



Run Your Rent Roll Here

36 Years in PM



- 1979 Handyman
- 1985 Property Manager
- 1993 Principal Owner
- 2001 4hr/week



Why work only 4 hours/week?



Life is all about choices

The Definition of Life

The Ability to Make a **Choice**



Wishes vs Goals

How many of us...

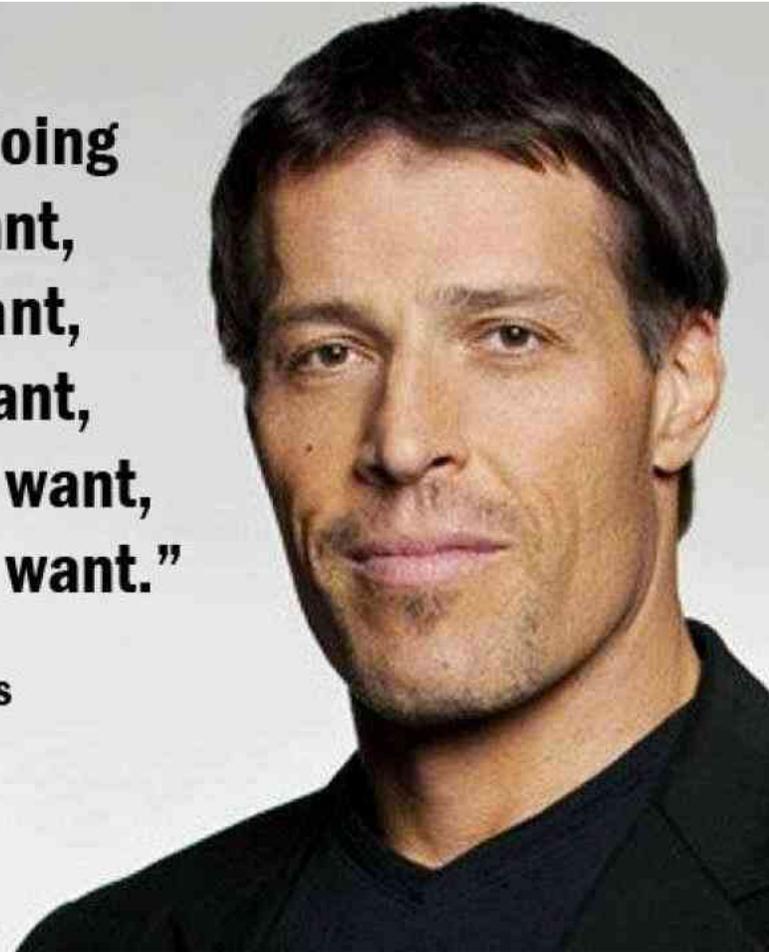
- wish we could work only when we want?
- would work less if only we knew how?
- are afraid to leave our staff unsupervised?
- work to live versus live to work?
- serve our business instead of vice versa?

What Do You Believe?

“All personal breakthroughs begin with a change in beliefs”

“Success is doing what you want, when you want, where you want, with whom you want, as much as you want.”

- Tony Robbins



Belief System

*There are two kinds of people:
Those who work for their money
and
those whose money works for
THEM*



Jim Breen
1969

How Much is Enough?



- *\$500,000?*
- *\$1,000,000?*
- *\$3,000,000?*
- *\$5,000,000 or more?*

What's YOUR Biz Worth?

Price per door:

- ★ \$1000?
- ★ \$2000?
- ★ \$3000?
- ★ \$4000?
- ★ \$5000?



Current Market Value

Business Broker Quote:

★\$4-5k/door

What's Your Biz Worth?



Which are you?

*There's two kinds of people:
Those who work for their money
and
those whose money works for
THEM*



Jim Breen
1969

More Beliefs



- *“If you want it done right...”*
- *“If it’s to be - it’s up to ...”*



My life in 2001

- *165 units, showings, books*
- *4 home sales/month*
- *\$30,000 per month net*
- ***working **in** my business... **not on it!*****

My life since 2001

- ****working *ON* my business... *not IN it!*****
- ***in office four hours/week***
- ***the rest of the time?***



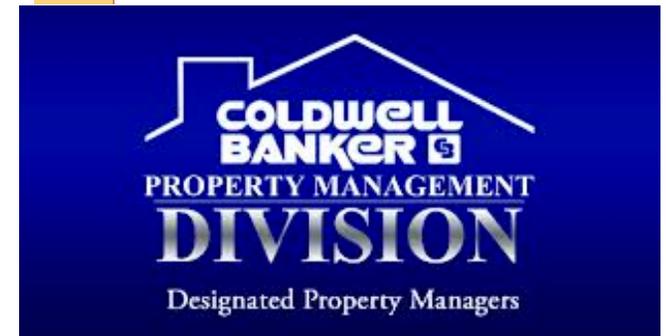
**Virtually
inCredible** 



Where I Speak



ANNUAL FRANCHISE
CONFERENCE
FEBRUARY 20-22, 2013
SAN DIEGO, CALIFORNIA





Todd Breen
August 13, 2009
On your timeline · Remove

Sea was good today — with Doug Benc and Geri Margello Westfall.

Tag Photo Add Location Edit

Like · Comment · Unfollow Post · Share · Edit

Nancy Hurley Pontes, Janet Urban, Paul Schwager and 2 others like this.

Geri Margello Westfall It's Thursday. Get a job!
August 13, 2009 at 7:38pm · Like

BigTim Mullins OMG!!! TODD!!! Nice goin man! What's that about 40lbs? Dammit...I'm unemployed...call me next time!! LOL
August 13, 2009 at 7:48pm · Like

Geri Margello Westfall Can we cut that up for Labor day??
August 13, 2009 at 8:02pm · Like

Nancy Hurley Pontes Did not know you caught those fish! How's the piang playing?

Write a comment...

Geri Margello Westfall It's Thursday. Get a job!
August 13, 2009 at 7:38pm · Like

What do you want?



How I Did it

- Revenues
- Belief
- HR
- Roles
- Plan
- Systems
- Motivation
- Survey
- Rain!



Step 1 - *REVENUES*

- Make more \$ per unit managed
- Nearly doubled dollars/door in 1 year
- Overcome *fear of losing clients!*
- Never lost a single client



Celebrate - Dora & Dave



- San Diego NARPM Annual Conference 10/2013
- \$112 per door per month and can't leave the office
- \$169 per door per month one year later 10/2014
- Gave themselves a raise of 50.89%
- What did they do with the money?

Summer in France



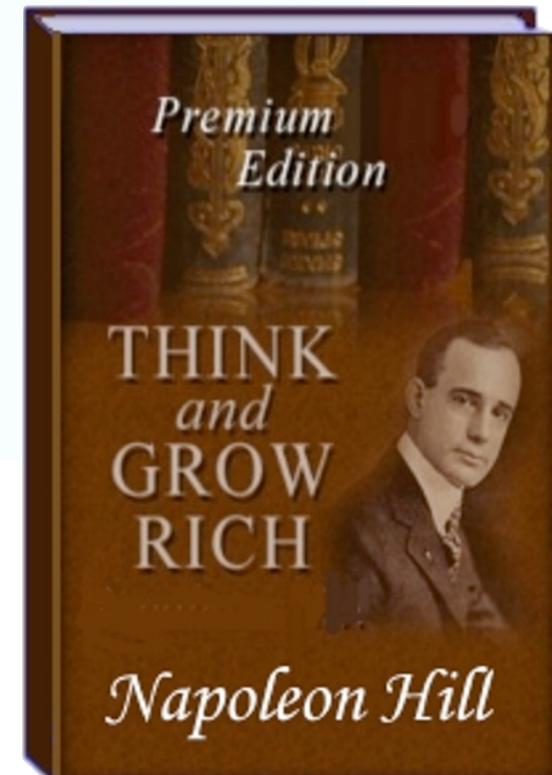
Step 2 - *Believe*

- “Think and Grow Rich” - Chapter 3 by Napoleon Hill

“THERE ARE NO LIMITATIONS TO THE MIND EXCEPT THOSE WE ACKNOWLEDGE”

“BOTH POVERTY AND RICHES ARE THE OFFSPRING OF THOUGHT”

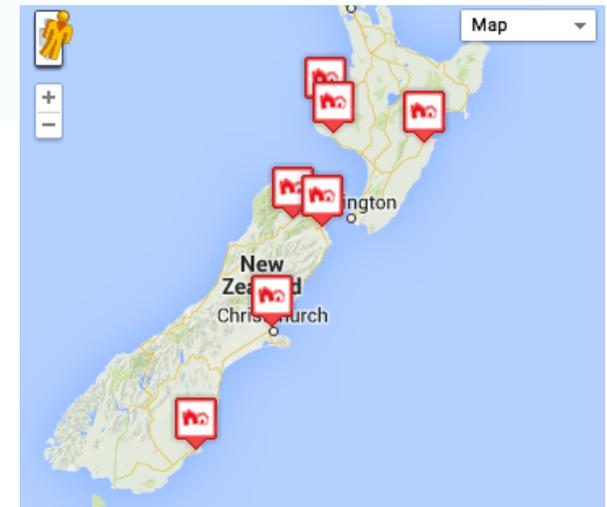
- Do I believe in me?
- Do I truly believe I DESERVE what I want?
- Do I believe my clients should stay with me?



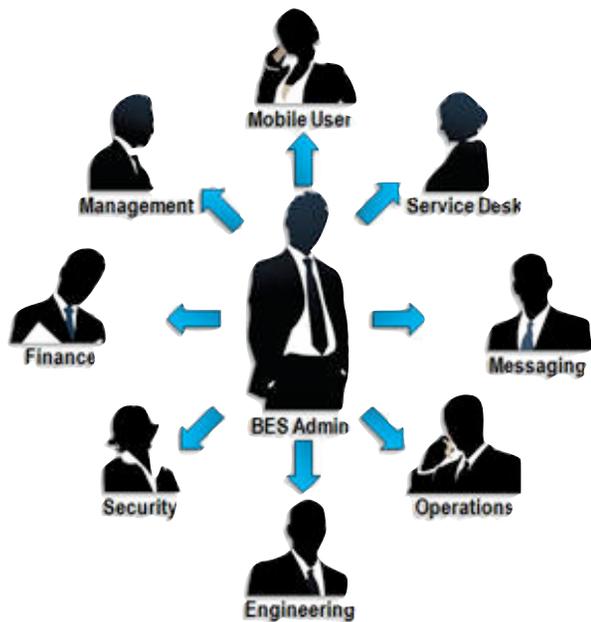
Celebrate Hamish Turner

- “I heard Todd speak about 'Running Your Business Under a Palm Tree' in Auckland New Zealand back in 2012. I'd been working 50 plus hours per week in an office until then, and my health was suffering. After a 12-18 month period of coaching sessions with Todd, I transitioned the way I work and now work 0 hours per week in an office. I've grown from 1 to 6 locations nationwide. My health has improved thanks to the extra time I can devote to myself. My wife and I are celebrating the recent birth of our long awaited first child “Trixie Turner” and I love being home with my baby girl.”

Hamish Turner, Feb 2015



Step 3 - Roles



- What are my daily/weekly/monthly duties?
- How can my business operate without me?
- “You can have anything you want in life, *if you help enough other people get what THEY want*”
Zig Zigler

Step 4 - *Plan*

- Exit plan from daily workflow
- Allow 6-12 months
- Learn to Coach not Boss
- Get an Accountability Buddy
- Implement, implement & implement



Step 5 - *Systems*

- Paradigm - manage by **exception**
- **video** fully implemented
- enterprise **email** system
- voip **phone** system
- **cloud** computing
- **policies & procedures**



Systems -Leverage Video

- **Point of difference**
- Distribute work
- Removed myself
- Timestamp
- Owner sees videos
- I see videos
- Free training online



Systems -Leverage email

- Electronic Access Policy - Jean Storms
- Policy - Owner sets staff email passwords
- Login and read 5 staff emails every week
- Use findings to coach staff



Systems -Leverage VoIP

The screenshot displays the RingCentral web interface for the 'Call Log' section. The page includes a navigation bar with 'Phone System', 'Reports', 'Call Log', 'Billing', and 'Tools'. The main content area shows a filter for 'Last 7 days' and a table of call records. The table columns are: Type, Phone Number, Name, Date / Time, Recording, Action, Result, and Length.

| Type | Phone Number | Name | Date / Time | Recording | Action | Result | Length |
|------|----------------------|-------------|----------------|-----------|------------|-----------|---------|
| | From: (561) 899-3064 | Add Contact | Today 2:09 PM | | Phone Call | Missed | 0:00:29 |
| | From: (561) 389-4977 | Add Contact | Today 1:50 PM | | Phone Call | Missed | 0:00:05 |
| | From: (561) 262-6494 | Add Contact | Today 1:49 PM | | Phone Call | Accepted | 0:01:39 |
| | From: (513) 641-9230 | Add Contact | Today 1:19 PM | | Phone Call | Missed | 0:00:08 |
| | From: (301) 318-8118 | Add Contact | Today 1:02 PM | | Phone Call | Voicemail | 0:01:24 |
| | From: (301) 318-8118 | Add Contact | Today 12:53 PM | | Phone Call | Missed | 0:02:13 |
| | From: (561) 635-2872 | Add Contact | Today 11:56 AM | | Phone Call | Missed | 0:00:28 |

Systems -Leverage VoIP

recurring calls?
 'Hi I'm Todd -
 just wondering
 how your
 experience went
 with my office
 this week?

| | | | | | | Sheets | Charts | SmartArt Graphics | |
|----|-------|----------------|---|---------------|----------|---------------|----------------|-------------------|---------|
| | A | B | C | D | E | F | G | H | I |
| 35 | Voice | (404) 639-6500 | | Fri 02/06/201 | 2:12 PM | Phone Call | Voicemail | | 0:00:55 |
| 36 | Voice | (407) 439-0239 | | Thu 02/05/20 | 8:35 AM | Phone Call | Missed | | 0:00:18 |
| 37 | Voice | (410) 435-5042 | | Mon 02/02/20 | 11:46 AM | VoIP Call | Call connected | | 0:06:21 |
| 38 | Voice | (410) 688-1348 | | Tue 02/03/20 | 10:25 AM | Phone Call | Accepted | The call conne | 0:00:51 |
| 39 | Voice | (410) 688-1348 | | Mon 02/02/20 | 6:43 PM | Phone Call | Missed | | 0:00:09 |
| 40 | Voice | (443) 520-0282 | | Wed 02/04/20 | 6:04 PM | VoIP Call | Call connected | | 0:21:05 |
| 41 | Voice | (501) 728-3561 | | Wed 02/04/20 | 10:59 AM | Phone Call | Missed | | 0:02:12 |
| 42 | Voice | (512) 929-5397 | | Tue 02/03/20 | 7:56 PM | Phone Call | Voicemail | | 0:00:35 |
| 43 | Voice | (513) 641-9230 | | Sun 02/08/20 | 1:19 PM | Phone Call | Missed | | 0:00:08 |
| 44 | Voice | (513) 641-9230 | | Fri 02/06/201 | 12:07 PM | Phone Call | Accepted | The call conne | 0:01:49 |
| 45 | Voice | (513) 641-9230 | | Fri 02/06/201 | 11:31 AM | Phone Call | Missed | | 0:00:51 |
| 46 | Voice | (513) 641-9230 | | Fri 02/06/201 | 10:27 AM | Phone Call | Missed | | 0:00:50 |
| 47 | Voice | (513) 641-9230 | | Thu 02/05/20 | 12:33 PM | Phone Call | Accepted | The call conne | 0:02:43 |
| 48 | Voice | (513) 641-9230 | | Thu 02/05/20 | 11:59 AM | Phone Call | Missed | | 0:00:49 |
| 49 | Voice | (513) 641-9230 | | Thu 02/05/20 | 11:14 AM | Phone Call | Missed | | 0:00:48 |
| 50 | Voice | (513) 641-9230 | | Thu 02/05/20 | 10:18 AM | Phone Call | Voicemail | | 0:01:42 |
| 51 | Voice | (513) 641-9230 | | Thu 02/05/20 | 10:14 AM | Phone Call | Missed | | 0:00:49 |
| 52 | Voice | (513) 641-9230 | | Thu 02/05/20 | 9:46 AM | Phone Call | Missed | | 0:00:48 |
| 53 | Voice | (513) 641-9230 | | Wed 02/04/20 | 12:07 PM | VoIP Call | Call connected | | 0:02:39 |
| 54 | Voice | (513) 641-9230 | | Mon 02/02/20 | 11:21 AM | Phone Call | Accepted | The call conne | 0:04:07 |
| 55 | Voice | (513) 703-5598 | | Mon 02/02/20 | 1:58 PM | Phone Call | Accepted | The call conne | 0:06:08 |
| 56 | Voice | (516) 456-0396 | | Thu 02/05/20 | 2:29 PM | Phone Call | Accepted | The call conne | 0:02:26 |
| 57 | Voice | (516) 456-0396 | | Thu 02/05/20 | 10:16 AM | VoIP Call | Call connected | | 0:03:35 |
| 58 | Voice | (516) 456-0396 | | Wed 02/04/20 | 4:45 PM | Phone Call | Accepted | The call conne | 0:01:22 |
| 59 | Voice | (516) 456-0396 | | Wed 02/04/20 | 2:24 PM | Phone Call | Voicemail | | 0:01:15 |
| 60 | Voice | (516) 456-0396 | | Wed 02/04/20 | 9:20 AM | Phone Call | Accepted | The call conne | 0:02:03 |
| 61 | Voice | (516) 456-0396 | | Wed 02/04/20 | 9:13 AM | Phone Call | Accepted | The call conne | 0:02:12 |
| 62 | Voice | (516) 456-0396 | | Tue 02/03/20 | 12:25 PM | RingOut Mobil | Call connected | | 0:00:35 |
| 63 | Voice | (516) 456-0396 | | Tue 02/03/20 | 12:11 PM | Phone Call | Voicemail | | 0:01:14 |
| 64 | Voice | (516) 660-5737 | | Thu 02/05/20 | 12:47 PM | Phone Call | Missed | | 0:00:14 |
| 65 | Voice | (516) 729-8558 | | Fri 02/06/201 | 4:47 PM | Phone Call | Accepted | The call conne | 0:04:27 |
| 66 | Voice | (516) 729-8558 | | Thu 02/05/20 | 6:22 PM | Phone Call | Voicemail | | 0:00:36 |
| 67 | Voice | (516) 729-8558 | | Thu 02/05/20 | 3:41 PM | VoIP Call | Call connected | | 0:01:03 |
| 68 | Voice | (516) 987-2811 | | Fri 02/06/201 | 8:20 AM | Phone Call | Missed | | 0:00:03 |
| 69 | Voice | (516) 987-2811 | | Fri 02/06/201 | 8:20 AM | Phone Call | Missed | | 0:00:06 |
| 70 | Voice | (559) 234-2057 | | Mon 02/02/20 | 2:46 PM | Phone Call | Accepted | The call conne | 0:04:13 |
| 71 | Voice | (559) 234-2057 | | Mon 02/02/20 | 2:43 PM | Phone Call | Missed | | 0:00:17 |
| 72 | Voice | (559) 309-9164 | | Wed 02/04/20 | 2:54 PM | Phone Call | Accepted | The call conne | 0:01:22 |
| 73 | Voice | (559) 864-3202 | | Tue 02/03/20 | 3:28 PM | VoIP Call | Hang Up | The caller hun | 0:01:10 |
| 74 | Voice | (561) 201-0610 | | Sat 02/07/201 | 5:20 PM | Phone Call | Voicemail | | 0:00:24 |
| 75 | Voice | (561) 201-0610 | | Sat 02/07/201 | 4:34 PM | VoIP Call | Call connected | | 0:00:48 |
| 76 | Voice | (561) 201-0610 | | Sat 02/07/201 | 4:32 PM | VoIP Call | Call connected | | 0:00:25 |
| 77 | Voice | (561) 201-0610 | | Fri 02/06/201 | 4:32 PM | Phone Call | Accepted | The call conne | 0:01:22 |

Systems -Leverage cloud



- Store all files online
- E-sign all contracts (from anywhere)
- E-fax
- Apply online
- in other words - GO PAPERLESS

Systems -Leverage manuals

- Set expectations - then *meet exceed them*
- Maintain procedures for critical processes
- Employee Policies and Procedures
- Owner manual
- Tenant manual
- Vendor manual

HPM

HPM OWNER MANUAL TABLE OF CONTENTS

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step 6 - *HR*



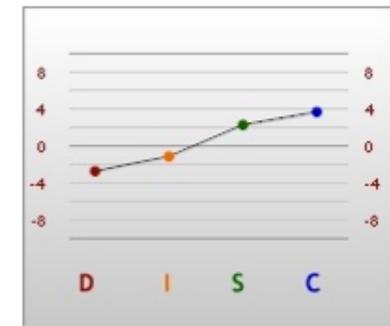
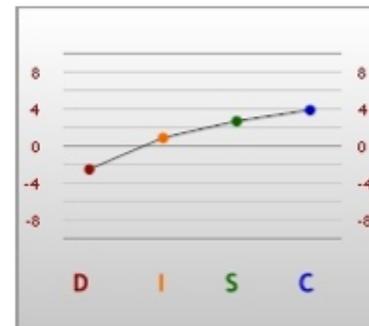
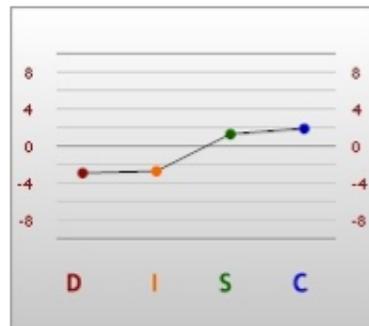
- behavioral style analysis tools - DISC
- benchmarks of a good manager
- *hire natural ability & loyalty*
- sample DISC results



| | D = Dominant | I = Influencing | S = Steady | C = Conscientious |
|-------------------|---|--|---|---|
| Seeks | Control | Recognition | Acceptance | Accuracy |
| Strengths | Administration Leadership Determination | Persuading Enthusiasm Entertaining | Listening Teamwork Follow-Through | Planning Systems Orchestration |
| Challenges | Impatient Insensitive Poor Listener | Lack of Detail Short Attention Span Low Follow-Through | Oversensitive Slow to Begin Dislikes Change | Perfectionist Critical Unresponsive |
| Dislikes | Inefficiency Indecision | Routines Complexity | Insensitivity Impatience | Disorganization Impropriety |
| Decisions | Decisive | Spontaneous | Conferring | Methodical |

Because human personality is comprised of varying intensities of the four behavioral styles, the DISC graph helps make the personality style more visual. The DISC graph plots the intensity of each of the four styles. All points above the midline are stronger intensities, while points below the midline are lesser intensities of DISC characteristics. It is possible to look at a DISC graph and instantly know the personality and behavioral characteristics of an individual.

Below are your three DISC graphs, and a brief explanation of the differences between the graphs.



DISC graph 1 represents your "public self" (the mask)

This graph displays the "you" others see. It reflects how you perceive the demands of your environment, and your perception of how you believe others expect you to behave.

DISC graph 2 represents your "private self" (the core)

This graph displays your instinctive response to pressure, and identifies how you are most likely to respond when stress or tension are present. This would be your instinctive reaction.



• Would this person make a good PM?

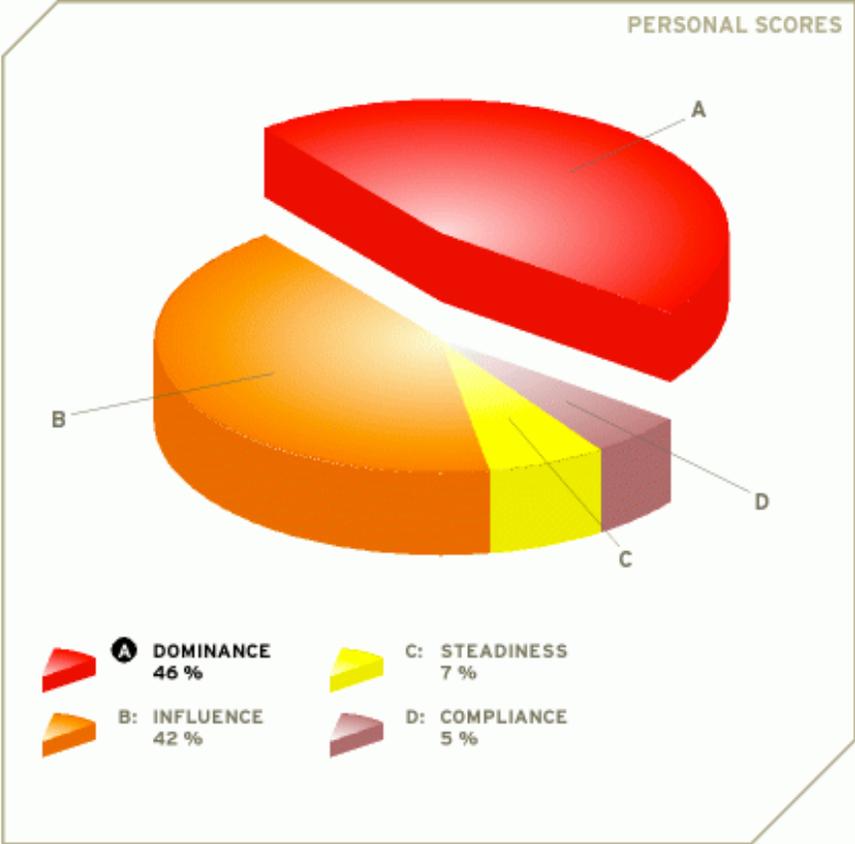


Fig. 1
DISC PERSONALITY

YOU

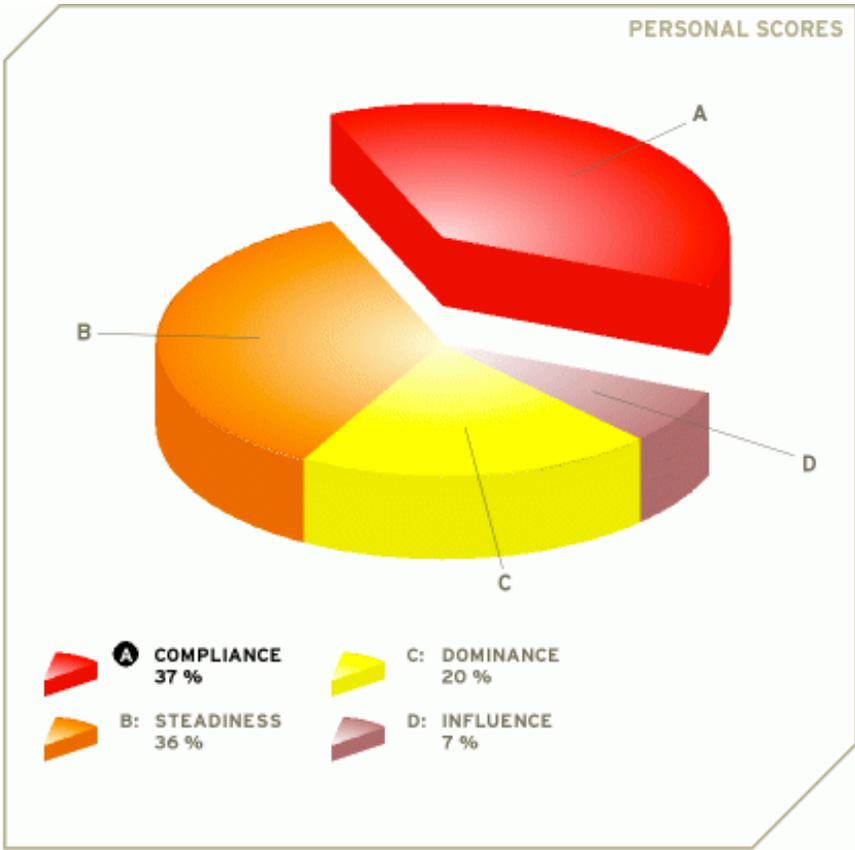
SEX:
AGE:

YOU





- Would this person make a good PM? YES... if we provide them systems and procedures!



step 6 - *Hiring*



- PM's have 'industry benchmarks'
- PM's need S&C higher than D&I
- Match Values and Corporate Culture
- Learn how to communicate with staff

step 7 - *Motivate*



- employee vs independent contractor
- managers run portfolio like their own mini-business
- income directly related to their performance
- set their own hours, manage their own time
- use tech to manage by exception - coach vs scold

step 8 - *Survey*

- "Survey Thursdays"
- exit survey every account that is lost
- "random" calls to owners on a schedule
- call management prospects that sign elsewhere
- call tenants that don't renew & move locally too



step 9 - *Rainmaker*

- focus on profit and growth
- create fresh online content
- build a strong online reputation
- develop outsourcing



Fresh Multimedia Content

- **Google Algorithm**
- Rewards Fresh Content
- Rewards Social Signals
- Build Market Authority

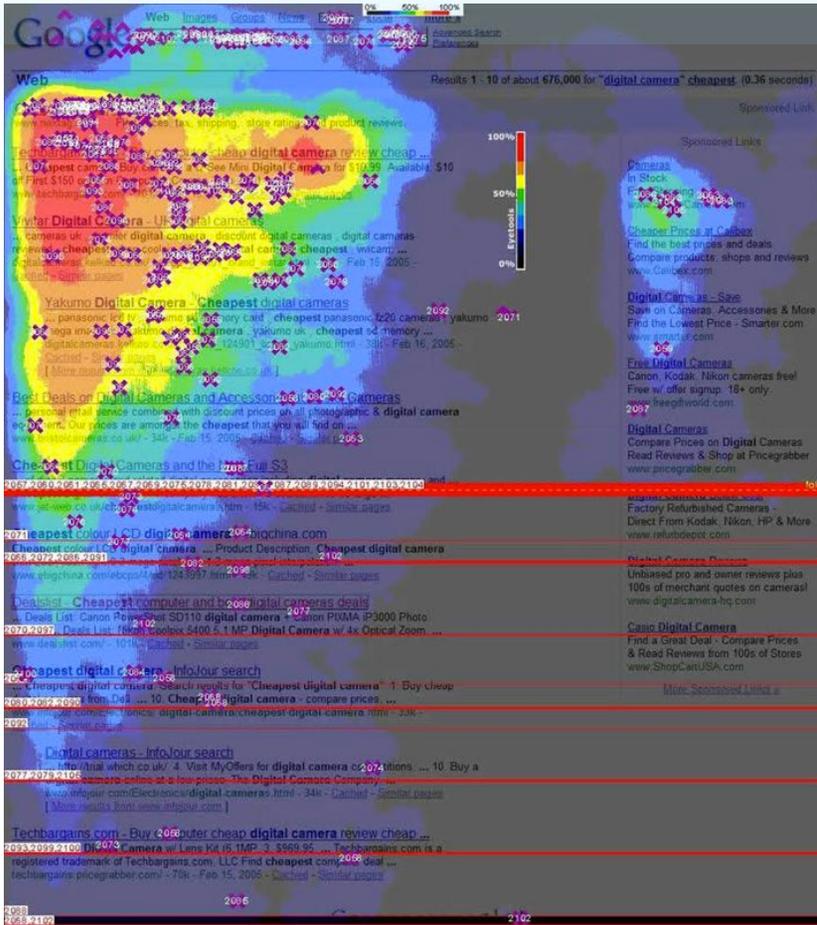


The Importance of Reviews



Google Heat Map

2005 - 1st was king



2014
it's
all
about
top
3
organic
& pins



Google Reviews & Pin Rank

Home Property Management

www.homepropertymanagement.com

4.6 ★★★★★ 24 Google reviews · Google+ page

Capital Realty Advisors Inc

www.capitalrealtyadvisors.com

Google+ page

Complete Property Management

plus.google.com

Google+ page

Pathway Property Management

www.pathwayfl.com

1 Google review · Google+ page

Kanga Property Management

www.kangapropertymanagement.com

1 Google review · Google+ page

Real Property Management Gardens

www.gardens.realpropertymgt.com

Google+ page

A 8259 North Military Trail
#1
Palm Beach Gardens, FL
(800) 999-6608

B 600 Sandtree Drive #109
Palm Beach Gardens, FL
(561) 624-5888

C 3307 Northlake
Boulevard
Palm Beach Gardens, FL
(561) 626-2778

D 1203 Town Center Drive
Jupiter, FL
(561) 249-7572

E 4406 Northlake
Boulevard
Palm Beach Gardens, FL
(561) 907-4833

F 3801 PGA Boulevard
#600
Palm Beach Gardens, FL
(561) 491-4845

- My local market
- our rating wins listings
- we are the clear choice

Map results for palm beach gardens property management

Google Reviews & Pin Rank

Liberty Management, Inc.

www.libertymgt.net

4.8 ★★★★★ 221 Google reviews · [Google+ page](#)

Hendricks Property Management LLC

www.sarents.com

4.4 ★★★★★ 38 Google reviews · [Google+ page](#)

Larsen Properties

larsenpropertymanagement.com

4.9 ★★★★★ 33 Google reviews · [Google+ page](#)

Red Wagon Property Management

www.wagonrealty.com

4.5 ★★★★★ 28 Google reviews · [Google+ page](#)

Boardwalk Real Property Managemen...

boardwalkrpm.com

3.6 ★★★★★ 23 Google reviews · [Google+ page](#)

Birdy Properties, CRMC®

www.birdy.com

4.1 ★★★★★ 115 Google reviews · [Google+ page](#)

Davidson Properties Inc

www.davidsonproperties.com

2.7 ★★★★★ 21 Google reviews · [Google+ page](#)

[Map results for san antonio property management](#)

A 7217 Bandera Rd
San Antonio, TX
(210) 681-8080

B 2227 Lockhill Selma
Road
San Antonio, TX
(210) 344-3463

C 17890 Blanco Road
#303
San Antonio, TX
(210) 497-8686

D 16719 Huebner Road
San Antonio, TX
(210) 695-1100

E 2141 Northwest Military
Highway
San Antonio, TX
(210) 340-1717

F 18830 Stone Oak
Parkway
San Antonio, TX
(210) 524-9400

G 5711 Broadway Street
San Antonio, TX
(210) 826-1616

- San Antonio Market
- Steady supply of reviews
- Pins or Organic easier?
- Train staff to get reviews
- Rewards for good reviews
- Sink or swim

Develop Outsourcing

- Several new chains & franchises
- More price point pressure
- *Work Orders*
- *Admin*
- *Leasing Lines*
- *Tenant Screening*
- *Reputation Marketing*
- *Everything but “boots on ground”*



Review

- The goal? Freedom to choose
- The fuel? Belief + desire
- The key? Implement
- What's under YOUR palm tree?
- What's under my palm tree



Under My Palm Tree





- Set 12 Month Goal
- DIY
- Accountability Partner
- Coaching