

From Pitching to Partnering. Rethinking Relationships in Multifamily.

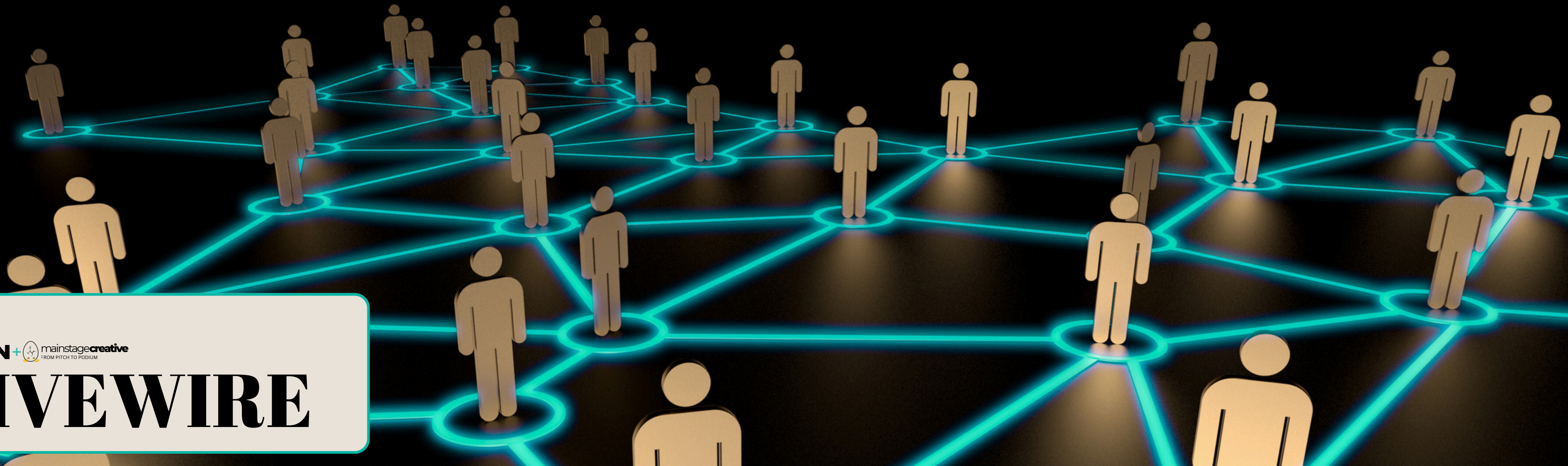
presented by



TAMMY LONGO



DONJE PUTNAM



MMN+ mainstagecreative
FROM PITCH TO PODIUM

LIVEWIRE



THE MIND OF A PROPERTY MANAGER

TO DO TODAY

13 Prospect Emails
6 Prospect Phone Calls
2 Prospect Tours
8-11 Service Requests
3-5 Renter's Insurance Requests
2 Renewals
2 Leases Contracts
Plan Resident Party
Call back the Residents

Occupancy & Residents



ALWAYS ON MY MIND

Vendors
Insurance Compliance
Bills - Bills - Bills
Final Account Statements
Monday Morning Reports
Month End
Collections
Post Rent
Late Notices

NOI

WHAT ELSE HAPPENED?



- Golf Cart into the Lake
- Building plumbed completely backwards—HOT TOILETS!
- Lawsuit Over a Typo
- Drug Bust
- Natural Death
- Murder

THE MIND OF A SUPPLIER

20 Calls
10 Visits
5 Quotes
Sales Goals
Enter Salesforce stuff
Meeting
Meeting
Meeting
Performance Metrics

KPIs





PARTNERSHIP IS IN

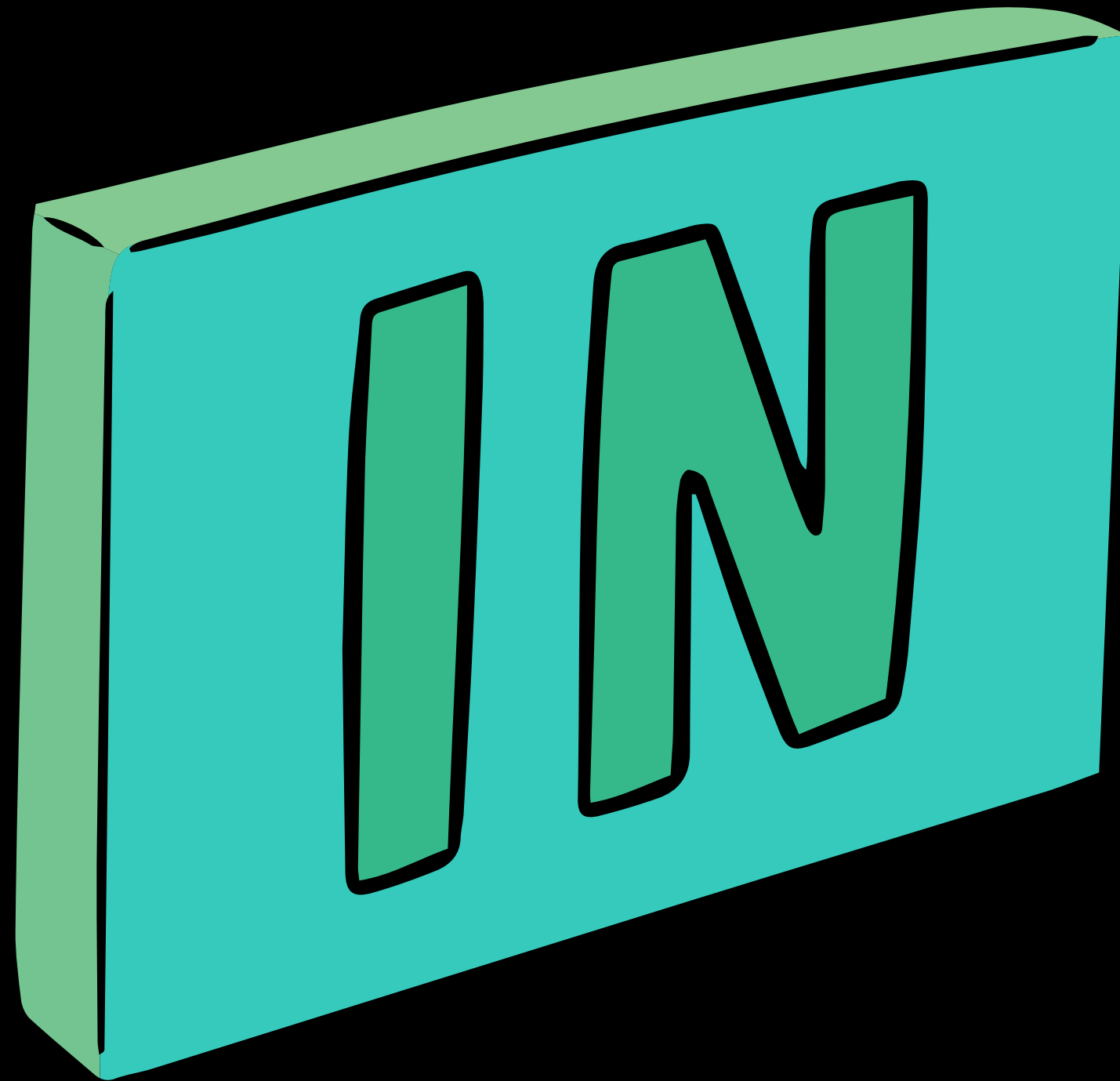
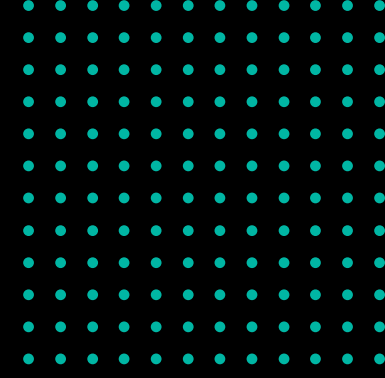


What makes the property manager pick up the phone and call you?





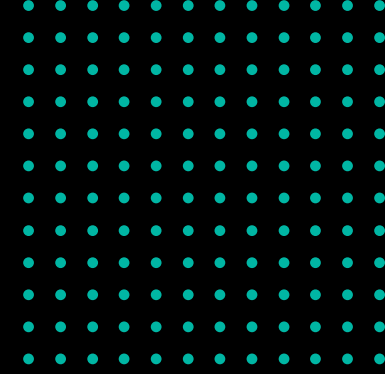
WHAT'S



LIVEWIRE 



WHAT'S IN



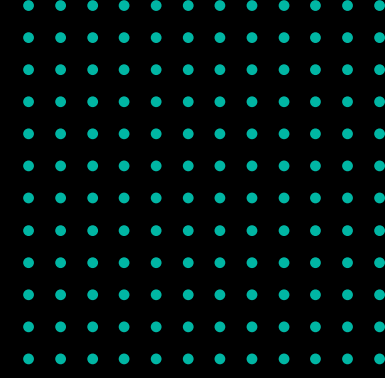
Protect my time

LIVEWIRE 

WHAT'S IN

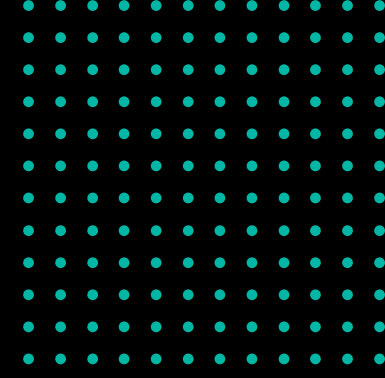
Start with
curiosity

LIVEWIRE





WHAT'S IN



OWN IT

LIVEWIRE 

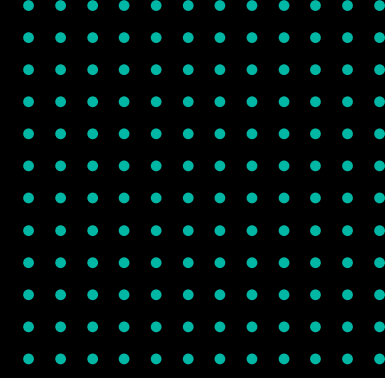
WHAT'S IN



Make us look good

LIVEWIRE

WHAT'S IN

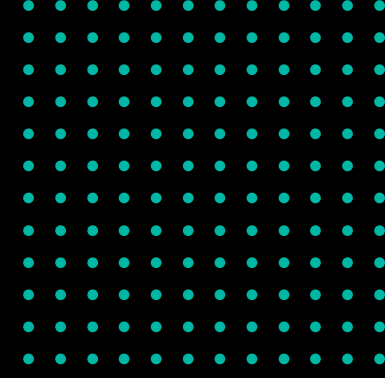


Be a partner when you aren't selling

LIVEWIRE



WHAT'S IN

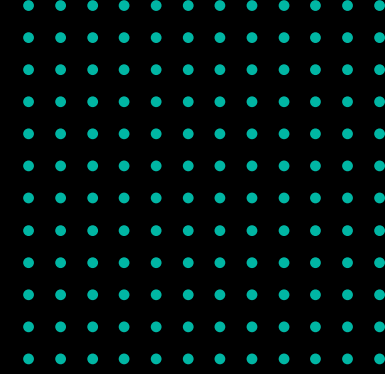


DOCUMENT YOUR CONVERSATION AND RECAP

LIVEWIRE 



WHAT'S IN

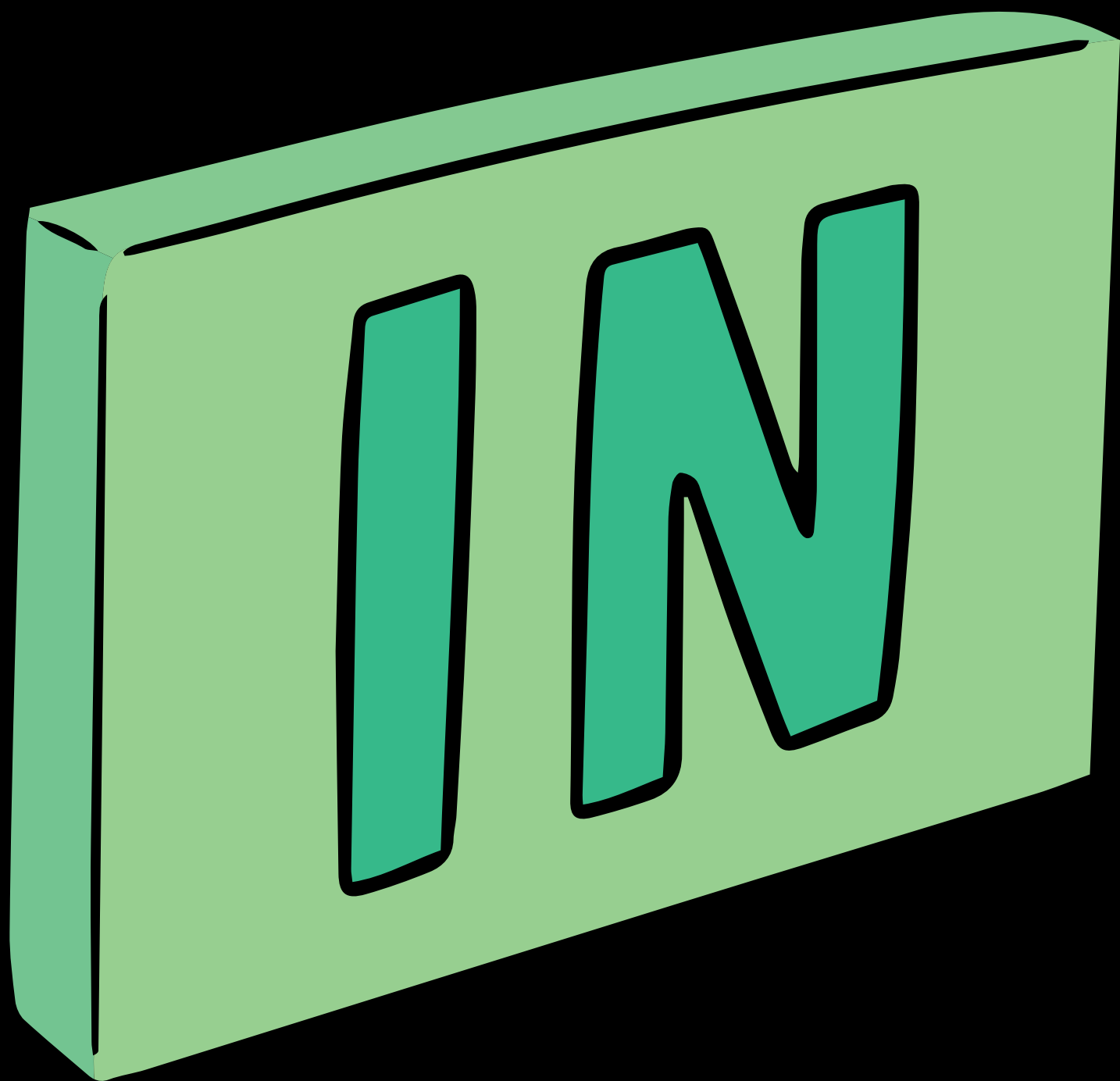


**TELL ME A GREAT STORY
THAT MAKES ME LAUGH,
CRY OR THINK
(OR ALL OF THE ABOVE).**

LIVEWIRE



WHAT'S



- **Make us look smart**
- **Protect our time**
- **Reduce risk**
- **Communicate early**
- **Be consistent**
- **Be a human, not just a logo**

LIVEWIRE

BUSINESS KILLERS



+ mainstagecreative
FROM PITCH TO PODIUM

LIVEWIRE



WHAT'S OUT

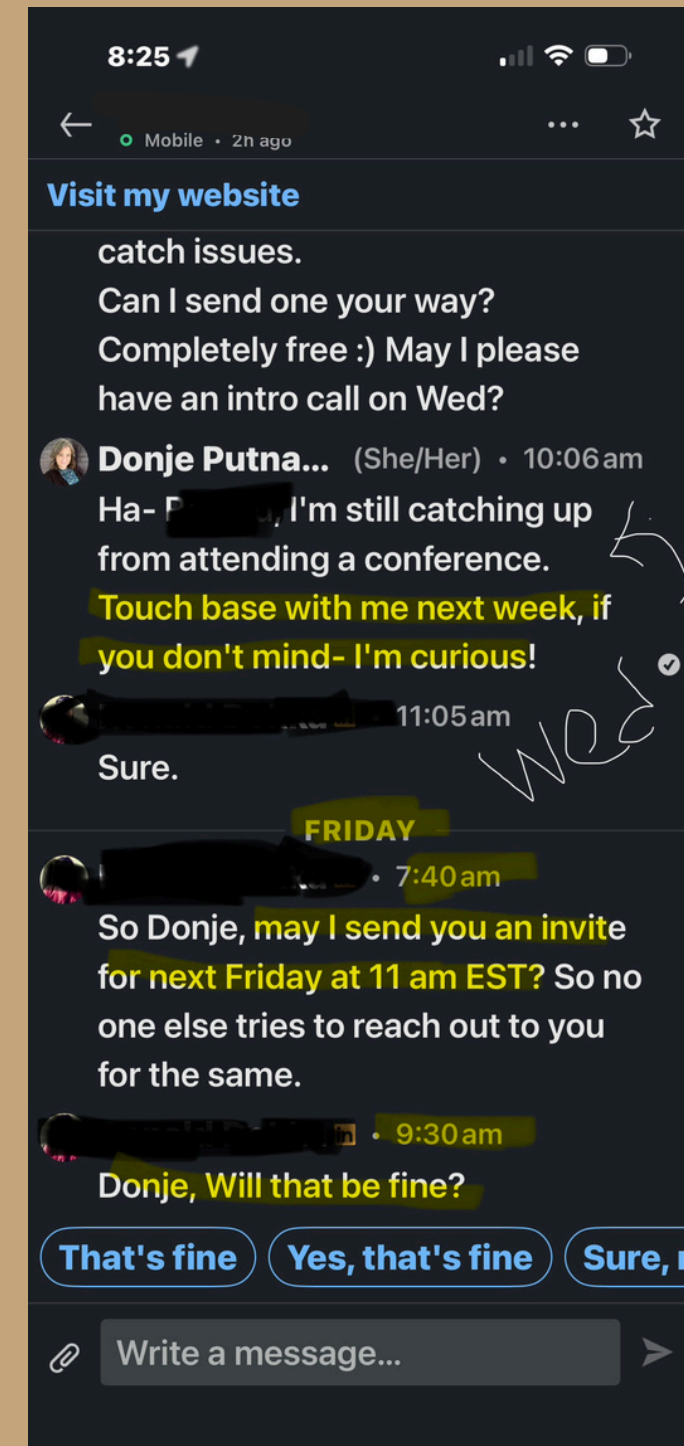


*Dear Property Manager,
Just checking in. . .*

LIVEWIRE^{*}

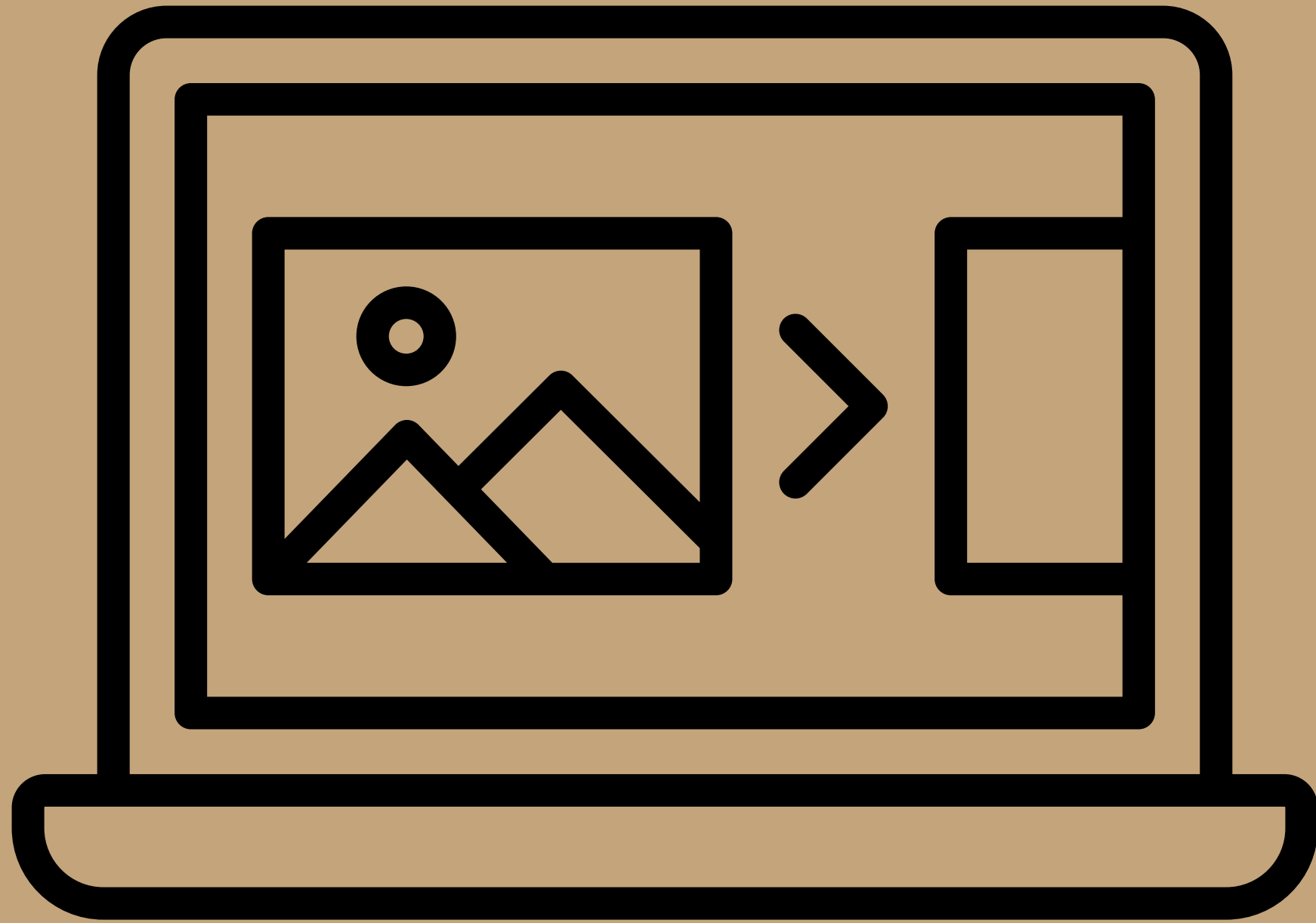
WHAT'S OUT

*Not
understanding
aggression vs
persistence.*



WHAT'S OUT

*Just a brief
history of our
company. Only
52
more slides. . .*



WHAT'S OUT

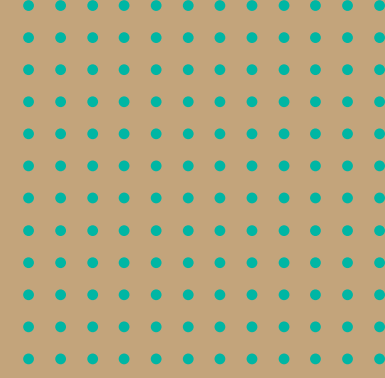


Playing Leap Frog

AKA CC: the Boss or worse, BCC!!!

LIVEWIRE 

WHAT'S OUT



LIVEWIRE

WHAT'S OUT



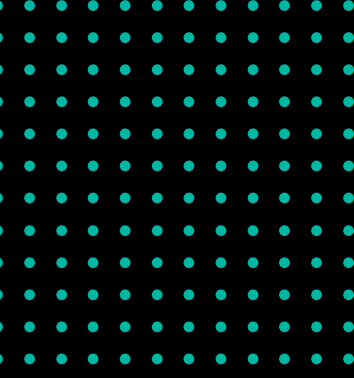
*Over promise
Under deliver*

LIVEWIRE 

WHAT'S OUT



*Speaking a
different
language.*



THE CONTRACT NIGHTMARE

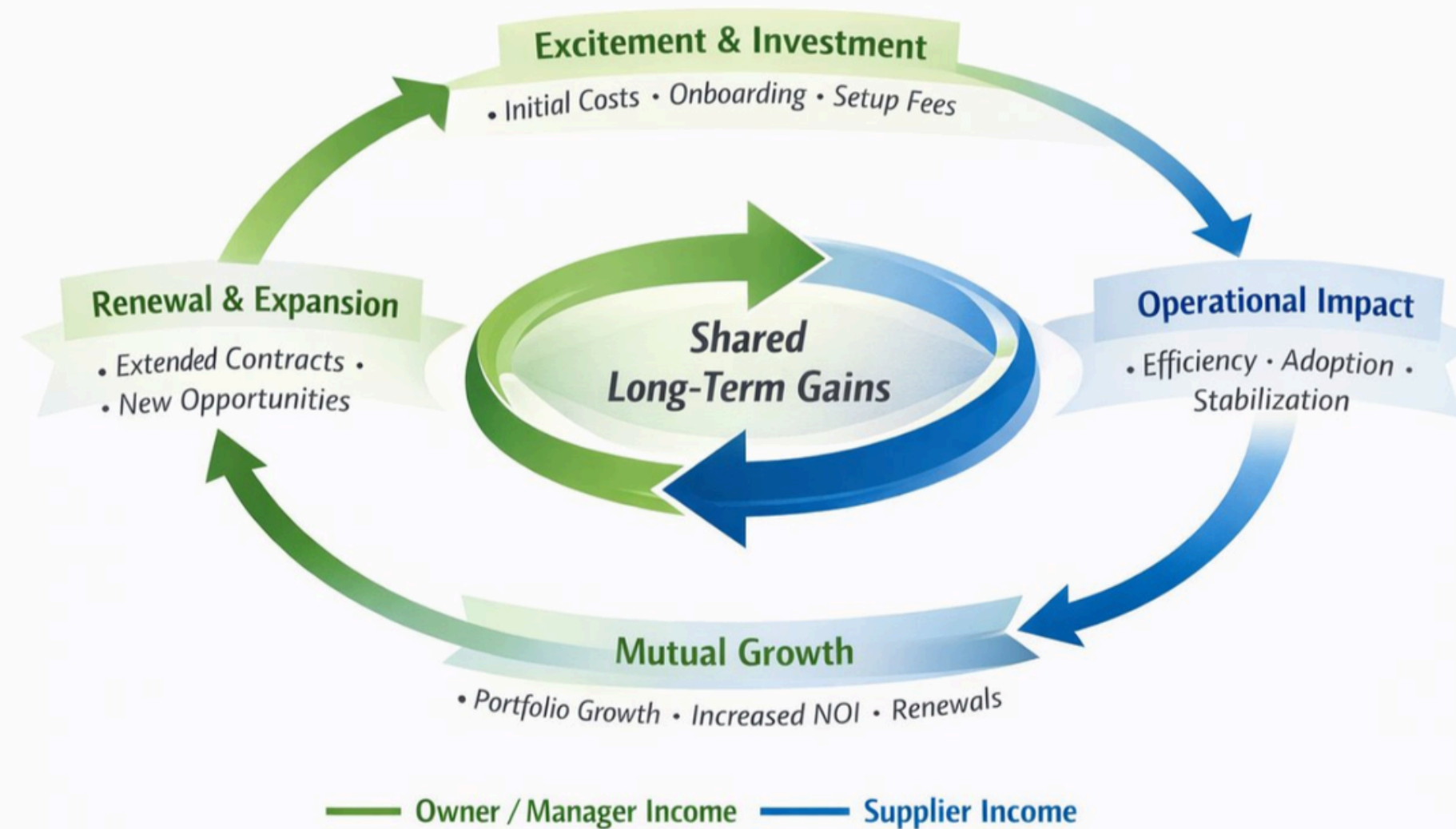


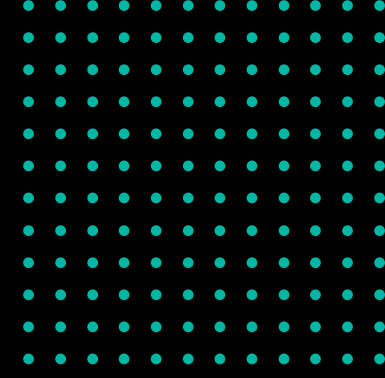
LIVEWIRE 

PARTNERSHIP LIFE CYCLE

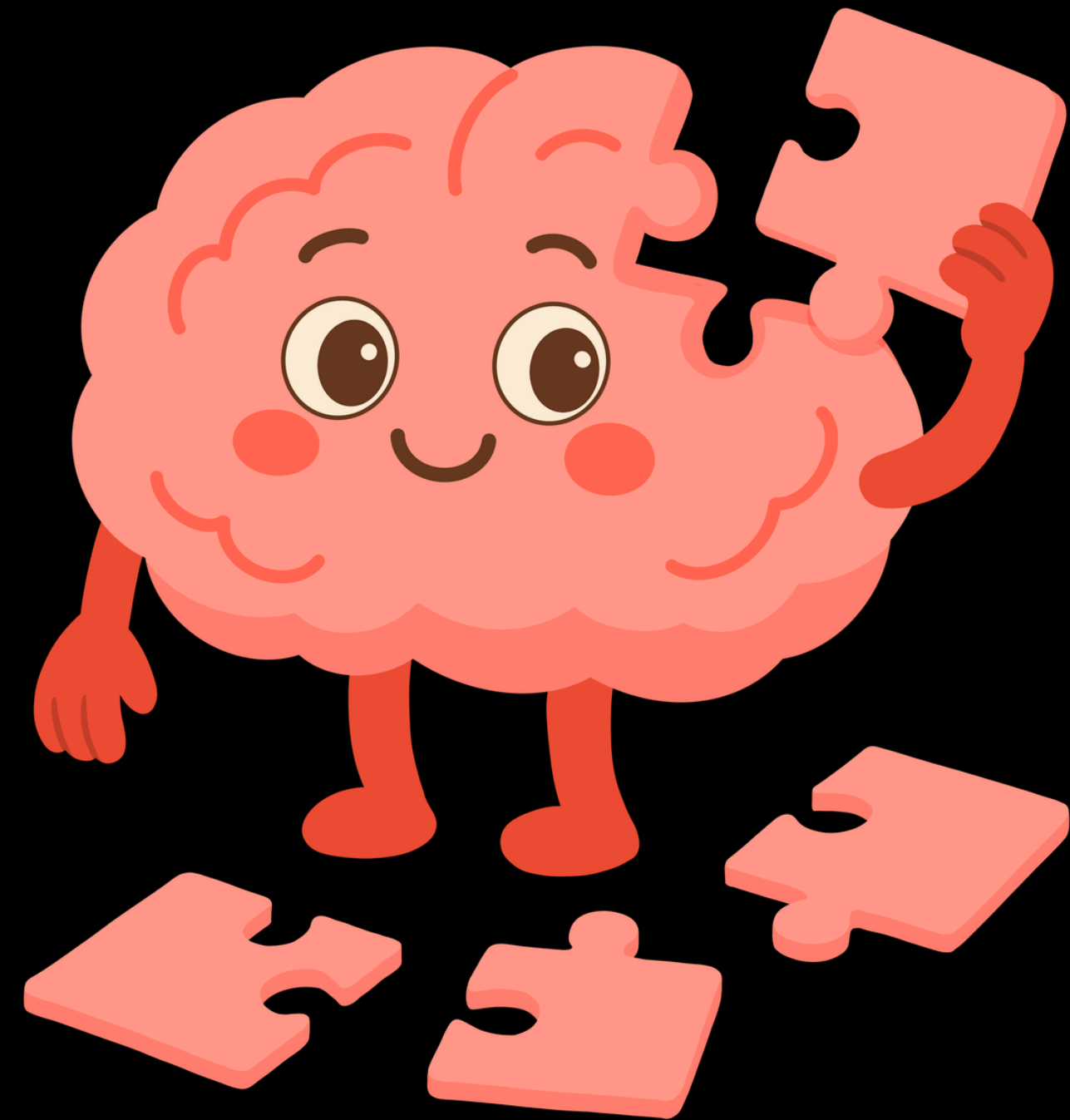
Income Growth in a Strong Supplier/Owner-Manager Partnership

How Growing Together Creates a Cycle of Profitability





- 1. WILL THIS MAKE MY LIFE EASIER?**
- 2. WILL THIS MAKE ME LOOK SMART TO OWNERSHIP?**
- 3. WILL THIS REDUCE RISK?**



FINAL THOUGHT

We don't hide from partners.



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