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you to pre-schedule your posts to different social media accounts, on different days, at different times. We use one constantly.

You’ve come to the end of your interview. The interviewer stands up, shakes hands, and says they’ll let you know.

And that, too, is social media. You’re not going to make a sale from every post. Social media requires discipline. Discipline is needed to post consistently, to engage when engaged with, and to continue putting your best foot forward.

There is little more disappointing than going to a business’s social media pages and seeing that they post infrequently and do not engage at all. If you aren’t going to commit, it is far better to remove your pages than let them go static.

But I encourage you not to give up. Make enough impressions, go on enough interviews, and eventually you’re going to get the job. 🏠

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stories of some of the mistakes we have seen happen in our business, it would simply be best to offer a warning that mistakes will happen and sometimes at a grand scale. There is no embarrassment worse than an outsourced mistake. Your owners and tenants will be much more lenient on a mistake made by a familiar person in your office they can talk to on the phone, versus someone half a globe away making mistakes. It’s even worse when you have to try and explain away that third party mistake.

Projections – If everything already written to this point does not catch your attention, this might. If you projected what you would spend on a task in a future period of time to outsource it, is that expense worth the cost versus putting that task onto your staff members you are already paying? In other words – are you paying double what you should be?

Example: You want to implement and run Project 1 over the course of next year for your business. In doing this, Project 1 will incur a cost of \$500 per month, or \$6,000 annually. Is this a project you can keep in-house? What if that cost of the outsourcing was projected so high that you could actually hire a person inside the company to do that job for less?

Outsourcing is here to stay and we are still a big fan of using-third party sources to perform a few of our key functions. I will offer two real-world functions we outsource daily so everyone understands that it’s here to stay and should be embraced in certain ways as we have done.

Function 1 Outsourced: We are big fans of using video for all kinds of functions in our office from marketing to move outs. When we have completed shooting a video, we upload that video into our YouTube account. From there, we notify a third party that the video has been loaded and they go into our YouTube account and edit the video. They add the introduction, edit the video for stabilization, and add the key words, meta-tags, and content. They then post it to the various sites we use. For the cost involved, this is an outsourced project we may never bring in house because of the time and expertise it takes, which is constantly evolving (Google key words). Or if you want to look at the other side of it, we can never do that in-house as cheaply and effectively as the third party we employ to do this.

Function 2 Outsourced: Every Monday morning, we have a third party send a marketing update email to all of our owners with homes currently on the market. This happens like clockwork and is a function that is done so effectively, we would never consider bringing that in-house. When a project like this one can be implemented, one that will never change with growth or shifting staff requirements, it becomes the ideal outsourced task that can run, no matter how many staff members you have.

In conclusion, outsourcing is here to stay and the vendors providing these capabilities are only getting better with time. It will continually be a big part of our business in certain aspects. In other aspects, it would be wise to establish checklists and task flow guidelines to allow your in-house staff to tackle these continual and repetitive tasks. Spending more time and money making the jobs of your staff members easier sometimes has the reverse effect. Have faith they can do their jobs. Reward them when they do good work, and watch the positive culture grow in your office. 🏠

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