

# More Efficiency with Less People!

Glenn Dorsey



# More Efficiency with Less People!

**Learn about leveraging technology to increase reliability and efficiency, and to increase profitability and customer satisfaction. This is an interactive workshop where you will analyze a small operation of 50-100 units and find out not to hire another human, but to hire a computer at a fraction of the cost.**

*2009 NARPM National Conference Orlando*

# About Me

I am from lower Alabama / Northwest Florida.

As a culture we accused of being uneducated and lazy

We are a creative people though – we've invented the BBQ grille, tow trucks, duct tape, indoor plumbing and many other comforts you enjoy today.

So before you judge me  
– let me share this with you ...







Pedestal Sink













GFI Circuits  
and Waterproof  
Radios

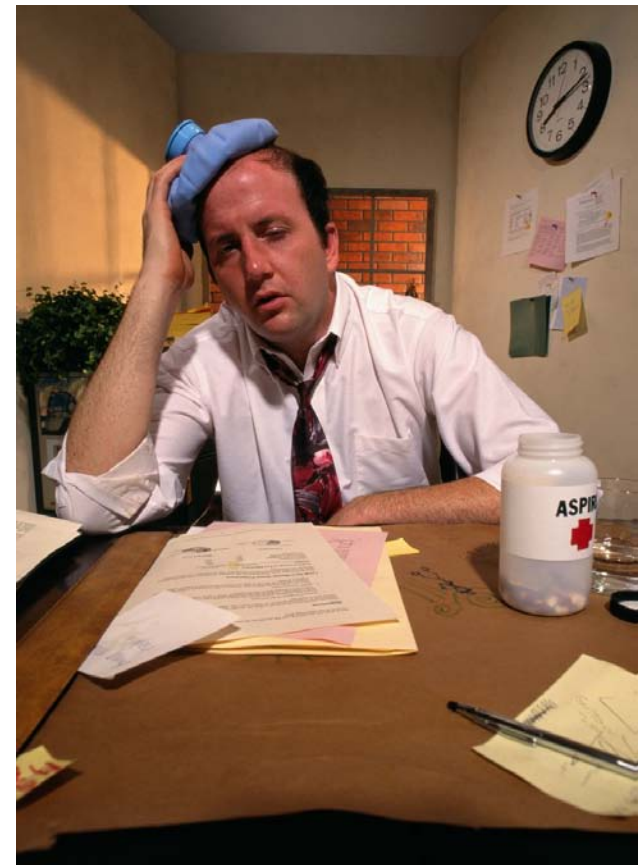
# What our company looked like when we first started ...



- 1996 - It is just me and my wife working 10-12 hours a day.
- We answered live telephone calls, showed property, coordinated maintenance, did the accounting, handled the marketing, document management, file compliance, installed and removed signs and lockboxes – we did it all! Started with borrowed money and worked 60 hours a week to manage less than 100 units.
- The clients were happy – but we were miserable and going broke. In 1999 – we reached the boiling point and decided to quit everything (we sold the company, our real estate portfolio and move out of town in less than 45 days from that day).

# About me ...

- **I am not a paid actor**
  - I own the business
- **I failed** (in a big way) following the insanity of others with the traditional business model for this industry. I almost went completely broke and came too close to losing my marriage.
- **I've wasted tens of thousands of dollars** on the “crap of the day” from software to professional advice from people like Chet Holmes and business advisors, frauds and fakers.





# I'm still not a BIG business!

- I am not going to tell you to work harder or longer.
- I am here to help you earn more by doing less without spending more money or losing client satisfaction. My way is not the only way – but others are doing it my way and living well now.

# It's not about location...

## Pensacola, FL

784sqft building built in 1932

It was a 4 room, 2 bedroom 1 bath home

It now has 5 people working from here ...

Use 1 room as a conference room ...

Our waiting area seats 4 ...

It's located in a "Revitalization (BAD)" area of town



# Today ...

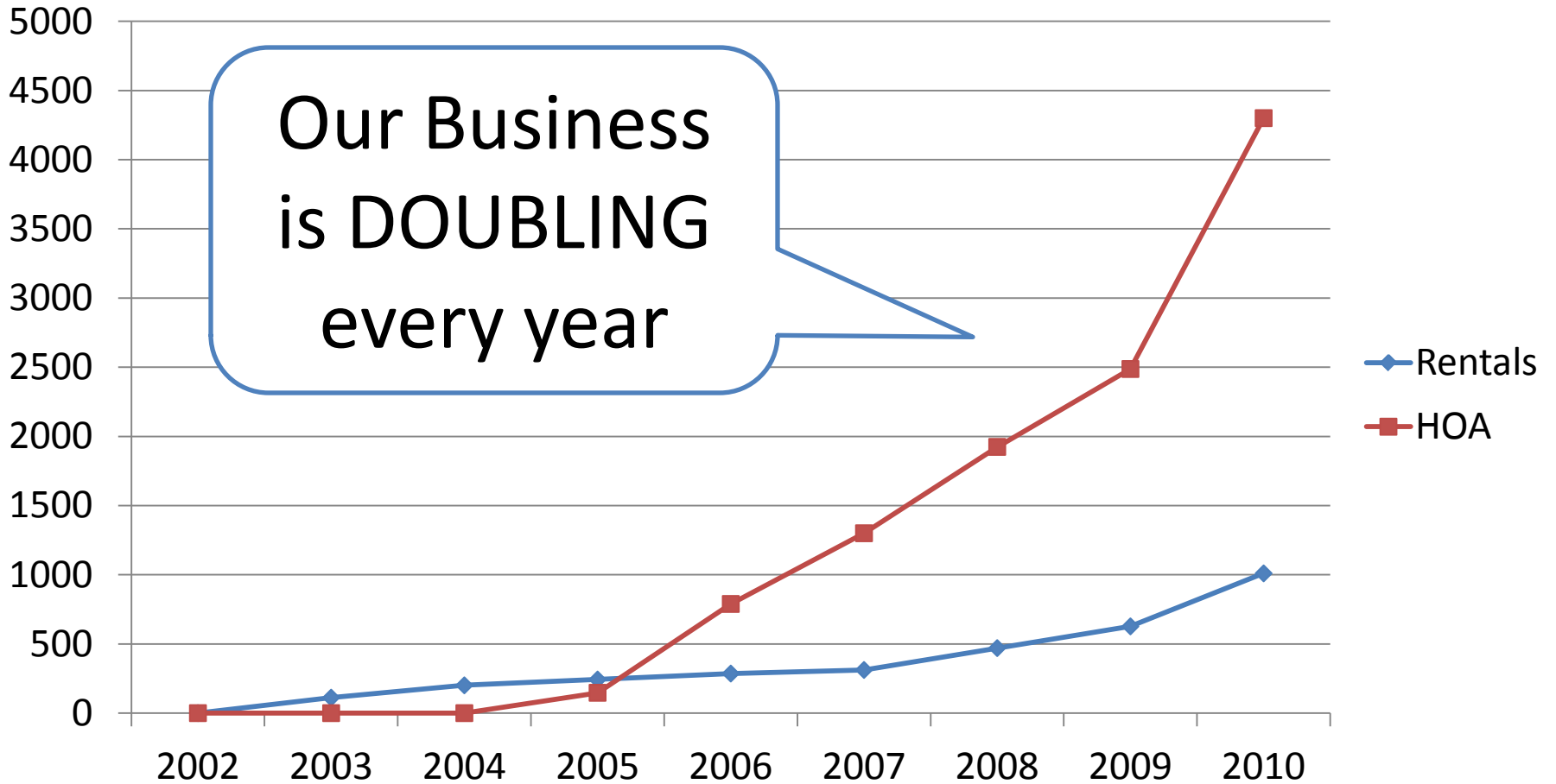
**Pensacola, FL** location: 300 long term rentals 5 employees, I own 92 units, manage 21 Associations consisting of 3000 units, opened 2003.

**Atlanta, GA** location: 600 long term rentals 6 employees doing \$800k in annual revenue opened 2008.

**Pace, FL** location: 45 long term units, 2 employees, 4 Associations of 1500 units opened in Sept, 2011



# Exponential Growth



# Where am I going?

It's Not to the Office!

- I'm coaching sports with the kids, taking a vacation every other month, spending more time in my church.
- I've tried to get involved more locally and will probably run for the county commission.
- Develop Mastermind Managers
- Franchising
- When it's not fun anymore – I don't go to work.

# So here is how I did it ...

Not Just Once – But 5 times



# Building Your Business

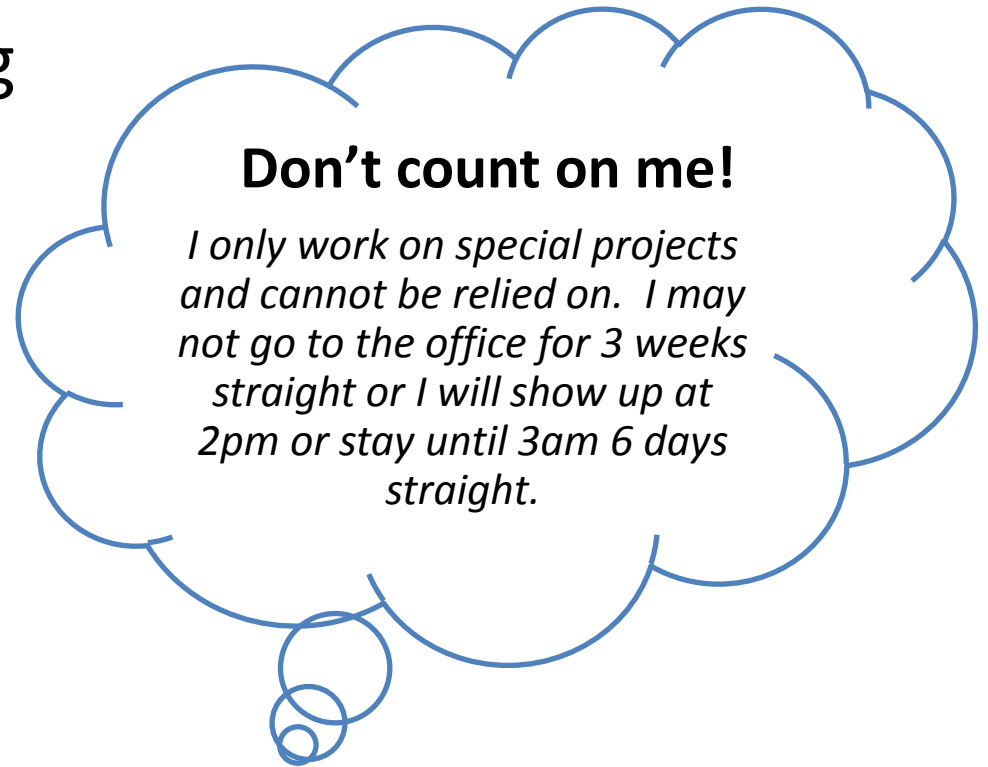
1. Determining Your Organizational Chart
2. Creating Your Workflow
3. Documenting Your Workflow
4. Hiring the Right People
5. Training Your Team
6. Managing Your Team
7. Growing Your Company



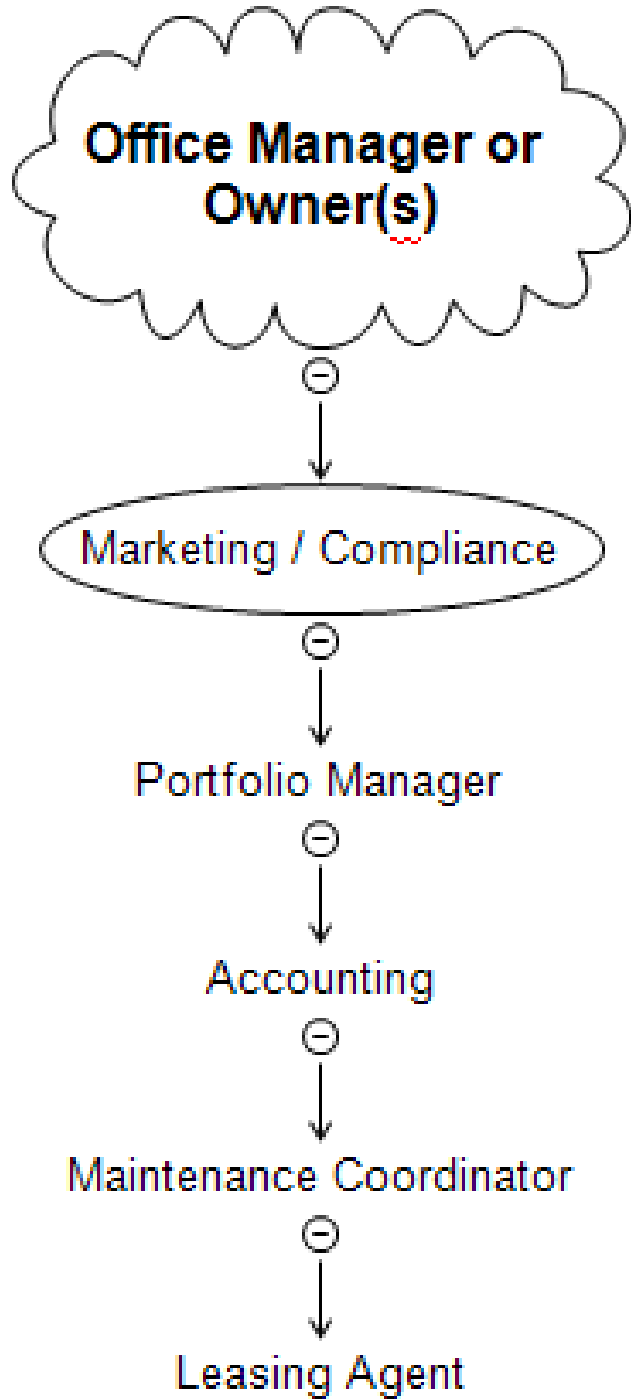


# 1. Determine Your Organizational Chart

- Compliance / Marketing
- Leasing
- Accounting
- Maintenance
- HOA Management



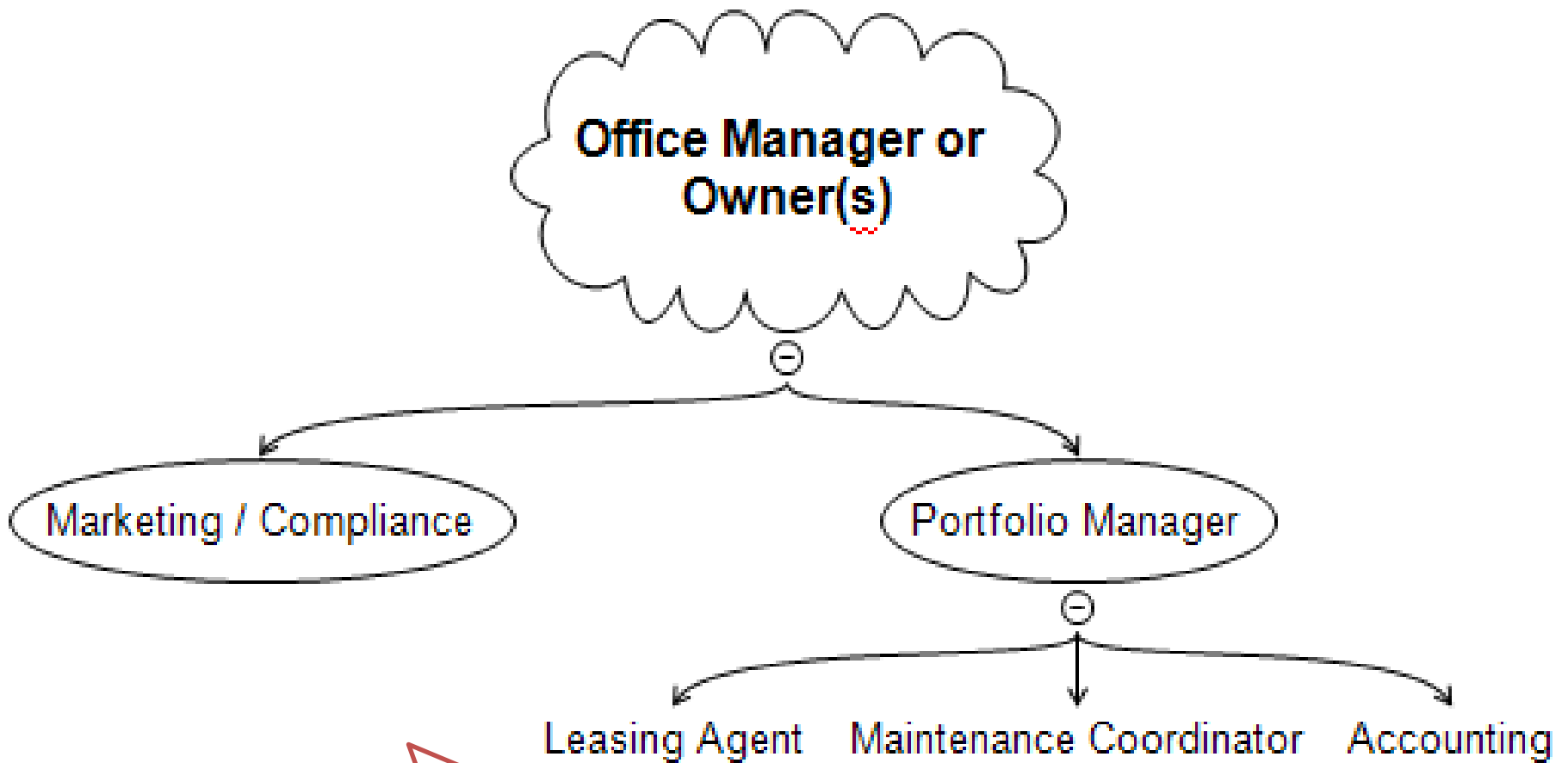
**We operate these positions as departments**



# Planning for a Happy Organization

## *Why Employees Hate the Property Management Business*

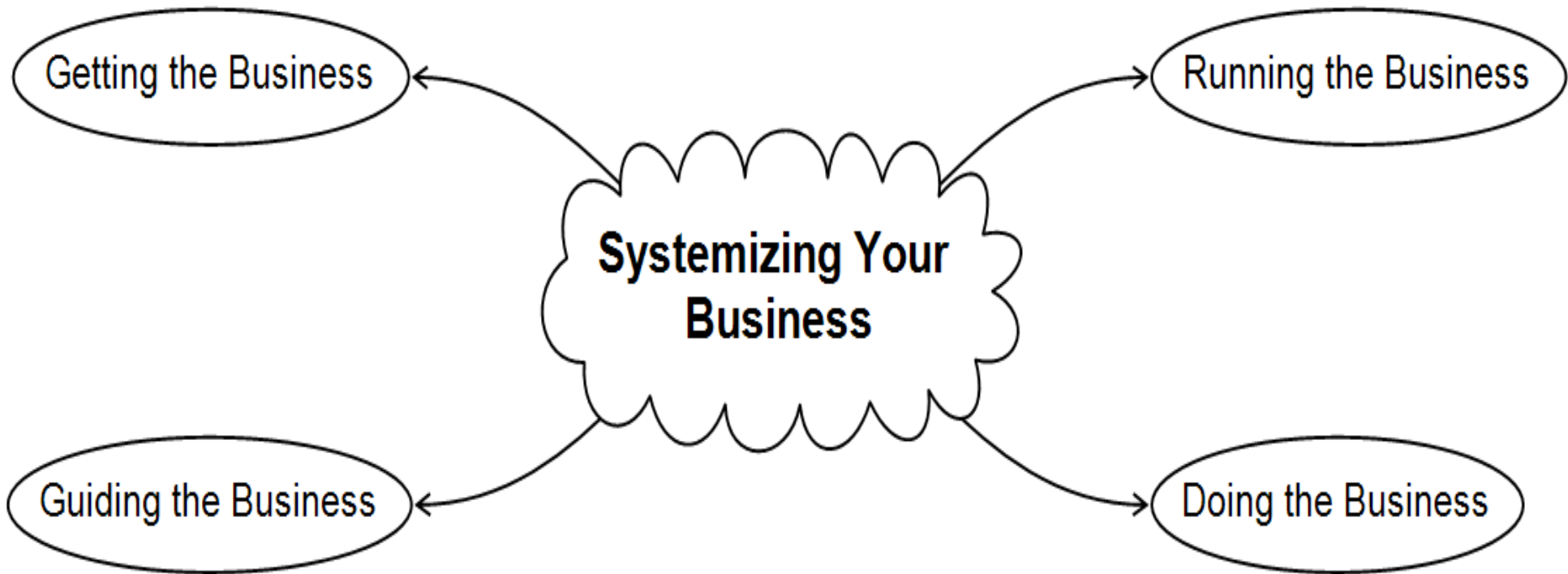
- Compliments are rare - Complaints are common
- Lack of Training (tribal knowledge and some OJT)
- Too much personal responsibility required
- Limited Opportunity for Advancement
- Making more money = doing more work



Your Organizational Chart should allow for you to bring in a teenager and eventually teach them and advance them to owning the company.



## 2. Creating Your Workflow



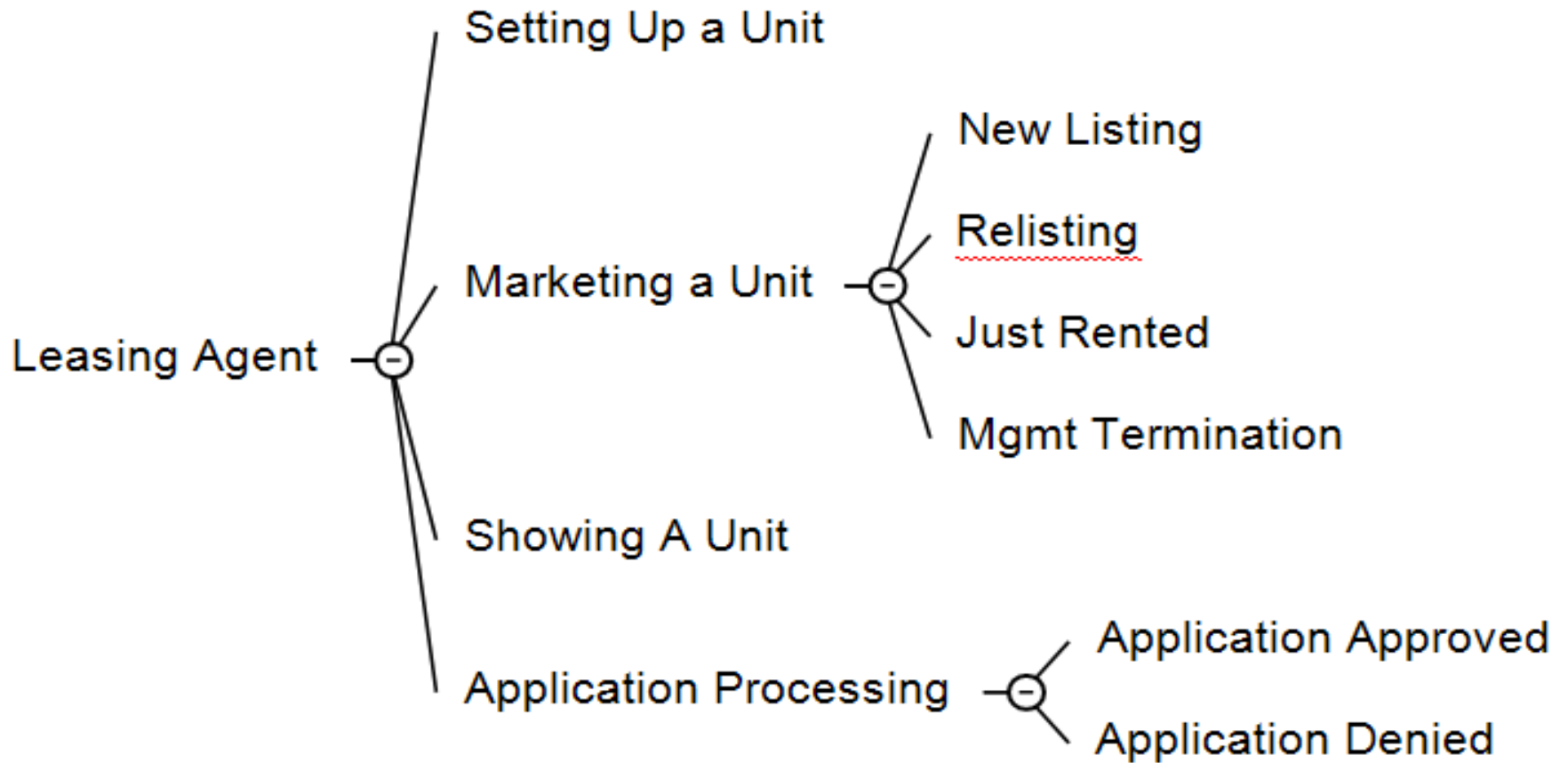
# Role of the Leasing Agent

- New Listing Setup
- Manage Site Marketing
- Prospect Management
- Vacancy Management
- Application Processing
- Lease Preparation
- Resident Move-In
- Occupied Site Inspections

**\$10hr = \$20,800 (40hr Work Week)**



# Build a Business Process



# New Listing Process

- Install Lockbox
- Install Yard Sign
- Photograph
  - Exterior Front
  - Exterior Rear
  - Kitchen
  - Living Room
- Itemize the Feature List



# Process Optimization

- Determine what tasks can be removed considering impact on customer service and profitability.
- Which tasks can be outsourced or automated?
- How can you increase revenues or reduce expenses?

# Problems in my Business – Solved!

Prospect phone calls were frustrating me and causing me a bad attitude.

I began to hate showing property.

The people I hired were not completing their assignments fully (maybe 65-80% task completion)

# 24/7 Toll-Free Hotline

Welcome to the home at 12 Easy St. The current monthly asking price is \$1200 a month  
To hear more information, press 1; To speak to an agent or schedule a showing press 2

## FOR RENT



**myHomeSpot.com**

### 888-536-7982

24hr Toll-Free Info Site ID

View This Home Online [www.myHomeSpot.com](http://www.myHomeSpot.com)







# Online Key Check Out Overview

- Pre-Application Data Collected
- Identity Verified by Credit Card Authorization
- No More Missed Appointments
  - Email and SMS reminders Included
  - Lockbox Code issued by time prior to appointment
- Showing Feedback Required (to avoid submitting the application)

# Email Signatures and Auto-Replies

**Keven Ard**

Leasing Coordinator

**myHomeSpot.com**

429 S Navy Blvd

Pensacola, Fl. 32507

866-210-8638 Toll-Free Fax

Accounting@myHomeSpot.com

850-453-5555 x111

Maintenance@myHomeSpot.com

850-453-5555 x117

Leasing@myHomeSpot.com

850-453-5555 x116

RentalDept@myHomeSpot.com

850-453-5555 x112

**View Available Rentals or Apply Now:**

<http://mhspns.propertyware.com/find-a-home.html>

**To “Schedule a Showing”:**

<http://leasing.youcanbook.me>

**If you are a current tenant – please use  
our Tenant Portal:**

<https://www.propertyware.com/pw/portals/mhspns/tenant.action>

**How am I doing?**

**Tell Our CEO about me!**

<http://myhomespot.com/forms/client-satisfaction-evaluation-form/>

# Forms: Compliance and Customer Service

Move-In Inspection Int  
Move-In Inspection Ext  
Routine Site Inspection  
Move-Out Inspection Int  
Move-Out Inspection Ext  
Security Deposit Claim  
Unit Holding Agreement  
Staff Survey  
Lease Renewal  
Management Termination  
How Much Rent Can You Get

## **Why Forms?**

Ease of Use

24/7 Availability

Obtain ALL data required

Stored in Database

Automated Replies

Direct Routing

Work Prioritization

Reporting

# My Favorite Form

*“How am I Doing – Tell the CEO about me!”*

How did you contact our office ... \*

Which best describes you... \*

Select a Staff Member to Rate \*

Please rate the Staff Member's customer service skills ... \*

	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
<b>Listens and Understands Your Concerns</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Responds with Kindness and Respect</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Knowledgeability – communicates What we do and How we do it</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Shows Integrity</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Overall Satisfaction</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How satisfied were you with the staff member's performance of their duties ... \*

	Very Unsatisfied	Unsatisfied	Neutral	Satisfied	Very Satisfied
<b>Personal Appearance</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Preparation / Organization</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Knowledge / Education</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Solving and Preventing Problems</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<b>Overall Performance</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How can we improve our Service?

Give us a quote that we can use in advertising regarding the staff member or the company ...

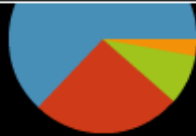
## Tenant's Review of myHomeSpot.com Employee

Staff Communication Ability



Staff Respectfulness

62.9% Strongly Agree  
22 Entries



Staff Responsiveness



Staff Competency



Staff Follow-Up



### Form Reporting Module!

Our staff survey form is sent to every employee in the organization in real-time. We require the link at the bottom of every email, we advertise the form and the results often to our clients, it is used as a measure of performance.

We require an 85% averaged customer satisfaction for employee retention. Recognition and constructive criticism are shared in regular staff meetings.



# Don't Worry – Be Happy!

## **Confirm Your Business Process and Customer Satisfaction**

- Leasing Service (Landlord)
- Leasing Service (Tenant)
- Maintenance Event (Landlord)
- Maintenance Event (Staff)
- Maintenance Event (Vendor)
- Landlord Annual Satisfaction
- Staff Member Satisfaction

**All results are sent to the entire organization every time**

# Making Money From Happy Customers

News

Shopping

More

Pensacola, FL

Change location

Show search tools

[www.allpropertymanagement.com](http://www.allpropertymanagement.com)

Find **property managers**. Get free quotes.

[Northwest FL Real Estate | FL Property Management | Pensacola ...](#)

[www.pamkeen.com/](http://www.pamkeen.com/)

Looking to purchase **Real Estate** in **Pensacola** or Milton FL? Let **Pensacola Realty Masters** help you find available area homes for sale and rentals!

[Custom Property Management of Northwest Florida - Rental Homes...](#)

[www.cpmflorida.com/](http://www.cpmflorida.com/)

Custom **Property Management** of NWFL, L.L.C. The premier location for **Pensacola Homes for Rent** and **Rental Property Management** in the **Pensacola, Florida** ...

[Pensacola Real Estate Rental Property Houses for Sale or Rent](#) ★

[www.topgunpropertygroup.com/](http://www.topgunpropertygroup.com/)

**Pensacola** Real Estate Houses for Sale or Rent Rental Property **Pensacola** and ... on buying, selling, and **property management** to service men and women. ...

**A** 31 North Navy Blvd # B, Pensacola  
(850) 455-1040

4 Google reviews

[yahoo.com \(1\)](#) - [insiderpages.com \(1\)](#)

[myHomeSpot.com Real Estate Property Management](#) ★

[www.myhomespot.com/](http://www.myhomespot.com/)

myHomeSpot.com Real Estate **Property Management** for Landlords and Homeowner HOA Associations in **Pensacola** FL and Atlanta GA.

**B** 429 South Navy Boulevard, Pensacola - (850) 453-5555

★★★★★

"They have the best lookin staff who is completely efficient and gets their ..." - [arizonahighways.com](#) 30 Google reviews

[insiderpages.com \(2\)](#) - [judysbook.com \(2\)](#) - [yahoo.com \(1\)](#)

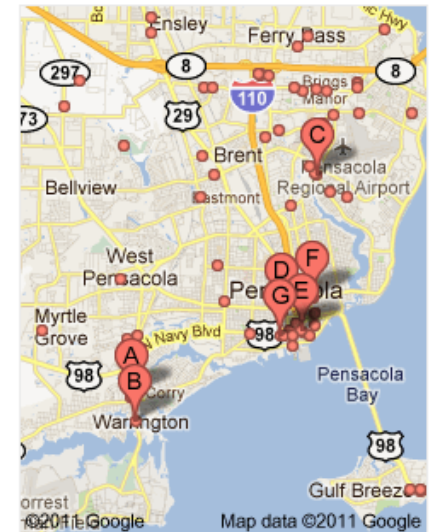
[Realty Masters](#) ★

[www.pensacolarealtymasters.com/](http://www.pensacolarealtymasters.com/)

**Realty Masters** of FL offers quality **Pensacola** Real Estate Services including **Property Management**, **Sales**, **Rentals**, and **Community Association Management** in ...

**C** 4400 Bayou Boulevard #58b, Pensacola  
(850) 473-3983

★★★★★  
41 Google reviews



[Property Management SD](#) ★

[www.beyondpropertymanagement.com](http://www.beyondpropertymanagement.com)

**Property Management** that pays!  
Free 1st Month Mgmt. Mention ad

[Property Mgmt-S. Florida](#) ★

[www.fairmanassociates.com](http://www.fairmanassociates.com)

Commerical Office, Retail, Medical  
Office Condo, Single Family Homes

[The Bainbridge Companies](#) ★

[www.bainbridgecompanies.com](http://www.bainbridgecompanies.com)

Leading provider of 3rd party  
multifamily **property management**.

[See your ad here >](#)



# How Much is a Good Review Worth?

## Reviews



Chancey Gardener - Jul 23, 2011

★★★★★ **As a landlord I like the way Myhomespot.com** keeps me informed with emails when rents are collected, when payments are made, and when leases are about to expire. Myhomespot.com keeps me informed so I can avoid problems. They help me avoid surprises.

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

▶ [Respond publicly as the owner](#)



JJ - Jul 22, 2011

★★★★★ **I've been a landlord with MyHomeSpot for** over 5 years. My **property** has never been un-occupied for longer than a month, I've never had a single billing issue, I've never had a single complaint from a tenant, all customer service issues and maintenance issues have been promptly resolved, all information they send to me is transparent and well documented, and their service is inexpensive. It is a privilege to to work with a company that is completely 'on their game'.

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

▶ [Respond publicly as the owner](#)



david - Jul 21, 2011

★★★★★ **After exper**  
to give myHomeSpot a chance

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

▶ [Respond publicly as the owner](#)



jimmyschimmies - May 10, 2011

★★★★★ **As renters, be cautious when renting** from this company! My husband and I are a military couple that rented a **property** from MyHomeSpot for a year - upon move-in, the house was in fair condition, to say the least. Holes in the walls, broken bathroom fixtures, a horrid paint job in one of the bedrooms. All of these things, although noted upon move-in, we fixed (on our own dime, by the way!) and more! We left the **property** in immaculate condition, made sure to clean thoroughly - the girl doing the move-out inspection even said it was one of the best move-out conditions she had ever seen! She never told us of any discrepancies and we turned in the keys FIVE DAYS early. Three weeks later we get our deposit back, less \$150 for cleaning fees. Upon calling the company, an employee told us that the new tenant complained that the oven wasn't clean enough and there were some hairs in one of the bathroom drawers and made MyHomeSpot pay for a cleaning company to come out, and therefore we were assessed a cleaning charge. We disputed ... [Show full review](#)



Wayne - Jul 21, 2011

★★★★★ **the agents I dealt with during my rental unit** search were helpful without being pushy in any way. I had looked at units on my own and had it narrowed down to just a couple. When I presented my narrowed down choices they helped me by providing any other necessary information I requested. I would recommend to anyone looking for a rental to give MyHomeSpot a call and let them assist with finding a **property** that meets your individual needs.

# Hiring the Right People

Online Applications Only – a test for the ability to follow instructions and show desire for a job. It will take 30 -40 minutes to complete the application. No resumes.

Application Screening – DISC personality test, typing test, asking situational questions

The Team Interview – Manager’s scheduled presentation followed by a 15minute team pre-screen. Questions I have heard asked are “Do you think I look black?”, “Who in this room is the most unattractive and why?”. We are evaluating their customer service skills, ability to reason and show character.

**The team, not the manager, will decide who works for our company!**

# Let's Make Some Money

## Basic Business Principles to Increasing Revenue

- Increase Volume = **more work**
- Increase Margin = **could reduce current volume**
- Increase Frequency of Purchases = **unable**
- Reduce Expenses = **maybe**

**Without Working!**



# The Key to Successful Enrollments **Make Them Opt-Out!**

# Eviction Protection Plan

I believe in recurring enrollment programs paying me in regular installments!

$\$10\text{mo} = \$120\text{yr}$   
 $\times 200 \text{ units} = \$24,000$

## EVICTIION PROTECTION PROGRAM



MyHomeSpot.com is pleased to offer you our *Eviction Protection Program*, which has been developed in response to concerns expressed over rising collection processing costs.

Under this service, myHomeSpot.com will pay all court costs and filing fees in connection with an "Eviction Complaint for Non-Payment of Rent" filed in the Civil Courts. This protection also covers our costs to send a representative familiar with the hearing to the hearing for the case to be heard. Also included in the program are the court costs and sheriff process service fees that exceed \$315. This does not cover appeals to the county court level.

The law requires an attorney (or you) to appear for these cases. This past year it has taken longer and longer to get cases heard when an eviction is being processed. In the coming year we will be forced to charge for the eviction procedure since it is no longer possible for us to assign a licensed property manager to a case without charging for it. The entire process is now taking 20-30 hours to complete, especially if the court is backed up with cases. We estimate that the total charge to process an eviction in the coming year will be \$450-\$500. That is why we feel it makes better sense to buy the protection to contain any potential costs.

The cost for the *Eviction Protection Program* is \$5.00 per month per unit. If you subscribe to the program there will be a yearly billing of \$60.00 on your January statement for the calendar year. Your first year payment will be prorated accordingly. The coverage will be in place through December 31, after which time the annual charge will be on the January statement each year unless canceled.



### Protection Program Enrollment.

(Initial box)

I DO NOT wish to participate in the Eviction Protection Program.

I DO wish to participate in the Eviction Protection Program.

Name: \_\_\_\_\_

Rental Unit Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Debt Collection

Green Flag Recovery:  
Flat fee (\$15) Cost  
Resale Value: ??

Sell the enrollment to  
make money, to  
provide credibility  
to your customers  
and put more  
money in their  
pocket.

**myHomeSpot.com** Professional Debt Collection Services for Landlords  
Management Companies Can Only Do So Much ... Until Now!

TransworldSystems

TRANSMITTAL

Final Reminder Notice

Day 1 Internal Demand

Day 25 Collection Letter 1

Day 30 Collection Letter 2

Day 45 Collection Letter 3

Day 60 Collection Letter 4

Day 75 Collection Letter 5

Day 90 End Program

Day 91+ Accelerator Program

Select Your Enrollment (valid for duration of management)

- Enroll me in the Profit Recovery Program\* (\$35 setup fee due at lease signing)
- Enroll me in the Accelerator Program\*\* (\$50 setup fee due at lease signing)
- I do not want any Collection Actions in my behalf
- I may purchase at a later date and understand post enrollments cost an additional \$50

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

Client Signature \_\_\_\_\_ Date \_\_\_\_\_

\*Profit Recovery: This is a 90 Day flat-fee collection (not a commission % of collection) action sending no less than 5 formal demand letters from a Collection Agency every 14 days and may include automated telephone notifications. It's an aggressive attempt to collect the debt.

\*\*Accelerator: This program includes the Profit Recovery program allowing you the same benefits of collecting for the flat fee during the first 90

# How Much is Your Home Worth to You?

## Motivate by Fear

- Reduce Liability
- Increase Revenues
- Easy to Outsource



### Is Your Tenant Taking Care of Your Property?

Here is how you can have peace of mind

Even with the best tenant screening system the only way you can be assured your property is truly cared for is with additional routine site inspections. Our inspection team can schedule additional site visits to perform these routine inspections that includes a detailed interior and exterior checklist. Our inspectors photograph interior and exterior views, make recommendations for preventative maintenance and will give you the reassurance that your property is well kept.



#### Inspection Report

- Do The Keys Work?
- Any Evidence Of Pets?
- Any Evidence Of Smoking?
- Need Pressure Washing?
- Any Routine Maint Needed?
- Any Tenant Damage Noticed?
- Does The Lawn Need Service?
- Does The Lawn Need Edged?
- Shrubs Need Trimming?
- Lawn Need Irrigation?
- Beds Need Mulch or Weeding?
- Air Filter Need Replaced?
- Smoke Detector Working?
- Carpets Clean?
- How is the Paint Condition?
- Any Plumbing Leaks?
- Any Roof Leaks?



#### Do You Want Additional Protection and Reassurance?

I would like to order \_\_\_\_\_ site inspections annually at a cost of \$35 each.  
Dates/Frequency: \_\_\_\_\_

I do not want any additional inspections and understand that additional inspections may be available in the future at an additional cost.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_      Signature \_\_\_\_\_ Date \_\_\_\_\_





# Fee Increases

Application Fee

NSF Fee

Payment Convenience Fee

Pet Management Fee

Eviction Management Fee

Tenant Lease Prep Fee

Owner Lease Prep Fee

Leasing Fee

Renewal Fee

Management Fee

Maintenance Fee

Cancellation Fee

What Fees Can You  
Change

Fixed to Recurring  
Price Increase  
New Fees



# Create a Listing Presentation

Poll: How many here have a formal listing presentation and setup kit?

What should be in that kit?

Is it ready for the fax machine?

Email? Mail?



Do you have promos/incentives for immediate call to action?

*Example: New contracts before mm/dd get \$x off!*

# Create Listing Opportunities

Automated Marketing Solutions

Facebook Twitter Pay-Per-Click

Google Places Realtor Referrals

Current Homes For Sale



# Social Marketing

Feed your listings to Facebook and Twitter automatically using RSS.

Post on Walls: “Home Not Selling? Wonder How Much Rent You Could Get? Check out this cool online form to see how much your home can rent for and how long it may take to find a qualified tenant.  
{link to Wufoo form}

Make yourself known to others that you are looking for property to rent. Don't be a secret agent.

# Already have a website?

- Increase your ranking by making your “home page” your website.
- Simple Pay Per Click Advertisements
  - “How much will your Pensacola home rent for” then send to a web form
  - Qualified tenants need 3bed home in Pensacola.

Get listed on Google today  
using maps (places)



# Marketing should be a Business System

Be Consistent – Never, Ever Give Up

As a 1-man band, I personally originated over 8 units a month for 12 months straight.

The goal was to earn at least \$100,000 a year in take home revenue.

Mission accomplished - If I can do it, anyone can do it. Figure out how you got your first deal and then do it again.



# Thank You for Coming!

Glenn Dorsey  
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[Glenn@myHomeSpot.com](mailto:Glenn@myHomeSpot.com)

