



Q C I

PROPERTY MANAGEMENT

# POWER PM OPERATIONS & SUCCESS MANUAL

*Your Roadmap to a Professional, Technology-Driven PM Operation*

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# POWERING YOUR PM DIVISION

## Section 1 - Introduction

As a QCI Designated Property Manager (DPM), you are now part of a professionally coordinated network that delivers **reliable, technology-driven property management for Independent Brokerages and MEGA Teams across multiple markets.**

Your PM Division operates under your brokerage's brand—but it is powered by QCI's architecture, systems, oversight, and unified communication ecosystem. This model ensures consistency, efficiency, and scalability without requiring the infrastructure of a traditional property management company.

Even though each PM division operates independently, **every DPM benefits from shared standards, connected platforms, structured training, and ongoing coordination that keep the network aligned and competitive.**

### What this means for you:

- **You are backed by a proven system.**  
You gain the advantage of a refined operational model built on years of industry experience and platform integration.
- **You have immediate access to technology, workflow templates, support channels, and guidance** to establish vendor relationships and deliver streamlined service.
- **You operate with confidence from day one**, supported by QCI oversight, monthly review, and help-desk escalation for complex issues.

With QCI Power PM, **you are not simply managing properties—you are managing a division built for performance, growth, and long-term client relationships.**





# Introduction - Cont.

## Purpose of This Manual

This manual serves as the core operational reference for your **QCI Power-PM Division**. It outlines the standards, workflows, and systems that ensure your branded PM division operates with consistency, transparency, and professional integrity.

Inside this manual you will find:

- Operational standards, policies, and service expectations
- Step-by-step procedures for onboarding, leasing, maintenance, and communications
- Approved workflows and technology-driven systems
- Legal and compliance requirements required for PM operations
- Marketing, cross-selling, and growth implementation guidelines

**DPMs are required to:**

- **Review this manual in full before launch**
- **Ensure your team follows the approved systems and workflows**
- **Maintain access to a digital copy for reference and training**
- **Adopt updates immediately as issued by QCI Power-PM**  
Failure to follow these standards may result in **system inefficiencies, compliance vulnerabilities, or breakdowns in client communication**, and will be noted during any **QCI operational reviews and support consultations**.







# Introduction - Cont.

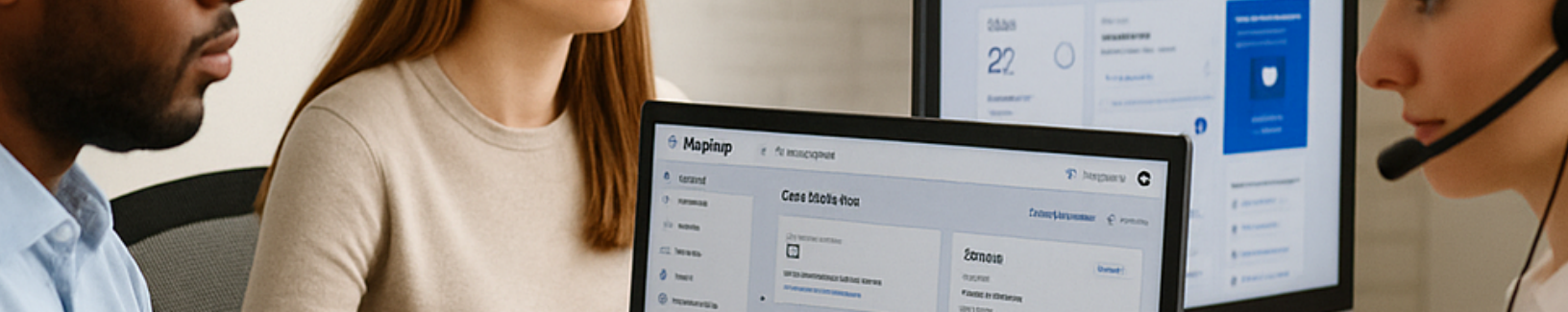
## **Confidentiality Notice**

All content contained in this manual—including operational systems, workflow structures, checklists, communication scripts, templates, training materials, and software configuration guidance—is proprietary to QCI Power-PM and is licensed exclusively for use within your authorized PM Division.

Unauthorized duplication, distribution, or use outside the scope of your Licensing Agreement is strictly prohibited.

Upon termination or non-renewal of the Licensing Agreement, the DPM and Brokerage must remove, discontinue, or delete all proprietary QCI materials from active use within 10 business days, except where otherwise outlined in the Technology & Systems Access Addendum regarding account ownership and seamless transition.





# Introduction - Cont.

## Power PM Support Overview

QCI provides multiple layers of ongoing support designed to power your PM division with confidence, clarity, and continuity:

- **Operational Support** - Division setup, Designated PM onboarding, SOP implementation, and post-launch coordination to ensure a smooth transition into live operations.
- **Technology & Systems Support** - Continued assistance with DoorLoop integration, CRM workflows, automated communication sequences, and data structure alignment as the division scales.
- **Marketing Support** - Campaign implementation and refinement, coordination with your DPM, ad and content templates, cross-selling strategies, and digital positioning designed for your territory.
- **Training & Development Support** - Access to QCI University, quarterly training updates, knowledge refreshers, and system upgrades to keep your division aligned with industry and technology changes.
- **Compliance & Policy Support** - Guidance on Fair Housing compliance, owner and tenant communication standards, written templates, and state-driven policy updates affecting PM operations.

All communication with QCI Corporate is coordinated through your assigned **QCI Power PM Coordinator**, ensuring a single, streamlined point of support—from onboarding to scaling.





## Section 2: The Brand

### Brand Philosophy

The QCI Power PM brand represents **professionalism, transparency, efficiency, and modern property management powered by streamlined systems and human oversight.**

While each PM Division is independently owned and operated under the brokerage's master brand, QCI ensures consistency of standards, communication, and execution across every Powered PM location.

**"Powered by QCI" means more than technology – it signifies structure, reliability, and a superior service experience for owners, tenants, and vendors.**

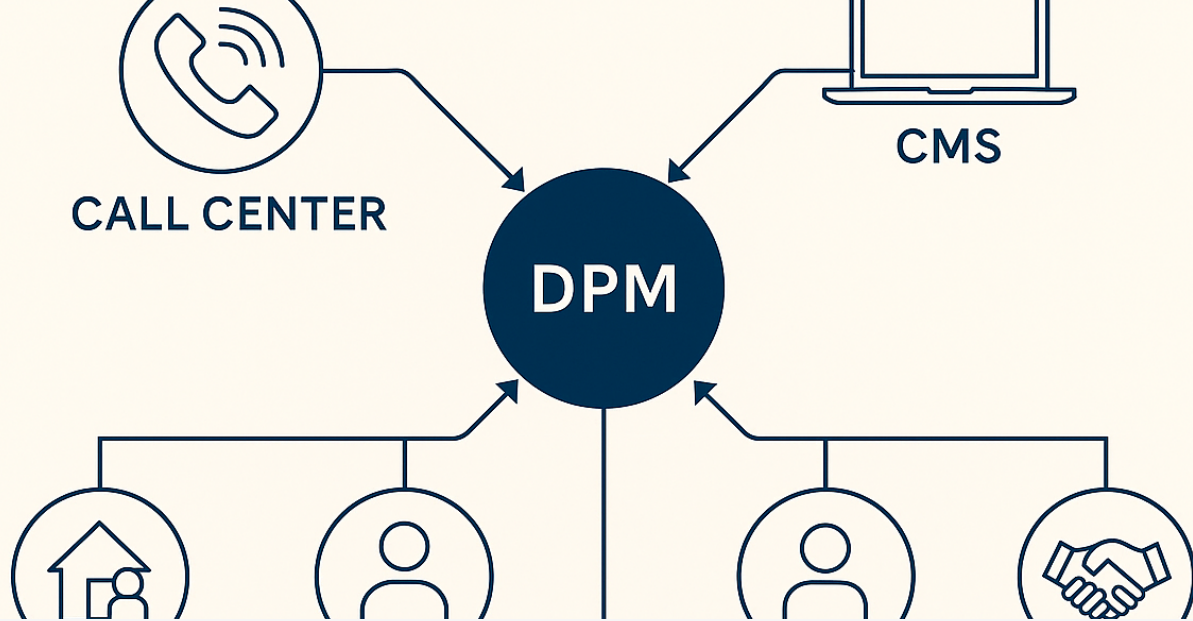
Clients should immediately recognize QCI-Powered PM Divisions as:

- **Clear communicators**
- **Process-driven operators**
- **Digitally enabled**
- **Solution-focused**
- **Aligned with ethical standards**

Every DPM becomes an ambassador of this philosophy – delivering modern solutions with boutique-level service.







## Section 2: The Brand - Cont.

### Brand Standards

Consistency builds trust – especially in property management, where reliability impacts long-term financial outcomes.

DPMs must maintain QCI brand standards in:

- **Communication tone** – concise, respectful, informative
- **Written documentation** – accurate, consistent wording and formatting
- **External messaging** – avoids exaggeration, guarantees, or claims not approved
- **Branding usage** – “Powered by QCI” only as permitted in the Branding & Usage Agreement
- **Professional presentation** – email signatures, reports, forms, and digital assets should reflect a unified and polished identity

Any deviation that may misrepresent the brand, model, or capabilities is prohibited.







# The Brand: Cont.

## Communication Guidelines

Communication is the core operating asset of QCI Power PM.

Each message, update, notice, ticket, or report is a representation of both the **Brokerage Brand** and the **QCI-Powered System**.

DPMs must:

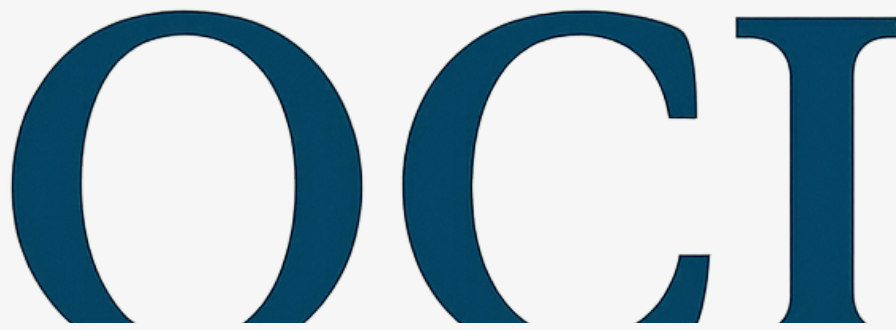
- Use approved communication templates within DoorLoop
- Maintain documentation of all owner and tenant exchanges
- Respond within expected timeframes defined in this manual
- Escalate issues only through the approved QCI Coordinator channel
- Refer to QCI only as a supporting back-end operations provider – not a co-owner, partner, or entity representing the client

### Tone:

Professional, composed, solution-oriented, with clear next steps.

No speculative statements regarding legal matters, eviction outcomes, or tenant performance.





## The Brand - Cont.

### Ethical Standards

QCI Power PM maintains a **zero-compromise ethical position**.

DPMs must operate with:

- **Financial integrity** – transparent reporting, clean accounting
- **Compliance adherence** – state PM law, Fair Housing, ADA, and privacy standards
- **Equal service delivery** – no preferential or discriminatory practices
- **Respectful tenant engagement** – firm but fair
- **Vendor neutrality** – decisions based on value and performance, not incentives

### Under no circumstances may a DPM:

- Provide legal advice unless licensed to do so
- Misrepresent fees, timelines, or outcomes
- Manipulate documentation
- Bypass documented policies for convenience

QCI reserves the right to audit and require corrective action when deviations occur.





# POWERING YOUR PM DIVISION



## Section 3 - Power-PM Division Set-Up and Launch

This section outlines the step-by-step launch requirements for activating your **QCI Power-PM Division**. The objective of this phase is to establish the foundational infrastructure, systems, and public positioning necessary for your division to begin operating confidently and professionally under **your brand, powered by QCI**.

Unlike traditional startup models that require office builds, staffing, or long development cycles, Power-PM uses a **compressed implementation timeline** supported by QCI oversight, DoorLoop configuration, and call-center communication routing. When executed correctly, your division should be positioned for active onboarding within **two weeks** of launch initiation.







# POWERING YOUR PM DIVISION

## Power-PM Division Set-Up and Launch: Cont.

### Launch Timeline Overview

Your 14-day Power-PM launch is structured around four objectives:

#### Phase

Strategy Alignment  
System Deployment  
Designated PM Onboarding  
Soft Launch

#### Objective

Brand mapping, pricing, positioning  
DoorLoop + Call Center + CMS coordination  
Training, checklists, messaging  
Mock tickets, test messaging, sample onboarding

The Designated PM must be available for structured onboarding sessions during this period. QCI will provide task lists, scheduled coordination calls, and milestone confirmations.







# POWERING YOUR PM DIVISION

## Power-PM Division Set-Up and Launch: Cont.

### Business Infrastructure Setup

The following items are required by the Brokerage or MEGA Team:

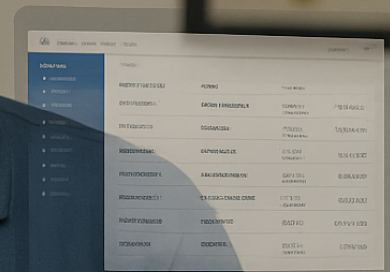
- Designated PM workstation or co-working space
- Phone reception line (forwarding capable)
- Branded email address for the division
- Digital document storage (shared drive access)
- Banking and accounting linkage (per state regulations)
- Printed materials and business identity assets

**Note:** QCI will advise on recommended vendors and setups to ensure compatibility with ongoing support.





# SUPPORTING OUR FRANCHISEES



## Power-PM Division Set-Up and Launch: Cont.

### Required Software Setup

Your division will operate using QCI's recommended technology suite in collaboration with the Brokerage/MEGA Team. This includes:

- **DoorLoop** (primary operational software)
- **Call Center Integration** (800 routing + CMS)
- **Inbox + Ticketing workflows**
- **Owner & Tenant communication templates**
- **QCI's / DoorLoop shared resource libraries**
- **Marketing dashboards and analytics integration**

QCI manages the initial installation, configuration, and testing of all platforms where access has been approved under the TSAA.





# POWERING YOUR PM DIVISION

## Power-PM Division Set-Up and Launch: Cont.

### Initial Operational Se-tup

QCI will:

- Configure templates for announcements and outreach
- Provide messaging for cross-selling opportunities
- Ensure brand alignment in landing pages and bios
- Coordinate rollout of **Year-One Marketing Strategy**
- Provide scripts for agents, DPM, and reception

Your Designated PM will be responsible for executing local engagement actions as instructed by QCI.







# POWERING YOUR PM DIVISION

## Power-PM Division Set-Up and Launch: Cont.

### Pre-Opening Compliance Checklist

Prior to public announcement, the following must be confirmed:

- Pricing model approved
- Owner onboarding workflow verified
- DPM completion of core QCI onboarding modules
- Test messaging and mock maintenance ticket completed
- Emergency routing functioning
- Document storage and signature system active
- Vendor outreach plan (initial phase) prepared
- Compliance requirements (state + PM regulations) acknowledged

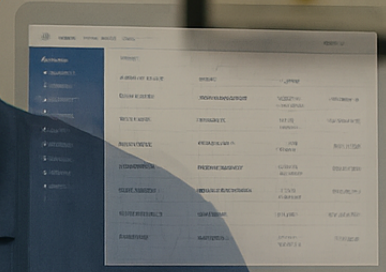
Only after these items are met will QCI authorize the public launch of your Power-PM Division.







# POWERING YOUR PM DIVISION



## Section 4 - Daily Operations

### Overview

Daily operations represent the core of your PM division – delivering consistent service to owners, communicating with tenants, coordinating with vendors, and ensuring financial performance. Under the QCI Power-PM model, operations are simplified and standardized through predefined workflows, automation tools, and coordinated support systems.

Your Designated Property Manager (DPM) functions as the division's decision-maker and relationship manager, while the unified communication ecosystem – including the call center, DoorLoop ticketing, and CMS alignment – handles intake, routing, and documentation.

This structure enables your brand to operate like an established mid-size PM firm **without requiring the staffing footprint traditionally associated with property management.**

QCI supports operational consistency through:

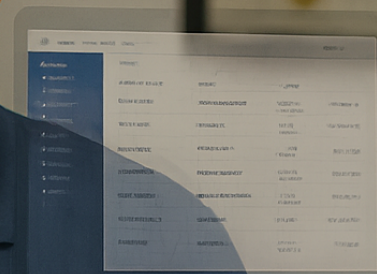
- Standardized workflows and templates
- Documented procedures for owner and tenant communications
- Automated reminders, notices, and renewals
- Monthly operational oversight and performance review support

The DPM is responsible for following these procedures, maintaining records, and escalating support needs through QCI channels.





# POWERING YOUR PM DIVISION



## Daily Operations: Cont.

### Property Onboarding Process

Proper onboarding sets the tone for the entire owner relationship. QCI provides standardized tools for:

- Owner intake
- Property data capture
- Lease import and verification
- Tenant communication transition
- Portal activation and instructions

The call center and DoorLoop systems document and track the process to ensure nothing is overlooked.

The DPM should:

- Confirm ownership documentation
- Ensure insurance and authorization forms are received
- Provide owner with portal instructions
- Send introduction to tenants (if occupied)





# POWERING YOUR PM DIVISION

## Daily Operations: Cont.

### Tenant Screening and Placement

Screening and placement follow QCI's standard criteria, but the final approval remains with the DPM and property owner.

Process includes:

1. Application intake via DoorLoop
2. Automated background & credit screening
3. Income and employment verification
4. Lease signing and digital documentation
5. Move-in checklist and inspection (DPM executes or delegates)

The call center may handle initial inquiries and follow-ups, while the DPM manages approvals and compliance.







# POWERING YOUR PM DIVISION



## Daily Operations: Cont.

### Rent Collection and Accounting

QCI Power-PM leverages automated systems to minimize manual intervention.

DoorLoop automates:

- Payment reminders
- Late notices
- Portal receipts

DPM responsibilities include:

- Approving owner payouts
- Reviewing exceptions or disputes
- Communicating changes in rent or terms

Financial transparency is a key responsibility to owners – the system supports record accuracy, but the DPM delivers accountability.





# POWERING YOUR PM DIVISION

## Daily Operations: Cont.

### Maintenance & Vendor Management

Maintenance requests enter the system through:

- The call center
- Tenant portal
- SMS ticket
- Email routing

The call center categorizes issues as:

- Emergency
- Urgent
- Routine

Vendors are selected either from QCI-approved lists or local relationships established by the brokerage.

DPM responsibilities:

- Monitor work order progress
- Approve estimates when required
- Communicate with owners when needed
- Ensure close-out documentation is uploaded





# POWERING YOUR PM DIVISION

## Daily Operations: Cont.

### Monthly Reporting

Monthly reporting is automated through DoorLoop but finalized under DPM oversight.

Reports include:

- Rent roll
- Expense summary
- Maintenance history
- Portfolio performance insights

Owners should receive monthly statements no later than the third business day after reconciliations.

QCI support is available for troubleshooting reporting anomalies or interpreting performance metrics.





# POWERING YOUR PM DIVISION



## Section 5 - Client Relations

### *Creating Trust, Clarity, and Confidence Through Communication*

#### Client Relations Philosophy

The role of the Designated Property Manager is not only operational – it is relational. Owners entrust valuable assets, tenants rely on consistent responsiveness, and vendors depend on timely coordination.

**QCI's Power-PM system is designed to support clear, organized communication that creates confidence and eliminates ambiguity.**

The guiding principles:

- **Respect & professionalism** in every interaction
- **Prompt acknowledgment** even if resolution takes time
- **Documented communication** for accountability and clarity
- **Transparency and follow-through** as non-negotiables
- **Consistency of message and process** driven by QCI systems

A well-managed relationship is not reactive – it is **proactive, structured, and guided by process.**





# SUPPORTING OUR FRANCHISEES

## Client Relations:Cont.

### Owner Communication Protocol

Owners should be consistently informed, never guessing, and never asking twice.

The DPM will use QCI's unified communication ecosystem to:

Requirement	Method	Purpose
Maintenance approvals	Call Center ticket + email approval	Written instruction safeguards both parties
Monthly reporting	Automated DoorLoop report	Transparency builds retention
Renewal notifications	Pre-set messaging workflow	Avoids gaps, panic, or assumptions
Change of status	Email + portal notice	Documented clarity

**Owner communication is routed through the DoorLoop portal whenever possible, backed by call center support and automated reminders.**

The DPM may communicate directly with owners on strategic decisions, relationship-building, or escalations – **but the documentation must reside within the system.**





# Client Relations:Cont.

## Tenant Relations

Tenants are the first line of operational impact – and the most time-consuming if handled without structure.

QCI Power-PM creates order through:

- Call center intake for **all maintenance conversations**
- Text reminders for rent, appointments, notices
- Portal-based communication and updates
- Pre-approved scripts to ensure consistency
- Documentation of every request, response, and resolution

The philosophy:

**Firm, fair, courteous, and consistent – backed by written protocols.**

The DPM remains the ambassador of the brand, while the system absorbs the noise.





# Client Relations:Cont.

## **Complaint Resolution Procedure**

Even well-run divisions encounter conflict.

The QCI method turns chaos into clarity:

1. Complaint documented through ticket or portal
2. Categorized and timestamped
3. Acknowledgment within prescribed window
4. Resolution tracked and updated
5. Documentation stored
6. Outcome communicated
7. Data reviewed for prevention or escalation

This model reduces liability, ensures fairness, and creates defensible outcomes.







# Client Relations:Cont.

## Reputation & Online Reviews

Reputation is not an event – it is a system.

QCI provides:

- Review request templates
- Post-resolution follow-up scripts
- Online review tracking
- Negative review response guidance

**Positive experiences are captured – negative ones are managed professionally.**

A satisfied tenant may leave, but a satisfied owner refers.





# Client Relations:Cont.

## Summary

QCI Power-PM enables a brokerage to manage the complexity of client relations with professional clarity, consistent standards, and operational support. The DPM becomes the relationship leader – while QCI ensures the communication backbone performs reliably.





# Section 6 - Staffing & Training

## Team Structure & Overview

The QCI Power-PM model is intentionally structured for lean, efficient operation. Your **Designated Property Manager (DPM)** serves as the operational lead for the PM Division, supported by QCI oversight, CMS call center coordination, DoorLoop system automation, and third-party vendors.

Unlike traditional property management organizations that rely on multiple staff positions—leasing agents, assistants, maintenance coordinators—the Power-PM model consolidates operations through:

- **Centralized communications triage** (Call center → CMS → DPM)
- **DoorLoop automation and workflows**
- **QCI oversight, reviews, and support**
- **Standardized vendor relationships**
- **Self-service portals for owners & tenants**

This structure enables a PM division to scale while maintaining professionalism and responsiveness **without requiring internal staffing expansion.**







# Staffing & Training:Cont.

## Role Descriptions

### Designated Property Manager (Required)

Responsible for decisions, approvals, relationship management, and operational oversight. Core responsibilities include:

- Reviewing incoming tickets & updates received through the call center and CMS
- Coordinating approvals for leasing, renewals, and maintenance
- Maintaining communication standards with owners and tenants
- Meeting QCI's reporting and compliance benchmarks
- Participating in ongoing support reviews and updates

*Real estate background strongly enhances training speed, client trust, and decision-making capacity.*





# Staffing & Training:Cont.

## **QCI Coordinator (Provided by QCI)**

Oversees system performance, implementation, and post-launch support.

Responsibilities:

- Monthly operational performance reviews
- Technology updates and configuration refinement
- Support ticket escalation and resolution
- Periodic compliance and process alignment
- Collaboration with the DPM on Marketing Phase I and II







# Staffing & Training:Cont.

## **On-Call Vendor Network (Third-Party)**

Vendors are not employees. They are dispatched through the DoorLoop system based on approved relationships you establish locally.

QCI provides:

- Templates for vendor onboarding
- Standardized expectations and liability language
- Communication scripts and protocols







# Staffing & Training:Cont.

## Hiring & Onboarding

Because this model was engineered for lean scalability, most brokerage/MEGA Teams **will not require additional internal hires at launch**. However, if volume and growth warrant expansion, recommended secondary roles include:

- **Leasing Support Assistant (optional)**
- **Bookkeeping/Accounting Partner (contract or part-time)**

All new personnel must complete:

- QCI Onboarding & Standards Orientation
- QCI-PM University courses
- DoorLoop University training
- Communications protocol overview
- Data privacy & Fair Housing compliance instructions





# Staffing & Training:Cont.

## Training Program

Training occurs in three phases:

Phase	Focus	Delivered By
Phase 1	QCI Operational Overview & Systems Orientation	QCI
Phase 2	DoorLoop System Mastery	QCI + DoorLoop
Phase 3	Unified Communication Protocol	QCI + CMS

## All training contains:

- Walkthrough videos
- Live Q&A when required
- Mock scenarios
- Documentation and checklists







# Staffing & Training:Cont.

## **Continuing Education**

Quarterly requirements include:

- Update briefings when QCI modifies workflows, compliance standards, or systems
- Attendance at scheduled refresher courses or webinars
- Review of state-specific regulatory updates
- Completion of any assigned supplemental modules

## **Optional but recommended:**

- Cross-selling & investor relationship training
- Advanced multi-family operations
- Leadership and organizational management

QCI retains the right to implement training updates to ensure consistency, risk management, and system performance.







## Section 7 - Marketing & Business Development

QCI Power-PM is built on the principle that **visibility, credibility, and consistency drive growth**. The goal is not just to advertise services – but to position your PM Division as a professional, modern, owner-focused solution with the operational sophistication of a large firm and the flexibility of a local one.

Unlike traditional franchises where the franchisee is responsible for most outbound marketing without strategic guidance, **QCI takes the lead role in Year One**, delivering campaigns, messaging, funnels, and listings designed to establish momentum quickly while the DPM focuses on operations and client performance.

Marketing in Power-PM is divided into **three target paths**:

**Cross-Selling, Direct-to-Owner Acquisition, and Referral/Networking** – each supported by QCI systems, templates, and campaigns.





# Marketing & Business Development: Cont.

## Marketing Philosophy

Your brand is the primary brand.  
QCI powers the precision and the execution behind it.

The Power-PM model embraces:

- **Speed to market**
- **Message consistency**
- **Content built around proof**
- **Technology-driven delivery**
- **Balanced focus: growth + retention**
- **Campaigns that never depend solely on one platform**

We market with a dual objective:

- 1 Turn your current real estate pipeline into recurring PM revenue**
- 2 Position your PM Division as a standalone professional service – not a side offering**





# Marketing & Business Development: Cont.

## Marketing Framework

QCI executes a **12-month structured strategy** built around:

Phase	Focus	Outcome
Months 1-3	Launch & Awareness	Market knows you exist
Months 4-8	Engagement & Proof	Reviews, case studies, referrals
Months 9-12	Expansion Campaigns	Lower cost per lead, higher retention

Each phase includes:

- Local digital targeting
- Email campaigns
- Agent-facing scripts
- Direct owner messaging
- Branding alignment
- Ad placement and optimization

**All initial campaigns are built and deployed by QCI.**





# Marketing & Business Development: Cont.

## Marketing Set-Up Checklist

### QCI coordinates:

- Branded landing page
- PM division messaging
- Google Business optimization
- Ad accounts (set-up or audit)
- CRM + lead capture workflows
- Announcement campaigns
- Recruiting scripts for DPM referrals
- Monthly reporting & feedback loop

### The DPM coordinates:

- Local networking
- In-market signage
- Social posting (templates provided)
- Client handoffs & follow-up script usage





# Marketing & Business Development: Cont.

## **Brand Messaging Standards**

Consistency is critical. Every message to the market must reinforce:

- **Professional, not part-time**
- **Communication + Transparency**
- **Technology + Speed**
- **One Division – One Point of Contact**
- **Your brand – Powered by QCI**

## **QCI provides:**

- Email templates
- Social templates
- Press announcement copy
- Campaign language
- Value proposition phrasing
- CTA alignment
- Messaging “Do & Don’t” list

A library of content is provided and updated quarterly.





# Marketing & Business Development: Cont.

## Marketing Collateral & Templates

Included and continually updated:

- Investor one-pager
- Agent referral sheet
- Listing insert card
- PM onboarding brochure
- Email signature block
- Review request template
- Owner retention letter
- Vendor approval packet
- Case study framework







# Marketing & Business Development: Cont.

## Lead Conversion Workflow

### QCI provides the:

- Workflow logic
- Talk tracks & scripts
- Automated follow-ups
- CRM tagging structure
- Pipeline reports

### DPM executes:

- Calls
- Meetings
- Estimates
- Proposals
- Onboarding scheduling

Conversion success depends on **speed, consistency, and follow-through** – and QCI monitors trends to support performance.





# Marketing & Business Development: Cont.

## Realtor & Investor Referral Program

### Inside your brokerage:

Every agent is a potential income partner.

### Outside your brokerage:

Contractors, HOAs, insurance agents, attorneys, and lenders – all serve investor clients.

QCI provides:

- Recruitment scripts
- Partner briefing deck
- Referral onboarding SOP
- Incentive review strategy

The goal:

Create **multiple external lead engines** that do not depend solely on paid ads.





# Marketing & Business Development: Cont.

## Section Summary

Marketing for Power-PM is:

- **Systemic**
- **Coordinated**
- **Data-driven**
- **Brand-aligned**
- **DPM-supported**
- **QCI supervised**

**You are not guessing.**

**You are executing.**

**With a team powering the strategy behind the scenes.**







# Section 8 - Compliance & Legal

## Legal Foundation

QCI Power-PM operates under a standardized legal framework designed to protect the Brokerage, the Designated Property Manager (DPM), tenants, owners, and QCI corporate.

This framework includes:

- The LOIA (Licensing & Operations Integration Agreement)
- Support Services Agreement
- TSAA (Technology & Systems Access Agreement)
- Branding & Usage Guidelines
- DPM Independent Contractor Agreement
- Termination & Renewal Addendum
- Liability & Indemnification Agreement

The Brokerage is responsible for ensuring property management services are performed according to state, federal, and local regulations, including Fair Housing, insurance requirements, trust accounting (if applicable), disclosures, and communications compliance.

QCI provides standardized workflows but **final operational decisions and actions executed through the division remain the responsibility of the Brokerage and DPM.**





# Compliance & Legal: Cont.

## Licensing Requirements

Licensing requirements vary by state and must be confirmed **before launch** and maintained throughout operations.

The Brokerage/DPM is responsible for:

- Maintaining required real estate or PM licensing
- Documenting continuing education
- Posting required certificates (when mandated)
- Ensuring vendors maintain required licenses and insurance

QCI will assist in **identifying required licensing and renewal timelines**, but compliance and submission remain the responsibility of the Brokerage.





# Compliance & Legal:Cont.

## Standard Forms & Legal Documentation

Standard operational templates (owner agreements, tenant communication notices, screening criteria, etc.) are maintained within the DoorLoop library and reviewed for compliance.

The Brokerage/DPM:

- Must use only approved templates
- Must NOT modify legal language without compliance review
- May request customized templates when needed
- Must store all signed documents digitally

QCI updates templates when regulatory changes warrant it and will notify all DPMs when new versions are required.







# Compliance & Legal:Cont.

## Data Privacy & Record Management

All client and tenant information must be protected in accordance with state privacy laws and best data protection practices.

The division must:

- Use password-protected systems
- Store documents digitally in approved software
- Limit access to authorized personnel only
- Follow data retention timelines (per state guidelines)

QCI may monitor system configuration but **does not access private data** except when granted limited support access to resolve operational issues.





# Compliance & Legal:Cont.

## Fair Housing & Anti-Discrimination Policy

Every Owner, Tenant, Applicant, or Vendor must be treated consistently and equitably.

It is mandatory that:

- No employee, contractor, or DPM engages in discriminatory conduct
- Marketing language follows Fair Housing compliance
- Tenant screening and denial reasons are documented consistently
- Reasonable accommodations and modifications are reviewed correctly

QCI may provide compliance reminders but **final compliance is the legal responsibility of the Brokerage/DPM.**





# Compliance & Legal:Cont.

## Risk Management Protocol

Risk is reduced through proactive communication, documentation, and standardized workflows.

The DPM should:

- Document every decision that affects tenancy
- Use DoorLoop for maintenance authorization trails
- Follow eviction notice timelines exactly
- Avoid informal agreements
- Maintain professional tone in all communication

When in doubt – **document, timestamp, and escalate.**







# Compliance & Legal:Cont.

## **Audit & Corrective Action**

QCI conducts periodic operational reviews to ensure the division remains aligned with:

- Brand standards
- Legal compliance
- Workflow procedures
- Customer communication protocols

## **If non-compliance is found:**

- A Corrective Action Plan (CAP) is issued
- Brokerage has defined timelines to correct
- Support is provided if requested
- Failure to comply may result in termination based on the LOIA terms

Compliance protects the brand, the DPM, the Brokerage, and the clients served under the Power-PM model.





# Section 9 - Financial Operations

## Financial Structure Overview

QCI Power-PM is designed to create predictable, recurring revenue under the brokerage's brand while operating with extremely lean overhead. The revenue model centers on service fees collected from property owners/tenants and managed through standardized billing workflows inside DoorLoop. Financial structure is designed to support:

- Stabilized monthly income
- Transparent reporting
- ROI-focused budget allocation
- Market expansion without additional salaries

The Designated PM oversees daily financial activity, while QCI provides tools, templates, and oversight to ensure accuracy, compliance, and scalability.





# Financial Operations: Cont.

## Revenue Streams

The PM division generates multiple revenue channels, including (but not limited to):

- Monthly management fees
- Leasing fees
- Renewal fees
- Application & screening fees
- Late fees (where permitted)
- Maintenance coordination fees
- Utility or billing pass-through fees
- Multi-family service tier fees
- Optional premium service packages

QCI provides a recommended pricing matrix as part of the Power-PM launch strategy. The brokerage may adjust fees within local compliance requirements.







# Financial Operations: Cont.

## Expense Management

Operating expenses are typically limited to:

- DPM compensation
- Office/co-working cost
- Marketing (if beyond Year One QCI implementation)
- Software subscriptions (post-handover)
- Insurance and licensing
- Vendor payments (offset by owner funding)

Lean operations are central to the Power-PM model. QCI provides expense benchmarks and cash-flow guidance to maintain division profitability from month one.





# Financial Operations: Cont.

## Accounting & Reporting Protocols

All financial activity must be recorded inside DoorLoop, including:

- Owner contributions and withdrawals
- Security deposits
- Vendor invoices and payables
- Monthly statements
- Year-end summaries

Owners must receive monthly financial statements through DoorLoop. Tenants must receive automated payment confirmation or delinquency notices.

Quarterly performance reviews with QCI ensure accuracy, revenue optimization, and compliance.







# Financial Operations: Cont.

## Fees & Service Agreements with QCI

Financial responsibilities to QCI include:

- **One-time Licensing & System Deployment Fee** (paid prior to launch)
- **Monthly Support & Continuation Fee** (\$700/month after Year One)
- Optional marketing enhancement packages
- Optional consulting, labor, or administrative support beyond scope

All fees are governed under the LOIA and related addenda.







# Financial Operations: Cont.

## Financial Oversight & Audit

QCI retains the right to request system-generated reporting for:

- Revenue category breakdowns
- Owner/tenant satisfaction trends
- Delinquency and eviction rates
- Lead conversion performance
- Operational efficiency ratios

Financial audits are not punitive – they exist to identify:

- Revenue leakage
- Preventable legal exposure
- Client retention risks
- Growth opportunities
- Corrective action guidance may follow when needed.





# Financial Operations: Cont.

## Financial KPIs

To protect performance and support scale, each PM division is measured against key benchmarks including:

- Monthly recurring revenue
- Cost-per-lead and cost-per-acquisition
- Rent collection rate
- Occupancy/retention rate
- Average time-to-lease
- Maintenance lifecycle time
- Owner satisfaction score
- Year-over-year portfolio growth

QCI provides performance visibility through quarterly reviews and KPI dashboards – ensuring every DPM is empowered to grow intelligently and sustainably.





# Section 10 - Quality Assurance & Support

## Purpose

The purpose of QCI's Quality Assurance program is to ensure that each Power-PM division delivers consistent, compliant, technology-enabled property management services powered by the QCI operational ecosystem.

QCI's oversight, reporting visibility, and support functions allow the Designated Property Manager to operate confidently while maintaining the standards required to protect property owners, tenants, and the reputation of the QCI Power-PM network.

The goal is simple: **empowered local execution supported by centralized expertise.**







# Quality Assurance & Support: Cont.

## Field Audit & Systems Review Program

QCI may conduct quarterly reviews of the Power-PM division to evaluate:

- System configuration and proper workflow adherence
- Compliance with communication protocols
- Timeliness of owner statements and reporting
- Maintenance ticket management and vendor tracking
- Tenant communication log completeness
- Marketing execution (QCI-led & DPM-contributed)
- Brand positioning consistency (Powered by QCI usage)

Reviews may be virtual or on-site depending on region, phase of launch, or performance trends.

A summary report is provided to the DPM with:

- Noted successes
- Recommended improvements
- Compliance requirements
- Optional optimization guidance

These audits are designed to **support**, not penalize – identifying opportunities before they become liabilities.





# Quality Assurance & Support: Cont.

## **Corrective Action Policy**

If a compliance or operational deviation is identified:

### **Phase 1 – Advisory Notice**

QCI provides written notice with guidance and a recommended correction timeline.

### **Phase 2 – Support Intervention**

QCI offers hands-on assistance to resolve system or process-related issues.

### **Phase 3 – Required Correction**

If critical standards remain unmet after guidance, a formal corrective action plan may be issued.

Corrective Action exists to safeguard owners, tenants, and the DPM – and ensure the PM division continues to operate professionally and in compliance with regulatory and contractual standards.





# Quality Assurance & Support: Cont.

## Client Satisfaction Tracking

QCI oversees client experience tracking across:

- Owner feedback
- Tenant satisfaction
- Vendor performance ratings
- Ticket resolution time
- Renewal outcomes
- Service-level consistency

Optional surveys and automated post-resolution messages may be deployed through DoorLoop and/or call center integrations.

Insight from these metrics allows QCI to recommend process improvements and strengthen client retention – a foundational advantage of the Power-PM model.







# Quality Assurance & Support: Cont.

## Performance Metrics & Recognition

QCI maintains a performance benchmark program to track:

- Unit growth
- Response times
- Days-on-market for leasing
- Renewal percentages
- Maintenance efficiency
- Tenant turnover
- Revenue-per-unit metrics

Outstanding DPM performers may receive acknowledgment through network announcements, social recognition, speaking invitations, case study features, or QCI-backed marketing amplification.

The intent is to **raise standards and highlight operational excellence** across the Power-PM divisions.





# Quality Assurance & Support: Cont.

## QCI Support Channels

QCI provides multiple avenues for assistance:

Support Type	Available For	Mode
Operational Workflow	tickets, onboarding, process	Email & scheduled calls
Technology Support	DoorLoop oversight, integration	Help desk + escalation
Call Center / CMS Support	routing, scripts, issue-handling	Ticket & phone
Marketing Support	approval, coordination, campaigns	Monthly sync
Training Support	new staff, refresher	Live or recorded sessions
Compliance Support	state laws, fair housing	Policy library updates

The DPM should use the support channel appropriate to the nature of the question or request – ensuring timely and trackable responses.

All communications with QCI Corporate are coordinated through the assigned **Power-PM Coordinator**.







Q C I  
PROPERTY MANAGEMENT

