



Property Management & Real Estate Sessions



Below are different property management / real estate classes. The class format encourages audience participation; and the overall goal of each class is to inspire and educate all who attend through practical and easy to implement ideas and action items.

Success is Not an Accident: 10 Necessary Behaviors to Win in Business

Too often we try to re-invent the wheel when it comes to running our property management companies. Rather than creating mediocrity, we should imitate the success of others. In this discussion we will look at the 10 most critical areas of business success AND define how you can start implementing them TODAY! If your company needs to improve on any of the below areas of expertise you will find this class useful: Hiring & firing, setting clear expectations for your team members and measuring them, creating multiple profit centers, being an effective leader, how to create system manuals to standardize and protect your business, what opportunities exist that you are not taking advantage of, the future of the property management industry.

20 Missing Paragraphs to Guarantee Failure

What is the true purpose of your lease and management agreement? Using the three fundamental decision making tools of risk, profit, and ease, we will go through 10 'must-have' lease agreement clauses, and 10 'must-have' management agreement clauses. As a property manager your lease agreement with your tenants, and your management agreements with your owners, define every aspect of your relationship. A poorly written or incomplete agreement will lead to confusion for all parties. We will learn how to effectively implement these changes going forward as well as with your existing tenants and owners. These updates will improve the way you do business, reduce your liability, and increase your income.

Systematizing for Success: Running Your Business on Autopilot through Systems

The most successful companies don't rely on people for their success, they rely on systems. Systems are simply road maps or instructions that allow your processes to be repeated, duplicated, and run by anyone. Systems will make your property management business scalable, increase the value of your company, take pressure off your team members, protect you from liability, reduce the dependence on any one employee, create clarity, and give you a way to hold your team members accountable. We will walk through the step-by-step process of how to create and implement a System Manual specific to each position in your company. System Manuals changed our business, and they can change yours too!

If You are the Boss, Then Start Acting Like It: Lead Your Team & Improve Company Culture

The success of your team members and the health of your business culture is YOUR responsibility and you can both lead and manage your team more easily than you think. We will discuss the difference between a leader and a manager, learn how to properly hire, train, motivate, compensate, evaluate, and hold your team members accountable, and . . . when and how to fire. Your ability to effectively lead your team and impact your culture is not based on your personality or your charisma – it is based on 3 specific behaviors that you engage in. Whether you have 1 or 100 employees, effective leadership, management, and a healthy culture at all levels is a must for any company that wishes to succeed.

20 Ways Your Cash Cow Can Graze: Increase Your Property Management Income

Most property management companies struggle to be profitable - but that should not be the case! With proper planning you can use your property management business as a platform to create multiple streams of income. In this fun and inspiring session we discuss over 20 specific income streams proven to increase income AND learn how to easily implement them.

So You Want to Try Commercial Property Management? What Residential Property Managers Needs to Know

Are you considering making the leap from Residential Property Management to Commercial Property Management? If so, you will gain knowledge and confidence in this introductory class as we give an overview of the similarities and differences between Residential and Commercial Property Management. We will address 'must know' issues including how to do a proper financial analysis on a commercial property, what commercial investors expect of their property managers, how to market and lease commercial space, how to speak the language of 'investors', the opportunities available within the commercial world, and how to profit from it all.

For More Information or to schedule a Marc Cunningham session, contact:

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