



MULTIFAMILY
— M A T R I X —



WORKBOOK 1
THOUGHT LEADERSHIP
& THE MULTIFAMILY MATRIX



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ABOUT YOUR COACH

Bryan Chavis is the only property management coach whose book appears in the US Library of Congress, is ranked #4 on the National Association of Realtors "Top Real Estate Books" list, is a worldwide bestseller and the only book to appear as an official resource in Wikipedia under property management.

WHO HAS BRYAN COACHED

- Mark Willis, former CEO, Keller Williams
- Property management business from start-ups to successful property management companies looking to go to the next level
- Public Housing Authorities
- Bryan is a certified Keller Williams MAPS coach; the only property management coach in the prestigious program
- Bryan has helped hedge funds and banks successfully stabilize foreclosed properties
- Bryan has helped thousands of Real Estate investors succeed while owning and operating rental properties

WORKBOOK 1

THOUGHT LEADERSHIP & MULTIFAMILY MATRIX

WHAT IS A THOUGHT LEADER?

A thought leader is an individual or firm that prospects, clients, referral sources, intermediaries and even competitors recognize as one of the foremost authorities in selected areas of specialization, resulting in its being the go-to individual or organization for said expertise.

3 TIPS TO BECOMING A THOUGHT LEADER:

Tip #1- lifelong learning

Tip #2- explore new mediums

Tip #3- become more shareable

"Thought leadership is not about being known. It's about being known for making a difference."
thoughtleadershiplab.com

THOUGHT LEADERSHIP

- ▶ Take bits and pieces from all disciplines and create a discipline that works for you!
- ▶ People are tired of hearing sermons, they want to see one!
- ▶ We are all on a journey to figure out how to always be true to ourselves.

WHAT ARE SOME CHARACTERISTICS OF A THOUGHT LEADER?

LEADERSHIP STYLES

- 01** Autocratic (also known as authoritarian): An autocratic leader makes decisions without first consulting others
- 02** Delegative (also called 'free reign'): A delegative leader allows the staff to make the decisions
- 03** Democratic (also called participative): A democratic leader consults with the staff in making workplace decisions

ACTIVITY



Consider a time when you, or another leader, used the autocratic, democratic or delegative style of leadership.

WAS IT EFFECTIVE?

WOULD A DIFFERENT LEADERSHIP STYLE HAVE WORKED BETTER?

WHAT WERE THE EXPERIENCES OF THE EMPLOYEES/TEAM MEMBERS?



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AS YOU DEVELOP AS AN ENTREPRENEUR...

No matter your professional discipline, you're going to need to know the following:

- ▶ How to navigate challenges,
- ▶ Develop skill-sets, and
- ▶ Willing to hear from those who have experienced some of those same obstacles.

AREAS FOR IMPROVEMENT

Self-development is key as an entrepreneur.

You can have a gut for business, but if your mindset is garbage, then your business will be garbage.

The business will suffer and the business is always a reflection of the owner.

"Everything looks great when things are going great."

JOBS ACT- HOW DOES IT HELP?

The Jumpstart Our Business Startups Act, or JOBS Act, is a law intended to encourage funding of small businesses in the United States by easing many of the country's securities regulations. It passed with bipartisan support, and was signed into law by President Barack Obama on April 5, 2012.

Barack Obama introduced the JOBS Act which allowed certain SEC regulations certain opportunities for individuals private individuals to create these companies and raise money without going through certain SEC guidelines and registrations that are very costly.

QUESTION TO CONSIDER:

WHAT IMPACT DID THE JOBS ACT HAVE ON MULTIFAMILY SYNDICATION?

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SINGLE FAMILY VS. MULTIFAMILY PROPERTY

Single Family Homes

- ▶ Volatile market
- ▶ One unit vacant =100% vacancy for that unit
- ▶ More risks

Multi-Family Homes

- ▶ Less volatile
- ▶ One unit vacant Duplex =50% vacancy for that unit
- ▶ Less risks

OTHER KEY POINTS

You see a lot of uncertainty on Wall Street but there's not a lot of uncertainty with the rental housing market. It's outpacing single-family home sales.

