



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...

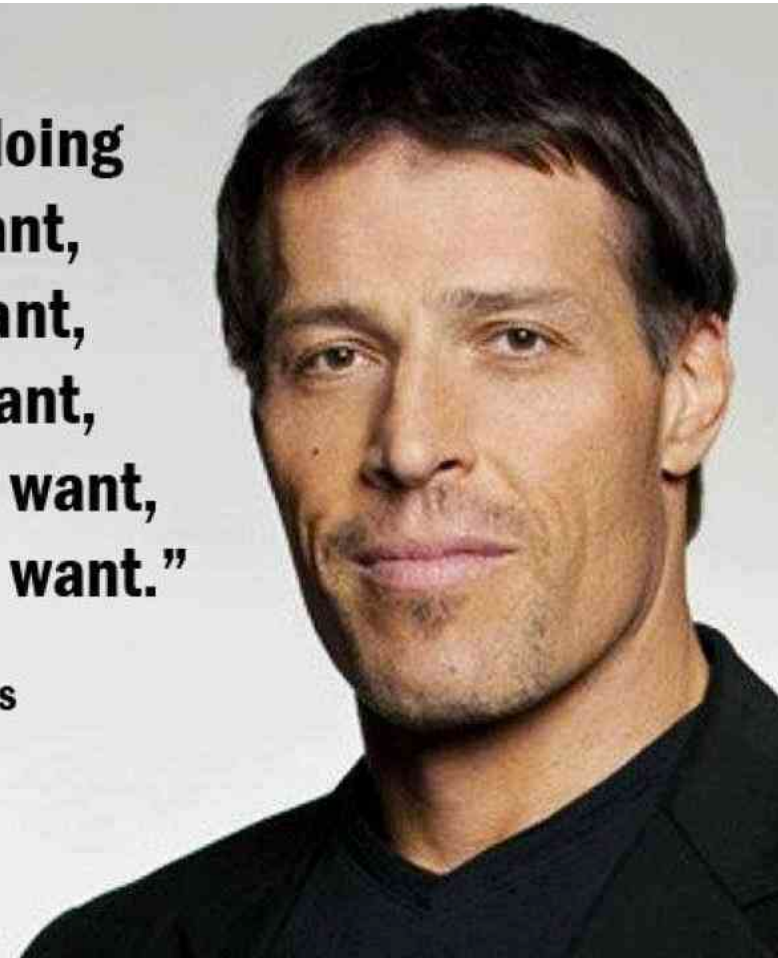
- wish we could work only when we want?
- would work less if only we knew how?
- are afraid to leave our staff unsupervised?
- work to live versus live to work?
- serve our business instead of vice versa?

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*

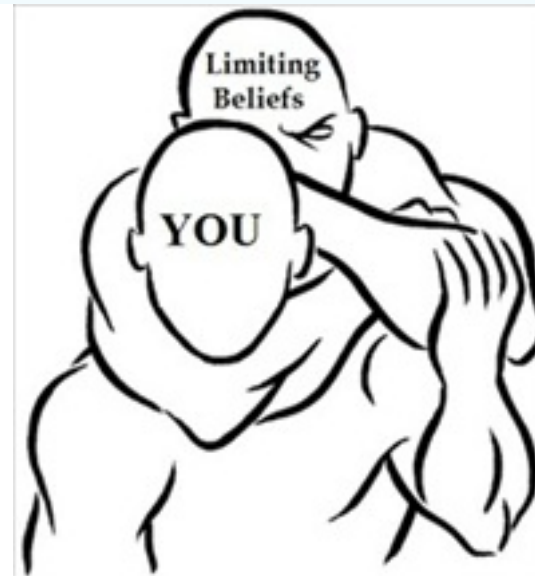


Jim Breen
1969

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!*****

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 piñata playing?





Geri Margello Westfall It's Thursday. Get a job!

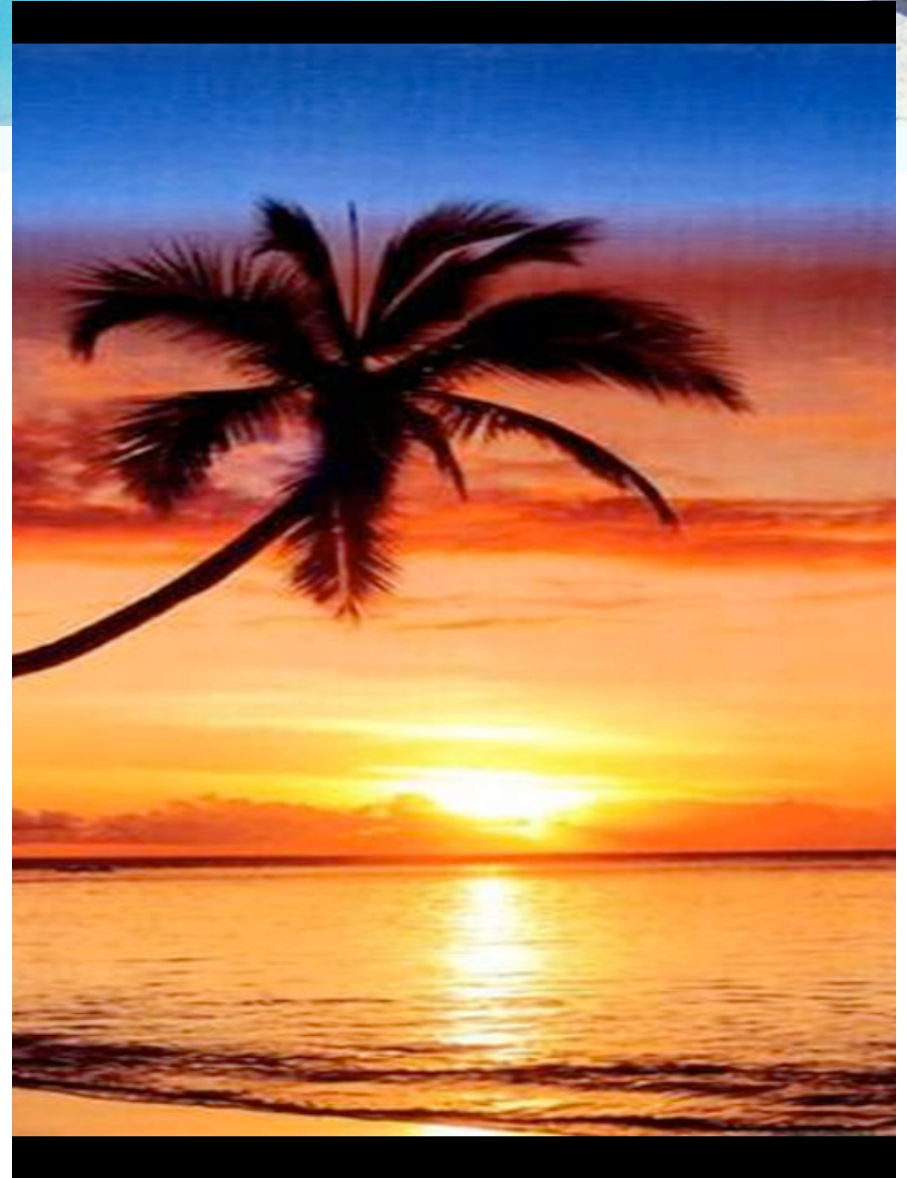
August 13, 2009 at 7:38pm · [Like](#)

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



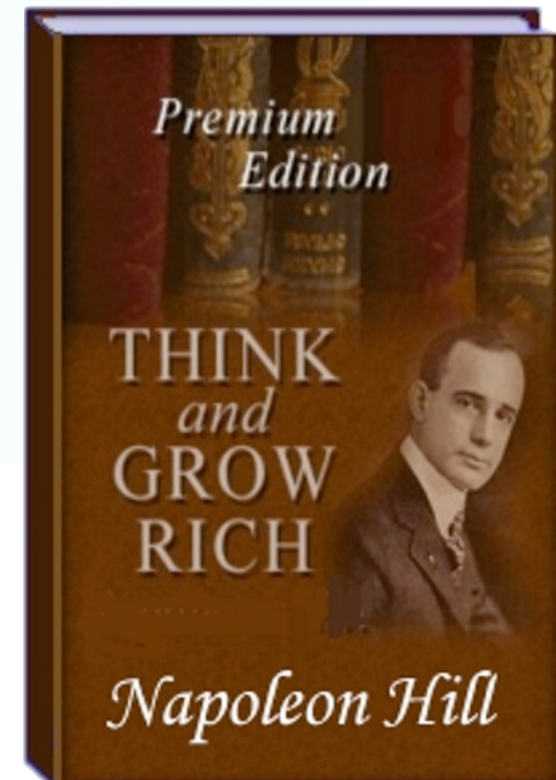
- San Diego NARPM Annual Conference 10/2013
- \$112 per door per month and can't leave the office
- \$169 per door per month one year later 10/2014
- Gave themselves a raise of 50.89%
- What did they do with the money?

Summer in France



Step 2 - *Believe*

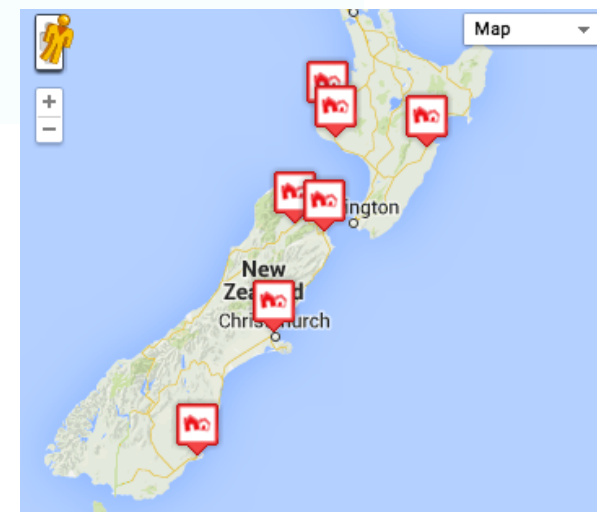
- “Think and Grow Rich” - Chapter 3 by Napoleon Hill
 - ***“THERE ARE NO LIMITATIONS TO THE MIND EXCEPT THOSE WE ACKNOWLEDGE”***
 - ***“BOTH POVERTY AND RICHES ARE THE OFFSPRING OF THOUGHT”***
- Do I believe in me?
- Do I truly believe I DESERVE what I want?
- Do I believe my clients should stay with 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. At the top, there's a navigation bar with the RingCentral logo and links for Admin Portal, My Extension, and user information (Renee | (561) 285-3632 Ext. 305). Below this is a secondary navigation bar with Phone System, Reports, Call Log (active), Billing, and Tools. The main content area is titled 'View: Simple | Detailed' and shows filters for 'Show Call Log records for: Last 7 days' and date ranges 'From: 02/07/2015' to 'To: 02/08/2015'. There are checkboxes for 'Type of call' (Voice, Fax, VoIP), 'Direction' (Inbound, Outbound), and 'Extension' (All Extensions). A 'Delivery Settings' button is also present. Below the filters, there's a table of call logs with columns: Type, Phone Number, Name, Date / Time, Recording, Action, Result, and Length. The table lists seven calls, including missed and accepted calls, with a 'Phone number:' field and buttons for 'Contacts', 'Block', 'Delete', 'Download', and 'Purge' above the table.

View: Simple | Detailed

Show Call Log records for: ☒ Last 7 days ☐ From: 02/07/2015 To: 02/08/2015 [Show](#)

Close Advanced Features ^

Type of call: ☒ Voice ☒ Fax ☒ VoIP

Direction: ☒ Inbound ☒ Outbound

Extension: All Extensions

☐ Include blocked calls

☐ Show Referral URL for RingMe Calls

☐ Show Only Recorded Calls

[Delivery Settings](#)

Phone number: [Contacts](#) [Block](#) [Delete](#) [Download](#) [Purge](#) [Page 1](#)

<input type="checkbox"/>	Type	Phone Number	Name	Date / Time	Recording	Action	Result	Length
<input type="checkbox"/>	Phone Call	From: (561) 899-3064	Add Contact	Today 2:09 PM		Phone Call	Missed	0:00:29
<input type="checkbox"/>	Phone Call	From: (561) 389-4977	Add Contact	Today 1:50 PM		Phone Call	Missed	0:00:05
<input type="checkbox"/>	Phone Call	From: (561) 262-6494	Add Contact	Today 1:49 PM		Phone Call	Accepted	0:01:39
<input type="checkbox"/>	Phone Call	From: (513) 641-9230	Add Contact	Today 1:19 PM		Phone Call	Missed	0:00:08
<input type="checkbox"/>	Phone Call	From: (301) 318-8118	Add Contact	Today 1:02 PM		Phone Call	Voice mail	0:01:24
<input type="checkbox"/>	Phone Call	From: (301) 318-8118	Add Contact	Today 12:53 PM		Phone Call	Missed	0:02:13
<input type="checkbox"/>	Phone Call	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	4:22 PM	Phone Call	Accepted	The call conne	0:04:26

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

HPM Owner Manual	2
Table of Contents	2
Welcome.....	4
Owner Documents	5
Owner Information	5
Electronic Banking Authorization – ACH form	5
Mortgage Authorization	5
Utility Authorization	5
Insurance Authorization	5
Change of owner information	5
Owner Work Request/Authorization.....	5
Owner Vacation Notice	5
Home Property Management	6
HPM mission statement	6
HPM principals.....	6
HPM Communication.....	6
Company communication	6
HPM website “www.624Home.com”	6
General office information.....	7
Address information.....	7
Communication	7
Office Hours.....	7
Emergencies	7
Newsletter	7
Teams and contact information	8
HPM staff/personnel	8
Owner communication.....	9
Email	9
Owner vacation notice	9
Owner responsibilities	9
The Scope of Property Management.....	10
What is included in HPM Property Management services	10
What is not included in HPM Property Management services	10

step 6 - *HR*



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

Seeks

D = Dominant

Control

I = Influencing

Recognition

S = Steady

Acceptance

C = Conscientious

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

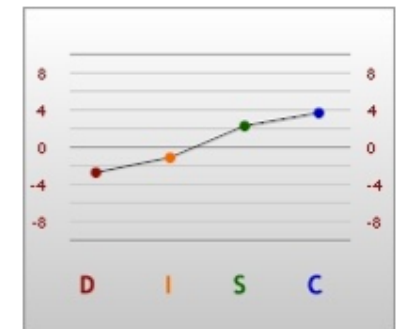
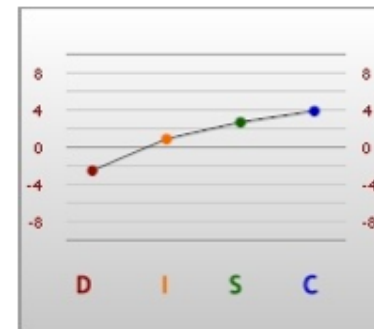
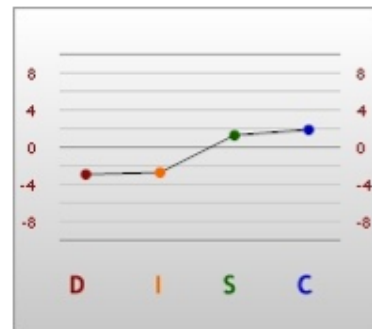
Spontaneous

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)

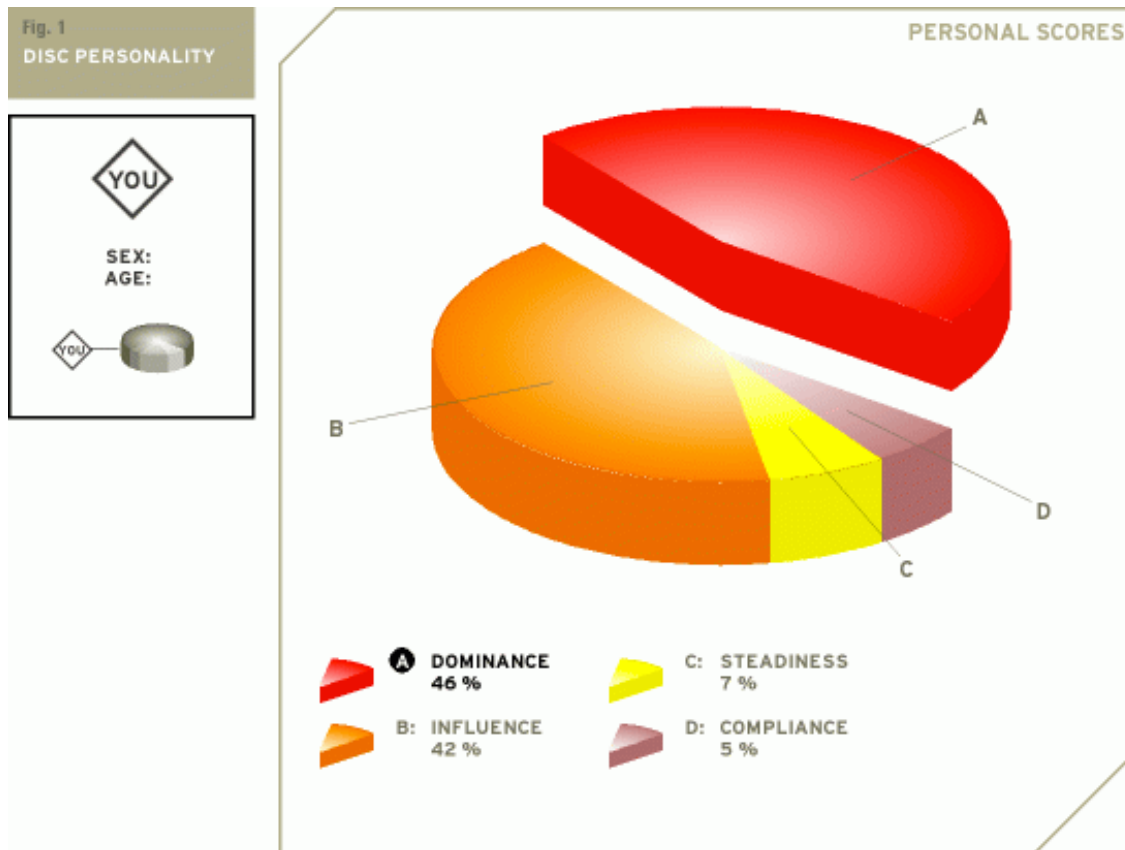
This graph displays the "you" others see. It reflects how you perceive the demands of your environment, and your perception of how you believe others expect you to behave.

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?

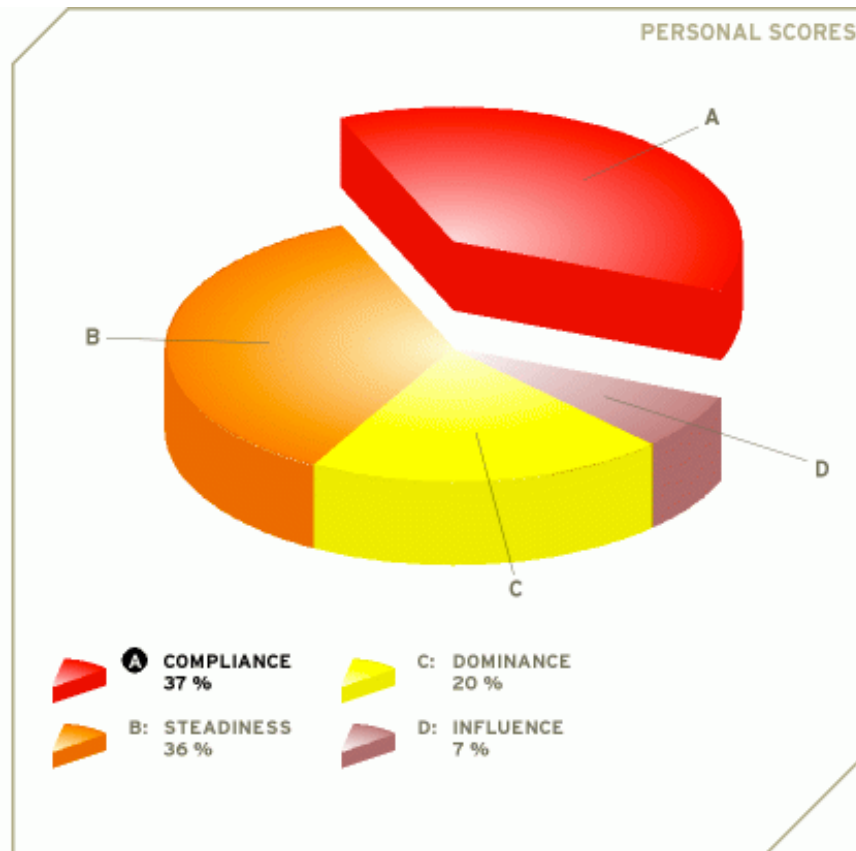




- Would this person make a good PM? YES... if we provide them systems and procedures!



Fig. 1
DISC PERSONALITY



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

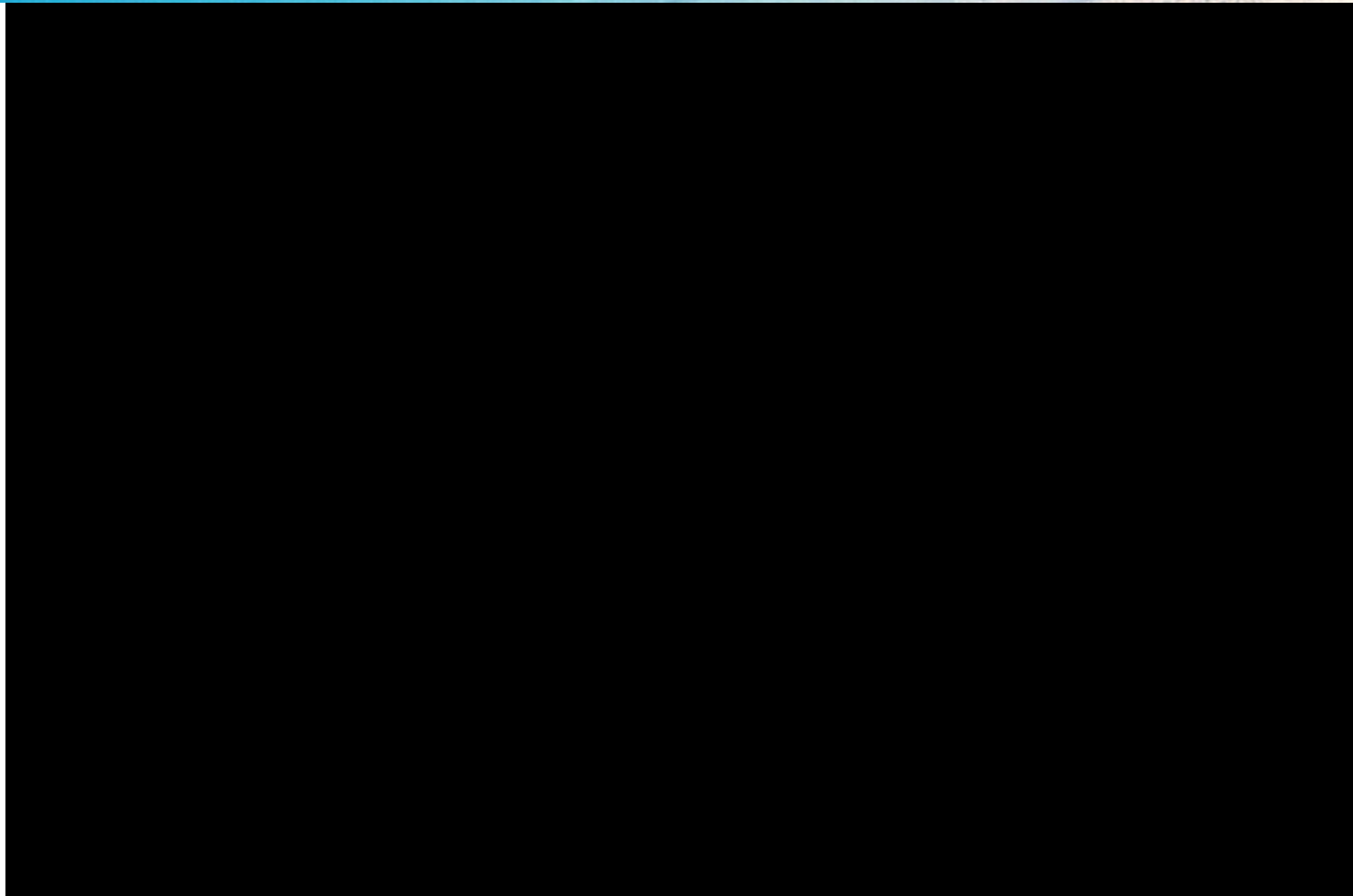


Fresh Multimedia Content

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

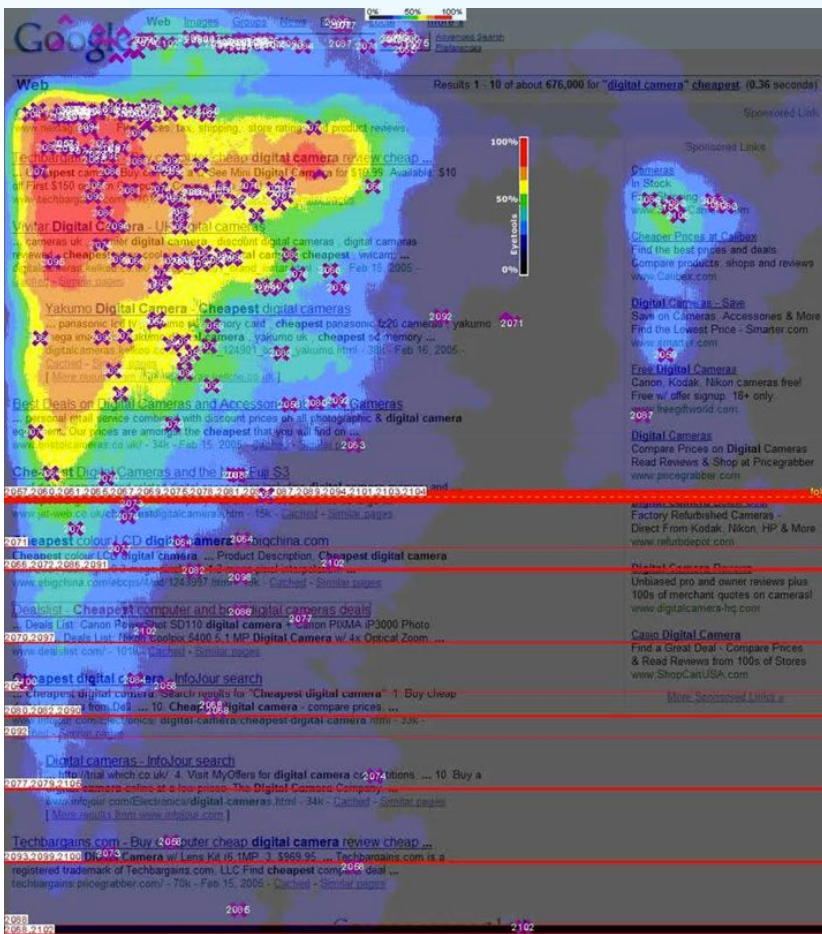


The Importance of Reviews



Google Heat Map

2005 - 1st was king



Virtually
inCredible

• 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

Map results for palm beach gardens property management

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

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 Manageme...

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