

Master Success: THROUGH EMPLOYEE RETENTION



presented by

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NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS

OWNER BROKER RETREAT | 2015



Melissa Prandi, MPM® , RMP®

- Longevity—30+ years®
- Leadership
- Designations
- Niche Market—knowing your industry
- Technology—staying with the times
- Employee Empowerment

And...practice what you preach!





Always On The Go

Even though Melissa is away
from her office teaching and speaking,
she is still able to keep her business

successful

Never missing a beat!



TODAY'S AGENDA

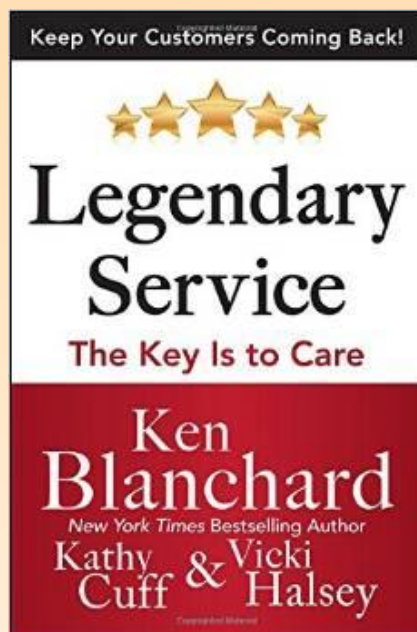
- The hiring process
- Right person in the right “seat”
- Employee retention
- All about productivity
- Delegation and motivation
- Tools, tools, tools





Legendary Service

*Sometimes you have to go back
and start from the basics*



- Owners
- Tenants
- Vendors
- Other Customers
- EMPLOYEES!





Knowing What You Want

Start With Your Core Values

- Establish them
- Define WHY you want them
- Set expectations for what you can do to foster their growth and keep them sustainable

*...and sometimes you don't
actually want to be the "biggest"*





Mission & Vision Statements

Mission Statements are a declaration of why you exist.

PRANDI Property Management offers comprehensive leasing and management services. *Our knowledgeable staff takes pride in placing quality tenants in quality homes throughout Marin County.* Professional, reliable client satisfaction is the cornerstone of our business practice.



Vision Statements describe your purpose and businesses values.

PRANDI Property Management is the **most trusted** name in leasing and property management services in Marin County. We offer unparalleled customer service through **effective communication, technology** and **continued education**. Our intent is to maintain a strong presence in our community, and to be a respected leader in the industry.



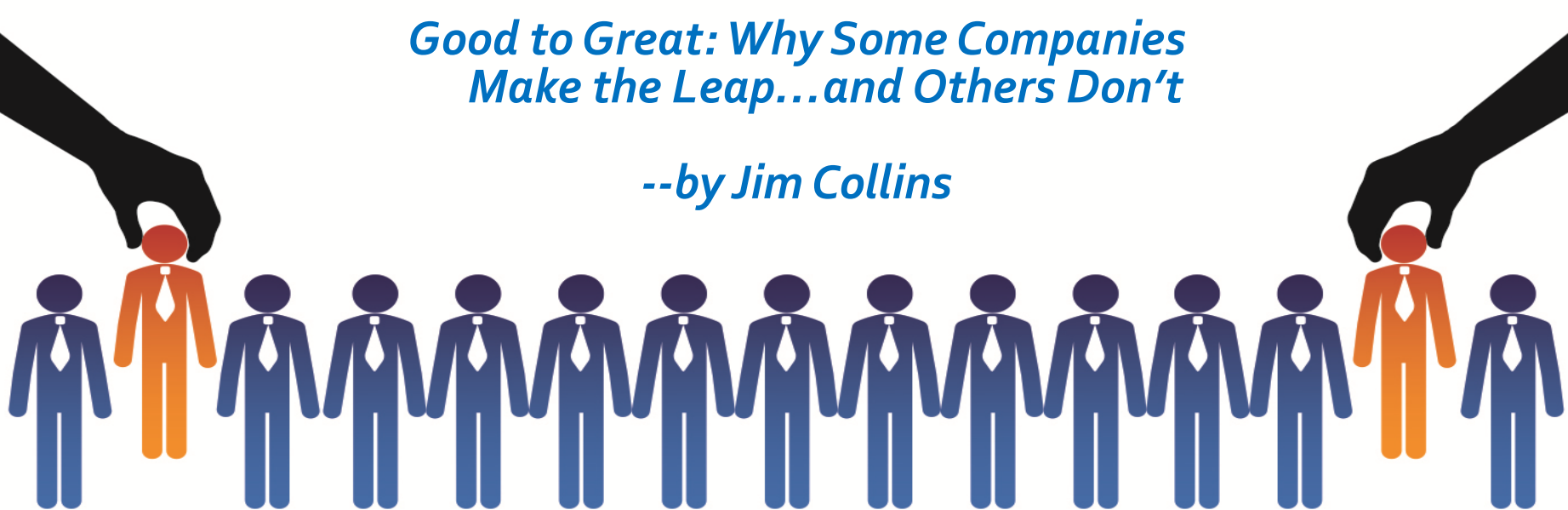


Your Staff—Having the Best

“...if you have the wrong people, it doesn’t matter whether you discover the right direction; you **still** won’t have a great company.
Great vision without great people is irrelevant.”

*Good to Great: Why Some Companies
Make the Leap...and Others Don't*

--by Jim Collins





Set The Base While Hiring

- Online Ads—Craigslist, Jobs.com
- Interns—Try Local Universities





- Ask the Right Questions
- Education vs Ability

- Even if you they don't have the exact knowledge you desire (experience will grow over time), consider their core TRAITS. Things like personability, conscientiousness, or even accuracy in their work won't come over night





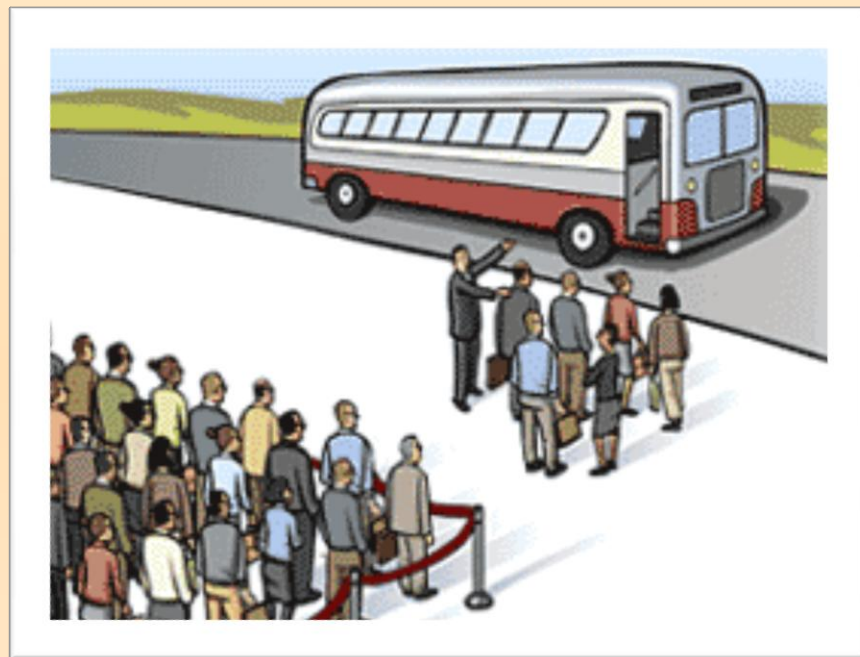
Beyond “Normal” Questions

- 
- 
- 
- 
- List 3 words you’d use to describe yourself
 - Are you self-motivated, or motivated by others?
 - Have you ever faced disagreements with a supervisor in the past?
 - Why are you leaving your current job?
 - Where do you see yourself in 5 years?!
 - What’s one of your proudest moments?





Proper Placement On "The Bus"



*If we get the right people on the bus, the
right people in the right seats and the
wrong people off the bus...*



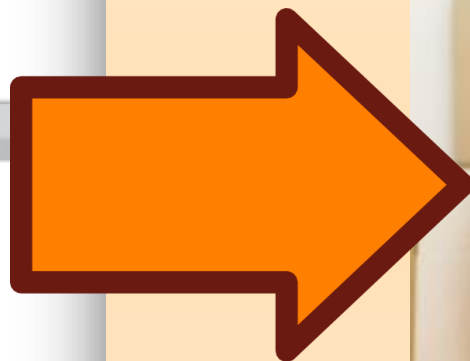
The "New" Bus



*What once was a particular type of bus has
now become the FAST super locomotive!*



The FAST Super Highway



*Fast From Application To Move In
Technology Moves Us Right Along!*





Now You Have Them...

Now You Keep Them!

*Employees are a valued asset,
so show them you care!*



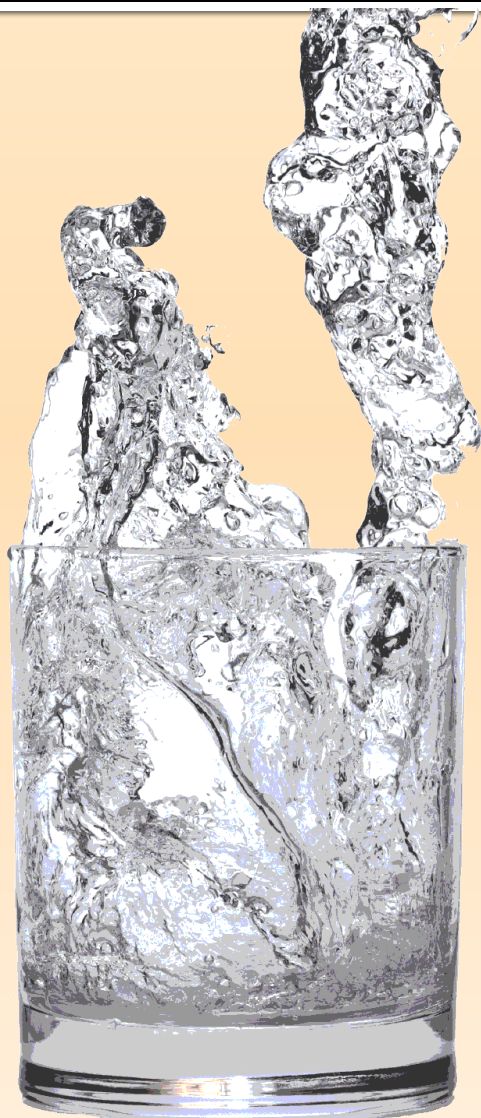


Retaining Your Employees

The "Relationship Bank"

The "Trust Cup Reserve"

Making sure there's "Flexibility"





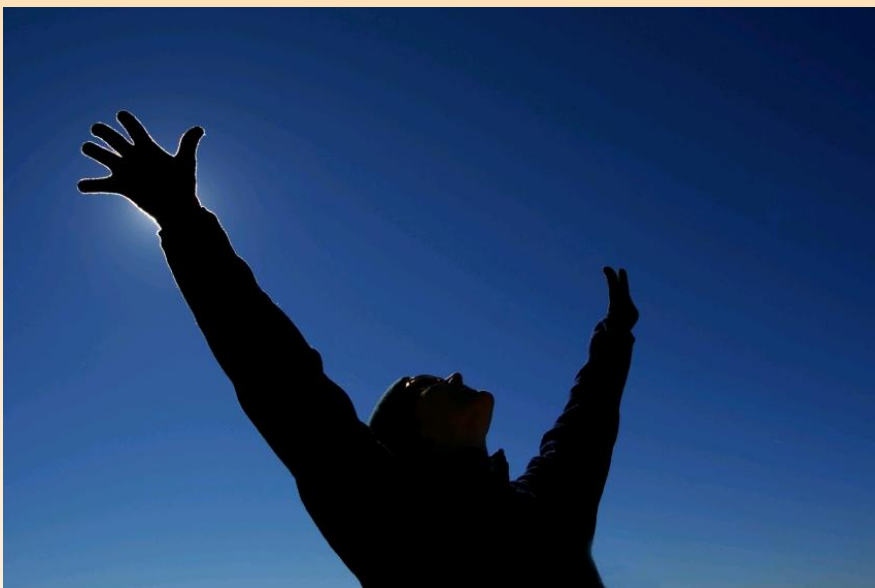
Empowerment

Educate
Them

Reward
Them

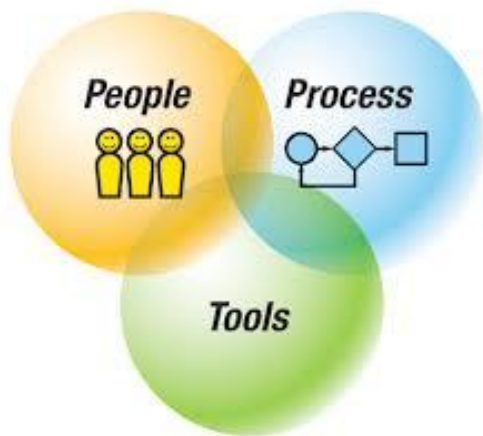
Empower
Them

- Policies & Procedures
- Solving Problems
- Making Decisions
- Demonstrating Trust
- Asking For Feedback





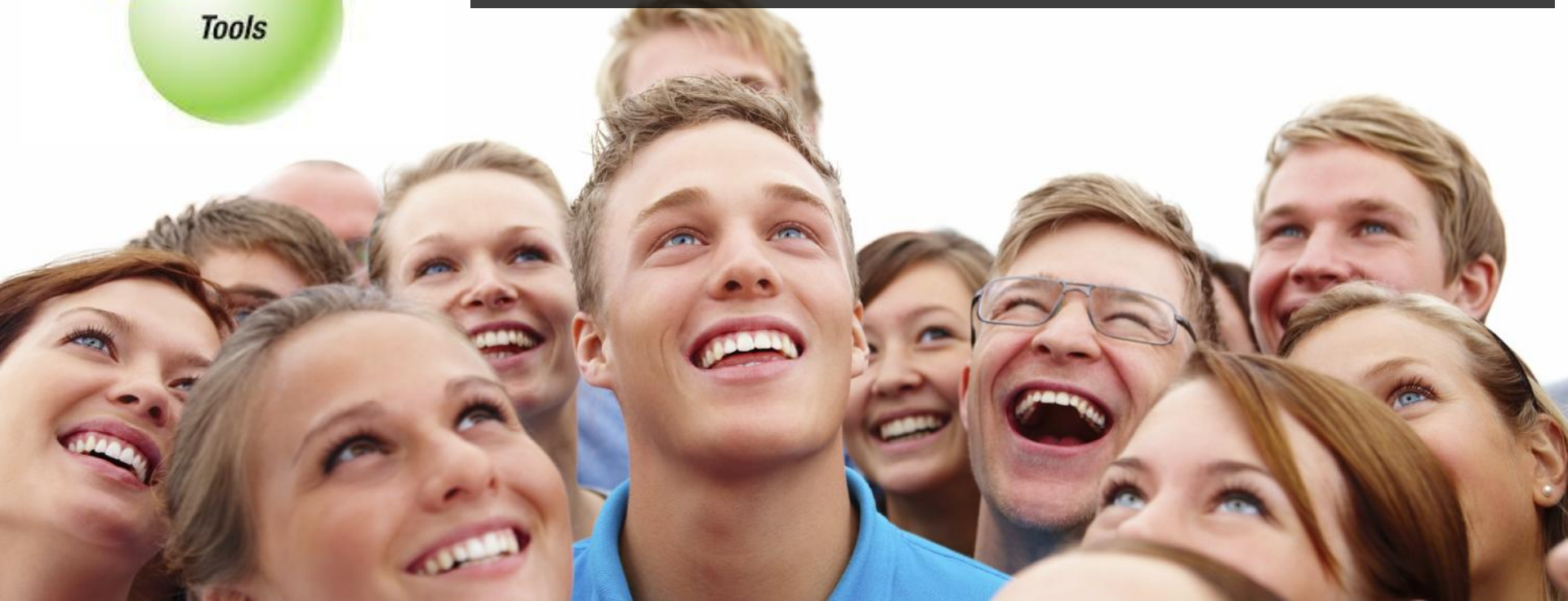
The Power Of Collaboration



*The planning process is a **collaborative** one*

Engage your staff; it results in them taking ownership of future changes. They also may have fresh ideas to share with you!

Tip: Create a task force of leaders who will make a long-term plan



Create A Leadership Team

- **Strong Vision**—everyone on the same page
- **Process**—consistency works!
- **Weekly Meeting**—check in with the visionaries
- **Organization**—always have agenda & minutes
- **Accountability**—don't let anyone off the hook

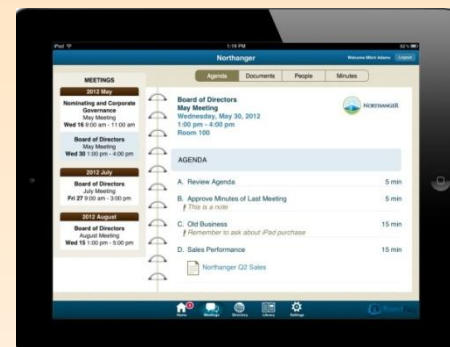


Keeping Staff On Board

- Regular Meetings
- Follow Your Agenda
- Delegation



- Follow Up & Hold Accountable
- Stay On the Same Page!





Staying Up With Productivity

- Back to the **Core Values**
 - Making sure each employee:
 - Gets It
 - Wants It
 - Has the Capacity To Do It
- Follow Up & **Accountability**
 - Especially From the “Managers Meeting”
- “**Keep. Kill. Or Combine**” new suggestions





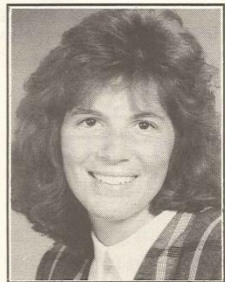
Providing The Right Tools



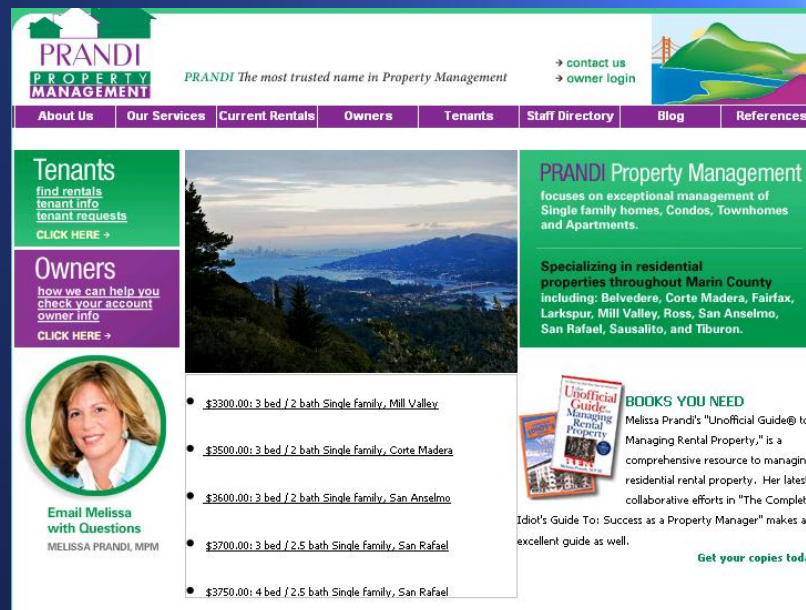
Technology Changes



Melissa Prandi
President



Melissa Prandi-Borries
President



Get your copies today





Keeping It Fresh



What have you found that works?

- iPhones / Smart Phones
- Computers & Laptops
- iPads & Tablets
- Company Websites
- Software Programs
- Marketing Photos / Videos
- Lead Tracking



*The world is
ever-changing.
Are YOU ready?
Is your office ready?*

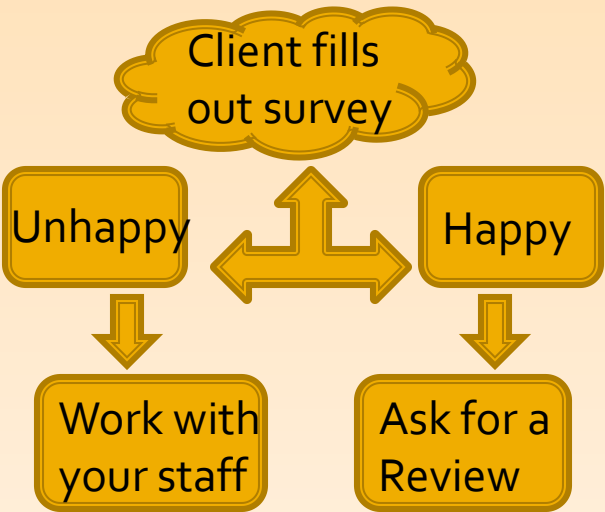
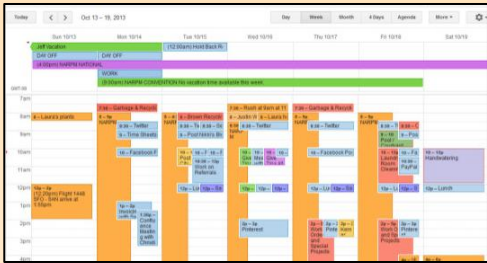




In With the "New"

Taking it to the next step:

- Smart Lockboxes—Instant Access
- Client Portals—Real-Time Information
- Advanced Phone Systems—Mobile Ability
- Calendars—Shared Streamlining
- Charting Surveys—Improved Customer Relations





Happy Workplace

- Successful Employees & Workplaces Are:
 - **H** – Healthy (vision & goals)
 - **A** – Altitude (self-motivation)
 - **P** – Positive Attitude
 - **P** – Pride (integrity)
 - **Y** – YOU (your values)



*...and **disciplined** (solve the root of the problem)*





Working Inside Out

Always:

- Start on the inside
- Survey your clients, vendors, staff
- Address complaints
- Face the fact if there's indication of trouble
- Work on yourself, and your **team**





Questions To Ask Your Staff

- How do we differentiate ourselves?
- How is our customer service?
- How quickly do we respond to phone calls?
- What are our goals? Where do we see ourselves in 2 years? How about in 5 years?



Go on an annual retreat. Have each employee create a professional goal to share with the group and hold them accountable following-up and completing it.





Spreading The Word...

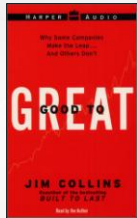
Who Should Know Your Pitch?



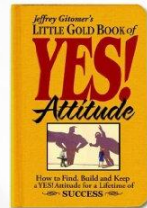
- Potential Clients
- Residents
- Realtors®
- Vendors
- Employees



READING SUGGESTIONS



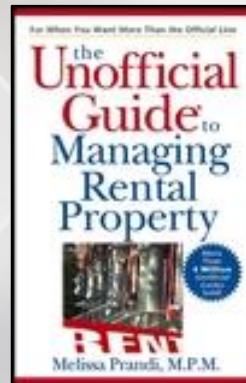
Good to Great: Why Some Companies Make the Leap... and Others Don't
Author: Jim Collins



Little Gold Book of YES! Attitude: How to Find, Build and Keep a YES! Attitude for a Lifetime of SUCCESS
Author: Jeffrey Gitomer

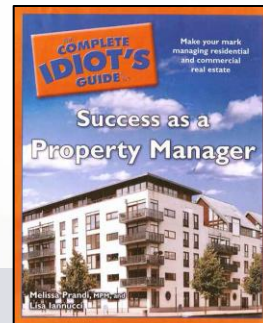


How To Win Friends & Influence People, In the Digital Age
Author: Dale Carnegie



The Unofficial Guide to Managing Rental Property

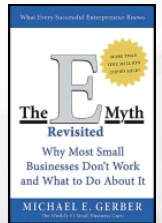
The Idiot's Guide to: Success as a Property Manager



Legendary Service: The Key is to Care
Authors: Ken Blanchard,
Kathy Cuff and Vicki Halsey



The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It
Author: Michael Gerber



As well as my books



- Positive Slide...something fun to end here





Final Thoughts

