

## EP32: Our Tiner Mission Statement and more from NARPM Conference

Welcome to the Landlord Logic Show, hosted by John Tiner. John is the owner and CEO of Tiner Property Management, a three-generation family business since 1976. Tiner Property Management expertly manages over 1,000 properties in the greater Sacramento area to place quality tenants quickly while minimizing your risk. John stays up to date on all the new laws and regulations and shares his knowledge with do-it-yourself landlords each week.

The Landlord Logic Show with the Tiner Property Management Pros. Joining us now, John Tiner, along with his wife and business partner, Jenny Tiner.

Welcome back to the Landlord Logic Show. We're so glad you're with us today and studio with me. Today is my wife, Jenny Tiner. So glad you're here. Hi, thanks, John. Hi, everybody. I love being able to work with my wife, and have someone who's vested in the company, and enjoys growing the business, and doing it better and better with me. And Jenny's right beside me, always helping me do that. And we really appreciate that. She's also a good life partner.

We were married on the first day of COVID lockdown in 2020. Five years ago. Five years ago. Our honeymoon got canceled. We were going to go to Bora Bora. We're finally going to get there this year. Looking forward to that soon. Yeah. We kind of got a pass with our wedding and I'll just little snippet of that. Yeah, that got cheap and easy. Yeah, which I love because I hate attention. Yeah, it was free and we had pizza for dinner, brownies for dessert. Our iPhones were professional cameraman video. The twins at the time were 16 high-fiving in the background and I loved every minute of it. I had a dress, but it wasn't altered. We were supposed to have a small backyard wedding a month later. But I called John at noon on that Thursday of COVID lockdown, March 19th, and said, hey, John would not live with me until we were married. And so... We wanted to walk down together. Yeah. So I said, hey, you want to... move out of your place at noon. And we got married at five o'clock. It was just our friend that's a pastor and the kids. And anyhow, five years later, we're here and we called our honeymoon at the time. You know, we were sitting doing puzzles in the backyard with these twins bored out of their mind. And I'm like, well, this stings. We're supposed to be in Bora Bora. And we actually put a puzzle together of Bora Bora and had it hung over our bed. So now five years later, we sometime this year will be finally taking our Bora Bora backyard to the actual Bora Bora.

So anyways, that's a little bit of us and our little, you know, I love our marriage story because we really we feel like we got it passed because we did not. You know, you do weddings kind of for, you know, family and my mom and kids and all that stuff. So anyways, we loved it. No stress wedding. Yeah. We have enough stress on our business, right? Right. Easy peasy. Nice. We work together and do everything together, one of those 24-7 couples, and it's nice that we get along so well. And one of the things that we've been doing the last couple weeks is attending conferences. We've done a couple shows on this now, but I think we learned a lot. We want to come back and share some of the takeaways with the public because there's a lot of landlords

that are doing it themselves. And this information could be helpful to you. And then if you want help with your rental properties, we're glad to do that.

You can always reach out to us if you want by calling 916-974-6003. From your cell phone, dial pound 250, say the word Tiner. It'll send you some information and we'll ring through to us. Or you can check us out on our website, which is Tiner, that's T-I-N-E-R.com. But some of the takeaways that we learned from Huntington Beach, which is the California NARPM convention. So that's the All California Members Convention. And NARPM is National Association of Residential Property Managers. We took a couple of our team members. Yeah, this was the first time we took, John and I have been to a few of these now. And this was the first one where we go to these conferences and they're fantastic. We learned so much. We'll share that with you.

But we come back and the technology, everything's changing so fast. And we come back and we're like, we're going to implement these things, like all 20 of these things. And you got to tone it down and then, you know, implement one at a time. Yeah. And it's just the typical, you know, we have a fantastic team. I love them. But getting them to change was a little difficult. Because everybody, we have great policies. We're a bigger company at over 1,250 doors now for a reason. Everybody does what they're supposed to do. But when I see when we go to these conferences is Miss Efficiency, me, we can do things easier. Property management really is just a lot of task lists. You're doing things repetitively over and over again. Well, there are systems, technology that we learned that we wouldn't have known about if we wouldn't have gone to these conferences. Along with, we're learning more about different laws, more about our industry. They have speakers come in, talk about economics, recycle of property management. Everything rental property related. And one of them was kind of funny because they asked, what's your mission statement? So we reestablished what our mission statement was. I want to read it to you because I think it really does define who we are as a company, as Standard Property Management.

We deliver exceptional property management services with measurable results that foster lifelong customer loyalty. That kind of encapsulates who we are and why we are in business, what we're trying to deliver, and we do it very well. So we already kind of had this. We knew what it was, but we hadn't clarified it in writing. So exceptional means that we do things better than average, much better than average, exceptionally. And one of those evidences is in our eviction record, which is less than one a year with over 1,200 doors under management. So that's not an accident. When you're placing a new tenant, a couple of them every day, and you're having less than one eviction a year, you've got a screening process that's really good, really extraordinary, and producing well. But there's more than that. There's company culture of excellence. There's some companies that maybe don't have company culture of excellence. And it's not expected for anybody to necessarily do things very well. Good enough is good enough. That's not the case with Tiner Properties.

We really want to do things exceptionally in every aspect of our company, and we have a track record of doing that. Measurable is in here, measurable results, and that's kind of the theme of our company this year is we want to really drill down on how can we identify that we are doing

aspects of our company well how can we identify that every one of our tenants has the tenant insurance that we require and we do have that one down pretty well we run between 96 and 98 percent compliance with that but you have to check it and you have to follow up and the two percent that we don't have that's the ones we're working on and getting in place and then lifelong customer loyalty Right. Because that's the goal, right? Is we want to do such a good job with people on the property management company side that they also maybe want to sell with us when the time comes to sell. If they weren't referred by another agent, we can help them with that. Jenny and I sell 30 to 50 properties a year with that. But we had a story on one that was one of our tenants. Jenny was our inspector more than 10 years ago. Yeah, that was a neat, it's kind of a full circle story of the lifelong part of having great customer service.

So when I first started with Tiner Properties, I'm a realtor, but they also brought me in to do inspections. And so at that point, the market was more towards a buying market. And so I would go into the properties, I'd meet with the tenants, what's your plans? Are you going to renew or do you want to buy a property? So one of my clients said, oh, yeah, actually, yeah, I do want to buy a property. So I helped her buy a property. She lived in it for a few years, called us, said, hey, I'm not going to move in with my boyfriend and I want to rent out my property and I'd like you to manage it. Hey, that's great. Then just recently called and said, hey, now I don't, our plans have changed and And now I want you to list the property and sell it again. So, I mean, that's a full circle. And this was almost 20 years now that I started working with her. Yeah. Yeah. So that was one that comes full fruition of start as a tenant.

Anyways, we talked about that at this conference. It's just, you know, we really care about our tenants, our owners, and just that full circle. We want to be here for good customer service lifelong. Yeah. The lifelong portion of our mission statement really is valuable to us because we want people to think of us kind of properties to help them with the real estate needs at every point in life. And we have times where, you know, someone gets older and they pass away and then their kids call and say, you are managing this for my parents. And they told me, don't go anywhere else. You guys did a great job for them. We love that. We're picking up on the second generation. Yeah. And we do get phone calls of ones that were tenants of ours and then they've had life happen and they vacated, obviously, and they bought a home 20 years later. You were great to me as my landlord and now I have my own. So anyways, that was kind of our mission statement and who we are as a company and what we feel that is important for us and for our client.

We had a funny story I wanted to share. I had a tenant that was In one of our affordable kind of entry homes in Natomas, she brought in a couple of Dobermans. And so I wrote this letter that you need to perform, Governor, to quit and really kind of hammered on her, made her get rid of the dogs. And she did. She got rid of them. And then she called me about three years later and she said, would you come up to my property? I'm thinking about making a rental. I was one of your tenants before I came out there. She had a mansion, beautiful big home. She goes, I want you to be as aggressive about picking and enforcing the lease on my mansion as you were with me and the property in Natomas. And so she hired us and we leased her property. But again, it's

that treating people well and they know that we're in the best interest of the landlord and that they'll come back to us for that. So it's kind of a neat full circle story when that.

We have another story, too, about the naked lady. You should share that one, John. We'll do that after the break. Okay. Good teaser.

But if you'd like to reach out to us, we would love to talk to you and help you with your own rental property. You can call us at 916-974-6003 or from your cell phone, dial pound 250 and say the word Tiner. That will give you some valuable information or check us out on our website, which is Tiner.com. That's T-I-N-E-R.com. We'll get back to you after the break about the naked lady. We make it easy for you to own a rental property. That's the whole goal. We collect your rent. We keep up with the laws. We manage your tenants and coordinate any repairs. We even do all the paperwork to help you get ready for your taxes. And we do it all for a pretty small service fee. For about the price of a gardener, you can have a Tiner Professional Property Manager. So reach out to us. We'll be glad to help you. On your mobile phone, dial pound 250 and say Tiner. Leave your name and number and we will provide you with a free ebook with 16 questions you should ask your next property manager. Again, dial pound 250 and say Tiner. Learn why a good property management company doesn't cost, it pays.

Welcome back to the Landlord Logic Show. We've been in the business a long time and there's so many stories, but there's a naked lady story that John, you need to share this one. So, yeah, we had a new account where there was a pool and the owner wanted to be his own pool service, which I wouldn't allow now. I told him it was problematic at the time. I said, if you're going to come there and do this pool service, you need to come the same day every time. So we told the tenant that the owner was doing the pool service, but he would be there on Thursdays. So that was the plan. And then the owner was going to go on a vacation and he decided he needed to come a day early because he wanted to leave on Thursday. So he came to the property to do the pool service on Wednesday.

Well, as luck would have it, our tenant was out there sunbathing. It was a private yard, and she was sunbathing in the nude. So he walked in on her. She was livid, like, wow, lawsuit. understandably it was an invasion of privacy part of what a tenant does when they rent a house is they have a bundle of rights, and privacy is one of those rights, and you have to give either a written permission or have a verbal permission to come on the property, he had verbal permission for Thursdays, but not for Wednesdays. so he Thursdays is the naked day and it was a it was a bad scene and she was so mad and I told him I told you you couldn't do this you've created this problem i actually dropped the account i said you know you we had an agreement, you broke it, and the tenant's going to sue you, and I don't want to be a part of it. The tenant was angry at him, not us. She understood the difference. She called me 25 years later, recently, and said, started telling me this story about how she's owned this home for a long time. She ended up buying it from the guy that she was going to sue. So she bought it from him, lived there for 25 more years. Now she needed to move on, and she wanted us to manage that property because she remembered how we had handled it at the time. And so we got the new account, and that property came back to us. So even when you have a bad situation, if you

handle it well, people know that, and you can make friends and clients out of even the worst situations if you handle them professionally. Thanks for sharing the naked lady story. I mean, the stories that I hear as John's wife and what I've seen myself being in the business, it's interesting. So we'll try sharing stories every time that we're here. We have a naked man story too, but we're going to save that for another show. That's true. We do. Yeah, that's true. I said always naked. Always just seems to be the interesting one.

So anyhow, what we're talking about today is we have gone to a few conferences. We've done these over the years. Recently, kind of unplanned but planned is we went to two of them within three weeks of each other and learned great things at each of them. And what's kind of neat when you go to these is we've been doing them now for a few years is online. We see a lot of the speakers, the same speakers, that I also follow their podcasts. And they do newsletters, emails. One thing I've said before is just how amazing this property management community is. And it's all about sharing information. How can we all be better as people, better as companies? And honestly, that's part of our culture. And that's why we're here sharing information on the Landlord Logic Show for do-it-yourself landlords. Just... Sharing information. It's a good environment. And so some of these is we saw quite a few of our local competitors. Yeah, it's interesting that they end up being some of our better friends there, right? Here they are, our local competitors, and we're sharing information with them. You'd think that we're all after the same people, but there's plenty of business to go around.

There's plenty of do-it-yourselfers that need professional managers. One of those is a person that I've known about but not known well, and that's Alejandro with Delta. Delta Property Management is one of the biggest property management companies in town. Like me, he's a second-generation guy. His father started it, Ted White, and then he has picked up the baton and continued to grow his company. So that was one of them. Tom Manning has a little smaller company in Sacramento, but he's really sharp on kind of the legislature and what's coming down the pipe for property managers, and he's with Tower Bridge Property Management. Another one was Paul Wiebe. Paul is with Braun Property Management. He has kind of a special niche for multifamily and for homeowners associations, but a great property manager also in Sacramento. We always have fun hanging out with Paul. Yeah, he's a fun one to hang out with. And then Rod Luman with Key Realty Center. He kind of works out of the South area. Sometimes if there's a South area property that's really nice, we're glad to take it. But if it rented for a little less than a threshold, we might have sent that to Rod. He does a good job in the South area. So anyway, I want to want to shout out to our local competitors that we met there and got to visit with some, and we appreciate them. We all get better because of each other. And so I appreciate having local competitors both to compete with, but to share with too. It is. When I first started helping John with property management, I mean, we didn't see this person here, but Peak Residential, John Wood, a local competitor as well. And we go to lunch with him and share ideas. And it's just, it's an amazing environment. And so it's just, I love going to these and you learn all day, you go to lunch, you sit and have lunch. And then oftentimes they have after parties and we come away with just so much, so much knowledge.

So One of the things that we saw at this convention was Jenny calls the NARPM love. And one of the ladies, she's about my age, so in her early 60s, and she got up and she was speaking to 500 people in the room or so. And she said, everybody who's been in business for this business for six months or less, raise your hand. And so there was there are several people in the brand new Greenhorn property managers. And then she said, now I want everybody in the room who's been in the business for 25 years or more stand up. I thought, oh, man, they're going to work their way up 30 years and 35. And I'm going to be the last guy standing in the room for 39 years in property management. But that wasn't her intention. What she did see, she said, and there was there was a good number of people who had been doing property management for 25 years or more. She goes, you who've been doing this for 25 years, you look at those hands that are still up for these young starters in property management. She goes, you're their mentors. Take them under your wing. Take them under your wing. Teach them to be better and learn from these people. You younger ones that are learning this, learn from the ones who've been doing it for a long time. They've got a lot of information, a lot of things to share. So, you know, it was a mentoring opportunity. rather than a beat down of competition because somebody didn't have as much experience as somebody else. It was just a, we all are better together. We are, yeah. I love the NARPM love. NARPM love, yeah. Yeah, it's a great, great environment. So we'll just go through some of these other things that we think it was just interesting to hear that we wanted to share with you. I guess some of that NARPM love.

Insurance is changing in property management. Right. We've seen a lot of changes to the industry recently. People are getting canceled and not renewed with a big topic while we were there. But insurance, there's new products that weren't available just real recently. And they're kind of filling the gap for some of these things. One of them is SureVestor, which will come alongside homeowners or a landlord policy and provide you with a liability protection. But they also have protections for evictions and vacancies and vandalism, some of the other things that owners are really afraid of. And you can actually buy insurance for some of those. Yeah. And so one thing with tighter property management is we do use SureVestor because we have had our clients that policies have gotten canceled, hard time getting insurance. And we had to be vetted by the company. They don't offer SureVestor to do-it-yourself landlords. And so that's one benefit when you work with a professional company like ours is we do offer that service. Yeah.

SureVestor, they've evaluated that professional property management statistically has less risk So that's available to owners who are professionally managed. There's also tenant insurances and different options for tenant insurance that weren't available for tenants before. So there's liability for them, and there's also coverage for their contents at different levels. One of the new insurances available is security deposit. So rather than the old conventional way of just putting up a security deposit, which by law now has been reduced to one times the rent for a lot of owners if you don't have an exemption in the law, So tenants pay like an extra \$50 to \$100 per month, and the insurance would cover any loss that would normally be covered by the deposit. So that's an option for some people. We're not doing it because we still feel like the old way is better for us. And we don't have that issue either. Right. If we saw it as an issue, but we don't. But if you're listening to this, just know that there are options out there. I don't know the specific companies because we don't need it. I didn't stock them out. So where it comes into play, I

think, more often is the kind of accounts we wouldn't manage. So the really lower level, entry-level properties where the tenants have, they're challenged more, credit challenged, we wouldn't even select them. But our properties are nicer. If we had properties in low-income neighborhoods where properties were rougher and the screening requirements would require you to take some of these applicants, rather than them putting up the deposit, they can pay this insurance on a monthly basis and make the landlord safer that way. pet insurance there's liability insurance for pets now that's available to tenants so if you have a dog bite you've got you know some insurance from the tenant side on that so those are all new things in insurance one of the big changes that we're seeing is people are searching for information differently than they used to yeah it's going beyond google and so It's so hard.

I actually just moved the little app that I had for ChatGPT to my front screen to use it more because this is my PSA for everybody listening is use it. And the other thing we learned is not just ChatGPT. The different AI companies, you need to use like two or three to talk to each other. Be bilingual with the AIs. So you write it with one and then have it refined by a different one. You have to be careful as a landlord with some of these, especially like a ChatGPT. If you're having it write your description of your property, it doesn't know about fair housing law. It might put words in there that are illegal to use or very problematic for you, like nice family home, when you can't discriminate against whether someone is a traditional family or not. So you have to be aware of kind of where the boundaries are on some of these things, but definitely AI, chat GPT. We had a customer come to us this last week and they said, we said, how did you find us? We always ask that question. And a lot of them are on KFBK, by the way. Thank you for all of you that listen and come that way. But this one said, I use chat GPT and I asked them who's the best property manager in California. And it spit out Tiner properties. I was, I was very pleasantly surprised. That's when it was like, wow, people use ChatGPT as a Google. And so the thing we noticed at this conference quite a few times, they said, take out your phone and write in this. And one of them was, well, we helped with our mission statement. It said, oh, great, you have it. Put it in there. Refine it. Refine it and refine it. And then another one that was interesting is they said, you know, we had people that came and spoke and had different topics that they educated us on. Well, they all have like a walkout introduction. So they said, oh, ChatGPT did that for me and it was really good. So she said, everybody put in there, what would be your walkout? If you're a presenter, what would you summarize you as a person? So both me and John did it and it was spot on. So it found us. ChatGPT make a bio to introduce a speaker, John Tiner from Sacramento, California, and it goes online. It founds out everything about us and then spits out this really great bio. So the world's changing and we've got to change with it, right? Yeah. I even use it. I had to write a letter for my mom to help her with something. And I put specifics in a chat GPT and write a professional letter. And I'm not as good with finding the words that come out of my brain onto paper. I'm good at it, but probably take me a while. This spit it out in 10 minutes, sent it off to where it needed to go and easy peasy. So anyways, chat GPT online. Or one that's like that. And they're great. There's one more that we want to share with you before the show ends. It's a neat one that just came out like within the last week or two. It's called Fly By Imagery. Fly By. Fly By. We liked it. Actually, our team saw, John, you need to go and talk to these people. They fly planes. And I'm like, well, that's cool. Let's go check them out.

But anyway, what they do is you buy in advance images of properties at any given time. And they'll have airplanes fly over properties and take overhead imagery. And from that, you can see if they've watered the lawn or if they've got mattresses stacked up on the side or they've got a car parked in the backyard or something like that. Fence is blown down. Fence is down. It's an alternative to a full-blown inspection that you do every year. We do those, but we feel like using this for our company is we can use it if we need to check something. It's better than a drive-by because you only see the front yard. The fly-by allows you to get overhead imagery where you can see the backyard. You can even see if there's, you know, dead lawn spots from a pet. You could even see a pet. You're not supposed to have a pet. It's just an option for another way to check your properties in addition to your annual inspections. And this is how they're doing it. You know, these insurance companies, they can't see a... you know, an HVAC system that's old. I'm sure that they're using some kind of technology like this, but it was the first time out of the conference since we've been to, you know, we've seen all kinds of different photography programs and such, but this one was really neat. Caught our eye because of the planes. We both working on getting private pilots licenses, but just to incorporate that into a company for property management is just fantastic.

So if you're listening today and you're saying, well, that's pretty cool. They found a lot of technologies and ways to manage properties in better ways, but I don't know how to go put all that together. Well, we do. And if you want to give us a call, we'd be glad to help you. You can call us at 916-974-6003 or you can dial on your cell phone pound 250 say the word Tiner and we'll send you some information and it will ring through and we'd be glad to come out give you a half hour of our time explain our fees and our services answer your questions talk to you about what it would rent it for and what you might need to do to get it rent ready. All those things we do no obligation no pressure and help you make a good decision about whether you should maybe sell your home or rent it. And then you can also check us out on our website, which is Tiner.com. And that's spelled [T-I-N-E-R.com](http://T-I-N-E-R.com).

But thanks so much for listening today to the Landlord Logic Show. We are glad to share this half hour with you and look forward to doing it again next week. And remember, professional property management does not cost money. It pays. Would you like to learn more about the services provided by the Tiner Property Management Pros? Their professional property management team will take care of your rented home from start to finish. Simply dial pound 250 and say Tiner to learn more about the ease of managing rental properties or check out their website Tiner.com.

Join us again next week for the Landlord Logic Show with John Tiner.