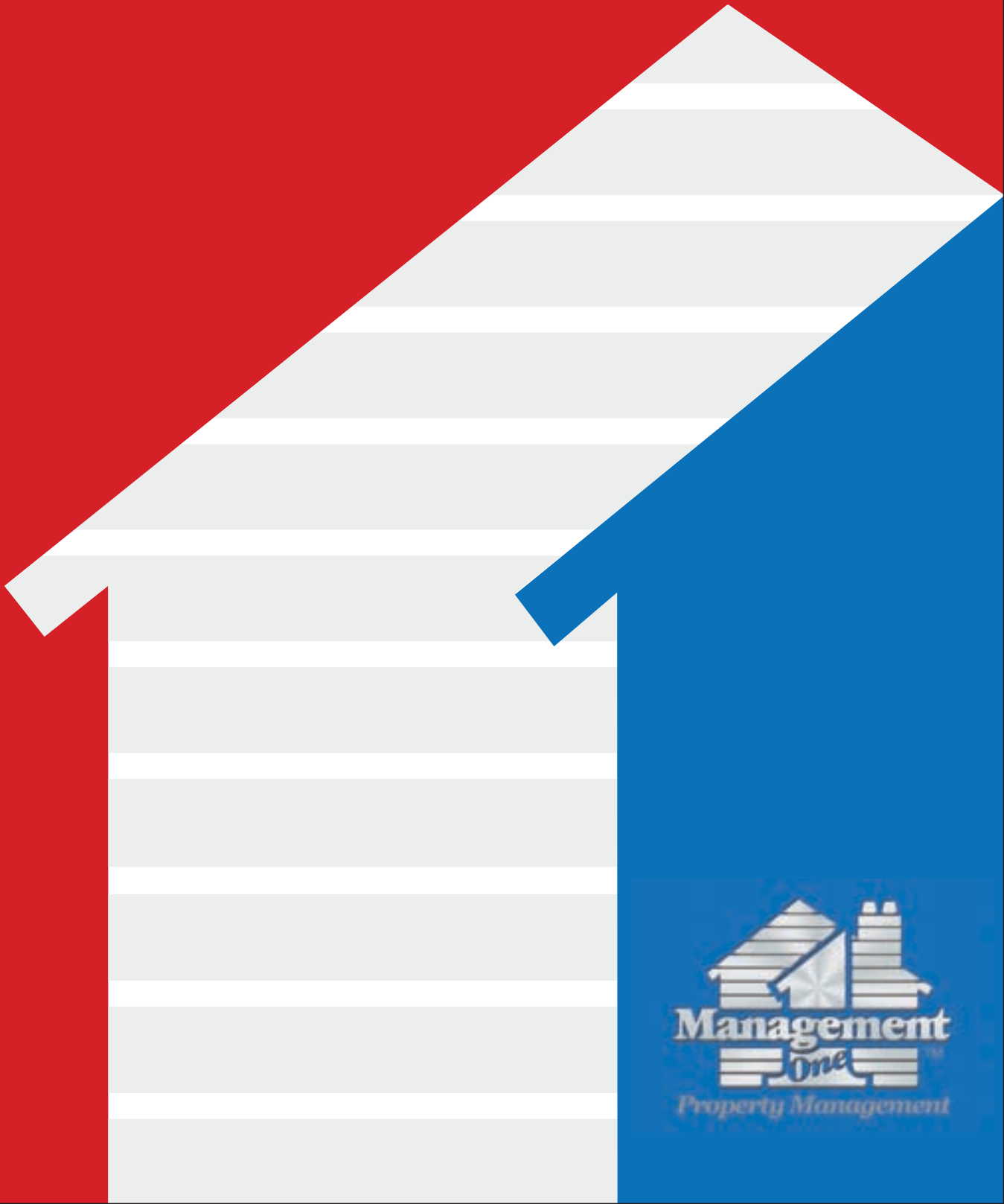


Why a **Management One** Property Management Franchise?



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Small unit residential property management is a 25 billion dollar industry in the United States (based on US Census Bureau data). And economic forecasts suggest the industry is poised for rapid growth in the next few years. Yet it is one of the few industries of its size that has not yet enjoyed the benefits and success of franchising, being dominated by small independent companies that lack sophisticated operational systems, marketing know-how and power, training and support. But that's all changing thanks to Management One.

Management One was the first property management franchise and remains a leader today. But what makes it special is that it has spent the past 27 years building and fine-tuning its programs, making them easily understandable and implementable for anyone engaging in this large and growing market. So whether you already have an independent property management company, are a real estate broker or are someone new to the industry, you can benefit by affiliating with Management One.

With a Management One franchise you will enjoy the benefits of:

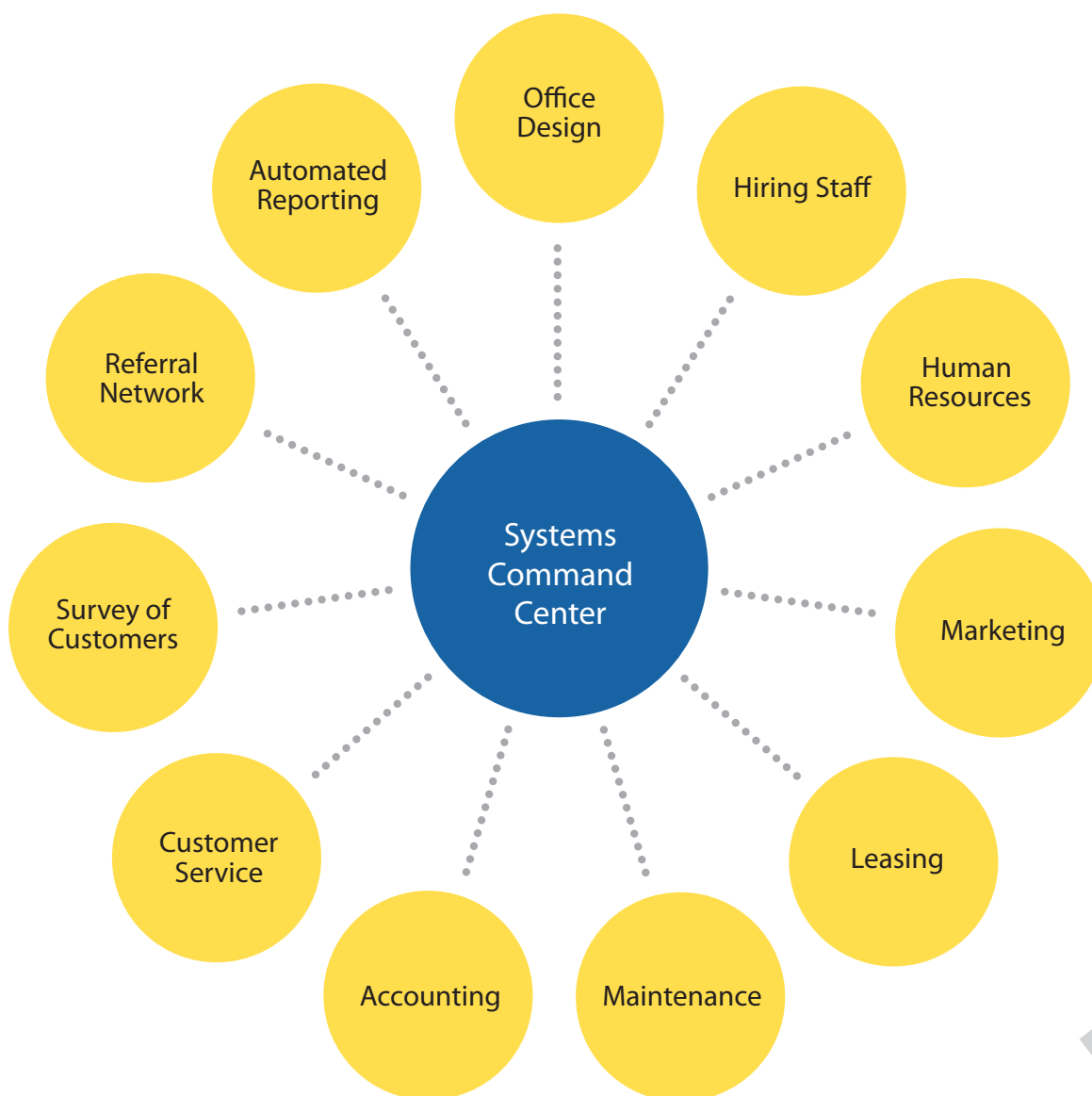
- Proven operational systems
- Proprietary software designed to fit the needs of the industry rather than forcing the industry to adapt to existing software
- Superior training and support, rated as extremely high by franchisees
- Professionally-designed and developed marketing tools and programs that establish new standards for the industry
- Opportunities to expand into related areas which create additional revenue sources
- Getting your life back as your franchise grows and requires less personal time while the cash continues to flow in

Management One has firmly established itself as a leader not just in property management franchising, but in raising standards for the industry. Going forward, Management One will continue to lead with innovative programs, marketing clout and a growing network of franchisees. Aggressive expansion plans and commitment to the success of its affiliates, coupled with the growing demand for property management services, make Management One the right franchise at the right time.

“ *As a fledgling property management company, I contacted Management One for their expertise. Their systems have streamlined our business and allowed me more time with my family.* ”

**- Craig Batley
Newport Beach, CA**





1. Systems

Innovative, Integrated & Automated

At Management One, from start to finish, each division of property management is integrated into a “one-touch” system:

1. Office Designs
2. Employment of staff and repairmen
3. Human Resources
4. Marketing to owners and tenants
5. Leasing
6. Maintenance
7. Accounting
8. Customer Service
9. Survey of customers
10. Networking for referrals
11. Automated reporting systems to cut costs

Management One Property Management



2. Software

Revolutionary Software that sets itself apart

There are many property management software programs to choose from, so why M1? Simple...We developed it.

M1 software was designed in-house. No other software is so in-step with what your property manager does or needs to do. Management One has worked diligently to tailor-make the M1 software to align with its property management systems.

By designing M1 in-house, we have full control over the look, feel, and most importantly, the content of the program. As franchisees, you will be able to input ideas and suggestions for improvement. Management One's in-house programming allows changes to take effect almost immediately, avoiding any third party interface.

As things change in the property management business, we will add modules to adapt to those needs. All upgrades and updates are included as well, so you can grow without breaking the bank.

3. Support

With you every step of the way

At Management One, from start to finish, each division of property management is integrated into a “one-touch” system:

1. Online support through forums, videos, and manuals.
2. Phone support to personally help you walk through the software, transactions, lease write-ups, eviction processes, and the myriad of other business opportunities that will come your way.
3. Live Chat for those who want instant answers without the dial-tone.



4. Training

Don't Waste Time On Training & Re-Training Your Staff

State of the art training is built into the M1 software itself - just click the icon and you have instant training on each screen when you need it, and text tutorial step-by-step training that enables new staff to be up and running in hours.

With online training, you'll always stay up-to-date on software enhancements with no down time. This eliminates the hundreds of hours you have to spend re-training staff or paying to send them away to seminars.

Just think about how time-consuming it is to train new staff when you have turn-over or expand your business. At Management One, you get training when you want it and need it, helping you get your new staff up-to-speed FAST.





5. Maintenance

Find The RIGHT Repair People At The Right Price

One of the biggest problems you face as a property manager is finding the right repair people and contractors who provide quality material and workmanship, for the right price. You need someone that you can trust will get the job done quickly, and will stand behind their work as well as provide you with extended warranties. Management One has systems in place to help you cut costs, and a process on how to find, interview and hire the vendors you need at competitive prices. Below is a list of our Maintenance Systems:

1. Repairmen use pre-set repair prices to control costs (Management One provides)
2. Inspectors use on-line data in the field
3. Proprietary Job Estimating software
4. Use One Contractor, One work order
5. Extended warranties 3-4 times greater
6. Automated - Job Estimates become Work Orders
7. Hiring and interviewing systems for repairmen

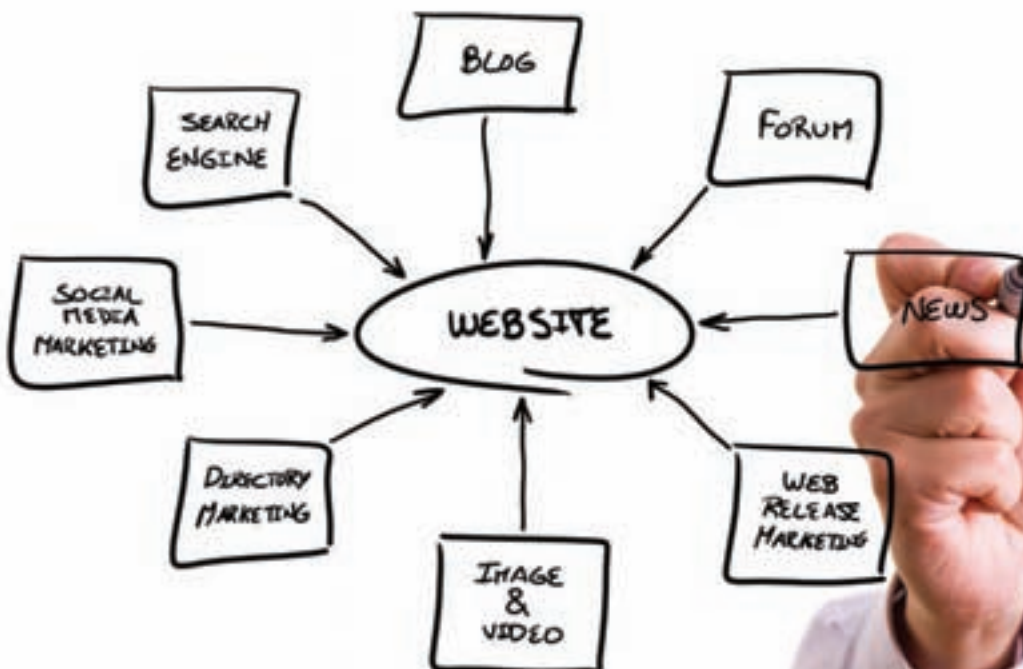
6. Marketing

Effective Comprehensive Marketing =
Higher Lead Conversion

In today's economy and marketplace, trying to attract both owners and tenants to your business can be difficult, and effective marketing is a must. The only way to ensure you are targeting as many potential clients as possible is to have a comprehensive approach balancing online and print advertising. Our comprehensive approach is as follows: 1) Website 2) Traditional marketing 3) Institutional marketing locally and regionally 4) Investment marketing 5) Strategic advertising campaigns.

More and more people are turning to the Internet to find what they are looking for. In addition to a corporate web site that will help drive referrals and bolster name recognition in the marketplace, Management One will provide each franchisee with a unique site for their local market as well as a national site that will drive both prospective tenants and owners to the local franchisee that will be able to meet their needs.

Additionally, Management One has created hundreds of marketing pieces that have been time tested and have a proven track record of success. All newsletters and marketing materials are available to you online. All you have to do is edit a few items and they're ready to print or e-mail to your owners or tenants.





7. Referrals

Referrals are the lifeblood of our business

Management One will help implement a referral program that is designed to bring the clients to you rather than you hunting for clients. Being part of a larger organization means that referrals may come not only from the corporate office, but other franchisees as well.

Relationships with relocation companies are designed to generate leads of corporate employee placements as well as leads for military families.

Another effective example of the referral program is customer surveys. Customer surveys are a great way to see what your current clients want and don't want, and give you feedback on how you're doing - all with just a click of your mouse. Management One has years of experience developing specific surveys and analyzing the data that have helped us shape our business, so that we can pass this knowledge on to you.



8. Additional Revenue

Add Additional Services

Over the years, Management One has developed several ways to generate additional revenue without significantly increasing your workload. We have done the work so that you don't have to. Our Management One systems are designed to enhance your level of success.

In addition to the traditional property management income stream, a Management One Franchise will help you add potential revenue through sales, listing commissions, and mortgage fees. You can choose to operate these businesses in-house with your Management One Franchise, or create strategic partnerships that will pay you referral fees. By implementing Management One's systems, most of your clients will want to do business with you in all areas of Real Estate. Imagine managing one property and getting paid back seven ways.

9. Free Time

The difference between having systems or going it alone.

At the end of the day, isn't that what we're all striving for? The time to do whatever we want, whenever we want and wherever we want. Our goal at Management One is to give you the opportunity to enjoy that lifestyle.

Owning and operating a business can be a very bumpy ride. Mistakes can eat away at your bottom line and result in lost time. The learning curve can delay your goal of free time. And all the pain and frustration of trying, failing and trying again takes a toll on your nerves and your pocketbook.

But Management One's systems will allow you to run your business rather than your business running you. And as you develop it with the right people in place you can enjoy the benefits of your commitment. How would you like to go on a vacation and never call the office, never email and never text, yet all the while feel confident that your business continues to run properly and efficiently? A Management One franchise is not just owning a thriving business with consistent cash flow, but a business with systems that lets you take time away from work, both physically and mentally.

Like anything, success requires effort and you get back what you put into it. But with a Management One franchise we can help you improve your chances and strive toward leadership in the property management industry. Give us a call today so we can show you how!

For more information please contact us at
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The smartest business decision you'll ever make!

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