



MY RentComps.com

How Do You Stack Up?™

Are you a regional property manager who offers direction, support and inspiration to your team?

Have your manager's and leasing professional's been trained to call for current market information week after week? Or maybe your properties fax their market information all around. How much does it cost to have this person do the same thing over and over week after week? We had one property manager track it for us and she said that at her pay grade it was costing her company \$3900 per year. This did not include the cost of answering market survey calls that came in from other apartment communities or filling out requested fax information for the litany of industry insiders who require your information. There is a better way. Sometimes it is the simple things that are overlooked. Sometimes we are so attached to the way we have always done something that it is difficult to grasp another way. Remember when you got your first debit card? How attached were you to your checkbook? Was it an easy transition? Moving from a long established way of doing anything is always met with some resistance. It is human nature to resist change. We are creatures of habit. We get into a certain groove and many times just cruise there until we hit a bump in the road. Why get off the path when it is so familiar, so comfortable? The reason is because, in work as in life, things change. In fact it is the only constant in work and in life that you will encounter.

Have you ever needed market information immediately and sent your leasing staff into a panic tracking down the data you demand? Those days can truly be behind you, if you let your managers know there is an easy way to conduct these surveys online in about five minutes, once a week. Since nature abhors a vacuum only you can decide what will happen to those hours that were previously spent tracking down market data. Perhaps, more time spent marketing and leasing apartments? Once you have your managers conduct their market surveys online the information sits in a holding place, much like a text message, only waiting for them (or you) to retrieve it. For a regional manager one of the best things about this survey system is that you have the ability to see the information on all of the apartment communities that you manage across the state. Yes, you are the expert on the properties that you manage and now, in addition, to your properties info you also have the same information on the nine neighboring apartment communities that your manager has chosen as a comparable. Sometimes managers or leasing people move from one property to another, so Regional's have the ability to easily alter who has the access to change any of your properties survey info.

After listening to top professionals with an apartment and property management perspective we have created new and more comprehensive reports. For security reasons a regional manager must be connected to their properties so when you log on just email a list of the communities that you manage to support@myrentcomps.com and watch one small part of your job get just a little easier. Just a little shift in any area of life can make all the difference. It will trickle to other ways of doing things opening one's vision for a refreshed perspective of the work environment. Lead your team to into a zone of discovery and implement the Florida Apartment Association's Statewide Online market survey system in all of your communities.

One of the most significant aspects of this service offered through the Apartment Associations is that there is no expenditure asked of the Management Companies or Apartment Owners. This is a vendor sponsored website which is available free statewide. We believe that by connecting properties throughout the state we are weaving a stronger, more cohesive industry and we're committed to working with you and your teams to this common goal. Soon everyone will be conducting their Market Survey online, it is only a matter of time. To begin, just go to www.FL-Apartments.org and look for the Blue Market Survey Button...

