

\$25,000 Return On Investment

Client: Les Claxton, Principal



Palm Property Management Case Study

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Les Claxton is building Palm Property Management with the same passion and discipline that his family harnessed to build their own Property Management and Investment company. Les is building Palm as a business that values intelligent opportunities, a positive team, and is actively building a “citadel-like process” that provides property owners a level of confidence that is simply hard to find in the industry.

Palm Property had acquired a property owner who made the decision to allow 20 of his properties to be managed by Les and his team. As two of the properties were being vacated, the standard process that the Palm team was to implement was to prep the property for new tenants and then post the properties on the open market to secure solid tenants as quickly as possible to help the property owner maximize cash flow and profit.

Les came into the office one day and found out that the properties had never been posted on the market, and it had already been *two weeks!* That is two weeks (or more) of lost revenue for the property owner.

Les immediately brought the situation up to Scott, his Business On Purpose Coach and Scott walked him methodically through an air-tight process that Les would then use to train his team on so this crucial piece of their business would never happen again.

Once the process was built, Les put into action another of his unique core values, “to hustle on purpose” and called the property owner for a *face to face* meeting.

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During the meeting Les first took responsibility for the oversight and offered a genuine apology along with a guarantee that the problem would be solved through the new process that he had spent time, energy, and resource to build.

After Les revealed his confidence in the new process, and an attitude of ownership the property owner revealed a bombshell of his own saying, “when you invited me to this meeting, I had actually planned on coming here and firing you from my 20 properties that you manage.”

Les, sitting a bit stunned then listened further as the property owner reversed course saying, “*but* because you a) took ownership of the oversight *and* b) you actually spent time and money to go create a new process as a solution, I not only want to keep my remaining 20 properties with Palm, but I also want to turn over an additional 20 properties that I own!”

Stunned, Les called his business coach Scott and shared the BIG Win!

Scott had Les pause and ask simply, what does this mean in *new* revenue for Palm in the next 12 months?

After running the numbers, these new 20 properties (not to mention the retention of the original 20) would represent over \$25,000 in annual revenue for the company.

Even more than that, it would allow Les to reinforce the Palm mission of “A full service team hustling with a purpose providing opportunities”.

If you need to be liberated from the chaos of working *IN* your business and want to have the clarity of working *ON* your business, Business On Purpose is here to be your coach!