



PM Video Coaching Topics:

The below session topics will arrive in sequential order, one per month. The format is a 15-20 minute video training session along with documents or downloads as referenced.

If you prefer to move at a faster pace than one per month, you may bulk order in sessions of ten. E-mail Marc at Marc@RentGrace.com for details or complete the online order form at www.PMbuild.com/coaching-consulting

1. Property management agreement clauses – most important clauses
2. Lease agreement – most important clauses
3. 5 marketing essentials to grow your business
4. Tracking your company financials
5. 3 most important checklists
6. Income streams
7. The most important meeting of the week
8. Your organizational roadmap for growth
9. Compensation structures for your employees
10. How to measure your overall business health
11. Website essentials
12. Position specific system manuals
13. Your weekly vacancy / delinquency meeting
14. 3 steps to qualifying owner leads
15. Maintenance problems solved
16. SWOT analysis to bring clarity to your business
17. Offering owner-client benefits and guarantees
18. Power of video for growing your business
19. Capturing real estate sales
20. How to raise prices on existing owner-clients
21. Ending well with owner-clients
22. What it means to have a CEO mindset
23. 4 things you must know
24. How to speak the language of real estate investor
25. Do you really need a mission and company values
26. How to supercharge getting google reviews
27. Adding a resident benefit package
28. Owner involvement in security deposit returns

29. New owner onboarding – make is smooth
30. Reduce your company liability
31. Ignore your competition
32. Educating real estate agents to grow your business
33. Charging an onboarding fee to new owners
34. Measuring your quarterly trends
35. Tenant security deposit disputes
36. Principles of property management
37. Getting control of property turnovers
38. Overcoming new client objections
39. Stress testing your business for durability
40. Be the leader your team wants to work for
41. Bring a spirit of generosity to your business
42. Funding your financial future with your business
43. How to get owners to stop asking for you
44. Charge a marketing fee
45. Can property managers be independent contactors
46. Performing a quarterly income audit
47. Your weekly delinquency meeting
48. A smooth monthly accounting close-out process
49. How to hire great people – your unfair advantage
50. Professionalism
51. Monthly marketing checklist
52. Our 'we-don't-sell' training for new property managers
53. Owner lead follow up – what not to do
54. Your organizational structure and org chart
55. Resident Amenity Package – a better way
56. Principles of Process
57. Watch this before your hire a BDM
58. Professional yet friendly
59. Understanding Vendors
60. Monthly all-team meeting
61. Owner communication strategies
62. Reduce your marketing expenses
63. The big owner who got away
64. Your pricing strategy – part 1
65. Your pricing strategy – part 2
66. Your pricing strategy – part 3
67. Your pricing strategy – part 4
68. Create & post a Fee Transparency Policy
69. Lease renewal pricing power
70. Growth Strategy
71. Owner Lead resource guide
72. What is rent-ready

73. Marketing to the self-managing owner
74. Knowing and tracking your company valuation
75. Risk Disclosure for owners
76. Website updates
77. Managing commercial / multi-family properties
78. How to build trust with owners through your website
79. Thinking and acting like a CEO
80. Using your security deposit bank account as a marketing tool for owners
81. Security deposit process guideline
82. Viewing your business through the eyes of an acquirer
83. Building trust with owners

Visit www.PMbuild.com or e-mail Marc@Rentgrace.com to enroll or with questions



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