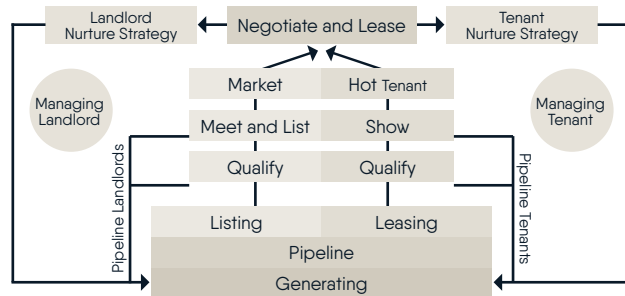


PM PROFIT ZONE



8 KEY GOALS OF PROPERTY MANAGEMENT

- 1 Powerfully generate management opportunities into pipeline
- 2 Nurture those relationships so they are ready to list
- 3 Differentiate and win the management
- 4 Exceptional leasing strategy
- 5 Outstanding landlord relationships
- 6 Brilliant tenant relationships
- 7 Operational excellence through teamwork
- 8 Have fun and enjoy the ride

YOUR SHOWUP CHECKLIST

Who are you being?

- Reliability, honesty and integrity
- A sincere desire to help people
- Hard-working organised and proactive
- Energy and engaging personality
- Staying cool under fire
- Courageous to handle small things before they become big
- Self-motivated, committed – taking responsibility
- Enhancing connections and relationships
- Willing to grow and improve
- Team player

YOUR IMPACT CHECKLIST

- Creating raving fans
- Working your plan
- Positive expectancy
- Anticipative thinking
- "Can do" problem solver
- Supportive of others
- Understanding your contribution
- Mastering your ideal week/month
- Active participation in growth
- Embracing technology

CREATE RAVING FANS

How to see complaints as a marketing opportunity



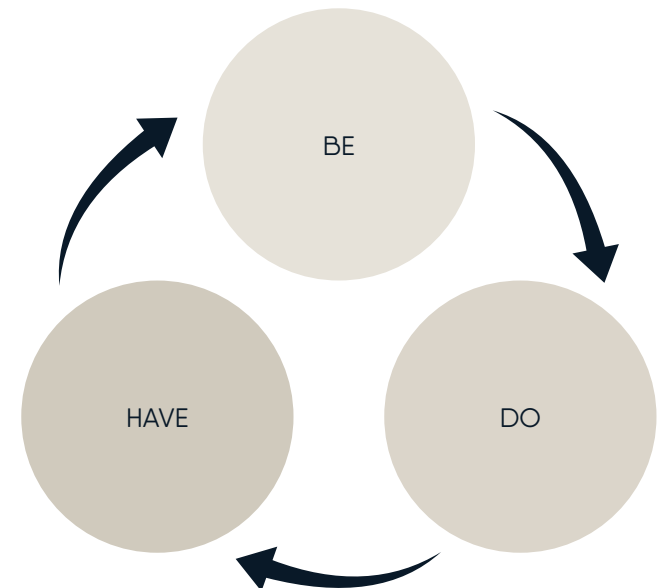
MICHAEL SHEARGOLD

NAME _____

DATE _____

PROPERTY MANAGERS GROWTH PLAN

THE BEST WAY TO PREDICT THE FUTURE IS TO INVENT IT!



PROPERTY MANAGERS GROWTH PLAN

PERSONAL GOALS	KPI	CURRENT	TARGET	DUE	OPPORTUNITY
	Properties Managed				
	New Business: Listings / Referrals				
	Arrears (% , No. , \$)				
	Over 14 Days Vacant				
	# Periodic Leases				
	Maintenance Tasks				
	New Authorities				
	Lease Expires				
	Rent Reviews				
	Routine Inspections				
	Good News Calls				

BUSINESS GOALS	FOCUS
	RELATIONSHIP BUILDING
	NEW BUSINESS
	LANDLORD WOW
	TENANT WOW
	IMPROVE CLIENT EXPERIENCE
	EFFICIENCIES AND INCREASE PRODUCTIVITY
	IMPROVE CULTURE AND SUPPORT
	SOLUTIONS BASED APPROACH

CRM DATABASE PLAN	CHALLENGES

KEY UPGRADES	LEARNING

SUPPORT / COACHING