



- Real Estate
- Leadership
- Property Management
- Keynote

*Times are Approximate & Flexible*

## **Leadership & Human Resources: Build, Lead, & Grow through Company Culture** *KEYNOTE*

*Can be presented as a keynote address, or with a Property Management or Real Estate Sales Focus*

The success of your team members and the health of your business culture is YOUR responsibility and you can both lead and manage your team more easily than you think. We will discuss the difference between a leader and a manager, learn how to properly hire, train, motivate, compensate, evaluate, and hold your team members accountable, and . . . when and how to fire. Whether you have 1 or 100 employees, effective leadership, management, and company culture will be improved through this session.

## **“You, Inc.” Be the CEO of Your Own Life!** *KEYNOTE*

If you are like most business professionals you spend a lot of time working to improve your business. You may even have a better than average understanding of some essential elements of a successful business such as marketing, selling, finance, and hiring. But what are the essential elements of a successful life? This engaging and fast-paced session places you as the newly-hired CEO of YOU INC. You'll evaluate yourself based on 6 essential business venture elements and then discover how to integrate them for a more fulfilling and successful life. From the veteran high achiever to the “newbie,” this session offers inspiration and clarity for running the most important venture you'll ever know . . . YOU.

## **Stop Marketing and Start Selling** *KEYNOTE*

Do you feel trapped in the black-hole of marketing? Does it seem like the more time and money you spend, the less you achieve in sales? Are you tired of hearing everything you should be doing with “social media”? Effective marketing can be achieved through a nearly free platform of combining aspects of content marketing along with a solid web-site. In this session, Marc shares 5 platforms his company uses to grow sales each month and his business 20% every year.

## **9 Business Essentials for Every Real Estate Professional**

*Can be presented with a Property Management or Real Estate Sales Focus*

By the end of this fun and fast paced session you will gain the knowledge and confidence to

- Turn difficult clients into fans
- Understand and comply with fair housing rules
- Speak the language of “real-estate-investor” and analyze real estate investor deals
- Negotiate like a professional
- Grow your business by 10% in 12 months
- Upgrade your marketing to attract new clients
- Look into the future and see what real estate opportunities will exist 5 years from now
- Avoid burnout and finally achieve the allusive “work-life balance”
- Achieve financial independence through real estate

*2-3 Hours*

## **10 Things to Know about Working with Real Estate Investors**

*Can be presented with a Property Management or Real Estate Sales Focus*

Real estate investing is no longer just for the rich. Both millennials and baby boomers are moving away from stock market investing and into real estate investing. This session will educate agents on how to confidently work with investor clients by understanding

- Transactional differences between owner occupied and investment real estate deals
- How to speak the language of “investor”
- How to analyze and compare investment deals
- What to look for during inspections
- Pros & cons of buying occupied vs vacant investment property
- The differences between single-family vs multi-family investing
- Financing basics for investment property
- How to accurately calculate the rental rate of a property
- Property Management basics for after the sale

*2-3 Hours*

“If you haven’t experienced Marc Cunningham, you should book him TODAY! Marc’s reviews from our members are always rated as excellent. They describe him as a fantastic presenter – very knowledgeable, informed, energetic, passionate, funny and personable.” – *Terry Thompson, CEO, Great Falls Association of REALTORS®*

## Is It Time to Offer Property Management to Your Clients?

When the real estate sales market slows, there is one time-tested way for agents to not only survive in slow markets—but to *thrive*. Adding property management services for your clients gives you the benefits of residual income streams, new buyer and seller clients, increased company value, steady cash flow, and more. This fast-paced session breaks down all the pros—and the cons—of offering property management services. We'll explore the risks and rewards of various business models used by property management firms and answer the most common questions. You'll walk away with actionable steps and answers to the following questions:

- Won't property management be a distraction to my brokerage business?
- What technology does a property management business require?
- What licensing is required?
- How can I market to my clients?
- What questions do landlords ask?
- What business models are available?
- What income streams are available?
- Do I have the personality to be a property manager?
- Where do I get the documents I need?
- What are the legal risks of property management?
- How hard it is to add property management services to a brokerage?
- How is my relationship with a property management client different from that of my brokerage client?

*2-3 Hours*

## Property Management 101: The Essentials\*

When it comes to Residential Property Management – those outside the industry usually have one of two opinions:

Opinion #1: "Property Managers are simply collecting rent and calling vendors for repairs – what an easy job!"

Opinion #2: "Property Managers are dealing with crazy tenants, leaky toilets, and crazy laws – what a hard job!"

The truth is somewhere in the middle. In this course we will go through the basic elements of property management including the management and lease agreement, tenant screening, the tenant life cycle, legal and fair housing issues, and more. This class is ideal for those new to the industry and those who simply wish to have a better understanding of property management basics. *2-3 Hours*

## Create a Playbook for Success: 10 Critical Elements for Running Your Business\*

*Can be presented with a Property Management or Real Estate Sales Focus*

Most of us possess the skills necessary to work *IN* our business, but few of us know how to work *ON* our business. This session will outline the ten critical areas of business success with action items for immediate implementation! We'll educate current business operators on what habits they must practice; as well as tell employees what their employers always wanted them to know but were afraid to say out loud. If your company needs help with hiring and firing, setting clear expectations for employees, increasing profit, improved leadership, systems, or recognizing new business opportunities, then this session is for you. *2 Hours*

## Systematizing for Success: Running Your Property Management Business on Autopilot\*

Successful companies don't rely on people for their success, they rely on systems. Systems are simply playbooks that allow your processes to be repeated, duplicated, and run by anyone. Systems will make your property management business scalable, increase the value of your company, reduce your liability, and let you step away from the daily operations. We will walk through the step-by-step process of how to create and implement a System Manual specific to each position in your company. System Manuals changed our business, and they can change yours too! *2 Hours*

*\*The above sessions may be combined to create a 6+ hour session: **Property Management, the Crash Course***

## 20 Missing Paragraphs to Guarantee Failure in Property Management

What is the true purpose of your lease and management agreement? Using the three, fundamental decision-making tools of risk, profit, and ease, we will go through 10 'must-have' lease and management agreement clauses. These updates will improve the way you do business, reduce your liability, and increase your income. *2 Hours*

## So You Want to Try Commercial Property Management? What You Need to Know

Are you considering making the leap from Residential Property Management to Commercial Property Management? If so, you will gain knowledge and confidence in this introductory class as we give an overview of the similarities and differences between Residential and Commercial Property Management. We will address 'must know' issues including how to prepare a financial analysis, what commercial investors expect of their property managers, and how to speak the language of investors. *2 Hours*

## Fair Housing for the Property Manager

Complying with fair housing is not just a good business practice; it is the law. Fair housing starts with the federal Fair Housing Act and continues through state and local regulations. The course will not just give an overview of fair housing, it will also educate property managers on what they should and should not be doing in the day-to-day operation of their business. This

session is designed to be practical and will also address current fair housing topics including service animals, and other fair housing hot topics. *2-3 Hours*

## **20 Ways Your Cash Cow Can Graze: Increase Your Property Management Income**

Most property management companies struggle to be profitable, but that shouldn't be the case! With proper planning you can use your property management business as a platform to create multiple streams of income. In this fun and inspiring session, we discuss over 20 specific income streams proven to increase income AND learn how to easily implement them. *2 Hours*

## **Mini Sessions . . .60 minutes or less!**

**3 Things Leaders Must Bring Every Day** Leadership--with so much information out there, why is it so hard to lead and manage people? Get 3 action items you need to start being a more effective leader immediately!

**“YOU Inc.”: 6 Essential Elements** From the veteran high achiever to the young person starting out, this session offers inspiration and clarity for running the most important venture you'll ever know . . . YOU.

**Video Content Marketing: A Crash Course** Grow your business with this easy and cost-effective marketing platform! Get WHAT content marketing is, WHY it is so effective, and HOW you can start using it today.

**6 Formulas for Working with Real Estate Investors** Get the confidence, knowledge, and mathematical language you need to work with even the most sophisticated real estate investor client.

**Content Marketing for the Real Estate Professional** Find out exactly WHAT content marketing is, WHY it is so effective, and HOW you can start using it today.

**Property Management Pros & Cons** Thinking of adding this steady income stream? We'll discuss the pros and cons of offering property management alongside a real estate sales business.

**Tenant Lease Agreements & 6 Critical Clauses** When things go wrong with a tenant – everyone (including the judge) goes back to what the lease says. We will discuss the 6 most often overlooked lease clauses.

**6 Clauses Missing from Your Property Management Agreement** The agreement between the property manager and the owner-client is the foundation of the relationship: don't overlook including these 6 crucial clauses.

**Service Animals & Rental Properties: What You Need to Know** More tenants are bringing service animals into rentals. Find out how to handle service animal requests and stay in compliance with HUD requirements.

**6 Property Management Price Strategies** If your property management business isn't profitable, you need to focus on other services. We'll look at strategies and income streams any property management business can offer.

**Current, Attractive & Inviting: Website Must Haves** Stale websites turn off potential clients. Discover the 6 essential elements your site must have to impress visitors and convert them to clients.



### **Marc Cunningham**

#### **Systems and Behaviors that Build Business & Success**

Marc grew up in the real estate world and spent many years pulling weeds, painting walls, showing properties, and collecting rents for Grace Property Management, the company his father founded in 1978. Today, from a platform of managing over 900 rental properties with 20 team members, Grace Management helps people buy, sell, invest, flip, collect rent, evict, and have fun doing it! Marc is the President of Grace Property Management & Real Estate, holds a degree in Real Estate & Finance, has taught CE classes in over 20 states, has been featured in multiple national real estate publications, hold multiple designations, and was just named the 2018 national property manager of the year by Think Realty. Marc lives in Loveland, CO, where he lives his failed childhood sports dreams through his children.



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