

12TH ANNUAL

SedonaOffice® USERS CONFERENCE

MARCO ISLAND, FLORIDA
JANUARY 27 - 29, 2014



LEARN



NETWORK



ACHIEVE

7 Ways to Boost Profit and Better Serve Your Customers

Presented By:

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Perennial Software

3 Principals

3 Principals

- You Live in the Past

3 Principals

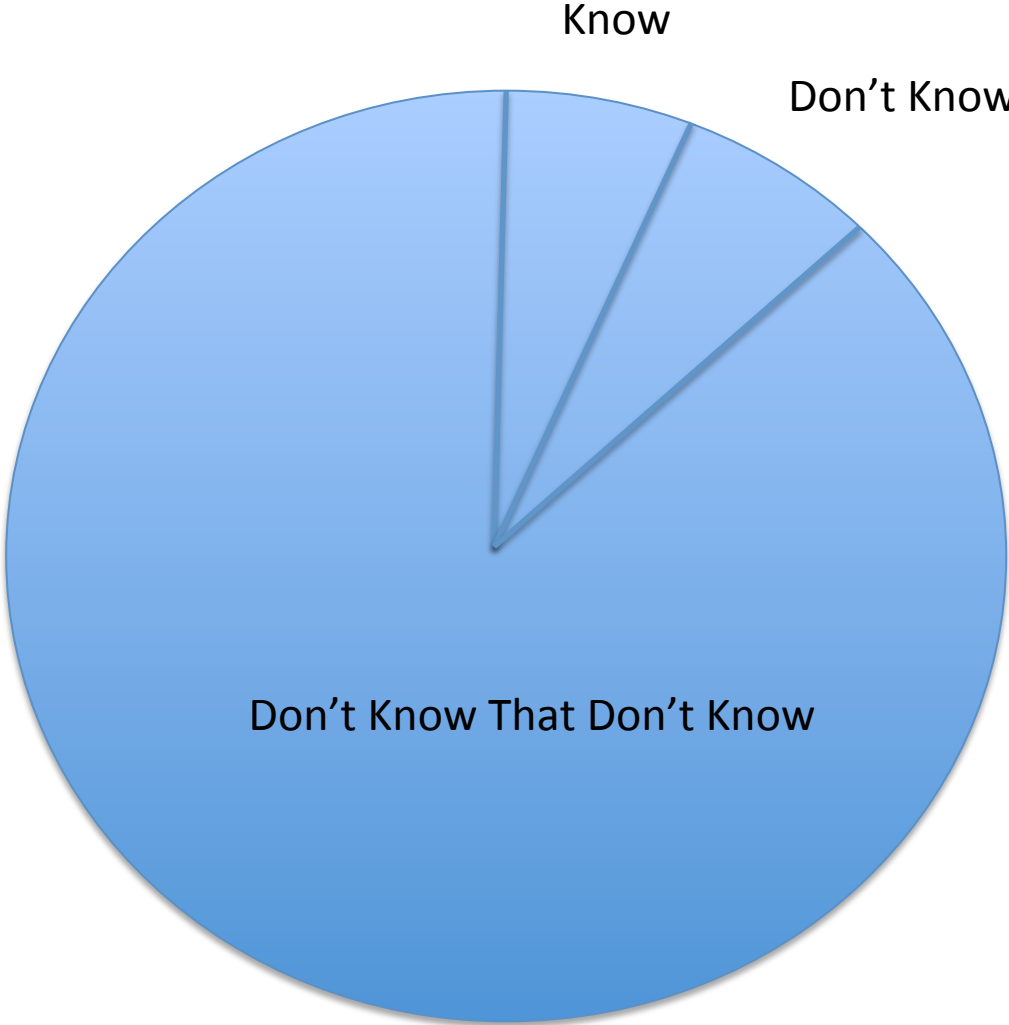
- You Live in the Past
- The Definition of Insanity

3 Principals

- You Live in the Past
- The Definition of Insanity
- They Adapt to You




Know Your Numbers





What is your Purpose?



1 – SWOT Analysis

SWOT ANALYSIS





2 – Rate Increases

\$100,000.00	60	\$6,000,000.00	36	\$3,600,000.00	\$9,600,000.00
100,000.00	12	1,200,000.00			
103,000.00	12	1,236,000.00			
106,090.00	12	1,273,080.00			
109,272.70	12	1,311,272.40			
112,550.88	12	1,350,610.57			
		6,370,962.97	36	\$4,051,831.72	\$10,422,794.69
				Diff	\$822,794.69

Assumes a 3% annual rate increase

3 – Sell Less for More



4 – New RMR to Existing Clients

- Your Customers are your Real Estate
- Make them Sticky
- Keep them Engaged
- So many services, Learn them



5 – Fire Your Customers



6 – Collections

- Every employee is in Collections
- Have a plan
- Use the Collections Queues
- Stop throwing away good money after bad



7 – Take Care of Your Employees