

Firm Positions itself as the Nordstrom of the Property Management Industry

By Jana Adkins – Reprinted with permission.



A Southern California based property management firm, which launched in the shadows of the 2008 housing market crash has grown from a small Santa Clarita office with a handful of employees, to one with 11 division offices in five states, managing over 290 homeowner associations and employing nearly 320 people within 15 short years.

Former executives with KB Home, Brad Watson and Jim Carr, launched Property Management Professionals LLC (PMP) in early 2009 as new home construction was grinding to a halt. Watson was Director of Land Acquisition and Forward Planning, and Carr served as Senior Vice President for the L.A.-Ventura division of KB Home.

Parlaying their experience sitting on homeowner boards while the properties were in development, Watson said they saw an opportunity to build a management firm that offered their clients not only building industry expertise, but also a focus on customer service to the market. Carr largely operates as a silent partner today, while Watson serves as the face of the company.

“We saw opportunity because the majority of management companies did not offer the level of service that homeowners deserve and expect, with a focus on customer service,” Watson said.

Identifying an opportunity in the industry to build an HOA management company that addresses service-related issues plaguing other firms, the two partners set out to focus on extraordinary service for volunteer homeowner board



From left, PMP Director of Client Relations Jason Halverson, Valencia Division Manager Shane Cameron, Los Angeles Division Manager Ashley Alvarado, Urban Division Vice President Roger Crumrine, President & CEO Brad Watson, Ventura Division Vice President Sabrina French, Orange County/Los Angeles/Inland Empire Regional Vice President Michelle Anderson, Valencia Division Manager Mikayla Matthews, and Urban Engineering Division Manager Lorzeno Flournoy.

members and homeowners alike, differentiating their firm in an already saturated marketing. “That focus on extraordinary service has catapulted them to success,” he said.

Within its first six years, PMP outgrew the 3,000 square feet of space it had expanded to in its former building. And so in 2015 the company moved into over 9,000 square feet of space on Turnberry Lane. It also opened additional offices located in Los Angeles, Thousand Oaks, Irvine, San Diego, Rancho Cucamonga, Austin, TX, Dallas, TX, Phoenix, AZ, Broomfield, CO and St. George, UT.

“Santa Clarita is where it all began and will always be one of our anchor divisions.

The majority of my professional career has been based in Santa Clarita and this valley will always feel like home to me. Santa Clarita’s a great place to do business,” Watson said. “Our Valencia division continues to serve as a central hub for many of our shared resource departments, including accounting, escrow, and our customer service departments, and we will continue to grow and create quality, well-paying jobs in the Santa Clarita Valley.

PMP also switched up the hiring model, Watson said. It looks for “extraordinary talents” by pulling people from diverse industries; not just the property management industry. The entire staff also attends ongoing certification training



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PMP takes pride in their resident-friendly, open-door office policy and encourages residents to stop in, pay their bill, grab a cup of coffee, and meet their stellar management team.

so that they are knowledgeable in their field and can actually help to solve problems, not just take messages.

“Other firms seem to simply recycle employees from their competitors,” Watson said. “One of our competitive advantages is that we recruit talented individuals from a wide range of professional backgrounds, including home building, customer service, mortgage, construction, and sales. We hire for personality and have a robust in-house training program to teach them our business. It’s a dynamic and unique approach to building an extraordinary team of professionals to serve our valuable clients.”

Just having marked their 15 year anniversary since landing their first account, Watson said the whirlwind of growth has been based on great partnerships with builders, developers, and community stakeholders. PMP is focused on not only providing a uniquely different approach to HOA management, but they are invested in the communities they service.

“We’re now the largest association management company in the Santa Clarita Valley,” he said. “Which is pretty amazing given that we have only been in

business for 15 years.”

“At the end of the day, we understand that we are a service business in a service industry, which most management companies seem to forget. Our number one goal is that our board member and homeowner clients feel well represented and well take care of, but, this focus on services is rare in our industry.” Watson said.

“It seems like the industry doesn’t understand that we’re a service industry; if we’re not treating all of our clients well then we will fail. It is this focus on service that has been the catalyst for our growth over the years,” he said.

To that end, PMP focused not only on service but how it treats HOA board members, homeowners and internal employees as well, believing that if their team members are treated well, with the resources and support to be successful, they will naturally deliver great service to their clients. One of PMP’s conference rooms is dedicated to thank you letters received over the years, celebrating the team’s hard work, and employees are incentivized to deliver extraordinary service and create raving fans in each of their submarkets, says Watson.

As for homeowners, the focus has also been on communication and accountability. A live, in-house community care “Champion” answers every telephone call, and they have an open-door office policy, he said. In addition, PMP has an innovative online platform and has launched its own smart phone app, which allows homeowners to pay bills, submit service requests, or ask questions—all remotely. “Nearly everything association-related that an owner wishes to engage in with our team can be done from our innovative online platforms, which gives our company a significant competitive advantage in the industry,” Watson said.

Homeowners are also greeted by an open-door policy at the office, where a mini-fridge stocked with cold water, fresh coffee, candy, and treats for furry visitors, sit out in the reception area encouraging people to visit the office. That’s rare in the industry where most HOA property management companies require an invitation or appointment to the firm’s office.

“An HOA functions better when homeowners feel like we are part of the association and vested in their best interests, and this begins when they call or visit our local offices.” Watson said. “We work at the direction of the Board of Directors; but at the pleasure of our valuable homeowner clients.”

As for managing its rapid growth, Watson said the firm plans to continue growing in the Santa Clarita Valley as well as each of its sub-markets. But as for accelerating the firm’s growth, Watson says they are committed to organic, responsible growth.

“Success comes from organic growth, not growing for the sake of growing. Things are going to grow at the speed they’re intended to grow,” Watson said. “Our primary focus is to continue to deliver on our promises. If we do that, growth will happen naturally.”

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