



HOW TO HIRE A SUPERSTAR ON-SITE PROPERTY MANAGER

**“3 SIMPLE STEPS YOU CAN TAKE RIGHT
NOW TO HIRE A SUPERSTAR ON-SITE
PROPERTY MANAGER FOR YOUR
MOBILE HOME PARK...”**

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Why Should You Only Hire a Superstar?

Hiring the right on-site property manager is one of the toughest jobs you will have as a mobile home park owner or investor.

On one hand you have to balance your budget and on the other hand you want a property manager that is going to maximize your revenues, put great tenants in your park, deal with problems and bad tenants effectively and run the park as if it were his or her own.

Here's why this is one area where taking your time and learning how to do it right is vital to the success or failure of your mobile home park...

According to Bradford Smart, **the average cost of a "mis-hire" is 150 hours of your time and about \$80k.**

Superstars Empower You

I've known owners who have hired superstar property managers that ran the properties like their own, which empowered the owners to pursue their other passions in life (like traveling the world or sitting on a beach).

On the other hand, I've also known owners who hired "B" or "C" property managers who filled their properties with bad tenants, failed to renew the great tenants, and ignored maintenance issues and complaints from tenants – those owners eventually had to step in, take over and either find and retrain another manager or manage the property themselves.

You don't want to have to step in and takeover after a "B" or "C" player runs your park into the ground do you?

Good, I didn't think so.

Your Property Manager Represents You

I've known owners whose properties were so well taken care of that brokers, bankers, and other property owners wanted to be friends with and associated with those owners – they became influential and people wanted to work with them (those were some of my favorite clients when I was a commercial real estate broker).

In fact, one of my mentors said, "This is one of the few guys in town who I trust to do a deal on a handshake and when a good deal comes along, he's the first one I call. He's a salt of the earth type guy – you can trust him."

On the other hand, I've dealt with some owners who saved a few dollars in the short run because they did not hire a superstar. Those were some of my least favorite clients because they made my job (bringing them great tenants) next to impossible – and the other people in the community avoided them after a few interactions with their property or their property manager.

Do you want to be the person that gets phone calls from brokers when there is a great deal available? Do you want to be the owner that other people in the community look up to? It all starts with the people you hire to represent you and your property.

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I've also watched the owners who took the time to hire superstar on-site property managers as their income continued to grow or at least remain stable when the economy went into a downturn. Their tenants were well taken care of (and they knew it).

Superstars Make & Save You Money

At the same time, I watched the owners who were saving a few dollars with non-superstar property managers as they got into a downward spiral...

Their property needed a makeover to attract new tenants but they couldn't afford it because they were experiencing negative cash flows after losing so many tenants because of the way their park was being run.

Many of them eventually had to sell their properties at "fire sale" prices.

So what's it going to be? Are you going to be one of the owners that hires a superstar on-site property manager that runs your park so well that you get to do what you want to do, are surrounded by people that want to be friends with you and that achieves your financial goals?

You can do it if you know how and if you decide to only work with superstars.

STEP 1 – HIRE BASED ON THE PERSONALITY THE JOB REQUIRES

If you want to work with superstars, it's really important to make your hiring decision based on the requirements of the job. This sounds straightforward, but there are some big land-mines standing between you and the superstar you need to hire.

In the Owner's Edition of the Property Management Module, there is an entire unit devoted to hiring a superstar, but let me share one of the biggest stumbling blocks with you right now – hiring someone because you like them.

That may sound odd, but it's a big problem.

You see, we have a tendency as human beings to like people that are just like us. It's how we save time when we interact with people.

We figure, "This person is a lot like me. They like what I like. I'm okay, so this person must be okay too. I like them." That's an okay way to make friends, but not to hire a superstar. Here's why...

You have certain personality traits or talents that make you good at what you do. The same holds true for superstar property managers – they have certain traits and talents that make property management easy for them.

Let's assume you are a natural deal maker.

Deal makers are better suited to making deals than to managing property, but they will have a tendency to "like" and "get along with" other deal makers. If you were to interview a fellow deal maker without focusing on

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the personality the job requires, you would probably feel like hiring that deal maker, thinking, “I just like her. I think she’ll be a good fit.”

Let’s focus on how you can hire the person with the right traits and talents for the job.

HOW TO PUT THIS INTO PRACTICE

1. Use the spreadsheet below to make a list of the personality traits and talents that your ideal, superstar property manager will have. Ask yourself the following questions:
 - a. What do I really dislike or flat-out hate doing in my mobile home park? If you are still looking for a park to buy, imagine yourself running the park and ask yourself which parts of the job you really don’t want to do.
 - b. What personality traits or talents is your superstar property manager going to need to have to deal with those parts of the job effectively and gracefully?
 - c. What other personality traits or talents will be required that are critical to running a high-quality park?

2. Visualize how these traits and talents are going to help you make more money as an owner in terms of attracting and keeping more great tenants in your park, dealing with bad tenants, etc.
 - a. Actually close your eyes and picture your superstar property manager doing those things.
 - b. Then, open your eyes and rank them in order of importance to you (10 = very important and 1 = not important)

Jobs or Aspects I Hate Or Really Dislike About Property Management AND Critical Traits Needed to Run a High-Quality Park:	Trait or Talent My Superstar On-Site Property Manager Will Have to Deal with this Effectively and Gracefully:	My Rank

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LET'S GET STARTED RIGHT NOW

Here's what you can do right now to get the ball rolling:

1. Make a list of the most important traits and talents from your spreadsheet above.
2. Turn your list into the first part of the job description for your ideal superstar on-site property manager.
 - a. Example: "Are you a people person? Are you patient when people are frustrated? Do you enjoy being organized and efficient? Do your friends think you're great with numbers and maybe even accounting? Are you "quick on your feet" when a problem needs to be solved? If this sounds like you, we've been looking for you. We're looking for a team player that can grow with us by treating our customers like gold while enjoying a flexible work environment. Please contact us at..."
3. Start your superstar job description right now:

STEP 2 – MAKE YOUR INTERVIEWS 4 HOURS LONG & USE BEHAVIORAL INTERVIEWING

Short interviews are a huge land-mine. HUGE.

To really find out if the candidate is right for the job, you need to do something called "behavioral interviewing" and that can take 4 hours or more to cover all the information.

I know that seems like a lot of time, and you are going to learn how to save a lot of time in Step 3 by only interviewing the very best candidates.

Here's the idea: **The best predictor of future behavior (at least in the short term) is past behavior.**

Now I'm not saying people don't grow, learn lessons and change. Can people change? Yes, but it's usually a bad investment from an employer-employee standpoint.

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For the purposes of this report, the number one thing you need to focus on in the interviews is the behavior that your potential property manager displayed in the past at pivotal moments in their life, particularly when they were in their teen years when their personalities were being solidified.

How To Put This Into Practice

In the Owner's Edition of the Property Management Module, I go into depth about behavioral interviewing, how to do it and most importantly what questions to ask while not stepping over any legal boundaries. It's a big topic that took me years to master and although I wish I could include it in this report, it's just too big a topic, so let's focus on what you can start using right away.

Your goal in the interview is not only to make sure the candidate has the right personality traits and talents, but also to discover what makes them tick. Here are a few sample questions you can start with:

1. Have they made good decisions in the past?
2. What motivates them and what de-motivates them?
3. What conflicts did they have in the past with co-workers, customers or employers? What fueled the conflict?
4. Where did they really excel and where were they out of place (like a fish out of water)?
5. How do they make decisions (and how are they going to make them in the future)?

HERE'S WHAT TO DO RIGHT NOW

To get the ball rolling:

1. Make a list of questions that will reveal how the candidate has displayed their traits and talents in different situations in the past.
2. Include behavioral interviewing questions that will give you an idea of how the person thinks and what caused them to make the decisions they made in the past (and really focus on their teenage years).

STEP 3 – AUTOMATE YOUR HIRING PROCESS

When you start doing your 4 hour interviews, it's going to consume a lot of your time... unless you find a way to filter out as many non-superstars as possible before they ever make it to the physical interviews.

That's where I can add a lot of value to your business.

I love automation and want to help you use it to streamline your mobile home park and your hiring process so you can go **do what you want to do**.

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Here's the bottom line: automate as much of your interviewing process as possible and you'll have more time to focus on the high-quality candidates (and on doing what you want to do).

I had a lot of fun creating the Owner's Edition of the Property Management Module, but creating the systems to automate hiring a superstar on-site manager and then manage that manager from anywhere in the world were the most fun. I was picturing you sitting on a beach, taking a leisurely afternoon lunch or traveling while your park was being run by a top-notch on-site property manager.

Maybe it was the memory of the three month vacation where my family travelled to Alaska, Canada and California while our property managers ran our mobile home parks... I don't know, but that was living and I want the same for you. So let's put this in place in your business (or in your future business)...

How To Put This Into Practice

To automate something, first you identify the tasks you do over and over again and then you find a way for someone else or for a tool to do the work for you.

First, let's identify the tasks:

1. Start with the end in mind – you want to only interview candidates that are most likely to be superstars. We want to filter out everyone else before they reach the physical interviews.
2. Close your eyes and visualize what its going to look like when candidates are responding to your advertisement? How does the conversation go? What does it sound like? What do you say? What do they ask? What do you want to know? What do they want to know?
3. Make an outline of the conversation.
 - a. What information do you need to give them before they or you make the decision to go to the next step?
 - b. Do they need to do anything to show you they have the skills you are looking for?
 - c. What questions can you ask or what tasks can you ask the candidates to do that will cause non-superstars to raise their hand and say, "That's not me, I'm out of here." while causing the superstars to proceed to the next step?

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4. Ask yourself, “Do I have to be physically present for any of this, or would a voice recording, survey or video work just as well as me talking them on the phone or in person?”

Next, identify the tools you will use to automate the process.

This could be a voicemail with a recorded message, a website with instructions, a video or a survey. There are a lot of tools you can use, but the trick is to just start using them, get feedback and make changes based on the feedback you get.

HERE’S WHAT TO DO RIGHT NOW

To get the ball rolling:

1. Make a short recording, list of instructions or first task for the candidates
2. Pick a tool to use (voicemail, pre-written email, web page, video, etc.)
3. Put your message in place with the tool you have chosen
4. Direct your ad to the tool and message you have chosen
5. See how it works
6. Make changes if you need to

That’s it. Give yourself a pat on the back and celebrate.