



Q C I
PROPERTY MANAGEMENT

Q C I POWER – PM MODEL

HOW WE BUILD
YOUR PM DIVISION IN 2 WEEKS



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Introduction

From the very first strategy call to the moment your fully branded, white-labeled property management division goes live, QCI Power-PM delivers a structured, end-to-end implementation built on proven systems, streamlined workflows, and years of operational refinement.

This document walks you through exactly how QCI Power-PM works—what happens at each stage, what components we build for you, and how every step is engineered to launch your division in just two weeks.

Our goal is simple: give your brokerage or mega team a high-performance PM operation that elevates your brand, captures recurring revenue, and strengthens your investor relationships—without increasing your staffing burden or operational load.



Backend Ops

The Back-End Engines We Build for You

Intro:

This is where most brokerages get stuck if they try to do it themselves. QCI Power-PM installs the operational “engine” that runs behind your brand.

We build and configure:

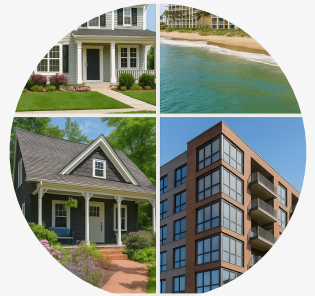
- **Core PM Platform & Portals**

Owner and tenant portals, online payments, maintenance requests, lease workflows, and document storage—configured for your market and brand.

- **AI-Enhanced Communication Flows**

We implement templates and AI-assisted workflows for:

- Owner updates and statements
- Late rent reminders
- Renewal outreach
- Lead follow-ups from your website or campaigns



- **Policies, Checklists & SOPs**

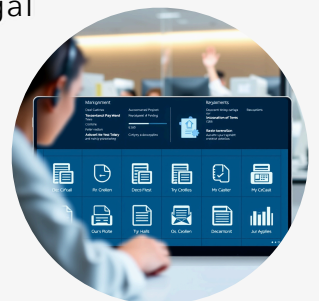
The invisible skeleton that keeps everything consistent:

- New property onboarding checklist
- New owner checklist
- Tenant screening and approval criteria (within your legal environment)
- Move-in and move-out workflows

- **Reporting & Leadership Dashboards**

We implement a **simple reporting rhythm** so your leadership can see:

- Doors under management
- Monthly recurring revenue
- Vacancy and turnover metrics
- Pipeline of owners and properties





POWERING YOUR PM DIVISION

The Marketing Engine

Marketing the Division to Your Existing and New Clients

A PM division is only powerful if the right owners know it exists. We help you turn your existing relationships into the foundation of a stable, recurring revenue stream.

We provide:

- Owner-Facing Announcement Templates
Email and message scripts announcing your new PM division under your brand.
- Agent & Team Scripts
Talking points and short scripts your agents can use when:
 - Meeting investors at showings
 - Following up after closed sales
 - Re-engaging past clients and landlords





POWERING YOUR PM DIVISION

The Marketing Engine -Cont.

- **Website & Lead Forms**

Suggested layout and copy for:

- A "Property Management" page on your existing site
- Lead capture forms for owners interested in management
- Simple "I'm interested in PM" CTA placement across your digital assets

- **Follow-Up Sequences**

Framework for turning "curious owners" into committed management clients with minimal effort from your leadership team.



Two - Week Timeline

Your 2-Week Launch Plan

- **Days 1-2: Strategy & Blueprint**
 - Discovery call(s)
 - Brand and service design
 - Pricing framework draft
 - Approval of your division blueprint
- **Days 3-7: Build & Configuration**
 - Platform and portal set-up
 - Workflow and template installation
 - SOP and checklist integration
 - Internal review with your designated point-person
- **Days 8-12: Soft Launch & Internal Training**
 - QCI walkthrough for your leadership and key agents
 - Test runs for new owner onboarding and property intake
 - Fine-tuning of messaging and flows

- **Days 13-14: Public Rollout**
 - Launch announcement to owners/investors
 - Activation of lead forms and website components
 - First wave of outreach using the provided scripts





What we expect from you

What You Bring to the Table

We keep your lift intentionally light. To make the partnership work, we ask that you:

- Assign a **single point-person** to coordinate with QCI
- Provide timely feedback on branding and pricing decisions
- Help identify your **top investor and landlord relationships** for the first outreach wave
- Keep your agents informed and engaged with the new division

Everything else—the heavy operational lifting—is on us.





SYNERGY

The Value Proposition

Why Brokerages Doing It Alone Struggle—and How QCI Power-PM Changes That

Typical “Do It Alone” Path:

- 6-12 months building systems from scratch
- Hiring, training, and replacing PM staff
- Expensive software experimentation
- Process inconsistencies that frustrate owners and tenants

QCI Power-PM Path:

- 2-week launch
- Installed systems born from years of PM experience
- Access to the same operational backbone we use for QCI
- A **ready-to-scale division** that grows as your investor base grows





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