



# RETENTION EQUALS GROWTH

**BRAD LARSEN**  
Broker & Owner of RentWerx  
MBA, RMP, MPM, CRMCC, TRLS, TRPM, GRI, CRS, ABR

The show that interviews some of the biggest and brightest stars in the Property Management Industry.  
Hosted by Brad Larsen





---

---

---


---

---


---

---

---



## WHO IS THIS GUY?




**Owner & Broker of RentWerx Serving San Antonio & Austin**

**Manage 900 +/- Single Family Homes**

**Licensed Texas Real Estate Broker Since 2003**

**Full Time Real Estate Salesperson for 10+ Years**




---

---

---

---

---

---

---

---



## WHO IS THIS GUY?



**Manage 15+ Licensed Realtors**

**Host of the Property Management Mastermind Podcast**

**Facebook Group: Property Management Mastermind**

**Founder of PMMCON [www.PMMCON.com](http://www.PMMCON.com)**




---

---

---

---

---

---

---

---

**SERVICE**



 **Captain – US Army, Infantry**  

---

---

---

---


---


---

---

---

**FAMILY**





---

---

---



---

---

---

---


---

 **WE KNOW LEAKAGE!** 

**This Presentation is a Self Help Class for RentWerx**

**All Concepts Are a Constant Work In Progress**

**Owner Churn Has Been Historically Near 25+%**



---

---

---

---


---

---

---

---

Retention Equals Growth **RENTWERX**



**CONCEPT:**  
 Develop ways in your business to  
**STOP** the leaking bucket by  
 retaining the Clients, Customers,  
 and Employees you already have!

**NARPM**

---

---

---

---

---

---

---

---

Where Does Leakage Occur? **RENTWERX**

EXISTING OWNERS & NEW MANAGEMENT AGREEMENTS

APPLICANTS & TENANTS

TEAM MEMBERS

OUTSIDE REALTORS

**NARPM**

---

---

---

---

---

---

---

---

Retention Equals Growth **RENTWERX**

**WARNING:**  
 Before You Tune Me  
 Out – This is  
**EVERYONE's** Business!



**NARPM**

---

---

---

---

---

---

---

---

My Favorite Ideas 

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

Just Recently Adopted After Years

Personalize and Humanize Video Messages

Integrated into Gmail and Outlook 

---

---

---

---

---

---

---

---

List of Uses for Video Messaging 

Initial Business Development	Move Out Reminder
Confirming Appointments	Mobile Walk Thru On Site
Thank You Messages	HOA Violations
Monday AM Updates	Lockbox Move In
New Lease Executed	Maintenance Concerns
Applicant Approval Message	Existing Owner Sales
Renewal Wake Up Call	Explaining Owner Statement

---

---

---

---

---

---

---

---

My Favorite Ideas 

**Episode #72**

**Episode 72**  
Interview with Alicia Berruti  
with Bomb Bomb




---

---

---

---

---

---

---

---

**New Owner Business Development** 

**Starts With Lead Generation – Educational Selling**

**Developing a CRM Follow Up Plan**

**Automated Free Market Estimates**

**Get Great Marketing Materials** 

---

---

---

---

---

---

---

---

---

---

---

---

**FREE MARKET ESTIMATE**

**Additional Information Worksheet**

**RENTWERX**

Included with this Free Market Estimate is information pertaining to your home, compiled through Multiple Listing Service. This data indicates what to expect when entering your home in regards to Rent, Days on Market, and rental activity in the area. While none of the properties are exactly like yours, they do provide a good reference source for a comparative market analysis.

**For your benefit:** We have included helpful resources to make finding a property manager simple and easy. At RentWerx, we believe in educating before selling, so please review the following information carefully, and find out why RentWerx is THE preferred PM to hire.

**WHAT MAKES US DIFFERENT**

Click Links Below for more information!

- Single Owner Point of Contact
- 21 Day Rental Guarantee
- 24/7 Maintenance Capabilities
- Extensive Tenant Screening
- Custom Lease Agreement Benefiting the Owner
- Annual Fee Guarantee
- Leasing Fee Guarantee
- Rent Protection
- Damage Assurance
- Eviction Assurance Guarantee
- Multiple Pricing Options to Choose



**PORTFOLIO MANAGER**

---

---

---

---

---

---

---

---

---

---

---

---

**INSTANT FREE MARKET ESTIMATE**

**6 PAGES OF INFORMATION**

**RENTWERX**

ESTIMATE Form by San Antonio, TX, TX 78208

RENT BENCHMARKS


RENT ESTIMATE

COMPARISON CHART

EST. PROPERTY VACANCY RATE

RENTAL ANALYSIS @RentWerx

RENTAL SATURATION BENCHMARKS



---

---

---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

**New Owner Business Development**

**First 100 Days is the Most Critical**

**1) On Boarding New Clients: Create and Document a Process**

**CRITICAL: Any Lapse from Sign Up to Contact is Not Acceptable**

**2) Net Promoter Score Trigger: Home on the Market**

---

---

---

---

---

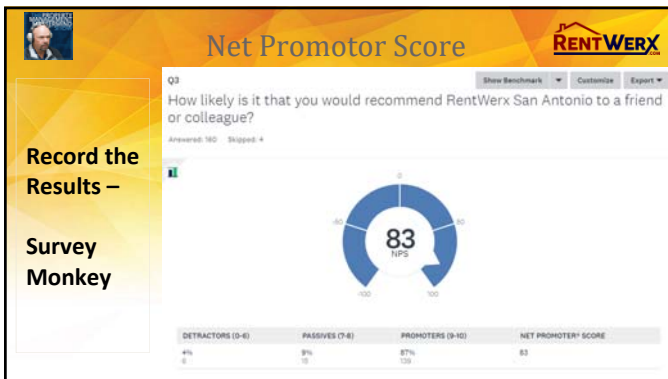
---

---

---

---

---




---

---

---

---

---


---

---

---

---

---

 **Net Promotor Score** 

**For Best Results – CALL YOUR CLIENTS!**

**Always Leave a Voicemail**

**Record the Results – Survey Monkey**

**EXAMPLE 1: Just Leased Owners Home**

**EXAMPLE 2: New Tenant Move In 30 Day** 

---

---

---

---

---

---

---

---

 **New Owner Business Development** 

**CRITICAL: Is The Owner HAPPY With the Marketing?**

**3) Weekly Updates: Email Metrics, Call for Follow Up**

**CRITICAL: Explain Other Marketing Strategies Weekly**

**4) At 90 Days on Market: Issue 30 Day Cancellation Notice** 

---

---

---

---

---

---

---

---

 **New Owner Business Development** 

**5) Get Creative: Other Ways You Can Make Connections?**

**6) Call When Home Rented - Ask For Referrals! (Regiment)**

**7) Gifts: Read Book GIFTLOGY**

**8) Ensure Your PM Service Is As Good As Your Biz Dev.** 

---

---

---

---

---

---

---

---





 **Applicants & Tenants** 

5) Buyer Sided Sales Transactions

6) Move Out Cleaning Services

7) Social Media Presence

THE POINT: The Data Is The Gold – Get Creative! 

---

---

---

---

---

---

---

---

 **My Favorite Ideas!** 

**MOVE IN ORIENTATIONS**

CHARGED TO TENANT AT LEASE SIGNING

INSPECTOR MEETS TENANTS FIRST 1-3 DAYS OF LEASE

CONDUCTS 45 MINUTE ORIENTATION

TAKES PICTURES AND PRODUCES REPORT

\*DOES PRODUCE WORK ORDERS BUT REDUCES CALLS 

---

---

---



---

---

---

---


---

 **Realtor Referral Retention** 

**DO NOT GET LAZY!**

Realtor Referral Networking Events

Strong, Written, and Publicized Realtor Referral Program

Address the Realtor's Biggest Fears –  
Losing the Client 

---

---

---

---

---

---

---

---

 **Realtor Referral Retention** 

**Build Database of Top Referring Realtors**

**Create a Monthly Luncheon/ Breakfast – FREE – Offer MCE?**

**Network – Mingle – Minimize the “Agenda”**

**Promote on Social Media**  
– BUILD MOMENTUM 

---

---

---

---

---

---

---

---

 **Existing Owner Retention** 

**How To Keep Every Owner You Have Signed Up?**

**Owners Leaving to Self Manage or Move Back In**

**Owners Hiring Another Real Estate Company to Sell**

**Owners Buying Homes for Investment**  
**NOT With You** 

---

---

---


---

---

---

---


---

 **My Favorite Ideas** 

**POCKET LISTINGS or PRE-LISTINGS**

**RentWerx.com – Under “INVESTOR” Tab**

<https://rentwerx.com/investor-pocket-listing-program/>

**BOTTOM LINE: Keeps Home In Your**  
**Inventory** 

---

---

---

---

---

---

---

---

**Existing Owner Retention** 

- 1) Home in Our Management Inventory
- 2) Owner (Landlord) Wants to Sell Home Immediately
- 3) There is a Tenant Still In Place
- 4) Owner Turned Seller Wants to Sell NOW 

---

---

---


---

---

---

---

---

**Existing Owner** 

90 Day From Lease

FREE CMA

Create New Sales Slice

**GIVE GIFTS! ---- BOOK: G**

**GIFT·OLOGY**

The Art and Science of Using Gifts to Cut Through the Noise, Increase Referrals, and Strengthen Retention

READ BY  
**DREW BIRDSEYE**

**JOHN RUHLIN**

Foreword by NY Times Bestselling Star Author

---

---

---

---

---

---

---

---

**RENTWERX SELLING YOUR HOME** 

**Secret Agent**

**Add to Every Property Management Agreement**

**Put Out In Quarterly Email** 

Other Realtors®	RentWorx Realtor®
Typically charges 2% Plus Some Fees	Charges \$150 and No Fees
Sometimes Offers 2% to Buyer's Agent	Always Offers 2% to Buyer's Agent
Has no working knowledge of the Tenant	Realtors Planed the Tenant in the Home!
If Not Lease, the Owner has to Complete Security Deposit Notification	RentWorx Completes Security Deposit Notification
Cleaner and Realtor Complete Make Ready	RentWorx Completion Make Ready
Typically No Professional Photos or Video	Best-in-class! Lock Boxes to Improve and speed up the Showing
Standard Lockbox (Showing Phrases)	Proven Listing Program available to owners who want to sell and/or rent in our Home
No Experience in Selling Rental Homes	Marketing on the Investment Platform to target Investors looking for great types of properties
No Pocket Listing Concept - Only the MLS	FREE PROFESSIONAL PHOTOGRAPHY
No Investor Network	FREE MAKE READY COORDINATION
	FREE UTILITY MANAGEMENT
	FREE LINES/REPAIR MANAGEMENT (LAWN SERVICE)

www.RentWorx.com 210-487-8686

---

---

---

---

---

---

---

---



RENTWERX INSPECTION OUTLINE		RealWorx	Scott's Inspection
<b>Sales Features of Property - Interior and Exterior</b>			
Checks Smoke Detectors	YES	YES	YES
Checks Water Sealer	YES	YES	YES
Checks Air Filter on HVAC	YES	YES	YES
Checks for Working Light Fixtures	YES	YES	YES
Requires a Real Inspector's License	NO	YES	YES
Inspection allowed by law to Check The Seller's report	NO	YES	YES
Checks for any Foundation Issues or Movement	NO	YES	YES
Checks Property for Grading and Drainage	NO	YES	YES
Uses Drone Camera to Inspect Roof	NO	YES	YES
Checks Mechanical Working of HVAC	NO	YES	YES
Inspects Interior HVAC Ducts	NO	YES	YES
Checks Mechanical Function of All Plumbing Items	NO	YES	YES
Inspects Electrical Items to Include Outlets & Breakers	NO	YES	YES
Inspects Fireplaces and Chimneys	NO	YES	YES
Checks Working Function of All Gas Appliances	NO	YES	YES
Inspects Working Condition of Water Heater	NO	YES	YES
OPTIONAL: Septic Inspection	NO	YES	YES
OPTIONAL: Pool Inspection	NO	YES	YES
OPTIONAL: Wood Destroying Insects	NO	YES	YES
OPTIONAL: Sprinkler System	NO	YES	YES
OPTIONAL: Radon Testing	NO	YES	YES
<b>COST:</b>	<b>\$95</b>	<b>\$350+</b>	

**Inspection Tip**

**Owners Will Blame the PM For Not Catching Mechanical Issues**

**Encourage Annual Manual Inspections**

**Make Owners Decline an Annual Inspection**


---

---

---

---

---

---

---

---

---

---

**Existing Owner Retention**

**Award Make Ready “Annual Sign Up”**




**Holiday Cards – Bomb Bombs**

**Joey Coleman – Never Lose a Customer Again**

**NEVER LOSE A CUSTOMER AGAIN**

Turn Any Sale into Lifelong Loyalty in 100 Days

**JOEY COLEMAN**


---

---

---

---

---

---

---

---

---

---

**Rewarding Referrals**

**Give to a Charity Organization**

**Publicize on Social Media**

**Place in your PMA's and Leases!**

**Promote With Video**






---

---

---

---

---

---

---

---

---

---

**Warriors Heart Referral Program**



STRENGTH THROUGH HEALING.



**Military, Law Enforcement, First Responders**

Specialize in the treatment of chemical dependencies and co-occurring psychological disorders relating to PTSD.

[www.OperationWarriorsHeart.org](http://www.OperationWarriorsHeart.org)




---

---

---

---

---

---

---

---

**Team Member Retention**



**Making the Right Hires – AND – Keeping Them**

**One Bad Hire or Lost Team Member Cost?**

**Build a Strong Company Environment**

**Identifying Team Member Life Issues and Addressing Early**




---

---

---

---


---

---

---

---

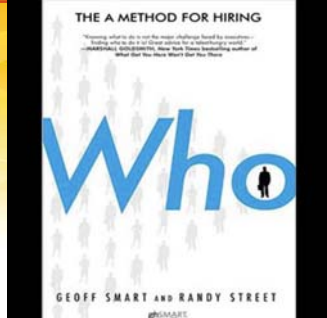
**Team Member Retention**



**Hiring is an Art and Science**

**This Business IS About People**

**Your Job Is About The Team**




---

---

---



---

---

---

---


---

 **Team Member Retention – HOW?** 

Monthly, Quarterly, Yearly Reviews

Team Members WANT To Know If They Are Performing

New Team Member – Throw A Welcome Party!

Provide The Outlines For Job Performance 

---

---

---

---

---

---

---

---

 **Team Member Retention – HOW?** 

Detailed Expectations With KPI's

Performance Bonus = Pay / Time / Experiences

Shark Tank Customer Experience Improvement Session

Fire Quickly If They Turn Toxic 

---

---

---

---

---

---

---

---

 **Team Member Retention – HOW?** 

Awards & Recognition

Employee of the Month and Employee of the Year

Cash / Time / Experience = Offer ALL and Allow Choice

Promote on Social Media and Publicize 

---

---

---

---

---

---

---

---

Retention Equals Growth 

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



SUBSCRIBE TO OUR  
PODCAST SHOW

Leave us a 5 Star  
Review Inside of  
Itunes 

---

---

---

---

---

---

---

---



MIC  
DROP

someecards  
user card



---

---

---

---

---

---

---

---