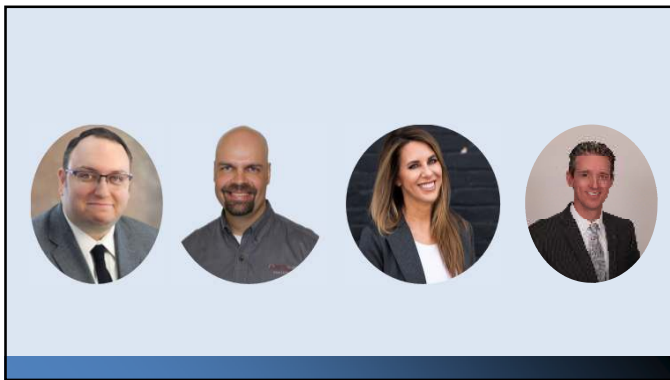




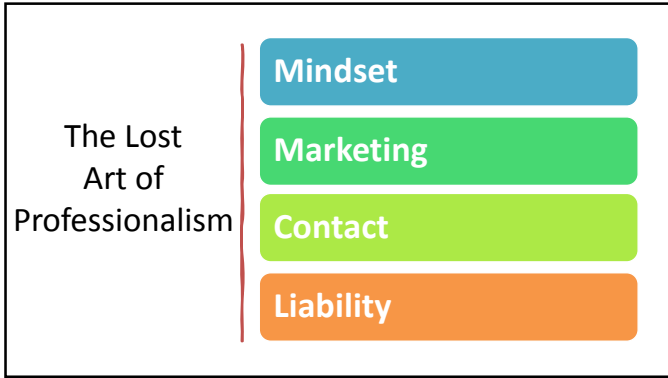
1



2



3



4

1.

You are an expert and a professional

5

2.

You have limited slots

6

Portfolio goal size: _____
Current portfolio size: _____

7

Portfolio goal size: _____
Current portfolio size: _____

= Remaining open slots: _____

8

Scarcity

9

3.

Your business is not designed for every owner

10

Your process is designed for owners who:

- 1. View you as the expert

11

Your process is designed for owners who:

- 1. View you as the expert
- 2. Value quality over low budget

12

Your process is designed for owners who:

- 1. **View you as the expert**
- 2. **Value quality over low budget**
- 3. **Value their time over being inconvenienced**

13

Your process is designed for owners who:

- 1. **View you as the expert**
- 2. **Value quality over low budget**
- 3. **Value their time over being inconvenienced**
- 4. **Are easy to work with**

14

4.

Transaction mindset

VS

Relationship mindset

15

Transaction	Relationship
An instance of buying or selling something. A delivery date is essential.	

16



17

Transaction	Relationship
An instance of buying or selling something. A delivery date is essential.	The way in which two or more people regard and behave toward each other.

18

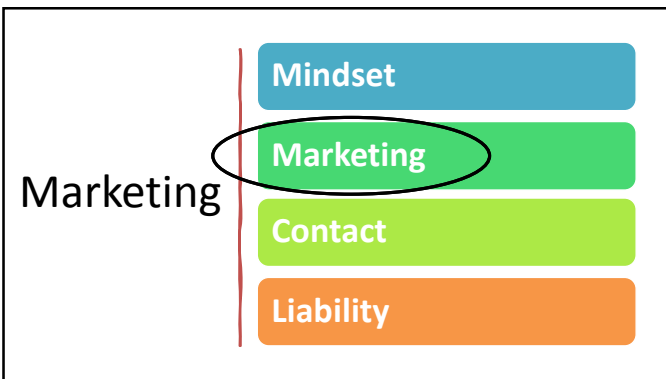


19

A Healthy PM Mindset:

- 1. I am the expert**
- 2. I have limited slots**
- 3. My business is not designed for every client**
- 4. I am not selling anything, I am entering into a relationship**

20



21

1.

3 Words to delete from your website
and NEVER, EVER, EVER, EVER use

22

1.

3 Words to delete from your website
and NEVER, EVER, EVER, EVER use

choose
select
hire

23

2.

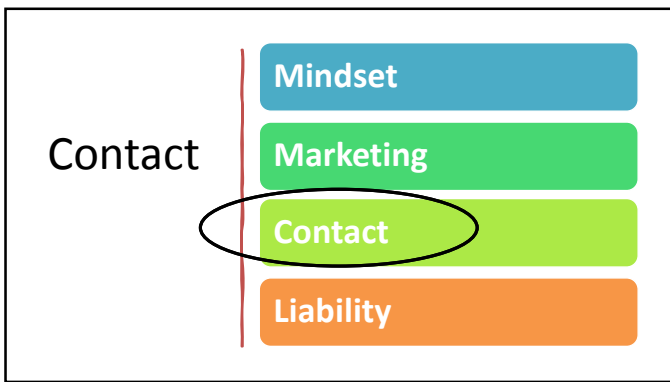
**Education Based
Video Marketing**

24

3.

The Waiting List

25



26

1.

Identify the lead type

27

4 Client Lead Types

1. I need you... now!	10%
------------------------------	------------

28

I need you... now!

- 1. Have spent time on your website**
- 2. View you as the expert**
- 3. Have an immediate problem they need you to solve**

29

4 Client Prospect Types

1. I need you... now!	10%
2. Shopper	30%

30

Shopper

- 1. Asks fair questions
- 2. They know they need someone, just not today

31

4 Client Prospect Types

- 1. I need you... now! 10%
- 2. Shopper 40%
- 3. Tire Kicker 40%

32

Tire Kickers

- 1. No urgency
- 2. Ask too many questions
- 3. Want to negotiate
- 4. They want to 'learn' from you

33

4 Client Prospect Types	
1. I need you... now!	10%
2. Shopper	40%
3. Tire Kicker	40%
4. Accident	10%

34

4 Client Prospect Types	
1. I need you... now!	10%
2. Shopper	40%
3. Tire Kicker	40%
4. Accident	10%

35

2.
The first conversation is the most important conversation you will have

36

Question 1:

So tell me a little bit
about yourself?

37

Question 2:

So tell me a little bit
about your property?

38

3.

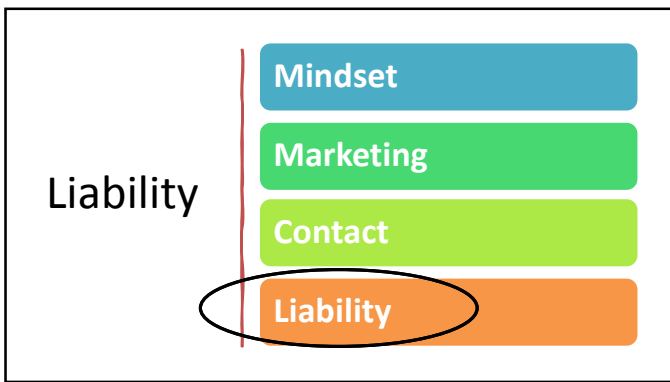
Don't negotiate
away control

39

4.

Don't chase

40



41

How To Never Get Sued

42

#1

Improve your bedside manner

43

Doctors sued **less often** were those more likely to spend time educating patients, more likely to use humor and laugh with their patients, and more likely to try and get their patients to talk and express their opinions

44

Doctors sued **most often** were complained about by patients **twice** as much as those who were not, and poor communication was the most common complaint

45

#2

A lawsuit is rarely a surprise

46



47



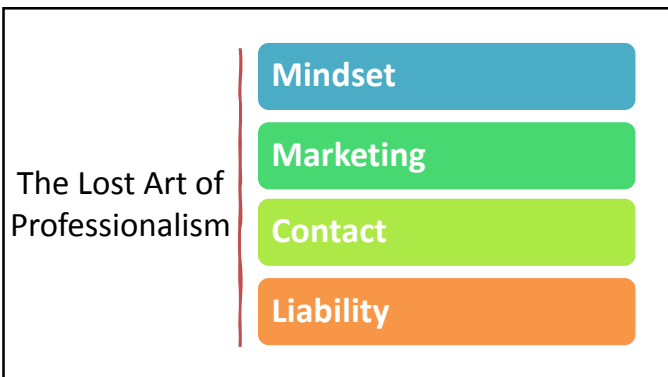
48

“3% of our clients produce 60% of our risk”

49

#3
Stop trying to win, and focus on making problems go away

50



51



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