



**GROWING A PROFITABLE
MANAGEMENT COMPANY**

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

 **Session 1
Growing Your Company** 



Starts with Self Analysis

What do you want to become?

What are your competitive advantages?

Shop your competition

Develop a mission statement –
plan the mission, then execute the plan



 **One New Account At a Time
VS.
A Whole Lot All At Once** 



Buying Accounts

2 Approaches to Value

Due Diligence



Financing Alternatives

 **Becoming More Productive** 

 **Marketing**
Establish Your Expertise 

Why Would A Landlord Trust You
With Their Property?

Leadership Positions Held/Resume

 **Marketing**
Branding Your Company 

Stationary, Printed Materials



Signs

Web Site

What info should you provide?

What functionality will it have?

How do you track it's success?



 **Marketing** 
Learning and Understanding the Metrics

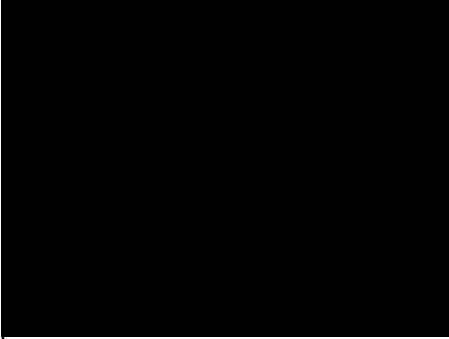
How much per Month
vs.
How much per Hour

Developing Your Marketing
Budget and Goals

What are your staffing needs?

Be Prepared to Handle the Response

 **Traditional Advertising Options** 





Newspaper

Radio

Cable TV

Billboards

 **Effective Advertising Options** 



Ad Words:

Google

Yahoo



Bing

Search
Engine
Optimization



 **Effective Advertising Options** 

Search
Engine
Optimization

Multiple
Landing
Pages

 **Effective Advertising Options** 



Referral Sites:
AllPropertyManagement.com, YEXT Powerlisting (50+ referral sites), Adverx and Adroll (Retargeting), Social Media (Facebook/Twitter/LinkedIn/YouTube/Google+)



 **Effective Advertising Options** 



Blogging



Social
Networking



Other
Advertising
Ideas?

 **Tracking Your Results**
Google Analytics 

 **Tracking Your Results**
SEO Consultant 

 **Tracking Your Results**
Monitor Your Online Reputation 

 **Tracking Your Results**
DID Numbers 

 **Making Your Presentation**




Face to Face

E-Mail & Phone

What to include:

- CMA
- Agreement
- Benefits (Sell the Sizzle)
- References
- What Else?

Don't Overwhelm Them!

 **Follow Up**


CRM – Customer Relationship Management

DRIP MARKETING

Thank you note



Call Back

Referral Program

Customer Service Surveys

Newsletters

Track Contacts & Opportunities



 **Session 2**
Increasing Profitability 

2 Ways to Increase Net Income



Increasing Gross Income

- Fees to Owners
- Fees to Tenants
- Other Fees

Learn Where Your Profit Centers Are

 **Increasing Profitability** 

Increasing Productivity = Decreasing Expenses

 **Increasing Profitability** 



Decreasing Expenses

Establish a System with an emphasis on Increasing Efficiency

Always Consider \$ per Hour



Leverage Your Staff

Re-Think Your Space Requirements

 **Increasing Profitability** 



Bookkeeping Efficiency

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

 **Increasing Profitability** 



Marketing Efficiency

- Ad Syndication
- Updating Ads on Your Web Site
- SMS Texting
- Taking Leasing Calls/E-mails



 **Increasing Profitability** 

Marketing Efficiency



- Showing Property
- Processing Applicants
- Updating Owners

 **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 or 3CX
- Cross Training


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


- Templates for Frequently used Documents
- Remote Connectivity
- Automated Backups
- Other Ideas?

 **Increasing Profitability** 
Tracking Performance

- Quantify Your Goals
- Track Your Progress

 **Increasing Profitability**
Tracking Performance – Quantify Quality



 **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?

Mike Nelson, GRI®, MPM®, RMP®
Excalibur Home Management, LLC CRMC®
mnelson@excalhomes.com

