

# The Power of Systems:

## 9 Reasons Why the Biggest and Best Property Management Firms Are Converting to a PMI Franchise



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**M**ost property management professionals quickly find that managing the day-to-day operations of their business can be all consuming. They get bogged down with endless details and processes can vary from one owner and tenant to the next. Having systems that will help you handle the myriad of challenges that come up in a property manager's life can help you reclaim your life and spend more time adding clients instead of just handling the management of your current clients. PMI has systems, technology, support, and training you can use now to get your business back on track. Here are nine reasons why you should convert your business to a PMI franchise:

## **1 Enter new pillars in the industry with speed and proficiency.**

PMI has four sectors or pillars of opportunity, where most property managers may only be active in one or two. You may have been managing residential real estate for years, but have been watching the exploding growth of associations and vacation/short term rentals and wonder how you can capitalize on those trends. Expanding into a new area of your business can be a daunting task, but with a PMI franchise, you will have the systems, support, technology, coaching, tools, and marketing to make a quick start, manage more properties, and achieve your goals quicker as a result.

## **2 Capitalize on growth potential with additional revenue streams.**

With the powerful technology and systems built into a PMI franchise, PMI has negotiated and added additional revenue streams.

Most property managers struggle with just 3-4 revenue streams. PMI has 50+ revenue streams to increase your numbers per door. With a PMI franchise, you'll have the right foundation to build your business with a long-term increase in value. You can scale your business to sell or continue to manage your business long into the future. Powerful, established systems are what you need to grow your business. Why figure out what works the hard way in your current or new pillar? Join PMI and learn how to grow now.

## **3 Utilize technology and systems that really work.**

PMI continually develops and innovates technology to more effectively run efficient property management businesses. They are constantly on the lookout for the best vendors and partners. They also work to improve templates and systems that will get better results. With nationwide buying power with

their 250+ franchisees, they are able to negotiate better rates and programs for the most innovative marketing strategies that few property managers are able to implement well or even afford. Before PMI rolls anything out to all PMI franchisees, they extensively test all software and systems, so you can be sure that what they recommend will work for your business.

## **4**

### **Get better marketing support.**

Some property managers are using outdated marketing that no longer works. Digital marketing is constantly changing. Having the perspective of hundreds of property management businesses helps PMI stay on top of trends so they can make adjustments quickly. You may not feel confident with some of the new social media marketing tools available today. PMI will help you set up the best tools and get them consistently working for you. You are in the driver's seat of your business, but you're not alone. With PMI, you'll have an experienced co-pilot who can ensure you are getting the best results right now. Results are what matter in marketing and PMI's track record is second to none.

## **5**

### **Receive the best training and corporate support.**

PMI continues to convert existing property manager's businesses to a PMI because of its exceptional training and support. Industry leaders and the current and past presidents of NARPM, Scott Abernathy and Brian Birdy are not only top trainers

## **TOP PROPERTY MANAGERS WHO HAVE CONVERTED TO PMI**



**SCOTT ABERNATHY**  
PMI Memphis, PMI Professionals  
780+ Properties Under Management



**BRIAN BIRDY**  
PMI Birdy Properties - San Antonio  
1400+ Properties Under Management



**PATTI ROBERTSON**  
PMI Virginia (Virginia Beach, VA)  
260+ Properties Under Management



**WENDY YUILL**  
PMI Lafayette (Lafayette, IN)  
69+ Properties Under Management





✿ Join the biggest and best property managers by owning a PMI franchise. ✿

in the industry, but have converted their businesses to PMI in order to benefit from the systems, training, and support they receive. There is a new and better way to manage properties today, and that is found in owning a PMI franchise. Established property managers are converting their business to the PMI model because of the power behind its nationwide brand and the systems, training, and tools that have helped them grow their existing businesses. You can join the PMI revolution and start seeing growth for your business as well.

**6 Plan a better exit strategy.** Many property manager veterans have worked for years, but haven't figured out how to exit their business and *really* benefit from their hard work. When you align yourself with an established brand that is rapidly becoming the

number one most recognized property management brand, you will build long term equity that you can convert to cash when you retire or start the next adventure in your life. PMI can help you plan and create an exit strategy so you can enjoy the rewards from your hard work.

**7 Have a better competitive advantage.** PMI's franchise network is rapidly expanding. With no signs of slowing down, PMI **will** put a franchise in your territory at some point. You don't want to compete against PMI's technology and systems. Join PMI before another sharp property manager does. Today, PMI has 250+ franchisees in 43 states and growth is accelerating at a rapid pace. PMI has been named the #1 franchise in its category for the past four years in a row by *Entrepreneur* magazine. Simply put, when you invest in a PMI franchise, you'll

be a part of that growth. You'll have access to corporate help AND a rapidly growing legion of franchisees that will support and help you implement what works now.

**8 Stay current with property management trends with better systems.** PMI helps new franchisees get started quickly with the most extensive online training library available in the property management industry. When someone starts a franchise with PMI, they immediately have access to a personal coach and online access to the most robust training in the industry. With PMI, you'll ensure that you will stay on top of what works. You'll stay current and be implementing the best strategies before most other property managers even know they exist.

**9 Make your property management business more manageable.** Most property managers quickly become overwhelmed with the little details it takes to make their business work. As a result, they neglect adding new doors and growing their business. They are so busy working *in* their business, that they aren't able to work *on* their business. Don't make that mistake. Join the leaders and top property managers everywhere who are making the shift to a PMI franchise. You *can* make your business more manageable and more rewarding. Don't delay. Your opportunity to join the PMI family may be snatched up by a competitor. You don't want to see them enjoying the fruits of a growing business while your business loses doors. Call PMI today to learn more about how you can benefit from PMI's systems and rise to the top of your market.

Don't reinvent the wheel in property management. You don't want to see someone else's success and wish it was you. The biggest and best property management firms are switching to PMI. Will you? Join PMI and get the results you want now.

"If we had known about PMI when we first started our property management company, we would have bought it back then. Doing it on our own was a lot of work that we could have avoided. There is so much in place, it takes off so much of a burden, and PMI helps you do all of the little things that bog you down.

PMI is definitely a good choice for someone who already has a property management business. **If you want to be in property management, you want to be in PMI."**



Chris and Donna Littleton  
PMI Georgia

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