

Property Management - America's "Hot" Industry

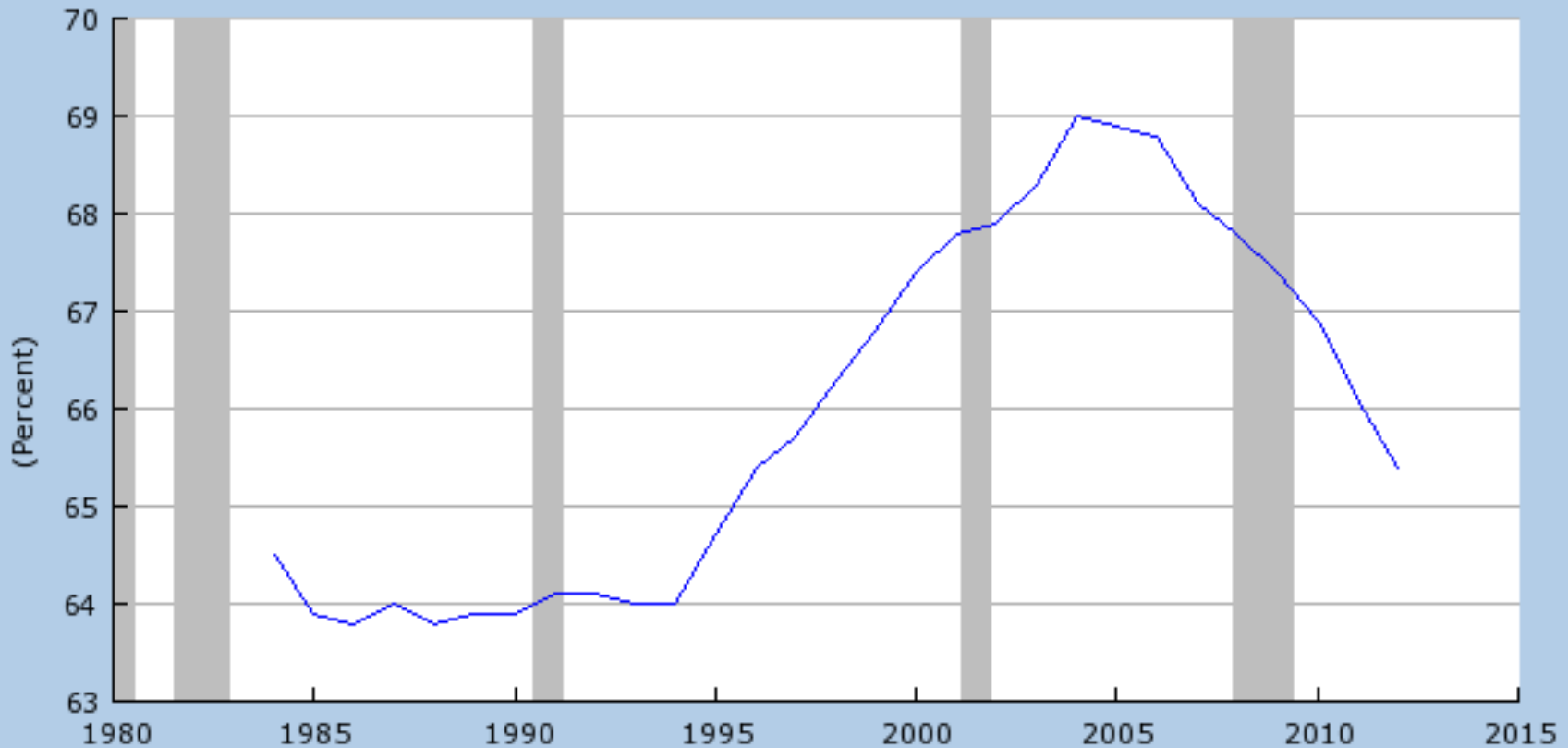
How to Benefit Most from it NOW!





WHY IS THIS RECOVERY DIFFERENT FROM ALL OTHER RECOVERIES?

Home Ownership Rate for the United States (USHOWN)
Source: U.S. Department of Commerce: Census Bureau

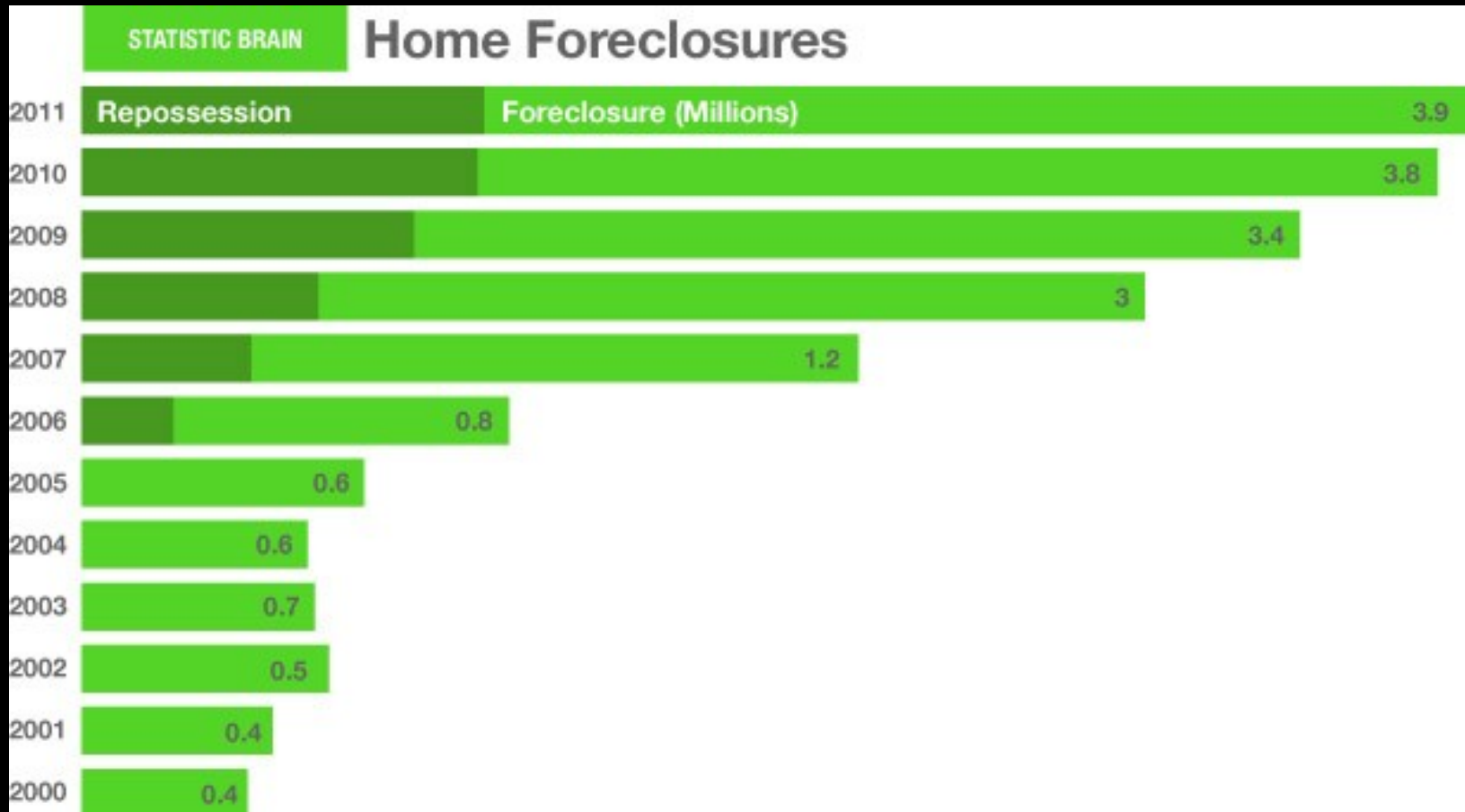


Shaded areas indicate US recessions.
2013 research.stlouisfed.org





THE US REAL ESTATE LANDSCAPE JUST 24 MONTHS AGO



Who Bought All These Doors????

- Recently Hedge Funds have raised over \$18 Billion to purchase more than 100,000 homes
- Home values dropped as much as 40%
- Blackstone Group & American Homes 4 Rent are two of the nations largest investors
- American Homes 4 Rent was started by the founder of Public Storage, went public this year and lost money in their second quarter.
- Most of these stock funds have lost money and some are now being liquidated, 1.5 million homes have recently changed hands-why???

What We Do Is Not That Easy!!

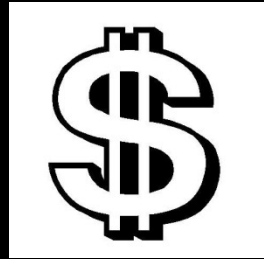
- We are experts in building RELATIONSHIPS
- We are experts in knowing state and local law
- We are experts in staying on top of issues especially because we are expendable
- We are experts in saying the owner won't modify the agreement
- We are experts in not having to

Where Rent Used to Go.....



The New “Millennial” Landscape

- Millennials were born after 1982 so they are your “30 something renter”
- They lease everything from “Zip” cars to clothing through sites like “Rent the Runway”
- The average college graduate owes \$30,000
- From 2006-2011 25-34 year olds experienced the largest decline in homeownership
- How can you partner and profit from business relationships that match “Millennial” hot buttons whether it be discounted health clubs or wifi packages or sales commissions?



Owners and Tenants Now Need and Appreciate Us!



From Headache to Icing on Cake



Revenue Sources from Bulk Owners

- Inspection services of potential purchases
- The management of vacant rentals on hold
- Eviction services for institutional owners
- Lease to own programs-35% of homes nationwide are now rentals
- Exterior maintenance of large inventories
- Training the staff at in house portfolios
- Screening services for in house portfolios
- Market analysis services for portfolio mgrs
- Selling close to 30% of homes to investors

Revenue Sources from Millennial

- Weekly maid service
- Appliance Leasing
- Zip Car leased spaces in your common areas
- Fee referral relationships with everyone from utility companies to health clubs
- Moving services and cardboard box sales
- Referral fees to sales agents

What put the “R.I.F.” in PM?

- R=Response: Just call people back and make your worst call your first call. E mail is not ALWAYS appropriate, people like your voice.
- I=Information: Be an expert by embracing NARPM’s professional designations and learn as much as any lawyer knows about state and local landlord tenant laws.
- F=Firm: Fire one and hire two. Consistently follow your code of ethics and professional standards even if people hate you for it.

THE END
Thank
You!

