

preparation for launch

PLANNING:

- Record your "WHY" (why are you building a property management business) _____
- Strategize your 'HOW' (how will you build your property management business) _____
- Seek out your 'IPOD' (IRRESISTIBLE point of difference) _____
- Formulate your CORE™ (Compelling Reasons to Engage) _____
- Set date for business launch _____
- Research market area and demographics _____
- Establish ireviloution intelligence Property Management Systems _____
- Research and evaluate Property Management Trust Accounting Programs _____
- Implement and install Property Management Trust Accounting Program _____
- Plan and prepare operational business plan and budget _____
- Plan and prepare team incentives _____
- Plan and prepare team and individual forms _____

- MAPS™
- PEAK™
- TASC™
- CLIMB™
- ACHIEVE™
- KAPOWS™
- WAYS™

- Recruit team _____
- Prepare 'Employment Agreements' _____
- Design marketing initiatives _____

TEAM TRAINING:

- Finalize ireviloution intelligence Property Management Systems and Training _____

SUBSCRIPTIONS:

- Subscribe to relevant provider of legislative forms and documents _____
- Check liability and agency insurance (ensure you are covered adequately) _____
- Subscribe to defaulting tenancy database/s _____
- Verify subscription to real estate portals to ensure rentals can be included _____
- Create and prepare necessary email addresses _____
- Register and subscribe to relevant bond lodgement /security deposit authority _____
- Apply for and register company cell phone number _____

MARKETING PREPARATION:

- Prepare marketing _____
- Prepare window marketing _____
- Change any exterior signage if necessary, to include property management _____
- Make necessary adjustments to company website _____
- Advertise the launch of Property Management Services on company website _____
- Prepare and purchase 'Rent ME signs _____
- Prepare and print service marketing brochures _____

RESOURCE PURCHASE AND PREPARATION:

- Upload and confirm all merge letters have merge fields completed _____
- Customize PM Software program with agency categories, dissections, etc. _____
- Prepare agency policies _____
- Set-up Property Management area in office _____
- Ensure all team members have reliable computer hardware _____
- Ensure printer is adequate for volume of reports, documents, etc. necessary _____
- Purchase digital camera if necessary _____
- Arrange and purchase team cellular phone/s _____
- Arrange and purchase company branded vehicle if applicable _____
- Purchase and set-up filing cabinet _____
- Purchase and prepare key cabinet _____
- Purchase files (three colors) _____
- Purchase file binders _____

Purchase key tags (two colors – matching client file color selection) _____
Purchase necessary stationery for property management team _____

MARKETING LAUNCH:

Commence marketing _____
Prepare and dispatch introductory letters to all clients on database _____
Contact suppliers and maintenance providers and set-up in system _____
Prepare Management Information Prospectus _____

Trackers™:

Prepare MailTracker™ worksheet _____
Prepare KeyTracker™ worksheet _____
Prepare ArchiveTracker™ worksheet _____
Prepare InsuranceTracker™ worksheet _____
Prepare TaskTracker™ worksheet _____
Prepare PortfolioTracker™ _____
Prepare GrowthTracker™ _____
Prepare FinanceTracker™ _____
Prepare team meeting agendas _____
 WAKE™
 SELF™
 WIN™
 PLAN™
 TRAK™
 AIM™
 REV™
 PACE™

TEAM PREPARATION AND BRIEFING:

Brief team on agency expectations and policies (including dress code) _____
Ensure teams appearance is acceptable and professional _____
Ensure 'Employment Agreements are completed and signed _____
Ensure all team members have current registration certificates and information is current with legislative requirements _____

SERVICE PROVIDERS:

Prepare maintenance provider contracts and agreements _____
Prepare service agreement with digital solar provider _____
Prepare service agreement with property drug detection monitor company _____
Prepare service agreement with digital lock provider _____
Prepare service agreement with pet register company _____
Prepare service agreement with tenant application verification company _____
Prepare service agreement with rental payment provider _____
Prepare service agreement with inspection software provider _____
Prepare service agreement with utilities connection company _____
Prepare service agreement with Landlord insurance provider _____

TrackMate™ verified for completion: _____ **Date:** _____

IGNITE ENGINES AND BLAST OFF 