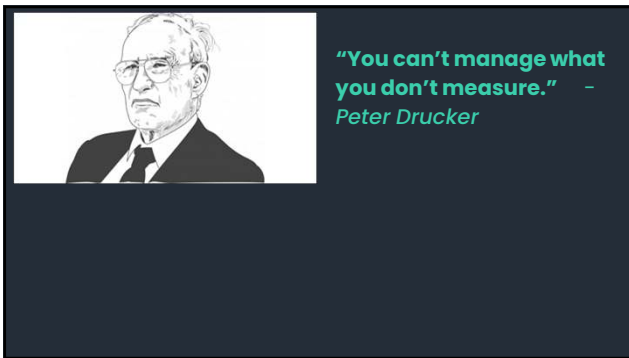
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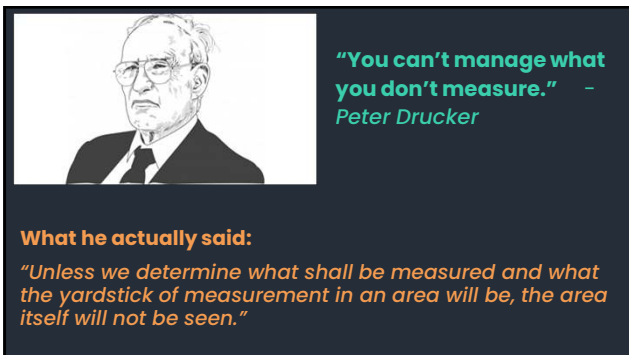
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**KP What now?**

- **What?** *Key Performance Indicator*
- **Why?** *Weigh Yourself*
- **Who?** *Everyone on your team*
- **When?** *In almost every meeting*
- **Which?** *C.I.E.A.R.*

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**Clarity**

X # of days to close a work order



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**Clarity**

X # of days to close a work order



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**Clarity**

X # of days to close a work order

- *What's a day?*
- *What status is "closed"?*
- *What's a work order?*

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**Leading vs Lagging**

- **Tracking Churn?**
  - *Lagging Indicator*
- **Possible Leading Indicator:**
  - *Bookkeeping Mistake?*
    - # Mistakes caught on internal review
  - *Communication Issues?*
    - Response Time
    - Satisfaction Surveys
    - # of touches to resolve a ticket

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**Ease**



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**Examples of Trending KPI's**

- Churn
- DLER
- Profitability
- Average DOM
- Lead Conversion Rate
- Anything that is an *average, percentage or rate.*

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**Trending KPI's: When and Why?**

- **When to look at them?**
  - *About as often as you look at your retirement accounts*
- **Why to look at them?**
  - *Spotlight problems areas for correction.*
  - *Consider the churn example.*

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**Examples of Actionable KPI's**

- **# of properties on the market longer than X days**
- **# of security deposit dispositions older than X days**
- **# of urgent WO's that took longer than X days**

*\*Remember, these need to get on your radar BEFORE they are a problem.*

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**Actionable KPI's: When and Why?**

- **When to look at them?**
  - *Weekly (sometimes daily)*
- **Why to look at them?**
  - *Immediate Corrective Action*
  - *"If you won't do anything differently, then don't bother tracking it."*

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**Actionable KPI - Case Study**

**# of Low Priority Work Orders**

- *Goal <2*
- *Actual Averaging 9*

**Why were they tracking?**

- *Wanted to see aging work orders to get them closed out*

**Why were they missing the goal?**

- *Waiting on others for access, parts, appointment, money, etc.*

**Changed to Actionable KPI:**

- *# low priority WO's that did not send update last week*

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**Reduce to the Essentials**

**Actionable:**

- *1-5 per person*
- *10-25 for the company*

**Trending:**

- *As many as are useful; make sure they aren't just "noise"*

**Re-evaluate your KPI's every quarter for usefulness**

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### Step 1: Brainstorm



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### Step 2: Eliminate Noise



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### Step 3: Filter CLEAR

- **C**larity
- **L**eading vs **L**agging Indicators
- **E**ase
- **A**ctionable vs **T**rending
- **R**educe to the Essentials

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### Step 4: Categorize

- Extreme Ownership
- Reveal Short-Term Issues
- Anticipate Work Capacity Issues
- Reveal Long-Term Issues
- Sales and Marketing

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### My Favorite "Manage Under a Palm Tree" KPI's



- Revenue Per Unit (RPU)
- Direct Labor Efficiency Rate (DLER)
- Profitability
- Churn - Good, Neutral, Bad
- Customer Acquisition Cost to Lifetime Value Ratio (CAC:LTV)
- Client Effort Score (CES)
- Employee Net Promoter Score (eNPS)

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**"Plans are only good intentions unless they immediately degenerate into hard work."** - Peter Drucker

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**"Plans are only good intentions unless they immediately degenerate into hard work." - Peter Drucker**

**What he actually said:**  
*Just kidding; he actually said that one.*

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**One KPI that I am working on right now**



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**Download Now**



**Top 100 KPIs**  
For Property Managers

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

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