
New Account
Specialist
System Manual



PROPERTY MANAGEMENT & REAL ESTATE

Purpose Statement:

To improve the lives of real estate investors and residents through property management solutions.

Systems Manual: New Account Specialist (NAS)

KRA's – Key Result Areas:

- * Position Overview / System Manual Overview – p4
- 1. Prospective Owner Marketing – p5
- 2. Prospective Owner Follow Up – p7
- 3. A La Cart Services –p11

Templates:

1. Marketing Material

- a. GM Intro – EM
- b. Rental Rate Quote – EM
- c. Monthly Marketing Checklist
- d. Prospectign Steps
- e. Prospecting Ideas
- f. Land Title Flyer Mailer Specs
- g. Realtor Referral – EM
- h. Owner Educational Video Ideas
- i. Video calendar list
- j. Owner Guarantees & Benefits - brochure
- k. Resident Guarantees & Benefits - brochure
- l. GM Pricing -brochure

2. Lease Only

- a. Lease Only Checklist
- b. Lease Only Agreement.docx
- bb. Lease Only Agreement. pdf
- c. Exclusive Right to Lease
- d. Owner letter of completion
- e. Resident Letter of transfer to owner
- f. Owner Intro - email

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3. Management Agreement Docs

- a. Mgmt Agreement.docx
- aa. Mgmt Agreement.pdf
- b. Brokerage Duties + W9.pdf
- c. Lead Based Paint Disclosure
- d. New Account Checklist
- f. Docs to Sign –EM
- g. Risk Mitigation
- h. Xcel Landlord Agreement.pdf
- i. Multiple Property List Addenda

4. Other

- a. Prospective Owner questionnaire
- b. GM intro to existing resident
- c. Owner Lead Tracker
- d. Strategic Relationship Matrix
- e. Owner Reserve CC Auth Form.docx
- ee. Owner Reserve CC Auth Form.pdf
- f. Non GM Landlord Lease Agreement
- g. New non-GM tenant info sheet
- h. Owner info sheet
- i. Rent-Ready Checklist
- j. Passwords
- k. Rererrall Form
- l. Property Info
- m. Behavioral Values
- n. Office Policy

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Position Overview – New Account Specialist (NAS)

The New Account Specialist will report to the VP of Property Management.

The New Account Specialist will work to market the Property Management services offered by Grace Management, as well as follow up on all owner leads to bring on HIGH-QUALITY owner accounts.

System Manual Overview:

The system shall run the business, and the team members shall run the system. Systems are simply road maps or instructions that allow the Grace Management processes to be repeated and easily duplicated.

Property management done on a large scale is an extremely complex business with many moving parts. In order for Grace Property Management to be successful, it must be consistent.

The purpose of the system manual is to provide a consistent and specific way of doing business, and to ensure that each property, resident, owner, and as much as possible, each situation, are treated the same. Also to define HOW Grace Property Management will do property management.

The System Manual will provide each team member with specific KRA's (Key Result Areas) for which they are responsible and a specific measures of success for each KRA, so that each team member always knows whether or not they are succeeding.

Team members should always refer to their specific system manual to determine the answer to a question before bringing that question to the Director of Operations.

Any deviation outside of the system must be recognized as an exception to the system. While exceptions are necessary from time to time, each exception is by nature inefficient, and should therefore be avoided.

Each team member shall constantly work to improve the system. One purpose of the monthly Performance Evaluation meeting with the Director of Operations is to ensure that on-going system improvements are suggested, discussed and implemented.

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1- Prospective Owner Marketing

Measure of Success: Complete the Monthly Marketing Checklist (template 1C) by the last day of each month.

1. The NAS will work with the President to discuss, create, review, and approve marketing material. The NAS shall prospect for new accounts through any legal means. Prospecting must fall within NAR, CAR, and NARPM legal guidelines for ethics and illegal solicitation.

2. The primary marketing and advertising done by GM will be a 'Content-Marketing' concept in which we seek to educate investors about real estate investing and property management services. To view the current videos and format go to www.RentGrace.com/owner-faq
 - a. One time per month the NAS will record a short (4 to 10 min) video which will be uploaded to the GM youtube page and then linked to the owner-faq webpage. To link the video, e-mail our web developer with the request.
 - b. These videos should be educational in nature, not selling the services of GM, but rather seeking to provide assistance and education to real estate investors.
 - c. These videos should then be converted to written content and uploaded onto the blog page.
 - d. These videos should be focused on answering common questions that landlords have about investing and property management. GM wants to try and answer the hard questions our clients have BEFORE they even ask the question.
 - e. The videos are not to 'sell' our services, but rather to educate the public and they should help to create TRUST in Grace Management by showing us to be the experts in real estate investing and property management.
 - f. For a full view concept of this 'content-marketing' strategy, read the book, 'They ask, you answer', by Marcus Sheridan
 - g. The goal of our content marketing has three purposes:
 - Lead Generation**
 - Customer Acquisition**
 - Customer Retention**

3. The NAS will maintain the GM ConstantContact.com online e-mail account.
 - a. The NAS should continually add new e-mail addresses into the ConstantContact group titled “new owner leads”. The e-mails in this list will consist of all current GM owners, any potential owner lead we receive, any agent referral lead, any other e-mail contact that may serve as a source of owner leads.
 - b. One time per month (around the 1st day of each month) the NAS will create a new e-mail (using the existing template) to be sent out to the two groups: 1- Current / Prospective Owner Clients. 2- Real Estate Agents.
 - c. The purpose of this monthly e-mail campaign shall serve as a ‘drill’ campaign to provide education and also to be a reminder to potential, but non-clients that GM is there for them when they need us.
4. Other on-going marketing efforts should be in the form of prospective owner flyers mailed monthly.
 - a. LandTitle company does the printing and mailing for these flyers to absentee landlords and GM can set the search parameters as we determine.
 - b. Refer to template 1??? (postcard mailer for the postcard flyer that LandTitle will print and mail). The monthly budget for this monthly mailing should be no more than \$500.
5. The NAS will work with the PR to schedule Marc to speak one time every other month at a local real estate office or group. The goal will be consistent with the marketing approach to educate local agents in an effort to gain trust and become a PM resource to the agent community.

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2- Prospective Owner Follow Up

Measure of Success: Make personal phone call contact to each owner lead within 1 hour from the time the inquiry is submitted.

1. The success of the Grace Management is largely due to the RELATIONSHIPS we have with our owner-clients. Always remember that we are relationship based – not transaction based. We can manage almost any property – if the owner relationship is strong.
2. The speed of follow up to an owner inquiry directly correlates to the percentage of new owner accounts closed. A delayed response will inevitably lead to a lower conversion rate as new prospective owners want FAST response time and we want to impress them with our response time.
3. All Property Management inquiries to the G office will be distributed to the NAS or to a PM at the full discretion of the PR.
4. Owner leads typically come either through phone call messages, or e-mail inquiries. Regardless of how the leads are received, the NAS should make every attempt to follow up by personal phone call, as this is much more relational than an e-mail.
5. When an owner inquiry is received as a voice mail message:
 - a. Our voice mail system directs those individuals seeking information on ‘property management services’ to Marc’s voice extension (11). When Marc receives a phone message from an owner lead he will immediately forward the owner lead to the NAS and text the NAS to inform them of the lead.
 - b. When the NAS receives a text from Marc they should listen to the voice mail message asap and make contact with the owner lead. If the owner gave property information on the phone such as a property address or e-mail address; the NAS may wish to do a quick online search of the property through Zillow.com to get a general idea of the property specs.
 - c. When speaking with a new owner lead the NAS should use the ‘owner questionnaire’ (template 4a) as a guide. Conversations with owner leads should not be a ‘sales-pitch’; but rather the conversation should be

‘conversational’ as we are trying to learn about the needs of the prospect to determine if we will be a good fit for their needs.

- d. Remember that we are ‘interviewing’ the prospect as a potential client as much as they are interviewing us.
When making a determination if the owner lead will be a good fit for our services and systems, it is helpful to know into which quadrant of the ‘Strategic Relationship Matrix’ (template 4B) the client will fit.

6. Owner leads may also be received through e-mail:

- a. If an owner prospect is on the GM web-site they may fill out the ‘free custom rental analysis’ box on the home page. If they fill this out, an e-mail notification will be generated and sent to OwnerLead@rentgrace.com. This e-mail will auto forward to Marc@RentGrace.com.
- b. If the e-mail owner lead we receive includes the property address in question, immediately create a RentRange.com report by logging into the GM RentRange account and creating the report.
- c. If the owner lead did NOT provide us with the property square footage, bed, bath, and zip code. We may easily find this information online through public records on Zillow.com.
- d. When e-mailing a prospective owner, use template 1A (GM Intro – EM) as a copy-and-paste body e-mail. Edit the e-mail as is appropriate to ensure it is personal to any questions the prospect has.
- e. When e-mailing a prospective owner lead, the NAS should ALSO call the owner by phone.

7. Never forget the importance of speed when making first contact with a prospective owner lead. Even if the NAS is not going to be able to make contact for a few minutes, they should text the prospect with a message similar to:

‘Hi (name), I wanted to let you know that I did receive your e-mail (or phone call) about your property at (123 Main). I am not able to call you right now, but will call in about 30 min if that works for you?’

Marc Cunningham
Grace Management

8. If there is every any doubt as to the quality of the owner, it is best to NOT work with that owner as a client. The GM business model is NOT a fit for every property owner. While our services are recognized as among the best in the industry, our process is generally