

2021 NAMFS VIRTUAL CONFERENCE FOR MORTGAGE FIELD SERVICES



Diversification Is Key!

**PRESENTER:
ROXANA PIO**

2021 NAMFS Conference Diversification Sponsors



TRASHOUTS

STUCK WITH CLUTTER?

1. Clean it out
2. Put it on the curb
3. Call us

**855.
WE.
TRASH**



South Florida Field Services & Trashouts

DIVERSIFICATION IS KEY!

TRASHOUTS

Who is South Florida Field Services?

Family Owned and Operated by Jose & Roxana Pio since 2006.

Opened SFFS after selling our first P&P company. Capitalize on your business!

Originally started as a mortgage field service company covering three counties in South Florida.

Currently branched out into working for National REIT's; Community Managers; LCAM'S; Realtors; Investors; GC'S; Shopping Centers; Medical Centers; Warehousing Districts; College Campuses; DOT; National Residential Management Companies and currently covering the entire State of Florida.

Started out working for 2 Regionals and 1 National.

Currently working for 300+ Clients.

Who is Trashouts?

The logo for Trashouts is displayed within a black rectangular frame. The word "TRASHOUTS" is written in a bold, white, stylized font. Each letter is unique: the 'T' has a small cross-like detail; the 'R' features a leaf-like shape; the 'A' has a flame-like shape; the 'S' has a small 'H' inside; the 'H' has a small 'S' inside; the 'O' is replaced by a car wheel; the 'U' has a small 'H' inside; the 'T' has a small 'S' inside; and the 'S' has a small 'H' inside.

TRASHOUTS

TRASHOUTS

TALK TRASH WITH THE EXPERTS

Trashouts was founded in 2009 by South Florida Field Services. It is owned & operated by SFFS.

Who are we?

Jose and I have been in the MFS, P&P Industry since the 90's.

We opened our first business in 1999 & sold it in 2006.

Always have an exit strategy. Plant the seeds watch it grow, then sell the fruit.

Once we opened SFFS in 2006 we started with 2 Regionals and National.

Limited Income Stream

In 2009, at the height of the foreclosure boom, we opened Trashouts knowing the P&P Industry was not going to continue at this level forever.

We immediately started looking into diversifying our business income stream while using all existing employees, equipment, insurances, etc.

What is a diversified company?

A diversified company is a type of company that has multiple unrelated businesses, services or products.

One of the benefits of being a diversified company is that it buffers a business from dramatic fluctuations in any one industry sector. For example, by the diversifying our clientele & the type of services we provide, we limit the dramatic changes coming from one particular client.

Companies may become diversified by entering into new businesses on its own, by merging with another company, or by acquiring a company operating in another field or service sector.

Diversification is Key!

1. Reinvention: Whether personal or in business, it's a subject that is rarely discussed among those who only play by the rules. Get out of your comfort zone! Think in what way can you reinvent yourself within the same industry. Make a change and prosper!

You have lawn equipment. Start reaching out to Shopping Centers, Community Managers, Realtors and offer your services.

You have trucks & trailers. RENT THEM!

You know how to change locks. BECOME A LICENSED LOCKSMITH!

You've done your fair share of Evictions? Reach out to Realtors, Attorneys, Process Servers in your coverage area and offer your service.

Diversification is Key!

2. Push past resistance! When coming to a point where we know a path must be created there will be more mental blockades and circumstances that can arise. By putting your back against the wall, it will force you to make a decision on whether the reward is worth the risk!

Don't fear change!

Don't procrastinate!

Trust your gut and be a self starter.

Consider opposition as fuel to igniting your ambition and drive.

Diversification is Key!

3. Take Action--Now!

Growth is progress!

Keep focused on growth.

Action can cure fear and hesitation and doubt.

Avoid the regret others have suffered for not taking the leap of faith!

Once an epiphany has presented itself in your mind, don't ponder on it. Move Now!

How did we do it?

Here are the exact steps we took to diversify and reinvent ourselves in the industry.

Advertised: Flyers, Magazines, Website, Google Ad Words, Amazon Services etc.

I contacted FEMA & Section 8 Housing Authority.

I hired an email direct marketing company.

Started Trailer Rental -

Applied for all types of Minority owned business certifications.

Step by Step!

Put up booths at HOA Conventions.

Made yard signs and placed them on all job sites.

Created door knockers and delivered door to door.

Created marketing material and delivered personally.

Reached out to CE Officers throughout the counties we covered.

Visited 100's of full-service residential property management companies.

Joined credentialing verification services like Compliance Depot, Vendor Center, Vendor Café.

Marketing Material!

CREATED CONTENT FOR SOCIAL MEDIA

NAME IT, WE TRASH IT!



TRASHOUTS

YOU NAME IT, WE TRASH IT!

TRASHOUTS LLC EXPERTS IN BULK DEBRIS PICK-UP



No Job Too Big or Too Small

Anything from a Single Chair to
Large Construction Debris

Custom Catered Pickup Services

Have All Your Tenants Group
Their Bulk Trash & We'll Pickup
for the Entire Development!

24-Hour Response Time

We Recycle 60% of What We Pickup

Competitive Pricing

Discounted Rates for Repeat Customers

**ASK US ABOUT OUR
DEMO SERVICES!**



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Pembroke Pines, FL 33029

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WE DON'T USE UGLY ROLL-OFF CONTAINERS



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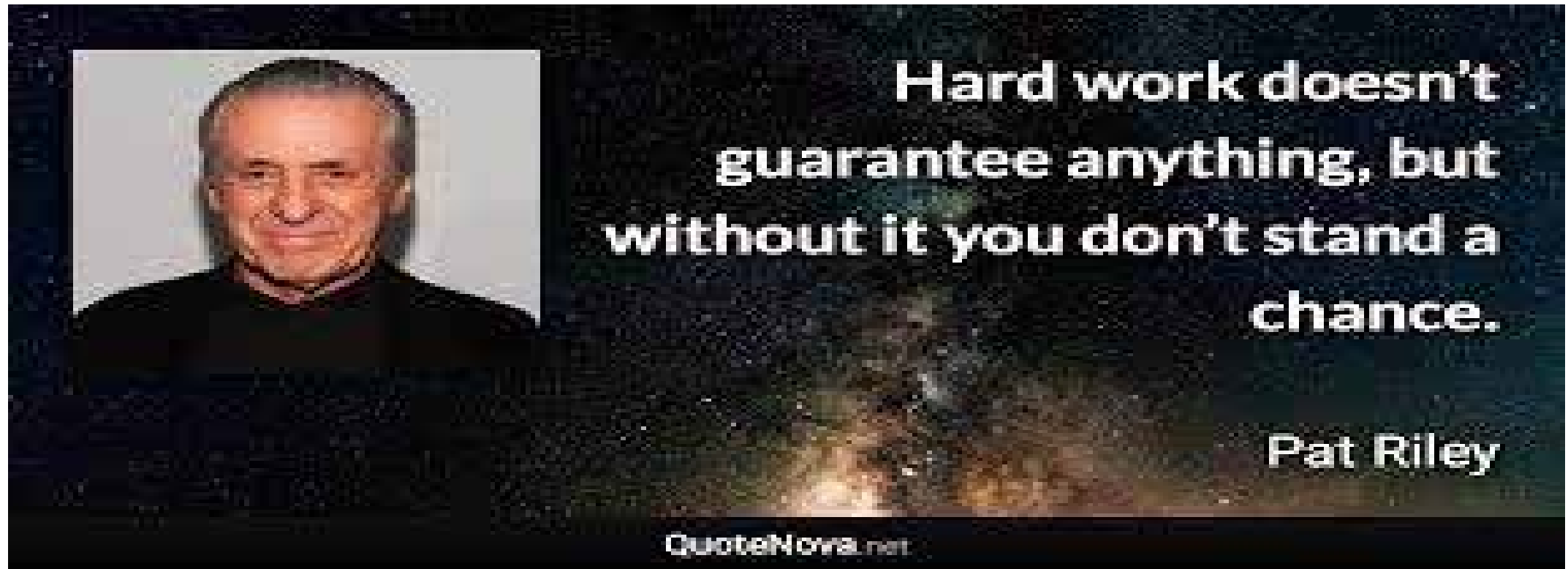


Where are we today? Meet Big Bertha!

Being that our TRASHOUTS business got so big, the trucks and trailers did not suffice. We branched out, took a risk, invested into grapple trucks and reinvented ourselves yet again. Big Bertha is the 1st of many in our fleet and she does not rest!

TRASHOUTS





THIS HAS BEEN MY BUSINESS MOTTO SINCE 1997. **WHAT'S YOURS?**

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