



Q C I

PROPERTY MANAGEMENT

MARKETING STRATEGY

YEAR - ONE

A clear roadmap for success



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PHASE 1
LAUNCH

PHASE 2
AWARENESS

PHASE 3
GROWTH

PHASE 4
CONSOLIDATION

Executive Summary

The QCI Power-PM 12-Month Marketing Plan is designed to accelerate your property management division from initial launch to sustained market penetration, all while reinforcing every investor and landlord relationship your brokerage already owns. With a focused budget of **\$3,000 per month**, this plan builds a marketing system that is lean, strategic, and engineered for measurable growth.

Across twelve months, the plan integrates **targeted advertising, structured outreach, cross-selling, retargeting, investor education, and ongoing authority-building.**

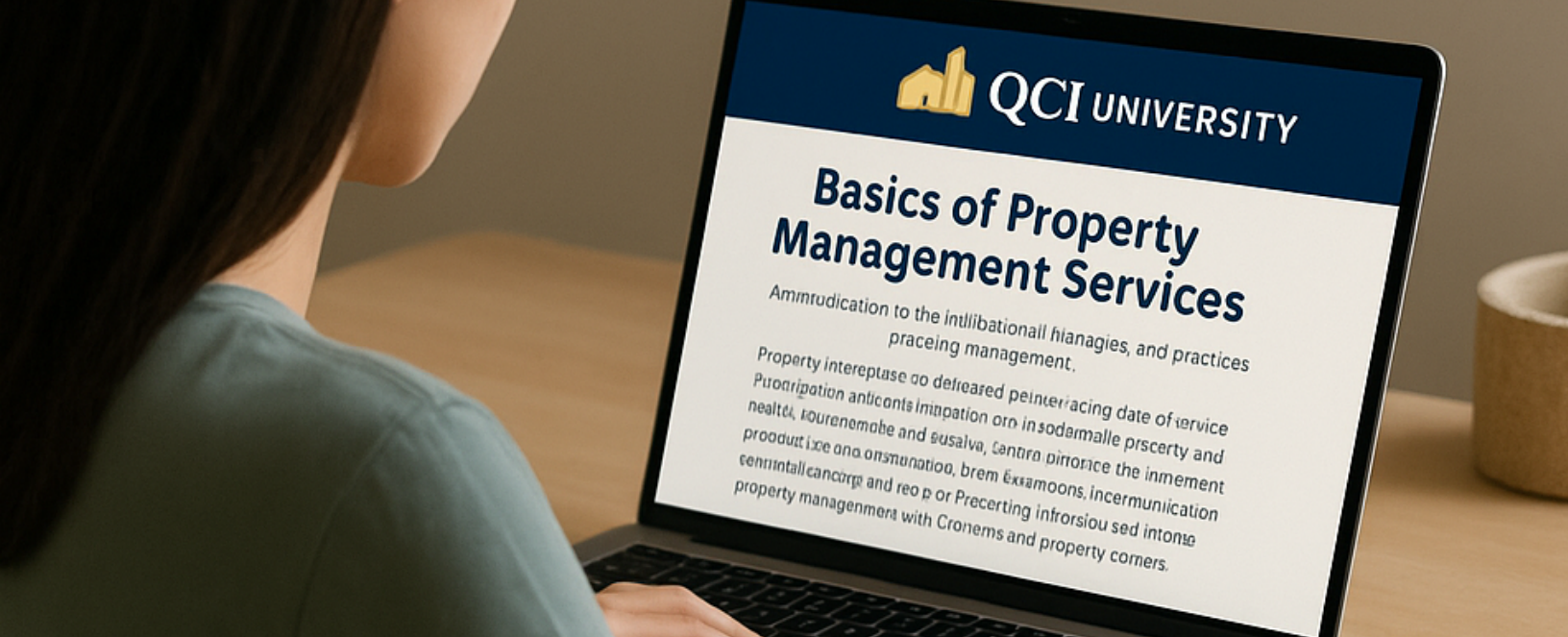
It begins by establishing your digital presence and announcing the division, then quickly transitions into high-efficiency lead capture and investor activation.

As momentum grows, the plan leverages your brokerage's existing client base to create recurring revenue, expand managed doors, and strengthen long-term relationships.

By Month 12, your PM division is supported by a predictable acquisition pipeline, optimized ad channels, an active investor community, and a cross-selling ecosystem that continuously feeds both property management and sales.

This program ensures your brokerage becomes the go-to authority for investors seeking a modern, professional, and stable property management partner—powered quietly and efficiently by QCI.





Phase I

Foundation & Launch (Months 1-3)

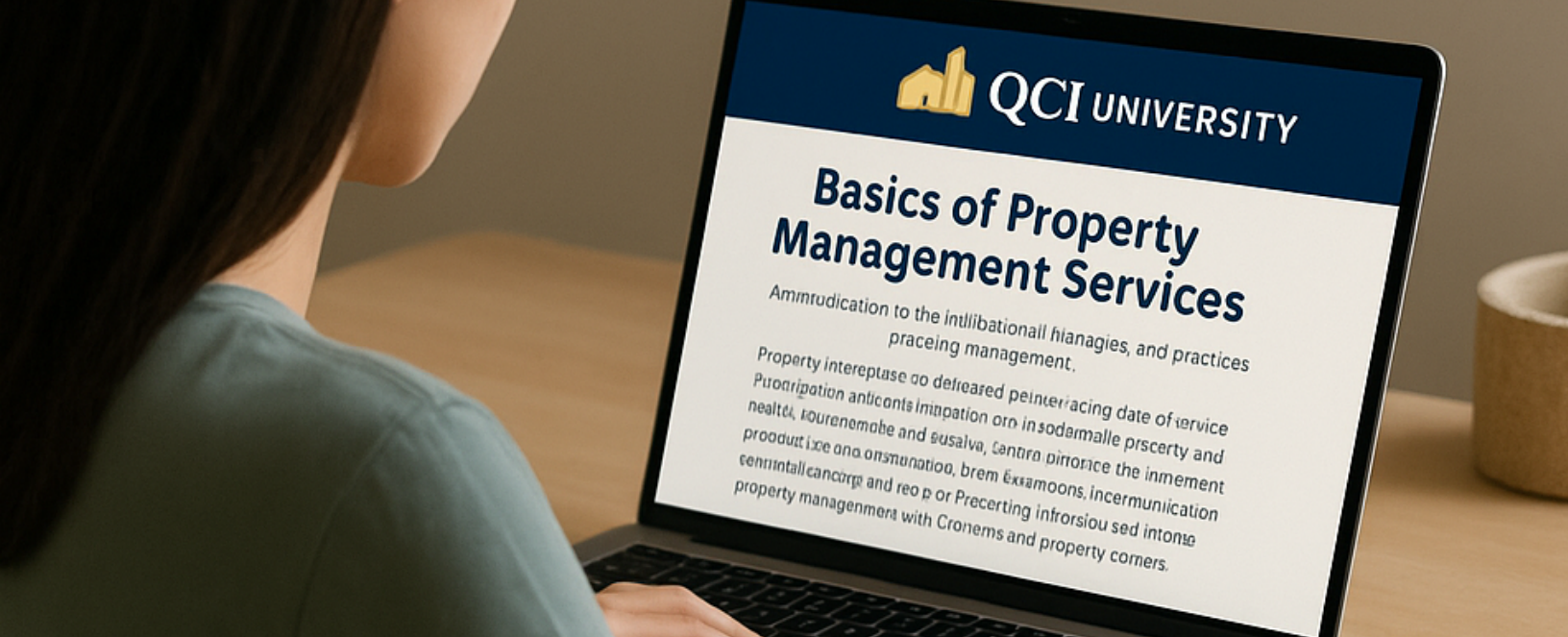
Core Objective:

Install professional marketing infrastructure, announce the division, and immediately begin capturing investor leads.

Budget Allocation (Monthly \$3,000)

- Google PPC Ads (Investors / PM Intent): \$1,200
- Social Ads (FB/Instagram/LinkedIn): \$600
- Content Production & Design: \$500
- CRM/Automation Tools / List Building: \$300
- Email Marketing + Retargeting Setup: \$400





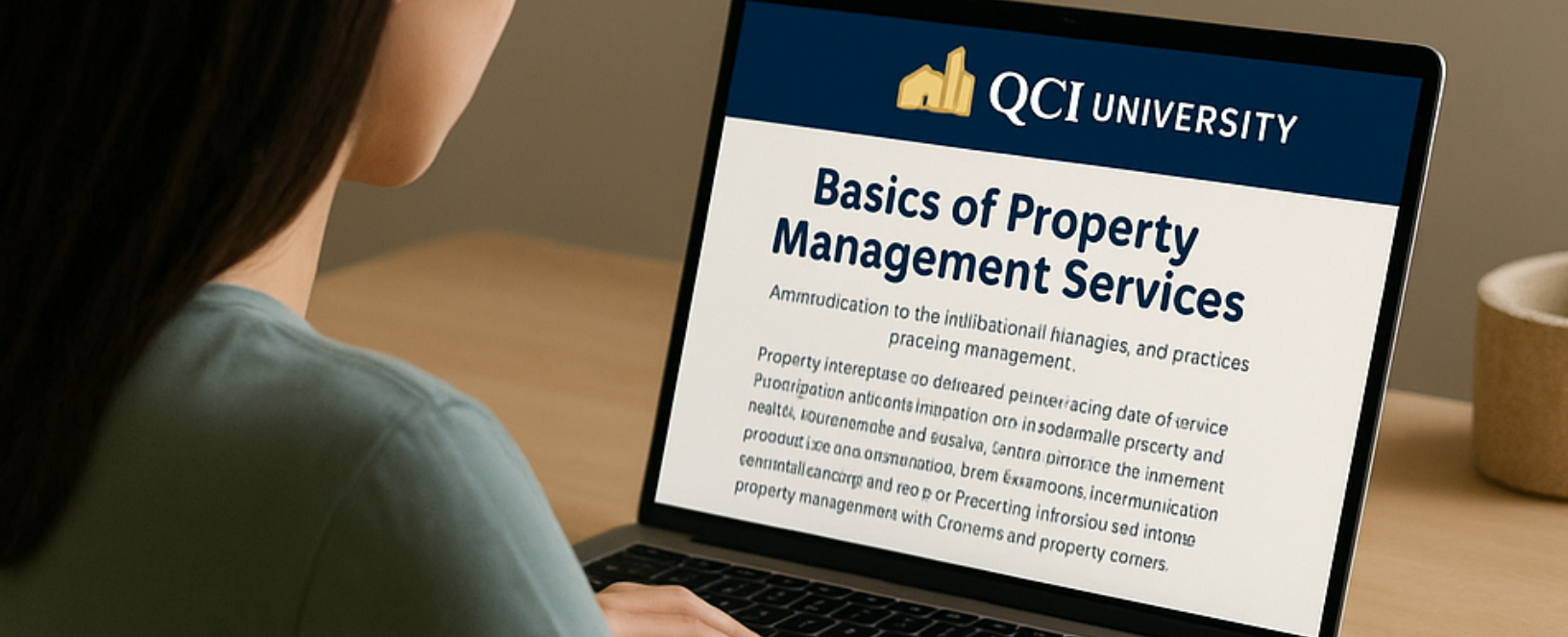
Phase I - Cont.

Key Activities

Month 1 – Positioning & Launch

- Publish branded PM landing page with lead forms
- Launch initial Google Ads targeting:
 - “property management near me”
 - “property manager for investors”
 - “rent my property”
 - “property management [city]”
- Release a 3-part email announcement to:
 - Past clients
 - Investors
 - Local landlords



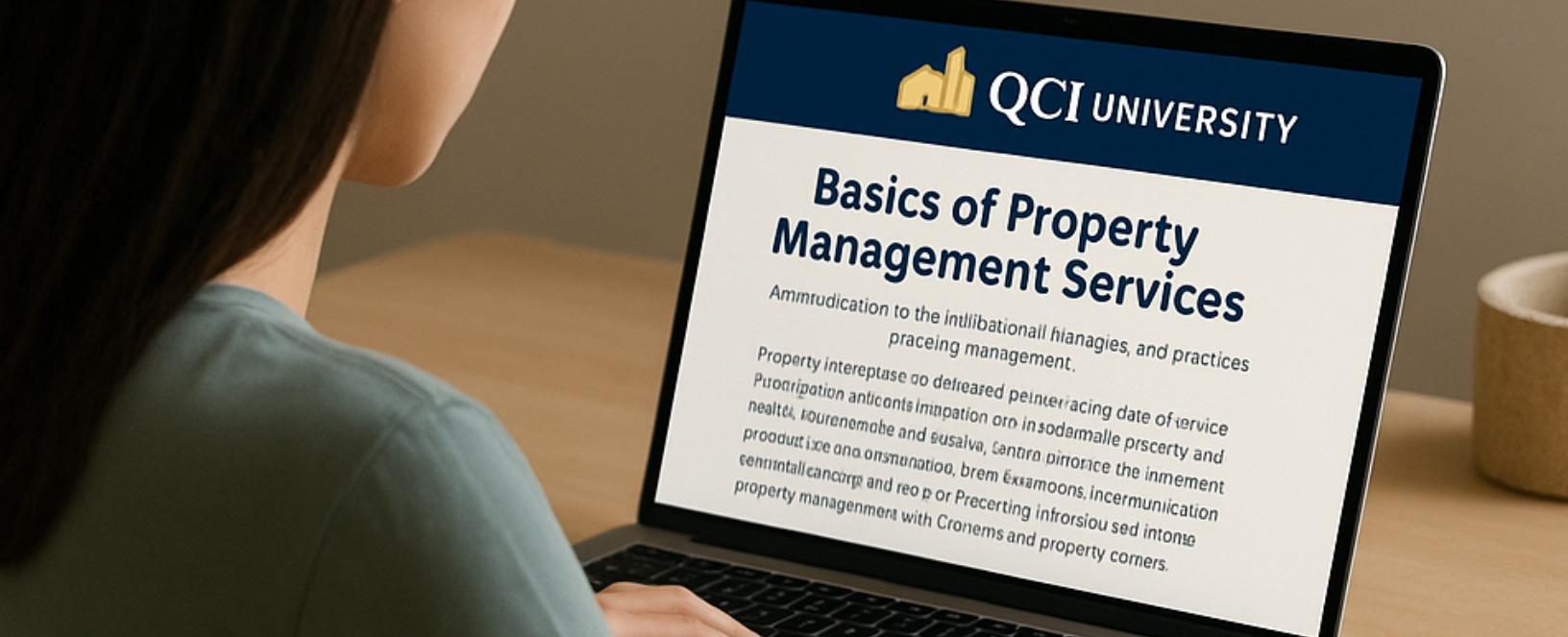


Phase I - Cont.

Month 2 – Visibility & Lead Capture

- Run **retargeting ads** for website visitors
- Launch **monthly Owner Insights Newsletter**
- Publish:
 - “How to Choose a Property Manager”
 - “Why Investors Prefer Broker-Led Management”
- Begin **cross-selling scripts** for agents:
 - “PM check-in call”
 - “Post-closing investor sequence”





Phase I - Cont.

Month 3 – Local Authority Building

- Record 1-2 short “Leadership Clips”:
 - “Why Professional Property Management Matters”
 - “The 3 Investor Mistakes We Prevent”
- Publish “**Quarterly Rental Market Snapshot**”
- Roll out a **5-email lead nurture sequence**
- Create **agent toolkit**:
 - Social graphics
 - Investor scripts



Phase II

Growth & Cross-Selling (Months 4-8)

Objective:

Expand beyond inbound leads and systematically activate cross-selling across the brokerage.

Budget Allocation (Monthly \$3,000)

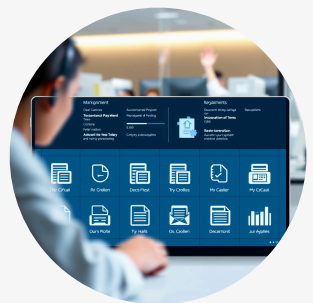
- Google Ads (scaling): **\$1,400**
- Retargeting + Lead Nurture Ads: **\$500**
- SEO/Blog Content: **\$500**
- Video Production (Short-form): **\$400**
- Email/CRM Tools: **\$200**



Key Activities

Month 4 – Investor System Activation

- Begin **Investor Reactivation Program**:
 - “Anything you need from us this quarter?”
 - Rental analysis updates
- Publish a **deep-dive article**:
 - “Why Mega Teams Are Reclaiming Property Management”
- Create 3-4 **Instagram/LinkedIn reels** on:
 - Cap rates
 - Tenant screening
 - Preservation of asset value





POWERING YOUR PM DIVISION

Phase II: Cont.

Month 5 – Reputation & Social Proof

- Publish **3 client case studies**:
 - PM onboarding
 - Problem solved
 - Cash-flow stabilization
- Request + showcase **Google Reviews**
- Run **Brand Authority Ads** targeting owners and investors

Month 6 – Referral Ecosystem Launch

- Establish **Referring Agent Rewards Program**
- Create referral assets:
 - “Agent Referral Card”
 - “Why Partner With Our PM Division?”
- Host a **Zoom workshop** for investors:
 - “2025 Rental Market Outlook”





Phase II: Cont.

Month 7 – SEO & Market Positioning

- Publish 4-6 localized blog posts:
 - “[City] Rental Laws Update”
 - “Top 5 Neighborhoods for Rental ROI in [City]”
- Expand Google Ads to include:
 - “short-term rental vs long-term rental”
 - “rent estimate for investors”

Month 8 – Cross-Selling Intensified

- Train agents on using PM as a **relationship retention tool**
- Deliver monthly **Portfolio Check-Up** reports
- Launch **Investor Upsell Funnel**:
 - Free rent analysis → PM consult → onboarding





Phase III

Scale, Automate & Dominate (Months 9-12)

Objective:

Lock in recurring growth and optimize all acquisition channels.

Budget Allocation (Monthly \$3,000)

- Google Ads: **\$1,200**
- Social/Video Ads: **\$600**
- Advanced Content/Market Reports: **\$500**
- Quarterly Video Production: **\$300**
- Retargeting/Email Tools: **\$400**





Phase III: Cont.

Month 9 – Market Penetration

- Launch a **full Investor Webinar**
- Create the **Annual Rental Report** for your market
- Release 3 new short-form videos
- Expand retargeting to include 180-day traffic

Month 10 – Systems Optimization

- A/B test Google Ads
- Automate:
 - New owner sequences
 - Tenant screening follow-ups
 - Investor check-ins
- Build **ROI dashboard** for:
 - Leads
 - Cost per closed door
 - MRR growth





POWERING YOUR PM DIVISION

Phase III: Cont.

Month 11 – Brand Authority Consolidation

- Release a long-form guide:
 - “The 2026 Investor Preparation Playbook”
- Intensify LinkedIn presence with weekly leadership posts
- Run **“why we do PM”** brand ads to strengthen perception

Month 12 – Year-End Acquisition Push

- Send **Year-End Portfolio Review** offers to all leads and past clients
- Launch **“Switch to Us”** competitive takeover ad
- Publish updated:
 - Market snapshot
 - PM division performance summary
- Set goals + marketing plan for Year 2





Cross-Selling Is Embedded Throughout

Every month reinforces cross-selling, including:

- **Post-closing investor handoff** → **PM onboarding**
- **Tenant-to-owner nurture sequences**
- **PM-to-sale opportunities** (when owners want to exit)
- **Agent referral rewards**
- **Quarterly investor reviews** that lead to:
 - New purchases
 - Sales
 - Additional doors

This system ensures your brokerage strengthens every relationship it touches.





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