

ii property management business solution member agency

frequently asked questions

what is ii property management business solutions

ii is an online solutions, training and consulting company that also provides licensed processes, resources, and support services that lead to property management business owner achieving peak team performance, higher productivity and optimized profitability.

ii is a turn-key solution for the property management business owner based on the McDonalds business model of consistency and the Disney model of service, standards and culture by design.

how can I access the ii property management business solutions?

ii can be accessed through our online portal to the member resource library and online property management academy. Regardless of where you are located in the world, you can access our resources, training and request customised consulting and support through our trained and certified ireviloution intelligence certified consultants (iiCC).

who can become an ii member agency?

Any property management business can become an ii member agency. The key criteria is to have the drive, initial investment and a commitment to maintain and improve the high standards essential for ii to protect the interests of all its member agencies. ii member agencies should be led by hands-on business owners or have appointed a Team Leader to manage their property management operations. Provided you are a business-savvy person, you do not necessarily need property management experience but rather you are committed to building and managing an efficient and profitable property management business.

what do I get as a ii member agency?

A ii member agency license includes the access and use of the ii extensive library of property management and business resources, ii proven property management business solutions processes, huge discount to online training hosted on the ii International Property Management Academy and ii trademark, as well as the entire business model including marketing strategies and plans; operational standards; systems and formats; training schedules; quality control and business by design concepts.

how much does it cost to become an ii member agency?

ii member agency license fees are structured to fit the size of a property management business. ii offers four (4) license member agency fee options to ensure there is an option to suit your budget. ii believes that license fees should be minimal as possible to encourage and assist property management business owners to grow their business. Generally the cost of the license fees is less than the asset value of just one management agreement.

do I need 100% cash up front for a ii member agency license?

No. There are four (4) member agency license options providing the opportunity to select an option to suit your business finances from pay as you go (PayGo) to heavily discounted up-front payment (Entrepreneur). All license fee options are for a minimum period of three (3) years with the option to extend.

can ii guarantee the business success of an ii member agency?

Whilst ii provides a proven property management business solution system, our philosophy is to empower property management business owners with the operational and management systems, role specific training for their team and property management resources to be a highly efficient and profitable property management agency. It is up to the business owner to manage systems implementation, integration and training. ii will provide assistance through consulting if and when requested. However as like any business in any industry, whether it is clients, employees or suppliers, the ii member agency that goes the extra mile in all aspects of their professional conduct will achieve long-term sustainable business success and long term loyal clients. But just like any other business, a member agency might not achieve success even when using ii property management business solution systems for the following reasons:

- Non induction of business team, property owners, tenants and contractors
- Non completion of online training by team members
- Incomplete ii property management business solutions system implementation
- Lack of operational auditing by management
- Lack of team accountability monitoring
- Poor quality control of managements, clients and team
- Poor business and workplace standards
- Inconsistency amongst team and practices
- Non compliance with ii property management business solution systems and training requirements

ii property management business solutions provides an initial induction and orientation of the complete ii property management business solutions system including detailed and comprehensive operational manuals to guide and assist with the understanding, implementing and managing of ii property management business solutions processes, resources and training. However, ultimately it is the responsibility of the licensee of the ii member agency to perform.

how do I implement the full ii property management business solution?

As an ii member agency you are provided with a 'turn-key' property management business solution that ensures consistency, compliance and every task is completed within the required timeframe. Within the member agency property management resource library is every business and property management resource and process you require to manage and monitor every task and service standards. The point of difference with ii property management business solutions is its ability to measure productivity and efficiency of the business operation. The key success to change and improvement in your business is complete implementation of all ii property management business solutions systems, training and resources.

When you follow the manuals and work through the system of change and implementation, your business will achieve greater efficiency and profitability. The online training is a vital element of ensuring your business remains consistent and compliant when team members complete the training in as minimal time as possible.

how much money can I expect to earn by implementing ii property management business solutions systems and training?

There are many factors that determine revenue and profits, including the market area and agency standards. No guarantees or projections are offered by ii. Prospective ii member agency licensees are encouraged to complete their own due diligence by engaging with existing licensees and seeking professional advice. ii property management business solution can provide you with a comprehensive and detailed business prognosis if required.

are there any other regular payments a ii member agency must pay?

ii member agency is not a franchise arrangement. ii does not receive any payment or fees based on a percentage of your business revenue. An ii member agency only pays for an initial establishment fee, the monthly license fee and student training fees as per the selected license option.

what is the term of the member agency license agreement?

The ii member agency license agreement is for three (3) years. However, assuming both parties agree and the licensor (ii) and ii member agency licensee have fulfilled their obligations and upon payment of a renewal fee then parties can mutually agree to extend the contract for a further three (3) years.

what happens if I sell my business?

Upon selling your property management business you will be required to pay the amount owing to ii for the remaining ii member agency license agreement term. The license is non-transferrable and therefore the new agency must not have access to any ii property management business solution systems or resources. The buying agency can apply for an ii member agency license.

do I receive an exclusive territory?

ii does not allocate territories. ii encourages the property management industry to raise the bar in standards and service delivery by educating clients to engage the services of a professional property managing agency.

how did i become an ii licensee?

Licensing rather than franchising is the fastest-growing method of having an independent business allowing the business owner to work under either an independent brand, franchised brand or group brand. ii chose this business model because it provides a proven format with comprehensive systems for conducting business, including elements such as business planning, management system, standards, appearance, brand, culture and image, as well as consistency of service and business operations.

ii was modelled on the McDonalds philosophy of creating service and operational consistency combined with the Disney business model of creating a culture and service by design. The ii formula for success is as simple as it is effective. The formula is $p+r+t=ABC^{\text{TM}}$ (process+resources+training = Agency By Choice). One element without the other will not lead to sustainable success. All elements must be implemented to achieve sustainable success.

The ii member agency business model is a way of doing business. It is essentially a service and standards concept providing the platform for an innovative method of delivering highly sort after and respected property management services. It is also an extremely successful and a rapidly growing business model based upon ii philosophy and formula for success namely it provides

strong pillars to support long-term sustainable success along client and team loyalty and longevity.

ii believes and is involved in teaching, guiding and empowering property owners to seek and engage the services of an ii member agency. ii accomplished this through the distribution of published books (teaching property owners how to engage and work with the industry), industry speaker presentations and published blog and magazine articles. ii's vision is to build a bridge between the property management industry and investors through teaching property investment owners how to hold the property management industry accountable. All ii member agencies will have the property management business solutions systems to provide the levels of service and accountability being demanded by property owners.

what are the other services ii can provide to ii member agencies?

ii offers other services such as business consulting, mentoring and coaching; operation business prognosis; operational due diligence; operational business planning; rent roll acquisition and transfer as well as in house training and workshops.

how can I ensure my business complies with legislation?

ii was launched in early 2009 and has member agencies throughout the world as the property management business solution systems and training are global and not country, state or territory specific. ii has developed a winning sustainable solution.

The ii business model provides platforms and policies that can be integrated and implement into any property management business regardless of where it is located in the world. The solutions are universal and are based on best practice methods of ensuring compliance, consistency and completion of tasks.

what is the relationship between ii and the ii licensee?

The relationship model between ii and ii member agencies can be likened to a "commercial marriage" where it is ultimately a legal relationship, with the full obligations and responsibilities of both parties outlined in a highly detailed and binding license agreement. This commercial contract is simple, easy to read and understand and has been designed and written to promote simplicity and trust.

By nature of the relationship, the ii Member Agency License Agreement will be imbalanced in favour of the licensor, as the licensor must at all times remain in control over certain standards critical to the ongoing success of the business format.

is becoming an ii member agency suitable for me?

If you own an existing property management business or about to launch a new property management business, ii property management business solutions is suitable for you, regardless of the size or location of your property management business. If you have an independent agency, franchise or belong to a large real estate group or co-operative, ii property management business solutions can be introduced into your business.

The questions to ask yourself are:

1. Do I want to stand out from other property management agencies by delivering a service that is consistent regardless of which team member my clients deal with?
2. Do I want to protect my brand, reputation and image by ensuring my property management team are highly trained to know the how and why of property

management and to deliver on the clients and my expectations?

3. Do I want to be able to guide and lead my property management team and be in 100% control of my service and operations or if not me engage a leader to manage my business and achieve my goals and vision?
4. Do I want to grow my business through retention rather than always searching for new business whilst existing business and team are being lost through the 'back door'?
5. Do I want to ensure that I earn the highest income potential and grow the maximum asset value through my property management business?
6. Do I want to leave my business from time to time and take a vacation and still feel totally in control of my business regardless of whether I am present or away?
7. Do I want to know at any given moment the exact status of workplace tasks, rather than relying on my team to tell what they want me to hear?
8. Do I want to know how to measure, monitor and manage productivity, performance and profitability in my property management business?
9. Do I want to feel peace of mind knowing my operations, team and service standards are consistent, compliant and completed at all times?
10. Do I want to be able to offer incentives that truly are win/win for me, the client and my team? Incentives that make a real difference!
11. Do I want to be able to say no to managements and property owners if they don't meet my business standards rather than feeling like I have to accept business at any cost?
12. Do I want to build my business through property management rather than through my sales area, to ensure my business is stable through all economic conditions?
13. Do I want to be able to make decisions based on evidence of results rather than second-guessing my team and not feeling 100% confident that I am in control?
14. Do I want to reduce my overheads and operating costs?
15. Am I willing to commit to take control of my property management business operations by choosing systems and resources that I find suitable and train my team to use these systems?
16. Do I want to make my own decisions about my business growth or continue to allow my team or a person in my team to make those decisions on my behalf?

If you answered yes, to just one of these questions, then you absolutely need to become an ii member agency!

so then what is my next step?

If you are interested in applying for an ii member agency and believe you qualify, please complete the [application form](#)

and as another incentive to creating a property management service is that highly sort after, respected and a leader in the industry we recommend that you strive to qualify to apply for the prestigious symbol of distinction in property management by achieving Pinnacle certification?

to find out how to qualify for the Pinnacle certification [click here](#)