HOMEWORK FOR THE PROPERTY MANAGEMENT SUCCESS PLAN

Complete the following pages to be prepared for the Property Management Success Planning Course!



PROPERTY MANAGEMENT DIVISION

Production Information

Previous Year Closed: Managed Units _____ Tenants Placed _____ Income _____

Used on page 13 of the Realtor Success Plan for Property Managers

Average Rent Amount	(B)
Fee/Side (% percentage)	(C)
Avg. Month of Lease Fee Collected (ex: 1, 0.5, or 0 months)	(F)
Average fees collected per property (late fees, pet fees, etc.)	(L)
Total Number of Properties Currently Managing	(O)

ROI OF PAST MARKETING EFFORTS						
DATE & DESCRIPTION OF MARKETING EFFORT	TOTAL COST	# OF LEADS	COST PER LEAD	TOTAL CLOSINGS	COST PER CLOSING	

LEARNING FROM YOUR PAST MARKETING				
Where did the majority of your <u>buyers</u> come from? (the source)				
Where did the majority of your <u>sellers</u> come from? (the source)				
What was your most effective form of marketing?				
Why was it so effective?				
Where did you see the greatest return in your marketing?				
Will you implement your most effective marketing again?				
What didn't work or was the least effective?				
Why didn't it work?				
Will you try it again (after making changes to improve the plan)?				
Where do you see the greatest potential in your marketing?				