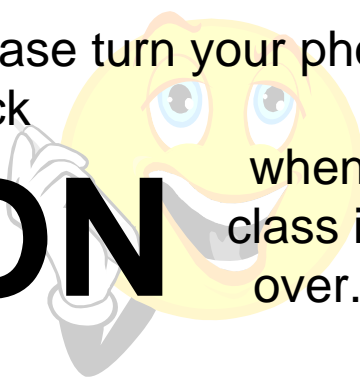


Please turn your phone back

ON when class is over.

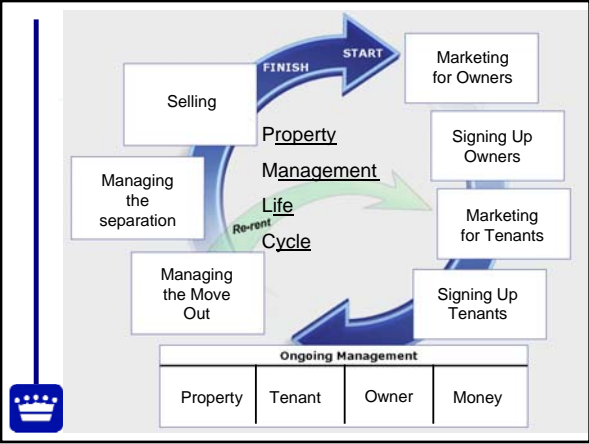


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Management Matrix 50 Ways to Track Your Management Business

Instructor
Robert M. Locke, RMP, MPM


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Operating Principle

People do what you



 Not what you



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Owner Sign Up Log

- Exhibit _____
- Track Growth
- Assess Source
- Develop Bonus System
- Compare Months/Years

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Leasing Agent Tracking

- Exhibit _____
- Who's Overloaded
- Helps Them See Their Work
- Conversion Rate
- Showings/Applications/Move Ins



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Application Log

- Exhibit _____
- Tracks % of Approvals and Denials
- Tracks Zone and Agents Results
- Tracks Source of Leads
- Track Withdrawals



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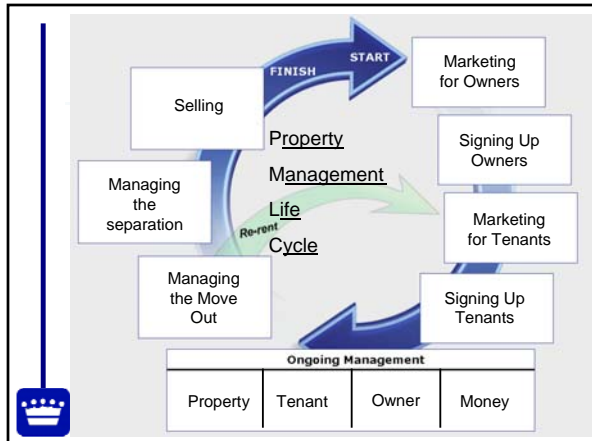
Move-In Log

Exhibit _____




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Zone Report

Exhibit _____

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Negative Owner Balances

- Exhibit _____
- Keeps the Property Manager Focused
- Tracks Lingering Behavior
- Identifies "Who I Must Call"

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Incident Report

- Exhibit _____
- Keeps My Eye on Hot Spots
- Keeps Property manager and Assistant Property Manager on Hot Spots
- I Manage the Pre-Litigation Issues

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Lead Paint Report


- Exhibit _____



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Eviction Report


Exhibit _____



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Eviction Summary

Exhibit _____



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Outstanding Charges

- Exhibit _____
- Watch Trends
- Makes People Accountable
- Compare Teams
- Prompts the Need for Training
- Reminds Me of My Receivables



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Move Out Log

- Exhibit _____
- How long does the average tenant stay?
- Longest tenant
- By Bedroom/Rent Amount



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Rent Recovery Report

Exhibit _____



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Owner Termination Log

- Exhibit _____
- How long does your average owner stay with you?
- Why They Left Us



Tracking the Business

Exhibit _____



Owner Cash Flow

- Exhibit _____
- Forces You to Think of EVERYTHING You Take Out of the Business
- Gives You a Way to Calculate Profit Margins



How Much Revenue Will 100 Accounts Generate?

More Staff

2 X \$40,000 = \$80,000

Calculate Profit

Income \$240,000

Expense \$80,000

Profit \$160,000



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How Much Will Staff Cost to Manage 100 Accounts?

2-5 = \$100,000

Profit \$140,000



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Profit Margin

Owner Cash Flow

—————
Gross Revenue



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Student Evaluations

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