

SANTA CLARITA VALLEY

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Management Company Thrives Despite Tough Economy

By Emily Alvarenza – September 2020. Reprinted with permission.

From starting a business in the midst of the great recession to continuing to grow that same business 11 years later through a global pandemic, challenging economic conditions haven't stopped Property Management Professionals (PMP) from making a name for themselves.

"When you start a business during a time where there are unique challenges and adversity, you are absolutely going to be better equipped to adapt to change," said PMP President Brad Watson. "It's one thing to be able to adapt and change your operational platforms at a moments notice, but it also takes a team that embraces change, figuring out new, innovative ways to meet our obligations during times of adversity."

PMP is a homeowners association management company that has continued to expand over the last decade. The company has now grown to include five full-service divisions across Southern California, along with divisions out of state in Austin, Texas and Phoenix, Arizona. The team manages more than 40,000 homes in 160 homeowners associations.

In 2008 when PMP was founded, with the housing market all but dried up, Watson and his team were determined to stand out in an industry where there's a lot of competition, creating something different than the status quo to elevate the experience for clients.

"In the early days, I believe that our competitive nature and ability to adapt to dramatic changes really helped us to grow despite the collapse of the housing market and the recession that ensued. Our focus on extraordinary customer service was, and still is, our competitive



From left, Property Management Professionals V.P. of Operations Sasha Dugandzic, Executive Director Scott Mikelonis and President Brad Watson at PMP on Wednesday, August 12, 20. Dan Watson/The Signal.

advantage in creating something that is truly unique," he added.

"We were, and still are, able to offer homeowners throughout the Santa Clarita Valley, something they have been seeking — a different type of personal service experience that they just weren't getting anywhere else," he added.

When the COVID-19 pandemic hit, it was that adaptability that allowed PMP to transition smoothly into not just working remotely, but offering their services remotely, as well.

"The only thing that's consistent at PMP is change, it's part of our culture," Watson said. "Our focus on innovation

has created a company culture that is very comfortable with change. We're continually looking for ways to better serve our valuable clients."

Designated by the State as an essential service, the PMP team worked to make sure they were able to offer clients all of the same services they would normally offer during these unprecedented times, while at the same time working remotely and taking socially responsible safeguards to protect clients and team members.

"PMP's operating platform provides our homeowner clients the ability to do nearly everything Association related via their home computer or tablet, so while

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our division offices may be closed to walk-in visitors, our services were uninterrupted,” he added. “We’re fortunate to be able to rely on PMP’s online innovation to handle most association matters. It was a very smooth transition for our clients and our Board members.”

For Watson, it’s the sense of community they’ve found and fostered within the Santa Clarita Valley that he attributes to the company’s success, translating a community-centric business into a commitment to service.

“That commitment and focus on building community is something that everyone yearns for, and it’s something that is



lacking in our industry,” Watson said. “Local residents appreciate when they see a business that shares their commitment to community, and this core value is one of our competitive advantages that aids in

our continued growth.”

Even though the pandemic has changed the way PMP does business, Watson said it hasn’t swayed that commitment, which begins internally with the workplace culture.

“I yearn for the day when we can all get back to the office because PMP’s company culture of collaboration and team building is so important to our success,” he added. “From inception, my goal was to build a company and a culture whereby the team feels ownership and passion for what we have created. And I believe that every one of our 170 employees feels like it’s their company too.”

“I’ve always said since inception that no matter how large we grow, I will always keep our corporate office right here in Santa Clarita,” Watson said. “We have great partners here in the Santa Clarita Valley.”

The SCV’s business-friendly environment is something PMP has valued, as it’s hard to come by, according to Watson.



From left, Property Management Professionals Executive Director Scott Mikelonis, President Brad Watson and Sasha Dugandzic, V.P Operations at PMP on Wednesday, August 12, 20. Dan Watson/The Signal.



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