

Monthly Consulting - Consulting Services Scope of Work Addendum # _____

Company: _____ (hereinafter “Company”)

Consultant: Crown Investor Institute, LLC (hereinafter “Consultant”)

Upon execution of this *Consulting Services Scope of Work* it shall become an Addendum to that certain Consulting Agreement (the “Agreement”) executed between the parties on _____ and is considered incorporated into and a part of that Agreement by reference.

Definition of the Service: A monthly consulting agreement where Consultant guides the Company through the major building blocks of a property management company including customized property management agreement (PMA); Housekeeping, Ancillary and Entity documents (plus library of 58 training videos); customized lease; Housekeeping and Ancillary documents (plus library of 35 training videos); Scope of Service; onboarding documents and training videos; Qualifying Guidelines (plus library of training videos); Owner Handbook; owner side revenue streams; Tenant Handbook and tenant side revenue streams. Optional topics are outlined below and are identified by the Company if this list of document packages is not their priority. (Over \$6,500 worth of document downloads and training videos.) **This is the document part of this program.** (View attachment for more details on the document packages that are included.) This package is FRONT LOADED to you.

This package also comes with monthly consulting slots with Crown’s staff including Robert, Monica, Tony and Denise, access to staff for time-sensitive events Company needs assistance with, plus access to the Customer Support Center. **This is the consulting part of this program.**

This is about **putting our shoulder behind your company for the duration of this Addendum** (or longer if you want to continue) and unloading all we know about this business. The price includes all the document packages at NO EXTRA COST plus help implementing them.

We think building a customized management agreement (and lease) should be tackled first because it drives the rest of your management system. You can change out and reprioritize anything you like based on your sense of what the priorities are for your company. Our experience is **the foundation of your business is the PMA so that should be first**, however you can select what’s first and what follows.

Note: You do not gain access to all the Crown documents the first day of this relationship. The document packages are available as we attack the topic (document package) and the next package is released when we attack the next topic. We would NOT expect to get through the document packages listed above in six months but that depends on how much time you have to dedicate to the process. We call this working ON the business and many managers only have so much time to allocate to that process. How quickly we complete these packages is up to you. If we don’t work through each document package, you still get all the document packages (and video libraries) listed above. You won’t miss out on anything if you need to slow down the process. Implementation takes some time.

Customers report to us that THIS CONSULTING PACKAGE HAS MADE THEM 10 TIMES WHAT IT COSTS SO YOU’LL BE PAYING FOR THIS OUT OF PROFITS; NOT OUT OF POCKET.

Options: (initial one)

_____ **Option A = 3-Month Consulting Agreement:** Includes documents, training videos, and a consulting call every week. **Compensation:** \$2,000.00 a month paid in advance on the 1st of each month (\$200 late fee after the 5th and \$400 after the 15th). **Term:** Three months beginning _____. If you join us mid-month we prorate the second month’s payment. Document packages are sent when we attack a specific topic together, not the first month you’re with us. You pay nothing extra for the listed document packages and training video libraries while you’re under this consulting agreement.

_____ **Option B = 6-Month Consulting Agreement:** Includes documents, training videos, and a consulting call every other week. **Compensation:** \$1,000.00 a month paid in advance on the 1st of each month (\$100 late fee after the 5th and \$200 after the 15th). **Term:** Six months beginning _____. If you join us mid-month we prorate the second month's payment. Document packages are sent when we attack a specific topic together, not the first month you're with us. You pay nothing extra for the listed document packages and training video libraries while you're under this consulting agreement.

_____ **Option C = 12-Month Consulting Agreement:** Includes documents, training videos, and a consulting call every three weeks. **Compensation:** \$500.00 a month paid in advance on the 1st of each month (\$50 late fee after the 5th and \$100 after the 15th). **Term:** Twelve months beginning _____. If you join us mid-month, we prorate the second month's payment. Document packages are sent when we attack a specific topic together, not the first month you're with us. You pay nothing extra for the listed document packages and training video libraries while you're under this consulting agreement.

Agreed to this ___ day of _____, 20___.

COMPANY: _____

CONSULTANT: Crown Investor Institute, LLC

X _____

X _____

Its _____

Its _____

These are the primary document packages available in all three options. If Company does not need one of these, we'll substitute based on customer's need and availability.

Dealing with Owners

Building a Customized (Killer) Management Agreement

- Build a customized PMA (or revise your existing document)
- Build housekeeping (CYA) documents
- Build ancillary documents
- Build entity documents
- Add owner side revenue streams
- Develop full disclosure for future fees and revenue streams
- 53 training videos – NOT AVAILABLE TO THE PUBLIC
- \$2,300 worth of document downloads and training video library

Building a Scope of Service

- Identify previously established 3rd party relationships
- Define asset management vs property management
- Create a job description for the property manager
- Define leasing, management and maintenance Scope of Service
- \$395 of document downloads and training videos

Building an Owner Handbook

- You'll download our 60 page owner handbook and tweak it to your model. Starting from scratch is hard so we've generalized the document we developed over 20 years. With a few tweaks and you're up and running.
- \$595 worth of document downloads and training video library

Onboarding documents and video training

Plan your onboarding process properly and you'll grow your company. Do it haphazardly and you'll lose the new owners that are critical to your company's growth.

\$395 worth of documents and video training

Owner side revenue generators

You'll learn tons of services, charges and spreads to add revenues to your company P&L.

Dealing with Tenants

Building a Customized (Killer) Lease Agreement

Build a customized lease (or revise your existing document)

Build housekeeping (CYA) documents

Library of 35 training videos – NOT AVAILABLE TO THE PUBLIC

\$1,900 worth of document downloads and our video training library

Build your Qualifying Guidelines

You must have an extensive written set of qualifying guidelines so you protect yourself from fair housing claims. This includes a training document and a library of training videos to help get your staff up to speed and prepare for the imminent fair housing claim.

\$695 worth of document downloads and training video library

Build a tenant handbook

You'll download our 40 page tenant handbook and tweak it to your model. Starting from scratch is hard so we've generalized the one we developed over 20 years to make it easy for you to adapt it to your model and revise about 15% of it to match how you do things.

\$495 worth of document downloads

Time with Attorney Monica Gilroy

Attorney Monica Gilroy has coached and mentored us for 20 years as a landlord tenant litigator. She developed all our documents, kept us out of legal trouble and helped us turn this nickel-dime business into a money machine. We co-author workshops and co-teach classes together on the legal issues of property management. Two of your monthly consulting slots will be with her and you get to define the agenda.

Other Topics We Can Engage In

Tweaking your financial statements

Tracking your business stats

Getting more out of your company pre-tax

Balancing trust accounts

Getting ready to sell your company

Review office tech systems

Managing threats of (and actual) litigation

Tools for hiring the right people

Spoiling the staff and keeping them

Profiting on property visits

Managing mold claims

Scheduled maintenance options

6 ways to profit on maintenance

Rehab, renovation, restoration revenues

Make money on ALL maintenance

Vendor agreements

Vendor revenue generators