

# RESIDENTIALResource



THE OFFICIAL MONTHLY NEWS MAGAZINE OF THE NATIONAL ASSOCIATION OF RESIDENTIAL PROPERTY MANAGERS

## THE 10x MINDSET

How to grow your property management business by the power of 10

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**p13**

Setting up your owners for success through onboarding

**p16**

Employee development: How to create a committed and productive team

**p18**

8 marketing ideas to get the right owner leads





## Resident



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NARPM® provides resources for residential property management professionals who desire to learn, grow, and build relationships.

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## NEW MEMBER REFERRALS • JULY 2023

| REFERRING MEMBER          | NEW MEMBER       |
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## EDITORIAL MISSION

Since 1989, the NARPM® news magazine has been a key focal point for the organization. The *Residential Resource* keeps members up to date on association events and provides valuable industry advice and insight. NARPM® members receive the *Residential Resource* as part of their membership, included in their annual dues.

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National Association of Residential Property Managers



## FROM THE DESK OF THE Chief Executive Officer

Did you see what else came out of the strategic plan? It is a new process for Members to apply to be one of the three general session speakers at the Broker/Owner Conference & Expo and, if chosen, be paid \$7,500. You can also apply to be a breakout session speaker and receive \$1,500.

# Strategically planning for a fantastic fall and 2024

I wonder where summer went?! It seems like just yesterday I was soaking up the sun at the beach, and now we are quickly approaching the 2023 NARPM® Annual Convention & Trade Show, which will be in Atlanta, Georgia.

We are kicking off the event with the Opening Celebration at the Chick-fil-A College Football Hall of Fame on Monday evening, Oct. 16. Starting Tuesday morning, the Convention Committee has designed a great lineup of speakers, and we have more vendors at this show than in years past. You can check out all the details <https://www.narpmconvention.com/>. I look forward to seeing you there!

September is Strategic Planning Month. NARPM® National is working with a facilitator to put together a new two-year plan for the organization. This plan will move toward enhancing many of the items that the 2022-2023 plan started. This is a great session where there are high-level discussions on what is happening in the industry and how NARPM® can remain relevant. I personally am looking forward to seeing the new plan that the Members put together to be tackled in the next two years.

Speaking of the current plan, did you see the information of the new At-Large Chapter meeting being held in September? This vision came out of the strategic plan and was finally brought to fruition. There will be many more of these events and will be marketed to the NARPM® at-large Members for education and networking. Watch the Highlights e-newsletter for all of At-Large Chapter's upcoming events.

Did you see what else came out of the strategic plan? It is a new process for Members to apply to be one of the three general session speakers at the Broker/Owner Conference & Expo and, if chosen, be paid \$7,500. You can also apply to be a breakout session speaker and receive \$1,500.

Again, this action came from this year's strategic plan, and we are excited to see the lineup of speakers enhanced with this change. For more details on this action, go to <https://www.narpmbrokerowner.org/> since the call for presentations is now open.

Have you seen the new marketing efforts from our Communications/Marketing Committee and Victoria on our staff? They are pushing NARPM® designations

through videos of Members recorded at past events. They are working with the Governmental Affairs Committee to explain why legislative activities should matter to Members and how individuals can get involved. The NARPM® social media presence has grown tremendously, and the NARPM® message is reaching out to others in the industry.

Speaking of legislative, NARPM® approved changing the Legislative Conference to the NARPM® **Capitol Summit**. In February, you can participate in a conference like no other as NARPM® gathers in the heart of the nation's capital, Washington, D.C.

You will be able to network with fellow property management pros, swap success stories and brainstorm innovative ideas that will send shockwaves through your business. This conference will not be just about managing properties; it's about managing the future of our industry. We have experts who will break down the latest legislative developments in D.C. Watch for all the details as it unfolds. This event will only be open to the first 100 who sign up, so make sure you are on the list early.

All details are being worked on, so keep up to date at <https://www.narpm.org/legislative/narpm-capitol-summit/>.

In 2024, you will see major changes in the way NARPM® offers education. It was recommended by the National instructors that, to keep education relevant, NARPM® needed to change the way it offered the classes and cost of the courses. The course designer is working on rewriting the current courses into separate 3-hour virtual classes. Watch for more details to unfold later in the year.

The year isn't over, and NARPM® still has several items pending. It has been an extremely busy 2023, and I will report more to you in my next message. In the meantime, send me an email if you have any questions, [CEO@narpm.org](mailto:CEO@narpm.org). Take care and please be safe. 🇺🇸

**Gail S. Phillips, CAE**  
NARPM® Chief Executive Officer

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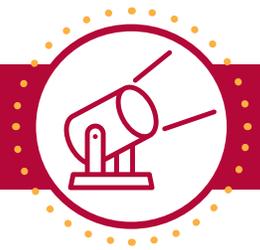
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# MEMBER Spotlight

GET TO KNOW AMAZING NARPM® MEMBERS FROM ACROSS THE UNITED STATES



## NARPM® Women's Council of Property Managers Chair: **Bess Wozniak, MPM® RMP®**



**Name:** Bess Wozniak, MPM® RMP®, PURE Property Management of Georgia, Atlanta, Georgia

**I've been in property management since:** 13 years officially, but I grew up in it as I am fourth generation in the business.

**My favorite part of the NARPM® Women's Council of**

**Property Managers' 2nd Annual Women's Conference on Oct. 20 is:** It's going to be a retreat feel, and we want you to "come as you are," meaning we want people to feel comfortable. The dress code is casual. I'm also looking forward to wrapping up a morning of supporting each other and ourselves by having a networking moment culminating in walking away as a part of a Champion Circle. These Champions will be your support after this event and the four days prior of the National Convention to help, lean on and cheer you on as you bring your plan to fruition!

**The best part of serving as Chair of the Women's Council is:** Meeting and working with some incredible women in our Membership across the nation! I love hearing and learning from others. We grow as humans when we interact with people who have different life experiences from our own, and I feel the Women's Council promotes just that.

**Behind the scenes, the greatest challenge of planning the upcoming Conference is:** Balancing the time needed to plan with my job and family life.

**I joined NARPM® because:** I wanted more property management-focused education.

**NARPM® membership is important to me because:** I value continued growth and education in any profession. NARPM® provides that to the professional property management industry.

**My favorite NARPM® benefit is:** The networking and friendships that I have found both locally and nationally. I have a plethora of people that I can reach out to about any issues I'm having in our business, and I don't have to over-explain as they already know what I'm talking about. We have shared experiences, even though we've never actually worked together.

**The best advice I've gleaned from the Women's Council's 2023 webinar series is:** Have conversations with people who are different from you. Seek to understand. You don't always have to agree, but respect and understanding others is beneficial for all.

**My best advice for those who want to get involved in NARPM® is:** Don't be afraid to just jump in and say, "How can I help?" Getting involved in NARPM® is the only way I would have made the relationships that I have. I tend to be more introverted by nature, so I knew that, for me, volunteering was my best way to make these connections and gain some lifelong friendships.

**My favorite pastimes are:** Singing, reading, watching movies or going to see live theatre, but most of all spending time with my son!

**Fellow NARPM® members would be surprised to know:** My degree is in theatre, and my first career was working as an actor and educator mostly focused in children's theatre. 🎭



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**Samantha Ferreira** is an experienced professional in payment processing for the property management industry, having served as Head of Client Services at PayProp South Africa for 13 years before moving to Canada to help launch PayProp there in 2018.

## 7 tips to maintain positive relationships with owners and tenants

Happy clients are the lifeblood of a successful business – especially one as people-oriented as property management. Word-of-mouth advertising and online reviews are extremely important for getting new investors and their property portfolios onto your books, so it's imperative that property owners and tenants feel they are getting an attentive and empathetic customer service experience.

To help achieve that, consider these seven effective strategies:

### THOROUGH TENANT SCREENING

Property owners want reliable, responsible and considerate tenants. Likewise, tenants have their own wish list of expectations from landlords. Property managers, like matchmakers, play a key role in determining whether a tenant is a good fit for a property and its owner, and must do what they can to smooth relations and interactions between their clients.

It all starts with tenant screening. A rigorous tenant screening process reduces the likelihood of payment or behavioral issues down the line, which helps you earn client trust. Thorough vetting will combine landlord references, credit scoring and proof of income to create a full picture of tenant risk.

### REGULAR AND OPEN COMMUNICATION

The simplest way to improve customer service in property management is to be transparent, dependable and consistent in all interactions with owners and tenants. Provide routine updates on rental income, maintenance and repairs, tenant issues and any other relevant information. Quick and detailed responses to inquiries make clients feel heard and valued.

Give clients multiple ways to contact you. Some may

prefer phone calls or in-person meetings, while others may like email or text. People will respond positively to a more personalized approach.

### ACCURATE AND DETAILED FINANCIAL REPORTING

This ties into the above point: When handling money, transparency is even more important.

Monthly, fully itemized statements help keep owners up to date on the performance of their rental property. Accuracy is key. Making mistakes with an investor's money is the quickest way to lose their trust permanently, which makes manual rental payment processing a serious risk as you set your sights on growth.

### STREAMLINED AND TIMELY RENT COLLECTION

An owner's top priority is fast, hassle-free and reliable rent payments. Consistently collecting and paying out rent on time demonstrates a property manager's efficiency and reliability. By developing solid payment processes and promptly addressing late payments, owners will appreciate your efforts to maintain a steady cash flow.

### EFFICIENT MAINTENANCE AND REPAIRS

Slow or incomplete maintenance can ruin your relationship with a tenant, making retention an uphill battle. Tenant maintenance requests should be dealt with in a timely manner, while owners must be kept informed about actions taken and associated costs from start to finish.

Show clients you are proactive with routine inspections and preventative maintenance to help preserve the property's value and minimize service calls. Tenants won't always report small issues but may still move out because of them, so preventative work can help keep

**Continued on page 29 "Relationships"**

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**Property managers, like matchmakers, play a key role in determining whether a tenant is a good fit for a property and its owner, and must do what they can to smooth relations and interactions between their clients.**

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**Scott P. Brady** is the owner of Progressive Property Management Inc., Progressive Association Management, Partners Real Estate Group and Ally Escrow Inc. He manages residential properties and associations throughout Southern California and has 65 real estate agents who provide property and community management services. He is also the inventor of Tasteless Weightloss.

## The 10x Mindset: How to grow your property management business by the power of 10

Let's start this article with a quick thought experiment. What would you do if I told you that, with 100% certainty, you will die in exactly 10 years? What actions would you take?

You might have a written or unwritten bucket list and start crossing items off that list. Travel to countries you always wanted to visit. Meet with family and friends and reconnect with those you've had good times with in the past. Perhaps you feel you are satisfied with your current course and continue walking the path you currently find yourself on. Ten years, you think, is quite a bit of time and provides plenty of bandwidth to alter your course, if necessary.

But what if I told you that, with an equal amount of certainty, you will die in 10 hours? Would that information change your decision making? You don't have time to travel or procrastinate; you must make your decisions more quickly. You may meet with your intimate family members, get your estate in order,

At this time, we were managing about 900 doors and had gross revenue of about \$125,000 a month. I had a 10-year plan to double that business but was having difficulty executing on that goal because, for every new door we secured, we lost one to a sale since the real estate market was booming.

Considering my diagnosis, I decided to shorten my 10-year plan to a five-year plan and 10 times my business: Grow my annual revenue by 10 times my current gross revenue. Time seemed to be of the essence. It was a large goal to commit to in a short period, but I know it would galvanize my company and force me to change my decision making.

Here are a few of the changes I made:

- **Found the CEO of me:** I promoted my son to the head of the residential division, had a CEO mentor him, sent him to graduate school, enrolled him in Deb Newell's "Next in Line" mastermind group and designated him with

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**To achieve 10x growth, it meant making connections and relationships with those in our industry to have acquisition opportunities and networking with agents who may be a fit for our business model.**

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and reach out to loved ones to communicate their importance in your life.

Unlike having 10 years to live, having only 10 hours would force you to reprioritize goals and change your decision making. With limited time, you reduce your decisions to just the most important goals.

The compression of time creates clarity and galvanizes your decision making. You don't need to think you are going to die, but I thought I would in 2021. In early 2021 I was diagnosed and then treated for tonsil cancer. It required 36 radiation treatments and chemotherapy for two months. By suffering through these treatments, I would have an 80% chance of surviving more than five years. All I could focus on at the time was the 20% chance I would not survive another five years. Sometimes when you get bad news, you go to the dark side.

the task of hiring and firing. He may not have been completely prepared in 2021, but he is now the unmitigated CEO of the residential group.

- **20% of something is better than 100% of nothing:** In Southern California, real estate brokers can own escrow companies. Even though we had about 30 agents, our number of transactions did not justify owning one. I decided to recruit other top agents in the area and formed an agent-owned escrow company. When this venture turned out to be successful, I formed another escrow company and intend to form one more. Each company generates \$100,000 a month in gross income with a 65% profit margin.

**Continued on next page**

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- **Swim in “Blue Ocean” markets:** With the real estate market seducing our owners to sell and investors unable to purchase properties at reasonable returns, I knew it would be arduous to grow the residential side substantially. I decided to start an association management division. A few other brave souls in our industry have joined me in this decision, but most have not. But you can make good money by doing things no one else wants to do, and in just two years, we have added 145 associations, 7,000 owners and generate over \$200,000 a month in gross income.
- **Chased margins and not “doors”:** Like many of you, our profit margins were not healthy enough, and we committed to implementing fees and programs that better protected our owner’s assets and improved the rental experience of our tenants. More importantly, we terminated owners who were not a fit for our business model. We let go over 150 doors that were large investors but who only cared about their cash flow and did not appreciate the service we provided.
- **Commit 100% to 10x:** I had to forgo profits to achieve 10x growth. I had to hire experts in new business channels, be willing to buy other portfolios and increase our marketing expenses for both residential and association management. We improved our marketing message because effective marketing makes “sales” unnecessary but hired an additional business development manager for our new association channel.
- **Get uncomfortable:** I no longer work either in or on the business; I work with others who work on the business. To achieve 10x growth, it meant making connections and relationships with those in our industry to have acquisition opportunities and networking with agents who may be a fit for our business model. It meant attracting partners for our escrow companies and hiring talented escrow officers. It meant learning all the statutes of association laws and understanding this new business. The skills that got me to 1,000 residential doors would not get me to 10x growth.
- **Embrace your business model:** I thought other real estate companies would flock to my business model – that they would provide agents looking for stable monthly income and also provide the doors and communities to manage, and I would provide the brand and the back office. It did not work. Real estate brokerages consider property management beneath them and cling to the belief that “hope” is a strategy. They hope for lower rates, more sales and more agents in their brokerage. I decided to stop attempting to create joint ventures and instead recruit agents to be new branch managers, add branch offices in



other counties, and become so big and profitable, the real estate industry won't be able ignore us.

You might think I am an outlier, an aberration or the exception to the property management rule. You are wrong. Look around you. Many other operators are 10x thinkers and committed to changing their lives and this industry.

Mario Andretti once said that “if everything seems under control, you're not going fast enough.” We embrace that sentiment at my company. We are always in the process of correcting mistakes, improving systems and building an impervious company culture.

Here are the five traits of 10x owners:

- **Create audacious goals:** Whether you call them Big Hairy Audacious, stretch or just five-year goals, put them in writing and commit to them. They are your North Star.
- **Implement solid systems:** You can't grow without solid, duplicable systems. We try not to hire more full-time local team members but, like many of you, add out-of-country remote team members. Without proper systems and processes, the customer experience will suffer.
- **All decisions support the goals:** Every decision you make, every dollar you spend and every strategy you adopt must support growing your business radically.
- **Be willing to pivot, iterate and duplicate:** When I was young and grew rapidly in my teenage years, pain accompanied those growth spurts. You will feel pain as well during your 10x journey. Be willing to adjust, make incremental improvements and then scale.
- **Be intentionally 10x:** Intentional people don't allow themselves to fall short. If they have a goal to weigh 200 and reduce their weight to 205, they don't settle for that result. They will not tolerate that discrepancy. Commit to 10X.

As of this date, we have failed our 10x goal of \$1 million a month of gross income; we are only at \$600,000. But that is an almost 6x improvement from where we started. Although my cancer is now in remission, the 10x goal remains.

You don't have to be diagnosed with cancer or told you have less time to live; you just have to change your mindset. Sometimes, it is when we face our darkest fears that we find our deepest strengths. Your darkest fear should not be death; it should be mediocrity, of being good but not striving for greatness. Use the 10x mindset to strive for greatness. 🏆

*The inspiration for this article is “10X is Easier than 2X: How World Class Entrepreneurs Achieve More by Doing Less” by Dan Sullivan and Benjamin Hardy.*

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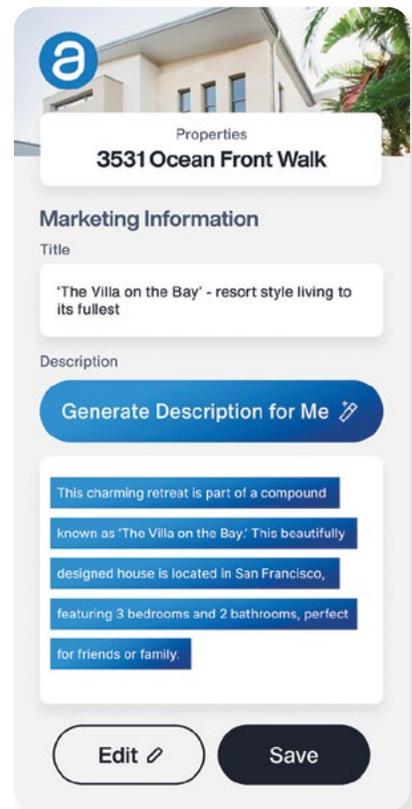
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**Matthew Kaddatz** is the Senior Director of the single-family rental market segment at AppFolio, a leading provider of cloud-based business software solutions in real estate. He has spent the past 16 years working in the property management industry with experiences including founding and operating a property management company and building technology for property management companies.

## Setting up your owners for success through onboarding

*Editor's note: This article is the second in a three-part series.*

In last month's edition, I talked about how you can acquire new rental owners and scale sustainably. After you attract and acquire new owners, it's critical to set them up for success with a thorough, customized onboarding process. Now I'll share strategies you can implement to efficiently and effectively onboard new owners while creating a great experience.

### BENEFITS OF ONBOARDING OWNERS SUCCESSFULLY

I know firsthand how important onboarding is and the impact it can have on your customers and business. When onboarding new owners effectively from Day One, they clearly see the value of working with you, setting the tone for the entire relationship and preventing churn in the long run. A good onboarding experience also confirms they made the right choice and proves it will be a mutually beneficial partnership.

### ONBOARDING BEST PRACTICES

Below are a few best practices to keep in mind when onboarding new owners.

- **Build a standardized program:** Make your onboarding program consistent to provide a standard of service customized to the needs of your ideal customer profile (see last month's article for more details).
- **Leverage technology to streamline the process:** Consider implementing tech that allows video messages, pre-scheduled communications, and information intake. Also, leverage technology to codify your process, and assign owners to each step.
- **Create and share an owner packet:** The personalized owner packet should include a marketing overview that walks them through what your property management company offers, the technology it uses and key details about how your business will handle their properties and communicate. Take time to review it with them so you can answer questions.
- **Set clear expectations and timelines:** Align timelines of what needs to be done, when and by whom so everyone is on the same page and under-

stands what will happen if things shift.

- **Embrace a customer-first mindset:** Check in with owners throughout the process to understand what's going well and where they might be stuck so you can help when needed.
- **Gather data and make improvements:** Compile notes from your team to find out how the onboarding process is going and what areas require improvement.
- **Continue to onboard as needed:** Onboarding is not a one-time thing. Keep onboarding your owners throughout the customer lifecycle as your offerings change or your customers purchase additional services.

### DETERMINE TEAM ROLES AND RESPONSIBILITIES

Depending on how you decide to organize your team (by department or portfolio), you'll have a different set of team members as part of the onboarding process. Assemble this team with clear lines of responsibility. Without a plan for who is in charge of what, teams may duplicate work or miss important steps.

Once you have your plan set, clearly (and regularly) communicate to owners who is responsible and how they can get in contact with that person. If owners are not communicating with the right person after multiple reminders, ask yourself how to make it easier. As mentioned previously, implementing built-in digital communication tools like text and email can ensure clear lines of communication.

### MANAGE EXPECTATIONS AND COMMUNICATE REGULARLY

In addition to determining roles and responsibilities with your team, it's critical to manage expectations and set outlined timelines when onboarding owners.

Build in time and space during the sales process. You might have some owners who want to sign right after talking with you, while others may need more time to evaluate. Once the conversation moves along, set target dates for when a contract needs to be signed and how quickly you can begin managing the property.

Once they're officially on board, get them up and running with your processes and technology. The more

**Continued on page 19 "Onboarding"**



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The NARPM® PAC Trustees have launched the 2023 NARPM® PAC Sweepstakes to support the NARPM® PAC. We are now selling entries. With your support, the NARPM® PAC can be in a strong position to support the election of candidates who understand the residential property management industry and are receptive to our concerns. You can win some cash in the form of a gift card.

Prizes are same-as-cash gift cards in the following amounts:

**1st Prize: \$2,000; 2nd Prize: \$500; 3rd Prize: \$250**

Drawing will be held during the 2023 NARPM® Convention & Trade Show.

\$25 PAC investment = 1 entry

\$100 PAC investment = 5 entries



To enter, you can:

- Hand in the completed form to a representative at the Convention PAC table by Wednesday, October 18, at 5 p.m. ET;
- Or make a contribution at [invest.narpm.org](https://invest.narpm.org) by Wednesday, October 18, at 5 p.m. ET;
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**Must be received via email by October 6, 2023.**

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**Kathleen Richards, MPM® RMP® CPC®** was broker/owner of a successful management company with CRMC®. She knows firsthand the highs and lows of being a business owner. She is a nationally recognized coach, speaker, instructor, author, and thought leader for the last 30 years focusing on business, leadership, and specifically the field of property management. She owns PM Made Easy – customizable products to streamline operations and founded The Property Management Coach. She can be reached at 800-475-3084.

## *Employee development: How to create a committed and productive team in property management*

September has three holidays that speak to me about how employees, the worker bees of any organization, are treated and valued. We have Labor Day, Patriot Day (aka 9/11) and Peace Day.

Labor Day is all about worker's rights, fair treatment and pay. Patriot Day is the ultimate commitment to one's profession...doing the right thing, not the safe thing. Peace Day signifies for me a business operation that isn't in chaos. The team knows their roles and performs them according to company policy and procedures and the work environment is positive and cohesive. Sounds easy but it isn't.

Property management is a challenging and competitive industry, where employee development plays a crucial role in creating a committed and productive team.

Employee development is an ongoing process of providing learning and growth opportunities to enhance their skills, knowledge and performance. Investing in employee development directly impacts the company's growth and success.

Unfortunately, once new positions are filled the team members are left to fend for themselves. Let's explore seven ways you can support your people and create committed and productive team members in property management:

### **ENCOURAGE CONTINUOUS LEARNING**

You must provide your team with opportunities to learn and grow both personally and professionally. This could be in the form of training sessions, workshops, conferences or online courses, ultimately helping employees acquire new skills, knowledge and expertise. This will help them perform their jobs more efficiently, improve their confidence and increase job satisfaction.

### **CREATE A SUPPORTIVE WORK ENVIRONMENT**

As a team leader, it's your responsibility to create an environment where employees feel comfortable

and supported. Encourage open communication, listen to feedback and provide regular opportunities for employees to express concerns. Acknowledge and recognize employee achievements, provide them with regular feedback and establish clear expectations.

### **SET CLEAR GOALS AND EXPECTATIONS**

By establishing clear goals and expectations, you help your team understand what's expected of them and what they need to accomplish. This will help them stay focused, motivated and aligned with company's objectives. Set specific, measurable, achievable, relevant and time-bound (SMART) goals for team members. This will help them track progress, measure success and provide them with a sense of accomplishment.

### **PROVIDE MENTORSHIP AND COACHING**

Mentorship and coaching can help employees acquire new skills, build confidence and develop potential. Assign a mentor or coach to each employee to help establish a trusting relationship with a more experienced colleague to gain valuable insights, advice and feedback. Men-

toring and coaching can also help employees develop leadership skills.

### **INVEST IN TECHNOLOGY AND TOOLS**

Property management involves many tasks, including property inspections, maintenance and rent collection. By providing your team the right tools and technology, you can help them perform their jobs more efficiently and accurately. For instance, property management software can help your team automate many tasks. This can increase their productivity, reduce workload and improve job satisfaction.

### **FOSTER A CULTURE OF INNOVATION**

By encouraging your team to be creative and innova-

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**By establishing clear goals and expectations, you help your team understand what's expected of them and what they need to accomplish.**

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**Continued on page 19 "Development"**

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**Marie Tepman** is Director of Marketing for Fourandhalf Marketing Agency. She's passionate about equipping people with the knowledge to succeed and has been in property management marketing since 2015. Marie also co-hosts "The Property Management Show," the longest-running property management podcast, which explores property management, owner marketing and entrepreneurship.

# 8 marketing ideas to get the right owner leads

Have you been looking for more marketing ideas for your property management company? Is your current strategy not getting you the kinds of owner leads you'd like? Do you need more owner leads but don't know how to get them?

Property management marketing isn't just about attracting leads; it's about attracting leads that align seamlessly with your business model and specialty.

Instead, create a marketing strategy that collects better and longer-lasting leads. Filter out the rest. With the right strategies in place, you can create a successful marketing plan for your property management company that will bring in quality leads that are a great match for your business.

But where to get started?

### DEFINE YOUR IDEAL CLIENT

The first step to any successful property management marketing plan is to figure out the right kind of owner for your business. A lot of property managers can easily rattle off the qualities of their ideal tenant, but only a few can identify their ideal owner client.

Defining your ideal owner client can be challenging, and one useful tip is to look at your existing portfolio:

- Which property owners give you the most profit without driving you and your staff crazy?
- Are they investors looking to grow their portfolio with you? Are they accidental landlords?
- Do they own one or multiple properties?
- What types of rental properties do they own?
- Where are they located?

It doesn't matter how fast you're growing. If you are going in the wrong direction or you don't know which direction you're running in, you'll never get to your destination.

### LEVERAGE CONTENT MARKETING

Now that you know who you want to target, the next step is to create content that is related to the owner's pain points. A pain point is a problem that any property owner may experience with their rental

property. Common pain points include rent collection, maintenance and evictions.

Content marketing is an effective way to connect with customers, not just through selling products but by offering valuable content that can solve their problems. It's all about building relationships and trust over the long term so people get to know your business as a reliable source of information they can rely on. As such, it's proven tremendously beneficial in increasing brand awareness and loyalty.

### REVIEW YOUR PACKAGES AND PRICING

Whether you're a brand-new property management company or a mature company, it's still healthy to re-examine pricing time and time again. Make sure that what you offer is tied to the needs and the wants of the types of owners that you want to attract.

Pretend that you're that property owner. Go through your packages, services list, pricing, etc., and see if they make sense as solutions to the property owner's needs and problems. Remember that although you know what's included in a management fee, a typical owner does not. This may be their first time working with a property management business, and you want them to have a solid understanding of what they will be getting.

### MAKE YOUR WEBSITE USER-FOCUSED

Your website is the face of your digital marketing efforts. It must be user-friendly and provide relevant content to all visitors. This means having clear menus and labels that are simple for users to understand. It's also important to make your service locations easy to find so that you aren't wasting time on leads you can't serve.

The site should also feature prominently displayed contact details and links to social media. A frictionless website will draw new leads in rather than push them out.

### COMPREHENSIVE SEARCH ENGINE OPTIMIZATION (SEO)

Another key component of property management marketing is your website's search engine optimization

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(SEO). If your website doesn't have the right keywords, owners will have a hard time finding it when they search online for property management. Showing up on the first page of search engines such as Google or Bing can increase your reach dramatically.

To effectively optimize your website for better visibility, identify relevant keywords and incorporate them into your content. This includes using keywords in titles, meta tags and body of the content as well as using natural language that contains those keywords. Additionally, the website should be mobile responsive so that it looks great on all devices.

### TAKE CHARGE OF YOUR COMPANY'S ONLINE REPUTATION

Digital marketing will attract owner clients if you manage your online reviews properly. Remember this famous quote: "It takes a lifetime to build and only a second to destroy." That describes your reputation. So, make sure you have a plan on how to deal with negative reviews and take control of your overall reputation.

It doesn't take much time or effort to use your reviews to your advantage; you just need to have a plan in place. If you're not sure where to start when asking for positive reviews, you can always start pulling contacts from your property management software and go from there.

What should property management companies do with negative reviews? Not all negative reviews will destroy local businesses. It's about how you frame your experience when dealing with owners. Many property managers will ignore their negative reviews, but negative reviews can be used to improve your business if it helps you realize that some of your vendors or staff members are creating issues.

### USE EMAIL MARKETING TO WARM UP YOUR OWNER LEADS

Email marketing can warm up your leads. You probably have

leads that aren't quite ready to close yet. Don't throw them into the lost-leads pile. Choosing a property management company is a big decision for property owners. Help them make up their minds by providing information they can use to figure out the needs they didn't know they had.

### OWNER REFERRAL PROGRAMS FOR EXISTING OWNER CLIENTS, REAL ESTATE AGENTS AND VENDORS

Property management marketing needn't be complicated! Owner referrals are just good old word-of-mouth marketing. Here are the different types that are common in the property management industry:

- Create referral programs for existing owners. Those owners know other owners, and they may have friends and family members who know owners.
- You can also offer agent referral programs. Having good relationships with local realtors can be powerful. It can be a huge win-win for all parties involved!
- Referral programs that reward your vendors can also be a great way of getting new owner leads.

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**Digital marketing will attract owner clients if you manage your online reviews properly. Remember this famous quote: "It takes a lifetime to build and only a second to destroy."**

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Effective property management marketing hinges on a wide array of strategies, from creating an intuitive website to harnessing the power of SEO, managing online reputation, utilizing email marketing and implementing referral programs.

Each of these channels contributes to attracting and retaining property owners, and when combined, they create a comprehensive and effective marketing plan. Ensuring that these strategies are in sync and mutually reinforcing will guarantee that you're not only attracting new owner leads, but the right type of owner leads. 🏠

## Continued from page 13 "Onboarding"

effort and preparation put in at the start of onboarding, the less likely you will repeatedly answer basic questions.

Finally, communicate with your owners regularly. Check in at least once a quarter regarding the performance of their properties. This allows you to get a temperature check on how they're feeling and make any adjustments. Carve out time at least twice annually to have more strategic conversations where you use your expertise to recommend opportunities for growth. Talk about updates they could make to their property and investment opportunities you think might be a good fit.

You can also email all owners monthly to let them know about upcoming events you're hosting, key dates they should be aware of and market trends you're seeing that may affect their performance. Property management software with bulk emailing capabilities can allow you to do this at scale.

Onboarding owners effectively can help you foster strong relationships and set them up for success. Put these tips into action so you can improve your owner onboarding process. Stay tuned for next month's edition. I'll offer insights and personal advice on how you can strengthen owner relationships. 🏠

## Continued from page 16 "Development"

tive, you can help them find new and better ways to perform their jobs. This can lead to improved efficiency, better customer service and increased profitability. Encourage your team to share ideas, collaborate on projects and experiment with new approaches, culminating in a dynamic and exciting work environment that will attract and retain top talent.

### PROVIDE OPPORTUNITIES FOR GROWTH AND ADVANCEMENT

Employees want to know their hard work and dedication will be rewarded. Provide your team with clear career paths, opportunities for promotion and fair compensation. Recognize accomplishments. Provide challenging assignments.

Once you've hired someone it isn't a one-and-done task. Incorporate these seven areas into your team development plan, and you will have a committed and productive team that cares about the company and contributes to long-term success. 🏠

# DISCUSSION BOARD Hot Topics



## WHAT HOT TOPICS ARE PROPERTY MANAGERS CURRENTLY TALKING ABOUT?

NARPM® maintains Discussion Boards in the NARPM® Community for several specialties within the organization. These Discussion Boards enable members to stay in contact and to share questions and concerns as they arise. If you would like to participate in one of these groups, visit [community.narpm.org](https://community.narpm.org) and look for **Communities**. Member login is required. Discussion Boards are only available to NARPM® members.

*Statements of fact and opinion are the responsibility of the authors alone and do not imply an opinion on the part of the officers, staff, or Members of NARPM®. Any legal matters or advice mentioned herein should be discussed with an attorney, accountant, or other professional before use in a particular state or situation. All readers are responsible for their own investigation and use of the information.*

**Q** *We have a single male tenant who has no pets. However, we recently were notified by our hired landscaper that a woman at the house had asked him not to complete our regularly scheduled fertilizer and weed spray in the backyard "due to her dog."*

*We asked the tenant about this, and he informed us that his girlfriend has a dog that comes over a lot. As such, we reminded him about the lease stipulation that no animals are allowed on the leased premises without prior consent and approval. His response is now that his girlfriend's dog is a service animal, so we can't tell him that it can't be there.*

*His girlfriend (who is not a party to the lease) has also now also contacted us to suggest that we are in violation of Fair Housing due to the fact that we cannot disallow service animals belonging to a tenant's guests.*

*I'm not aware of Fair Housing assistance animal protections covering the pets of invitees or guests of a tenant and am looking into it. I would love to know if anyone has any thoughts on how to respond in this situation?*

**A** I have come across visiting service dogs, too. We request since it is a regular visitor that we need to see the required paperwork as if they are a named tenant. People with true paperwork are happy to provide this information. Good luck.

**A** I think that the girlfriend could be considered similar to a tenant if she is at the property overnight as so many laws apply in relation to TOPA, evictions, etc.

I suggest you research online the exact requirement of what justifies an animal to be a service animal, and then I recommend that you send a welcoming and warm letter to the actual tenant asking for the contact information of the lady and animal service documentation "to bring up to date the documentation in relation to the lease."

I would be surprised if they want to file a complaint because she has only been visiting. The animal does not belong to the tenant, and they have options to meet elsewhere. Of course, this is only my input as I am not a lawyer.

**A** Our lease states that anyone residing in the home for 7 consecutive days or 14 days in a calendar year will constitute occupancy, which will constitute default of the lease. If she is staying in the rental on a regular basis, she would need to apply and turn in her documents for the service animal that you can confirm. She is a guest and must act as such in my opinion.

**A** Fair housing law protects the resident from discrimination. It does not protect their guests.

If it were me, I would push back with a written violation. You are required to make a reasonable accommodation for your tenant, not for every guest who visits their property. Either the animal stays off the property, or she goes through your screening and approval process to be added to the lease as a tenant, she requests reasonable accommodation, and then she can bring the approved animal on the property for visits.

When a tenant or guest attempts to school me on the law or threatens me, you better believe I am going to push back hard and shut them down. As previously mentioned, I would notify the existing tenant that his lease will not be renewed, period.

**Remember – everything you read on the Internet is not true. If necessary, seek legal counsel.**

**See the entire discussion here:** <https://community.narpm.org/home>



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Standard Holdings LLC  
Smyrna, GA

Jenny Hamilton  
Sovereign Realty &  
Management LLC  
Atlanta, GA

**NARPM® membership  
as of July 31, 2023:**

**5,798**



**TEXAS**

Morgan Garcia  
Jeanette Shelby Realty  
Elgin, TX

Teresa McGill  
Sunshine Residential  
Property Management  
Austin, TX

**AFFILIATE MEMBERS**

**CALIFORNIA**

Connie Lee  
Reffie  
Tustin, CA

**CONNECTICUT**

Bob Lachance  
REVA Global LLC  
West Hartford, CT

**NEW JERSEY**

Gadi Binniss  
Relocation Insurance  
Group, LLC  
Montclair, NJ

Jodi Hassel  
ZLH Enterprises  
Manalapan, NJ

**WYOMING**

Drea Hespen  
Respect the Brand  
Gillette, WY



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# REGIONAL Communications

CONNECTING THE EXPANDING NARPM® MEMBERSHIP ONE REGION AT A TIME

That's Region  
Vice President



**DD Lee, MPM® RPM®**  
is a Director of Institutional Relations at PURE Property Management. An experienced property management professional, she founded Skyline Properties Group, Inc. in 2004 and grew the greater Atlanta-based company to manage single-family, multifamily and built-to-rent properties as well as HOAs. Skyline Properties Group was acquired by PURE in November 2021. DD has served the property management industry in instrumental roles for over a decade, including 2019 President of NARPM®'s Atlanta Chapter and is a frequent speaker at industry events and conferences. When not actively working in the real estate industry, DD leverages her expertise to support her passion for giving back to her community. She serves on the board for Children's Haven, is a mentor for the North Atlanta Ventures program and is an active Rotarian.

## The RVP Bulletin

The absolute best thing about being a NARPM® Regional Vice President (RVP) is that I get to visit with my Chapters across the region. My visits are both virtual and in-person, and I attend board meetings as well as Chapter meetings. I get to meet so many wonderful NARPM® Members in the process, both seasoned members and new ones.

When I meet a new person, the three questions that I like to ask are:

- How did you find NARPM®?
- Do you volunteer with the Chapter in any way?
- How can NARPM® help with challenges that you are currently experiencing with your business?

Doing this allows me to have a 10,000-foot view of what Members in my region are doing, what they care about and what they want more of. I don't do this alone. My amazing RVP Ambassadors Stacey McKay of the Orlando Chapter, and Daniel Rothrock, MPM® RMP®, of the Tampa Chapter also check in on the Chapters regularly and make visits.

Here are a few of my take-aways on things that were big with Members in the Southeast Region so far in 2023:

- Staying current on Legislative changes
- Preparing for natural disasters like hurricanes
- Finding good employees and keeping them
- Implementing new software and automation tools to scale growth

NARPM®'s strength is in its local Chapters and local

volunteers. We have over 5,800 Members nationwide, and 1,220 of that is in the Southeast. This includes some of the best property managers in the country. We have 43 Members who hold their MPM® designation, 92 Members who hold their RMP® designation, and we are home to eight CRMC®-certified companies and one CSS®.

The Chapters in the Southeast Region work hard to bring education, legislative updates and networking opportunities to its Members. Here, I'd like to highlight some noteworthy events:

- Florida State leaders organized a very successful Florida Day on the Hill in March. These NARPM® Members have been speaking up regarding several proposed legislative changes by attending legislative hearings outside of Day on the Hill as well. Recently, they successfully defended the Florida Landlord Tenant Act Chapter 83!

• Bryan Jenkins, MPM® RMP®, along with several other NARPM® Members from Alabama, started a new NARPM® Alabama Networking Group. I had the privilege of speaking at the opening event where over 100 people attended along with multiple vendor sponsors. NARPM® Networking groups are a great way to

organize meetups with local property managers when there isn't a Chapter close by. We also have a NARPM® Miami Networking Group in the region as well.

- Charleston's annual Oyster Roast was another big success in February. Members from across the Southeast Region travel far to attend this

“None of these events would be possible without the incredible volunteers from these Chapters. From personal experience, volunteering with NARPM® has been one of the best things I've done for my career as well as personal growth.”

Continued on next page

**Northwest: Katie McNeeley, RMP®**

Alaska, Washington, Oregon, Idaho, Montana, Wyoming.

**Pacific: AJ Shepard, MPM® RMP®**

California.

**Pacific Islands: AJ Shepard, MPM® RMP®**

Hawaii.

**Southwest: Misty Berger, MPM® RMP®**

Nevada, Utah, Arizona, Colorado, New Mexico.

**Central: Angela Holman, MPM® RMP®**

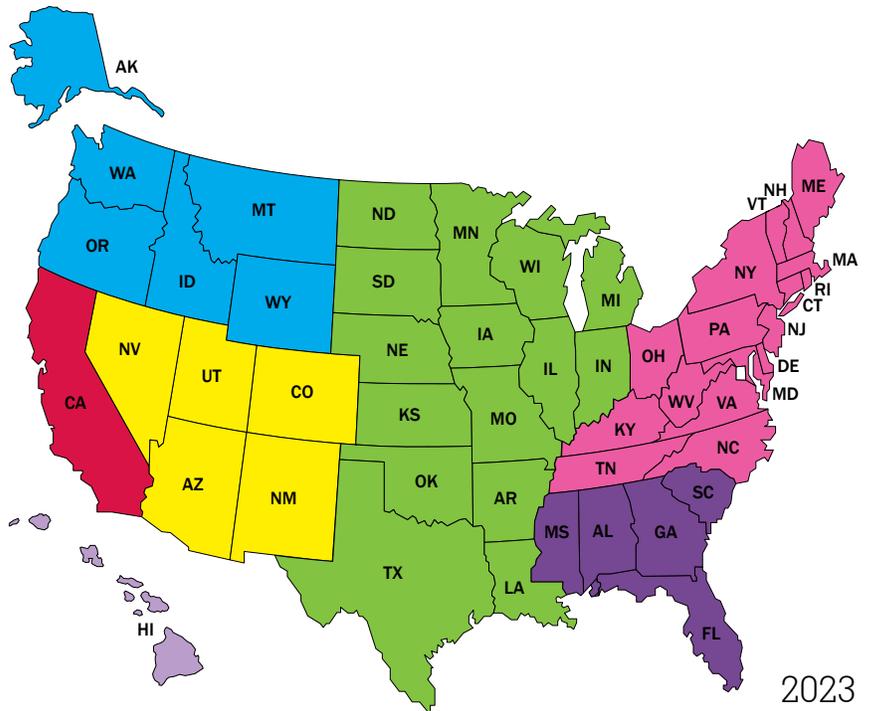
North Dakota, South Dakota, Nebraska, Minnesota, Iowa, Wisconsin, Illinois, Michigan, Indiana, Kansas, Oklahoma, Texas, Missouri, Arkansas, Louisiana.

**Atlantic: Steve Pardon, RMP®**

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, Washington DC, Virginia, North Carolina, Ohio, West Virginia, Kentucky, Tennessee.

**Southeast: DD Lee, MPM® RMP®**

South Carolina, Georgia, Florida, Alabama, Mississippi.



## Volunteer to help your region in 2023!

### Continued from previous page

fun event. This is what local Chapter Members like to call their non-conference conference. We got to stuff our faces with all-you-can-eat oysters and network with other property managers!

- Hurricane season was brutal to the southwest regions of Florida, including Orlando, and was a big blow to the local property management businesses. Instead of quitting, Chapter President Nancy Jackson stepped up and led the Chapter through the disaster by providing unprecedented leadership and support to her Members. I encourage you to read her incredible story in the Chapter Spotlight feature.
- The Atlanta Chapter has been busy putting on conferences. Both the One-Day Conference in January and Southern States Conference in June were very successful and fun to attend. The events had great speakers, panels, mastermind breakouts and awesome social events.
- NARPM® Members care about their local communities and give back through community service work. The Orlando Chapter brought their Members together to put together survival bags for the homeless with the organization Miles To Go.

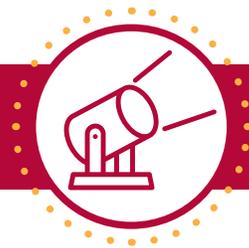
None of these events would be possible without the incredible volunteers from these Chapters. From personal experience, volunteering with NARPM® has been one of the best things I've done for my career as well as personal growth.

Volunteering is also the quickest way for you to earn a NARPM® designation like the Residential Management Professional (RMP®) and the Master Property Manager (MPM®), which will have a direct impact on your business bottom line because property owners hire

designated property managers before they will hire anyone else. Getting involved is easy!

All you need to do is walk up to any Chapter leader and say, "I'd like to help, and this is what I'm good at doing... ." When asked to help do something, say, "YES!" On a National level, reach out to any of the National Committee Chairs at <https://www.narpm.org/about/officers-and-board-2/committees/> and ask to be added as a Committee member. 🏠





**Nancy Jackson, RMP®**, is the Broker/Owner of Salefish Properties in Hobe Sound, Florida, and President of NARPM®'s Southwest Florida Chapter. She earned a Bachelor of Science in Engineering and a Master of Engineering, both from the University of Florida, and is a native Floridian.

## Southwest Florida: Rising to the challenges before and after Hurricane Ian

It was Sept. 22, 2022, and the Southwest Florida Chapter of NARPM® had just completed our annual Continuing Education class with attorney Harry Heist teaching a sold-out crowd. A storm was brewing in the Atlantic Ocean, but no one seemed too concerned.

It was not a topic of conversation. Most of us had been through plenty of hurricanes with minimal issues, so no one was anticipating a major threat to the Ft. Myers and Naples areas. What a difference a week made!

As the National Weather Service website states in their summary of Hurricane Ian: "Ian weakened only slightly as it crossed Cuba, then strengthened into a monstrous category 5 storm (upgraded in the post-season) with 160 mph winds. Ian weakened slightly before making its second landfall just south of Punta Gorda, FL, on September 28 with 155 mph winds. A catastrophic storm surge struck the west coast of Florida south of Tampa, and over 20 inches of rain caused major flooding across the peninsula all the way to the Atlantic coast. Ian spent many hours slowly crossing Florida and emerged off the east coast as a tropical storm with peak winds around 70 mph during the late morning hours of September 29."

When we knew it was heading to southwest Florida everyone began hurricane preparation in earnest: going through their checklists, notifying tenants and owners, fielding calls from worried individuals. But how does anyone plan for 160 mph winds? There was no complacency.

Everyone carried out their responsibilities and prepared the best they could. A hurricane's landfall is never 100% predictable, but no one expected such devastation in Collier, Lee and Charlotte counties in terms of storm surge and wind damage.

By now, most have seen pictures of the destruction after Hurricane Ian left the area. Some neighborhoods in Fort Myers Beach, Bonita Springs and Naples had a reported 8- to 12-foot storm surge. However, locations all over Florida had sustained flooding due to the extensive amount of rain Ian dumped on the peninsula as it was traveling through the state.

In our counties, homes near bodies of water that connected to the Gulf of Mexico experienced severe flooding.

Every property manager was impacted but, as to be expected, the severity of damaged homes varied. One property manager lost 75% of their inventory

(over 300 doors) on a barrier island. Everyone experienced issues with power and phone outages, scarcity of fuel and supplies after the hurricane. Not only were property managers responsible for caring for their managed properties, but many also dealt with loss or damage to their personal homes and businesses.

As the President of the Southwest Florida Chapter,

I wanted to assist in whatever capacity I could. I happen to be based on the southeast coast of Florida, which was fortuitous because I was able to focus on communication, organizing support and encouraging our Members.

The first action I took was to attempt to contact every Member of the Chapter to speak to them and find out how they were doing and ask if they needed anything personally. Their responses varied. Some broke down on the phone due to the overwhelming amount of work they had to handle. Some asked about disaster relief support for themselves, and others were already back at work with their teams going out to assess properties.

Once I knew the extent of the situation, I contacted NARPM® headquarters to ask for assistance. CEO Gail

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**Property managers are problem-solvers; they are resilient and determined to improve their circumstances and obtain positive outcomes.**

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Phillips, CAE, put out an email asking NARPM®'s national Affiliate resources to contact me if they could help. Many NARPM® friends from around the U.S. reached out to let me know they were praying, and some even offered financial assistance if needed.

I compiled a list of local and national Affiliates who specialized in property inspections, restoration, remote receptionists to log maintenance and other calls and made the information available to our local Chapter Members.

I continued to follow-up over the next several weeks with Member progress checks and updates on their individual and professional situation.

The Chapter had an upcoming event scheduled at the end of October 2022 with Stacey McCay, whose company was also experiencing numerous properties with significant flood damage. The

Southwest Florida Chapter Leadership team debated at length if we should cancel or postpone the meeting and if we should change the topic, from Business Development to something geared towards post-hurricane discussions.

Eventually, the Leadership team decided to keep the original Business Development Lunch & Learn plan. Our presumption was that managers needed to disconnect from post-hurricane issues for an afternoon. Once I confirmed with the speaker, there was another challenge to overcome. I had to find a new meeting place because our regular meeting spot had turned into a REALTOR® Hurricane Relief Distribution center for supplies and necessities. We found a substitute venue and had 45 people in attendance. The topic was timely since some managers needed to replenish their inventory

**Continued on page 29 "Florida"**

**A designation is what sets you apart from your competition.**

**Be #NARPMSmart**

**Wow!**

**I hired someone with industry knowledge to manage my properties. I hired an MPM®.**



**Designees approved at the July 2023 Professional Development Committee meeting:**

Katy Scruton, RMP®  
Nicole St. Aubin, RMP®

**The Professional Development Committee now approves Designation Packets monthly.**

- Please submit your packet by the **15th of each month** to be approved.
- Deadline to submit your packet to receive your award at the **2023 NARPM® Annual Convention is Friday, August 4, 2023.**

**You must be a Member of NARPM® National in order to be eligible to apply.**

\*\*\*There is a new upload system available to submit your designation / certification documents. To receive instructions to upload your documents to the new upload system, please email: [designationinfo@narpm.org](mailto:designationinfo@narpm.org)

**Join the other 1,000+ NARPM® Members who have earned their designations or certifications. Contact [designationinfo@narpm.org](mailto:designationinfo@narpm.org) for more information.**

The power that comes with increased knowledge and confidence is tangible. It's what sets you apart from your competition. **Professional designations from NARPM® have an impact on your company and your clients and the results translate directly to the bottom line.** Add the credibility of our professional designations to your name and to your company name!

NARPM® designations\* are earned with a combination of property management experience, NARPM® and industry education, and service to the association through volunteer activities. You may have taken clock-hour courses to maintain your license. Imagine the gains when the courses are

specifically focused on what you do as a property manager and are being taught by a property management professional. Take it one step further and envision networking with other experienced property managers from across the country. Earning your NARPM® designation will bring a whole new dimension to your daily tasks.

\*You must be a member of NARPM® National in order to be eligible to apply for a NARPM® designation or certification.

**Many of you have already started the designation process and some of you have all the necessary items to complete your designation. You just have to send them in. What's stopping you?**

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# In Memoriam: Dave Fletcher, MPM® RMP®, Fletcher Property Management



*Editor's note: Longtime NARPM® Member Dave Fletcher, MPM® RMP®, passed away this month. Dave was a partner in Fletcher Property Management in Arkansas and served as President of the Central Arkansas Chapter, recognized as 2005 Chapter of the Year. The husband of 2008 NARPM® President Betty Fletcher, MPM® RMP®, he served nationally on NARPM®'s Affiliate Committee, Certification Committee and Membership Committee. Dave earned his Residential Management*

*Professional designation in 2003 and, in 2008, his Master Property Manager designation.*

*Wife Betty shared these reflections about her husband of 43 years:*

David Allen Fletcher, 75, left this life on Sept. 1, 2023. He was a lot of things to a lot of people, but most notably he was a kind and hilarious human, always delivering laughter to those around him. Born on August 17, 1948, in Little Rock, Arkansas, to James and Freida Sparks

Fletcher, he was the youngest of five, and he is predeceased by his parents, sister Jimmie Lee Rogers and brother Billy Fletcher. Surviving siblings are Tommy Fletcher and Sandra Fletcher Jones.

Serving our country in the Vietnam War, he received a Bronze Star, a National Defense Service Medal, and the Republic of Vietnam Campaign medal. He was a proud veteran. Dave met and married Betty Gray Jones on Dec. 27, 1979. They embarked on a long and illustrious marriage characterized by a sustaining love and mutual respect. They worked together through several commonly owned enterprises, creating success in every venture.

In addition to his wife, Dave had a lot of passions in life. He was a prolific numismatist, loved traveling and was a builder of model airplanes as well as wood crafting (one of his creations is his burial urn). Dave is survived by Betty, his wife of 43 years, son Michael Fletcher and wife Karla, and beloved grandson Nicholas Fletcher, who made a cross country trip to visit Dave in his last days. He is also survived by numerous cousins, nephews and nieces. In lieu of flowers, please make donations in his name online to Arkansas Hospice ([arkansashospice.org/donate](http://arkansashospice.org/donate)).

*NARPM® shares its sincere condolences with Dave's family and friends.* 🏠

## Continued from page 9 "Relationships"

them in your properties for longer, too.

### MARKET ANALYSIS AND RECOMMENDATIONS

You're the best person to advise clients on how to maximize their rental income and property value. Give them a leg up on the competition with insights and recommendations based on current market conditions, such as rental rate adjustments, property upgrades or marketing strategies to attract the highest quality tenants. Investors are results-driven, so they will appreciate a property manager who helps them grow their bottom line.

### GO THE EXTRA MILE

For property managers to have the best relationship with property owners and tenants, look for ways to exceed their expectations. This could mean working out a payment plan with a tenant who is having trouble making ends meet or helping an owner look over their insurance policy.

There are also small gestures like sending birthday cards or the occasional appreciation gift. Plus, asking for and acting on feedback shows an admirable commitment to growth. Kindness in customer service paves the way for loyal, happy, and enduring relationships.

### HAPPY CLIENTS, HAPPY LIFE

It goes without saying that property management businesses thrive when owners and tenants are content. When you follow the guidelines above, you will be able to provide top-notch customer service. Your clients – and cash flow – will thank you. 🏠

## Continued from page 27 "Florida"

and we all enjoyed connecting with other professionals that understood our situations.

When Chapter leaders created the 2023 education calendar, it was decided that we would schedule a June Lunch & Learn to focus on hurricane preparedness and allot time in the schedule to discuss Hurricane Ian's aftermath. When developing the program for the June meeting, we agreed to have a roundtable discussion to promote idea sharing and collaboration among our property manager and Affiliate Members.

The Lunch & Learn was a success; everyone loved the roundtable format! Property managers and Affiliates came from multiple counties around south Florida to participate in this meeting. Each table was provided prepared questions on relevant categories like communications, insurance, repairs and, of course, lessons learned, or a participant could pose a question.

Every 15 minutes or so, the Affiliates rotated to another table so they could interact with every property manager in attendance. At the end of the Discussion period, each table shared a top idea from every category. Details shared during the roundtable session were compiled and distributed to all attendees.

Our Chapter Members endured this hardship and overcame adverse conditions to emerge stronger and more connected. Property managers are problem-solvers; they are resilient and determined to improve their circumstances and obtain positive outcomes. 🏠



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