

# 10

## Reasons Why You Should Own a PMI Franchise



The property management business is an exciting and rapidly growing industry. More than one-third of all Americans currently rent homes and property owners need professionals to manage their properties. As you can see at the bottom of the page, the market size for the four categories (or pillars) that make up the property management industry is huge. PMI is the only franchise that has systems, technology, support, and training set up to help you run each pillar (depending on which area of focus you choose). As you consider property management in your future, here are ten reasons why you should own a PMI franchise:

## 1 Be in business for yourself, but not by yourself.

Starting your own business is a daunting task. There is always more to learn and do, especially if it is an industry with which you aren't familiar. Statistics show that 80% of all businesses fail in the first 5 years. In contrast, 96% of all business format franchises succeed. When entering the property management business with a PMI franchise, you will have the systems, support, technology, coaching, tools, and marketing to hit the ground running. That means you can start acquiring doors sooner. As founder and CEO Steve Hart says, "When you join PMI, you are in business for yourself, but not by yourself."

## 2 Take advantage of a proven system.

Systems are the secret to growing a sustainable and profitable business. PMI has its own franchise (PMI Utah) with which they test systems and technology before they roll anything out

to all PMI franchisees. Today, PMI has 250+ franchisees in 43 states and growth is accelerating at a rapid pace. PMI has been named the #1 franchise in its category for the past three years in a row by *Entrepreneur* magazine. Simply put, proven systems are in place and when you buy a PMI franchise, you have access to corporate help AND 250+ franchisees that will support you and help you implement what works.

## 3 Create long-term equity value in a business you can sell.

A well run property management will increase in value over time if built correctly. PMI teaches its franchisees the systems to build long-term equity. When considering which business to build, a key consideration is the long-term equity within the business. With rents consistently increasing each and every year, you can continually provide value for the owners and tenants you serve. This means that you can not only increase your revenues per door

(with PMI's 50+ revenue streams), but you can also build your equity and value. Property management is a growing industry with huge potential. With a PMI franchise, you'll have the right foundation to build your future with a business that will increase in value long-term.

## 4 Operate within a defined territory.

Building a property management business within a defined territory is a tremendous value to you. It is difficult to run a property management business that is far from your base of operations, especially when you consider inspections and maintenance. In addition, with a defined marketing territory, you can utilize your marketing budget for maximum effectiveness.

## 5 Utilize PMI's 50+ revenue streams to increase the revenue per door.

A good property manager can manage between 25-30 doors. It is difficult to manage more than that without great technology and systems. With a PMI franchise, you'll be taught 50+ revenue streams and can manage 100-150 doors without having to hire additional help. Efficient systems will help you do this more effectively. Many property managers get trapped into doing what other competitors in their space are doing. They aren't aware of new or better ways to manage their properties, particularly when it comes to new technology. With a PMI franchise, you'll



**RESIDENTIAL**  
\$27.5 Trillion, U.S. Market Size  
(Zillow, 2018)



**COMMERCIAL**  
\$11 Trillion, U.S. Market Size  
(Business Insider, 2018)

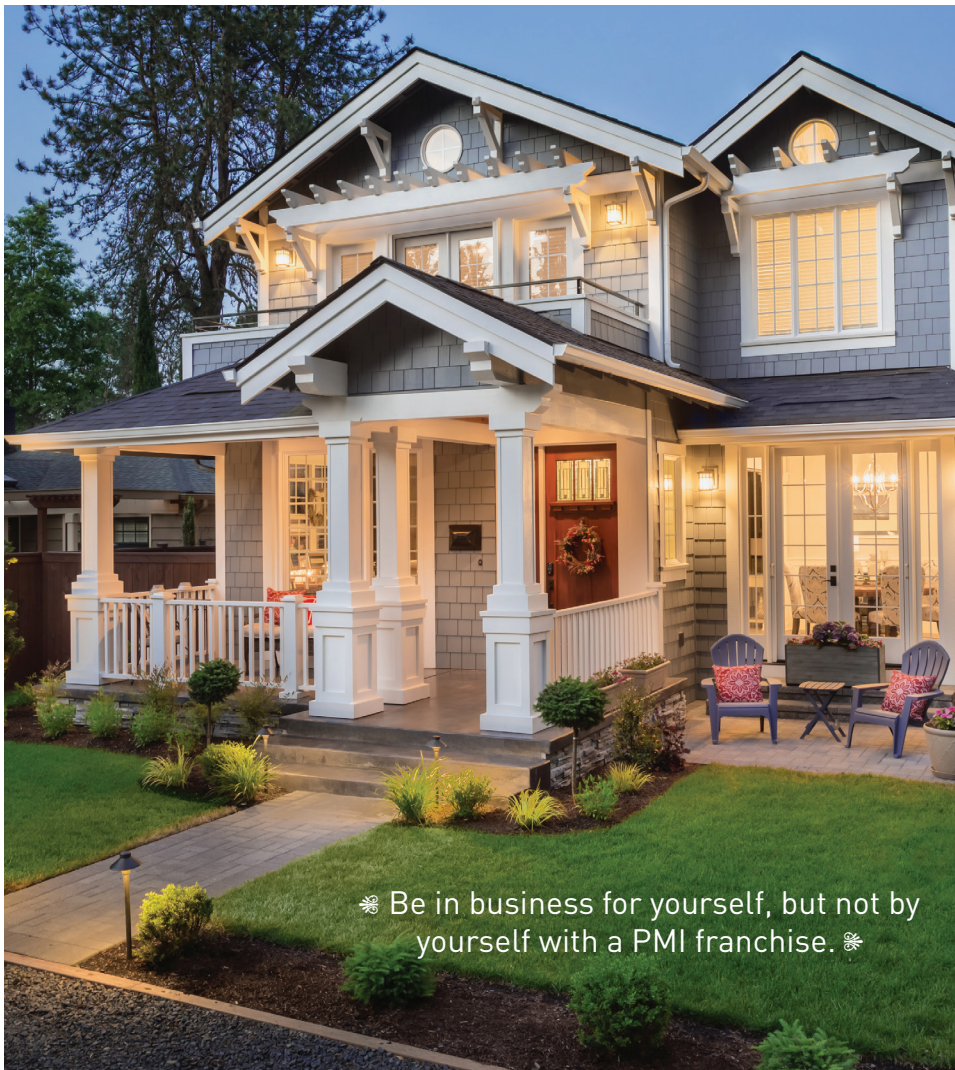


**ASSOCIATION**  
350,000 Associations, U.S. Market Size  
(CAI, 2018)



**VACATION**  
\$100 Billion, U.S. Market Size  
(Leisure Link, 2018)





be on the cutting edge of what works. A big reason why successful property managers are converting their business to the PMI model involves the power behind a nationwide brand and the systems, training, and tools required today to make an existing business even more profitable.

## 6 **Belong to a leading national brand in the property management industry.**

PMI has received numerous awards from local and nationwide leaders of the property management industry. They've worked hard since their inception to build a strong nationwide brand presence and their overall goal is to be the World's Premiere Real Estate Management Brand. When you align yourself with an established brand that is rapidly

becoming the number one most recognized property management brand, it will help you raise your brand awareness and increase the number of properties you can manage successfully.

## 7 **Be part of a network of successful owners.**

With over 250+ franchisees working together to build their businesses, you'll be able to share what's working in weekly group meetings and daily within PMIconnect (PMI's exclusive Facebook group) where owners can get answers to their questions in real time. Being a part of the PMI family helps you succeed with helpful support.

## 8 **Extensive training.**

PMI helps you get started quickly with the most extensive

online training library to succeed in the property management industry. When someone starts a franchise with PMI, they immediately have access to a personal coach and online access to the most robust training in the industry. The PMI Way includes contracts, systems, processes, and hundreds of hours of video instruction to help you get your business started right. A new franchisee will complete 60 hours of video training prior to attending the 5-day Workshop event at corporate headquarters. Bottom line: You get the very best and most extensive property management training available when you join the PMI family.

## 9 **Ongoing support.**

After a franchisee starts their business and goes through Workshop, they will continue

to receive weekly mentoring and support with calls with their personal coach, live weekly training with their pillar leaders each week, and live weekly trainings with PMI franchisees at their level. PMI is committed to your long-term success and will provide the support you need to stay on top of your market.

## 10 **Cost savings through our national vendor partnerships.**

PMI has worked out amazing national partnerships that will help you save money with the tools that you need to grow and expand your business. Ask your franchise developer about how these will work for you.

With these ten reasons in mind, we look forward to your attendance at Discovery Day as you continue your quest for **your** perfect property management business. PMI is committed to helping you at every stage of your business so it is an exciting, fulfilling and wonderful experience.



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Management** INC.

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