

JUST AN OLD SCHOOL OPINION

PROPERTY MANAGEMENT HOODWINK

Welcome to Just An Old School Opinion, a highly opinionated view at what is happening within the real estate industry.

As most are already aware, I have a strong distaste towards outsourcing, especially the practice of doing it discretely behind landlords’ backs for extra profit. Enter this new industry “innovation”.

The Short

A tech company with Major Bank funding, masquerading as property managers now offering to “manage” an agency’s managements. Full article [here](#)

“The new solution allows :Different to take care of an agency’s property management service delivery, so that agency principals can focus solely on growing their rent roll and sales business.”

The new solution.. so principals can focus solely on growing their rent roll and sales business.. Do they not already?

“Employee retention rate within the property management industry is notoriously low because of the stress and workload property managers face on a daily basis..”

It almost seems like there was a hint of an actual solution there..

Reducing portfolio sizes resulting in a better quality of life and better service for landlords = **Not acceptable.**

Charge landlords for a service, don’t do it, outsource it, and get paid for nothing = **Acceptable.**

:Different is not the only company offering this “solution”:

Running your own rent roll doesn't need to be stressful. Agency HQ can run your rent roll for you. Simply generate the leads and we'll manage everything else. Join us today! 🏡

Own your rent roll.

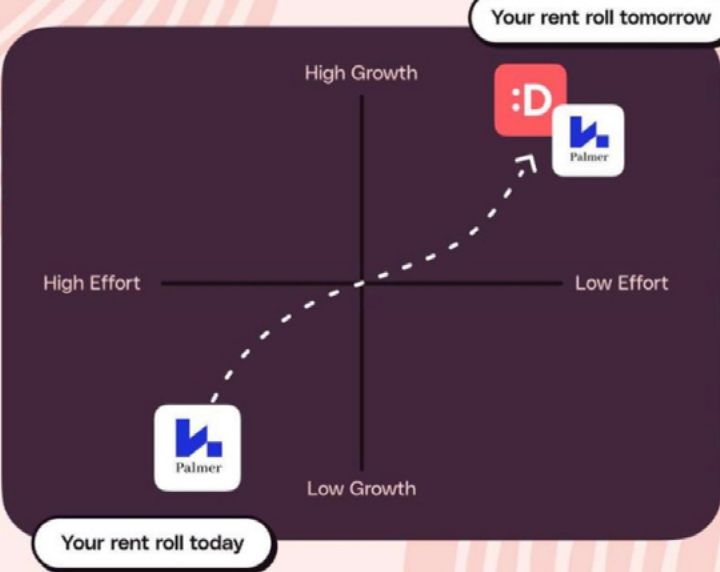
Unlike any other agency, Agency HQ helps you build wealth with property management.

Have full ownership of your rental leads, all while we manage it for you.

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Building a profitable rent roll can seem like a huge investment of time and money. A property management team with the right tools, support, and knowl... See more



:Different

Lululiv offers property management as a service, giving Real Estate Principals the freedom to focus on selling! Our service is delivered through a fully digitalised experience with a team of experts.

LULULIV*!*



The Kicker?

None of these companies have any property managers listed on their websites or real estate portals. So who is actually looking after the landlord’s hard-earned investment?

I would encourage all landlords to be cautious as this model is guaranteed to be done discreetly, otherwise, why would a landlord appoint an agency if they were upfront about not doing the work, but still expected fees?

As is always the case with these cheap alternatives, they never last or compete with good old-fashioned quality work.

That’s all from me, until next time.



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