

12 GROWTH STRATEGIES TO ADDING DOORS

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1. **P** _____
 - You must know absentee owners in your territory
 - 5,000 cards a month = 4-6 new accounts a month
 - Email me for PDF of all my cards... mike@eastbaypmc.com

2. **M** _____
 - Helping instead of just selling
 - 5,000 a month
 - Split cost with your Realtor/Broker who sells
 - Email me for PDF of all my newsletters... mike@eastbaypmc.com

3. **L** _____ **S** _____ **#1**
 - 12 basics of property management
 - 2 hours long, includes lease, forms, and brunch
 - \$59
 - Market through postcards, newsletter, CRM
 - Email me for PDF of all my slides... mike@eastbaypmc.com

4. **Dynamic P** _____ **F** _____
 - Rent range, comps
 - Company info, guarantees, management agreement, comparison sheet
 - Email me for a copy of my presentation... mike@eastbaypmc.com

5. **R** _____ **B** _____
 - Samples make you the expert
 - Give owner three options with rehab
 - Email for photo of my board... mike@eastbaypmc.com

6. **Concise M** _____ **A** _____
 - 4 pages double spaced
 - Plain English
 - Pricing, add-on fees, guarantees
 - Can be reviewed and signed in 5 minutes
 - Email me for a copy... mike@eastbaypmc.com



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7. **B** _____ **B** _____
- Puts your face in front of owners
 - Communicates visually lease renewals, repairs, important information
8. **Offer G** _____
- 21-day leasing
 - Pet guarantee
 - On time rent
 - Easy exit (month to month)
 - Eviction
9. **A W** _____ **that sells**
- Videos
 - Pricing
 - Your cell phone number
 - Forms
 - Company Bio
 - Get S.E.O.
10. **B** _____ **doors from another P.M.**
- I would never pay more than \$500 per door
11. **L** _____ **S** _____ **#2**
- “Should I Hold, Sell, or Exchange My Rental Home”
 - It is like an investor 101 course
 - 2 hours long, includes brunch
 - Free
 - Market through postcard, newsletter, CRM, existing owners
 - Email me for slides... mike@eastbaypmc.com
12. **When your owner wants to S** _____
- They must hear your pitch
 - Create your own company just for landlords

Email me at mike@eastbaypmc.com for:

- 16 postcard samples
- 9 newsletter samples
- PowerPoint for “12 Basics” seminar
- PowerPoint for “Should I Hold, Sell, or Exchange” seminar
 - My presentation folder and its contents
 - PDF of my rehab board
 - PDF of my management agreement

GOOD LUCK AND GOOD BUSINESS!

