

PMMCON

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PMMCON MASTERMIND OUTLINE

We want your time at the conference to be informative and productive. We have gathered speakers from within and outside of our industry to create dialogue and debate; to instigate thinking about how you run your business and how to run a better business.

Although the speakers will make you think, we want to mastermind groups to be a place where we want you to assimilate information and ultimately take action.

To that end, we want you to complete the following questionnaire and have it with you at all break out mastermind groups. Use this as a reference when we meet and share our “stories”.

Remember the more you contribute and participate, the more you may get out of this conference.

Name of Attendee:		Name of Company:	
Title at Company:		# of Doors:	
Real Estate Sales	Y N	Mortgage Lending	Y N
Maintenance	Y N	Association Management	Y N

MASTERMIND BREAKOUT #1

15 Minutes: Breaking the Ice – Meet & Greet

15 Minutes: Rob Hahn – Biggest Takeaways

Discussion: Is Our Industry on Solid Ground or in a Bumpy World?

Discussion Points:

1. How do you better leverage the real estate community?
2. What can you do to take advantage of the Renter Nation?
3. What would the “Amazon” of property management look like?
4. Is there a platform of management services that could disrupt us?

15 Minutes: Sue Hawkes – EOS**Is EOS Necessary? If Not EOS, What Else?****Discussion Points:**

1. How do you decide who is on the EOS®/ leadership team?
2. What helps you hold people accountable in your business?
3. What keeps you focused on your long-term target?
4. How do you help your employees to see the Vision?
5. What do you do with an employee who is a right person in the wrong seat?
6. Why is it important to track numbers, Rocks and headlines weekly?
7. You have processes but no one follows them. What do you do?
8. How do you stop solving the same issue over and over again?
9. What is the difference between a to-do, a Rock and a goal?
10. Who should run the Level 10 Meeting™?

45 Minutes: SWOT Analysis

Strengths:	What are your four greatest internal strengths? What do you do better than anyone else?		
1.	2.	3.	4.
Weaknesses:	What are your four biggest internal weaknesses? What could you improve upon in your company?		
1.	2.	3.	4.
Opportunities:	What could you do in your marketplace to grow or improve your business?		
1.	2.	3.	4.
Threats:	What external threats are there to your business or industry?		
1.	2.	3.	4.
45 Minutes: The Basics			
How Are You Positioned in your Marketplace?			
Target Market:	What is your target market? Which property owner or referral sources are you targeting to grow your business?		
Pricing & Plans:	Are you satisfied with your pricing? How did you decide on this pricing? Do you offer multiple pricing and bundled options?		

Programs & Fees:	Do you offer Owner Programs? Do you offer a Resident Benefits Package? Pet Protection? Eviction Protection? Are you maximizing fees?
Marketing:	What marketing channels (SEO, Google ads, Realtor Referrals, etc.) are you using to grow your business? Have you solved the “by-owner” mystery?
Sales:	Is there a dedicated person to convert leads calls? What kind of collateral are you using? Is your website frictionless and helping the sales process?
30 Minutes The Nitty Gritty:	Company structure, Company and Building a Better Machine
Business Structure:	Are my costs the lowest they can be? Does my business structure allow me to provide the higher level of customer service? Am I working in the business or on it?
Outsourcing, Delegating & Automation:	What tasks do I give my VAs? What duties could I outsource without diminishing customer service?
MASTERMIND BREAKOUT #2	
15 Minutes Ruminations & Reflections on Day 1	
15 Minutes Thoughts on “The Effortless Experience” Discussion Points <ol style="list-style-type: none"> 1. What are the things that cause friction and effort for owners when working with us as property managers? 2. What are the things that cause friction and effort for tenants? 3. How can technology be used to reduce effort for owners and tenants? Think about specific effort drivers from questions 1 and 2 above. 4. What opportunities do we have to “forward resolve” downstream issues for owners and tenants? Are there certain situations or issues that create additional work for us that we 	

could help customers by thinking one step ahead for them and being proactive in the way we resolve problems?

5. What are some of the situations in which we use “high effort language” (i.e. use positive language, advocacy or anchoring to make customers feel like the effort level is lower than perhaps it really is)?

KPIs & Culture:

What Key Process Indicators (KPIs) do you follow? What key metrics do you pay attention to? If you don't use EOS, how do you build a culture at your company?

Ancillary Services:

What other businesses could you enter to diversify your income streams?

Business Planning 2022:

What plans are you making for the next 12 months? What are you going to implement after attending this conference?

- 1.
- 2.
- 3.
- 4.
- 5.