5 Minute Stadium Speech\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

This is **a 5-minute stadium speech** that can be used if you’re on a panel in front of a few hundred people or even one on one.  This really tells someone the difference between self-management and professional property management in less than 5 minutes.

Use YES/NO to engage the audience.

Thank you my name is "*Your Name"* the *"Your Title"* of *"Your Company"*

**Self-Management (vs) a Professional Property Management Company is an hour topic but I will keep it to just a few key points today.**

**Self-Management**

**The biggest reason to use a professional management company is knowledge and Experience**. Most property management companies have management hundreds of homes and properties at "Your Company" we have **Leased, Rehabbed, and managed over 10,000 houses.**

Second you can only purchase and manage about **1-2 properties before it becomes a full time job** and starts taking away your family and personal time

In self-management owners/investors never raise rents in fear of losing a resident this can **cost you $9000 over 5 years**

Managing the property, yourself you are **emotionally attached therefore your vision will be blurred as mine would be**

In Self- management owners/ investors use **unlicensed and uninsured repairman** to cut their repair cost.

**As a professional property manager there are 7 aspects we manage in the management of property:**

**The Property**

**The Resident we don’t call them tenants**

**The Liability and Protection for the owner**

**The Cash flow**

**The Owner**

**Maintenance and the Vendors**

**Manage the Legalities**

**PROPERTY:**  Let me first address The Property

1. **WE know where to put the money in the right places in rehab** to create a good product to rent. We have seen owners/ investors put $15,000 on the inside of the property and the front yard has no landscaping. **In rehabbing 10,000 properties** we have the knowledge on where you should put the money or not.  Prospect Residents rent on EMOTION not LOGIC

**Look, Feel, Touch, Smell; How many of you would agree with that**

1. **Professional Management Companies** know what the real rental rate not the sticker prices which is what’s on Zillow or MLS or other internet sites which are **normally 14-20% higher than what the property will really rent for**
2. **Professional Management companies** have a pipeline of residents standing by where in self-management you have to spent time to get ramped up that cost you money sometimes **$50-$100 a day in loss of rent.**
3. **Professional Management companies** look at more than just top rent, we look at:
	1. **Qualifications, not a just FICA Score**- To much month at the end of the money
	2. **Terms mo/mo or 1 yr**
	3. **Amount of Security Deposit**
	4. **Prior resident history not current**

**Resident:**

1. **Giving the new resident Clarity** about the do and don’ts so we don’t oversell them, most owners who self-manage oversell because all they see is another mortgage payment coming due
2. **Number one reason why residents leave is maintenance and customer service not the increase in rents,** our contractors must respond to the resident within 4 hours of the repair request being made during normal bus hours. Residents will pay for value just like you do some of you today drove here in Mercedes, BMW’s, etc. but could have come here in a Volkswagen but you will pay for value so will your residents if they are given professionally timely service.
3. **Professional Property Managers keep residents accountable** by driving by the property with our Management One Vans because even the good people will drift, just like all of us will drift in speeding if the cops we’re on FWY.   YES/NO
4. **How we created residents that have been with us** 17,18 and more than 20 years, and some when the owners sold the property rented another property from us. Would you like to know the answer to that?  Well it’s not never raising the rent, get that stinking thinking out of our heads, it simply treating them as a resident and giving great customer service, not as a tenant.

**Protection and Liability**

1. **Your biggest fear is what if a resident destroys your property right?** If you have the correct property insurance you can eliminate that fear. It’s called Malicious intent insurance
2. **We use insured licensed repairman to reduce your exposure** if someone got hurt or damages the property so your insurance doesn’t have to be used
3. **Asset protection. As your portfolio builds** you want to protect it through asset management which we can assist you with.

**Cash Flow:**  So what is managing your cash flow and Why!

1. **Professional Property Managers manage your cost of maintenance we have** a fixed maintenance price list that we set up over 25 years ago and it’s update every year, In short we tell the contractors what we will pay them so as an owner you don’t overpay for items
2. **We make sure that when the market supports rent increases we raise them.** Our experience with 10,000 residents we know how to approach them and explain to them why the rent is increasing.  A $50 increase a year can give you the owner $12000 over 6 years.
3. **Will the carpet,** appliance, etc. eventually wear out Yes/ NO

**Landlord/Investor:**

1. **We make sure you have the right property insurance** at the right price to improve your cash flow and make sure you have protection
2. We make **sure you have your properties at the lowest interest rate** possible at all times on your loans
3. We make sure you get PMI and MMI removed from your loan once you have about 28% Equity in it
4. If you need to **exchange a property for another** for a higher appreciation area, we can assist you with the knowledge of how to do this
5. **We assist you in building a single family home retirement plan t**o accumulate many different properties, how many of you would like to do that?

**Paying Management Fees**

1. **Management Fees nationwide are 7-10% and to rent up your property the fee is from $200 to one month’s full rent.** But you pay a management fee no matter what it just depends on what label you want to put on it. For Example, **every day your property is vacant your management fee is 100% YES or NO….** and on anther note if it takes you a month longer to rent the property on your own you’ve just paid a management fee for the entire year but you still have to do the work.  Let me Explain
2. **Lastly IRS Will pay you half of your management fee** since management fees are a tax write.       37% Fed/13% state is 50%   YES/NO
3. Your management fee to have all the things I just went over, is less than what you pay your gardener to mow your lawn or your cable bill. If your gross management fee is $150 a month, it’s really only $75 a month with IRS paying half; or $2.50 a day, less than a cup of coffee a day at Starbucks, is that reasonable? yes or no

Thank you