

**NARPM** **RENTAL HOME PROFESSIONAL**

**GETTING MORE WITH LESS**

**Increasing Your Company's Profits**

PRESENTER: Mike Nelson, GRI®, MPM®, RMP®  
 Excalibur Home Management, LLC CRMC®

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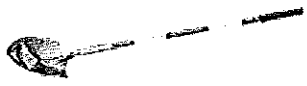
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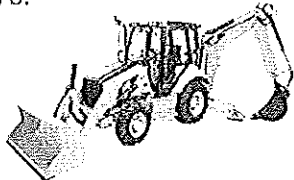
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**NARPM** **RENTAL HOME PROFESSIONAL**

**Becoming More Productive**



VS.



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**NARPM** **RENTAL HOME PROFESSIONAL**

**Increasing Profitability**

2 Ways to Increase Net Income

1. Increase Gross Income
2. Decrease Expenses

**Increasing Gross Income**

Fees to Owners

Fees to Tenants

Other Fees

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**NARPM** **RENTAL HOME PROFESSIONALS**

**Learning and Understanding YOUR Metrics**

How much per Month  
vs.  
How much per Hour

What are your staffing needs?  
What does it cost you to lease a home?  
What are your direct and indirect costs?

Developing Your Budget and Goals

Learn Where Your Profit Centers Are

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**NARPM** **RENTAL HOME PROFESSIONALS**

**Increasing Profitability**  
Decreasing Expenses

Establish a System with  
an emphasis on  
Increasing Efficiency

Always Consider  
\$ per Hour

Leverage Your Staff  
(cross training)

Re-Think Your Space  
Requirements

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**NARPM** **RENTAL HOME PROFESSIONALS**

**Increasing Profitability**  
Bookkeeping Efficiency

- Processing Calendar
- 2 Statement Cycles
- Web Portals
- Pay thru Web Site
- E-Mail/Publish Statements
- Auto-Debit and Direct Deposit
- Scanned Images
- Virtual Assistants for Data Entry

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### **Increasing Profitability**

#### **Marketing Efficiency**

Posting Ads

Updating Your  
Web Site

SMS Texting

Taking Leasing  
Calls/E-mails

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### **Increasing Profitability**

#### **Marketing Efficiency**

Showing  
Property

Processing  
Applicants

Updating  
Owners

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### **Increasing Profitability**

#### **More Technological Options to Increase Efficiency**

Auto-Responses  
from Web Site

Work Orders on  
Web Site

Cloud Computing  
vs. Server

Digital Phones  
DID Numbers

PhoneTag.com

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**NARPM** **RENTAL HOME PROFESSIONAL**

**Increasing Profitability**  
More Technological Options to Increase Efficiency

Templates for  
Frequently used  
Documents

Remote Connectivity

Automated Backups

Other Ideas?

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**NARPM** **RENTAL HOME PROFESSIONAL**

**Increasing Profitability**  
**Tracking Performance**

Quantify  
Your  
Goals

Track  
Your  
Progress

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**NARPM** **RENTAL HOME PROFESSIONAL**

**Increasing Profitability**  
**Tracking Performance – Quantify Quality**

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## Increasing Profitability

### Conclusions

Understand the Value of Your Time

Understand the Difference Between an Expense  
and an Investment in Increased Efficiency

Never Get Comfortable – You Are Either Getting  
Better or Getting Worse (Relatively)

### Questions?

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### Hot Sheet Report

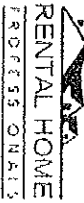
Date: 5/7/2010

#### Property listings becoming active this week

Address 1	Address 2	City	State	ZIP	Asking Rent	Listing Start Date	Date Available	Vacate Date
1630 Chevron Way		Atlanta	GA	30338	\$1,895.00	05/03/2010	6/1/2010	05/03/2010
3783 Plymouth Rock Drive		Loganville	GA	30052	\$995.00	05/04/2010	5/4/2010	05/04/2010
4017 Kensington Park Dr		Flowery Branch	GA	30542	\$895.00	05/04/2010	4/30/2010	05/04/2010
3417 Highland Forge		Dacula	GA	30019	\$2,100.00	05/04/2010	5/4/2010	05/04/2010
5745 Crestwick Way		Cumming	GA	30040	\$1,295.00	05/05/2010	5/5/2010	03/23/2010
1368 Low Water Way		Lawrenceville	GA	30046	\$1,295.00	05/06/2010	6/16/2010	06/15/2010
400 Pierpont Court		Canton	GA	30114	\$995.00	05/06/2010	5/6/2010	05/06/2010
4530 Hale Dr.		Lithonia	GA	30047	\$1,195.00	05/06/2010	6/11/2010	06/01/2010
3705 Broken Arrow Lane		Woodstock	GA	30189	\$1,050.00	05/06/2010	5/6/2010	05/06/2010

#### Current vacant properties

Address 1	Address 2	City	State	ZIP	Date Vacated	Days Vacant	Days on Market	Asking Rent
400 Pierpont Court		Canton	GA	30114	05/06/2010	1	2	\$995.00
2768 Ballyshannon Court		Dacula	GA	30010	05/06/2010	1	2	\$1,105.00
3705 Broken Arrow Lane		Woodstock	GA	30189	05/06/2010	1	2	\$1,050.00
4893 Brookwood Place		College Park	GA	30349	04/28/2010	9	12	\$995.00
1368 Low Water Way		Lawrenceville	GA	30045	04/28/2010	9	2	\$1,295.00
2615 Field Spring Dr		Lithonia	GA	30058	04/27/2010	10	11	\$1,095.00
5632 Woolwich Lane		Acworth	GA	30101	04/26/2010	11	12	\$1,595.00
65 Scout Rd.		Covington	GA	30014	04/26/2010	11	12	\$975.00
687 Stratford Green		Avondale Estates	GA	30002	04/24/2010	13	14	\$650.00
7411 Battle Creek Lane		Jonesboro	GA	30236	04/23/2010	14	15	\$1,095.00
268 Ascott Lane*		Woodstock	GA	30189	04/21/2010	16	17	\$1,275.00
55 Delmont Drive #B4		Atlanta	GA	30305	04/16/2010	21	22	\$1,100.00
3301 Sams Way		Conyers	GA	30015	04/16/2010	21	22	\$950.00
6406 Phillips Creek Drive		Lithonia	GA	30058	04/14/2010	23	25	\$995.00
107 Laurel Canyon Trail		Canton	GA	30114	04/09/2010	28	32	\$2,595.00
911 David Drive		Lawrenceville	GA	30044	04/09/2010	29	30	\$995.00
1254 West Ridge Ave.		Stone Mountain	GA	30083	04/06/2010	31	32	\$750.00
1012 Prestwyck Ct		Alpharetta	GA	30004	03/31/2010	37	80	\$1,050.00
3168 Redwood Run		Atlanta	GA	30349	03/31/2010	37	57	\$1,095.00
3657 Roseman Landing		Cumming	GA	30040	03/31/2010	37	18	\$1,095.00
3528 Jasmine Triangle		Duluth	GA	30096	03/31/2010	37	17	\$795.00
5190 Phoenix		Cumming	GA	30041	03/27/2010	41	40	\$895.00
4248 River District Drive		Berkeley Lake	GA	30096	03/25/2010	43	44	\$3,300.00
5745 Crestwick Way		Cumming	GA	30040	03/23/2010	45	3	\$1,295.00
1041 Ashton Park Drive		Lawrenceville	GA	30045	03/16/2010	52	53	\$1,495.00
3175 Seven Pines Ct	Unit 101	Atlanta	GA	30339	03/12/2010	56	57	\$895.00
5382 Medlock Corners Drive		Norcross	GA	30092	02/28/2010	68	108	\$1,095.00
1118 Ashton Trace		Atlanta	GA	30319	02/26/2010	70	71	\$2,600.00
230 Graystone Way		Alpharetta	GA	30005	02/26/2010	70	71	\$1,895.00
1324 Orchard Park		Stone Mountain	GA	30083	02/22/2010	74	92	\$750.00
1324 Brockell Place		Clarkston	GA	30021	02/09/2010	87	88	\$695.00
2510 Huntington Drive		Loganville	GA	30052	01/31/2010	96	151	\$1,195.00
4183 Arablan Way		Snellville	GA	30034	01/22/2010	105	106	\$1,050.00
2545 Piney Wood Lane		East Point	GA	30344	01/18/2010	109	110	\$1,100.00
2041 Charter Manor		Lithonia	GA	30058	01/13/2010	114	115	\$795.00
3500 Sweetwater Rd #701		Duluth	GA	30096	01/07/2010	120	121	\$800.00
AVERAGE						43	46.222	



Company Name: Excelsior Home Mgmt. LLC, CRMC

**Market Traffic per Agent - Properties on the Market Now**

For all properties on the market for specified agent.

Date: 5/7/2010

Property Address	City	Zip	Property Type	Agent	Date on Market	Days on Market	# Page Views	# Email Clicks
230 Graystone Way	Alpharetta	30005	House	Jessica Halsey	2/26/2010	70	254	1
4248 River District Drive	Berkeley Lake	30096	House	Jessica Halsey	3/25/2010	43	139	2
373 Peachtempo Lane	Suwanee	30024	House	Jessica Halsey	4/30/2010	7	37	1
3001 Majestic Park Ct	Duluth	30096	Townhouse	Jessica Halsey	4/21/2010	16	59	1
3528 Jasmine Triangle	Duluth	30096	Condominium	Jessica Halsey	4/21/2010	16	47	0
3500 Sweetwater Rd #701	Duluth	30096	Condominium	Jessica Halsey	1/7/2010	120	310	6
404 Dunbar Drive	Dunwoody	30338	Condominium	Jessica Halsey	3/23/2010	45	49	0
<b>AVERAGE</b>								
						45.29		
3720 Mays Xing	Atlanta	30331	House	Julie Pearson	2/26/2010	70	329	4
2545 Pinesy Wood Lane	East Point	30344	House	Julie Pearson	1/18/2010	109	251	3
2664 Rosemary Street	Atlanta	30318	House	Julie Pearson	1/22/2010	100	257	7
979 Prospect Avenue	Atlanta	30316	House	Julie Pearson	4/21/2010	16	50	0
<b>AVERAGE</b>								
						73.75		
1324 Brockett Place	Clarkston	30021	House	Kevin Hayes	2/9/2010	37	223	0
4933 Serena Ct.	Lithonia	30038	House	Kevin Hayes	4/28/2010	9	1400	20
65 Scout Rd.	Covington	30014	House	Kevin Hayes	4/26/2010	11	105	0
45 Fields Creek Way	Covington	30016	House	Kevin Hayes	4/28/2010	9	59	1
3736 Sadleridge Dr.	Snellville	30039	House	Kevin Hayes	12/10/2009	148	1237	9
8170 Woodland Avenue SE	Covington	30014	House	Kevin Hayes	5/6/2010	1	718	8
2615 Field Spring Dr	Lithonia	30058	House	Kevin Hayes	4/27/2010	10	334	10
6406 Phillips Creek Drive	Lithonia	30058	House	Kevin Hayes	4/13/2010	24	289	8
3301 Sams Way	Covings	30013	House	Kevin Hayes	4/16/2010	21	57	2
2512 Charleston Terrace	Decatur	30034	House	Kevin Hayes	4/21/2010	16	158	3
1362 Rogers Trace	Lithonia	30058	Townhouse	Kevin Hayes	5/21/2009	351	1728	27
687 Stratford Green	Aurora	30002	Townhouse	Kevin Hayes	4/24/2010	13	209	4
1352 Rogers Trace	Lithonia	30058	Townhouse	Kevin Hayes	4/20/2010	17	45	1
<b>AVERAGE</b>								
						55.15		
5632 Woolwich Lane	Acworth	30101	House	Shelley Smith	4/26/2010	11	660	4
185 Riddermont Road	Carton	30114	House	Shelley Smith	3/4/2010	64	236	3
1166 Stephens St.	Smyrna	30080	House	Shelley Smith	3/18/2010	50	54	0
400 Pierpont Court	Carton	30114	House	Shelley Smith	5/6/2010	1	77	1
268 Ascott Lane*	Woodstock	30189	House	Shelley Smith	4/21/2010	16	389	4
3705 Broken Arrow Lane	Woodstock	30189	House	Shelley Smith	5/6/2010	1	152	2
107 Laurel Canyon Trail	Carton	30114	House	Shelley Smith	4/6/2010	31	90	0
708 Vinnings Forest Lane	Smyrna	30080	Townhouse	Shelley Smith	3/18/2010	50	244	7
<b>AVERAGE</b>								
						28		