

RECESSION RESISTANT BUSINESS MODEL



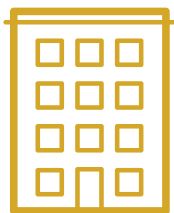
**Property
Management** INC.



ASSOCIATION



RESIDENTIAL



COMMERCIAL



SHORT-TERM

Did you know?

During a recession, many franchise developers and brokers see a drop in sales as the brands they've been recommending and selling show a decline in interest. Consumers are less frivolous with their hard-earned incomes and they begin to prioritize their spending.

However, Property Management Inc. *actually started during the last recession*. While other businesses were forced to close down, PMI was *opening them*. By offering multiple types of property management: residential, commercial, association, and short-term rental management, franchisees are able to diversify their portfolio and support their business through economic downturns. PMI offers stability to an otherwise unstable business environment for **three main reasons.**

CHECK THEM OUT



Tenants still pay their residential rent, home owners still pay their HOA fees, and pent-up demand for travel creates opportunity.

Studies have shown that even during an economic crisis, people prioritize their housing. Additionally, the longer they go without a vacation, the more stir crazy they get. Short-term rentals provide additional opportunities as remote offices, staycation locals, or relaxing properties for traveling professions. If you had a choice between staying in a hotel packed in with other guests or having an entire home to yourself away from others, which would you choose?



PMI has predictable and consistent income streams and the systems to implement them. Negotiated rates from the best vendors also help property managers save money.

With over 50 revenue streams, Property Management Inc. franchisees are well poised to continue to grow their businesses in recessions with proven systems and processes. The other part of helping your business be recession resistant is having the best vendors at the very best pricing. Multi-franchise owner and NARPM member Patti Robertson, of PMI Virginia, recently shared her thoughts about the advantages of a PMI franchise, "Having access to the pricing - We are paying less through PMI for all of the vendors we are using than we were on our own."



Market demand is increasing.

The percentage of people renting has dramatically increased over the past several years and one-third of Americans are now renting homes. According to the NARPM 2020 State of the Property Management Industry Report, "millennials and generation Z are renting longer, 40% of renters today are 45 or older, and baby boomers are the fastest growing rental segment." Demand for great property management is increasing across the association, commercial, and short-term pillars as well.

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(310) 901-5611**

