

Snapshot From The Future...

July 1st, 2023



RentScale has built a thriving tribe of property management entrepreneurs and sales leaders in North America who are celebrated as the pinnacle of success within the industry. And... we've had a lot of fun while doing it!

Over 100 property management companies are now active members of our ScaleClub program and hundreds more have been through our business scaling engagements.

These members flock to our world-class events to sharpen their skills, be inspired by bigger futures, and move confidently towards their goals. They also enthusiastically share case studies of their own scaled profits, business impact, team performance, and heightened professional satisfaction through the use of our frameworks.

RentScale is celebrated for expanding the way entrepreneurs in this industry think about the possibilities of their business and the efficiency in which they scale. The ideas and outcomes this industry now focuses on have grown radically in the last three years, and we know we're a driving force behind that upgrade. **We're helping leaders build amazing companies.**

2023

WE SCALE WITH AN ORGANIZATIONAL VALUE SYSTEM

Simple is always worth it.

We don't stop refining when something 'works', we fight to make it simple.

We win as a team.

"If you want to go fast, go alone. If you want to go far, go together." We are going far.

Own the outcome.

Everything we do is about outcomes, not transactions. When clients win, we win.

Go fucking bold.

Fortune favors the bold. If we think big and take risks, we will have more fun and get better results.

Offense all the time.

We make things happen before things can happen to us.



Creative People + Actionable Ideas =
Scalable Revolution

The winning formula that defines RentScale boils down to our team, our community, and our frameworks.

A Team of Leaders

Sharing the mission of creating bigger futures for everyone we touch guides our strategy and daily actions. RentScale is a small organization made up of leaders at ALL levels. Outsiders use words like “bright,” “ambitious,” “caring,” and “committed” when describing the people of RentScale.

Each team member/leader uses their full potential and collectively leverages the strengths of other team members to make a difference in the workplace, inspire partners, and impact customers in meaningful ways. Clients and prospects often use RentScale as an example of how small businesses can have top performing talent and leadership in their companies.



Perhaps that's because we invest in personal development as much as professional development. Or, maybe it's due to our culture of goal setting and achievement. Both of which have attracted remarkable talent from inside the property management industry and from other industries.

It's this professional diversity living within our shared vision and mission that allows us to bend the universe to our will and inflict industry growth that many never saw coming.

A Magnetic Community

ScaleClub is the only network of its kind for property management sales professionals and has made a visible impact on the industry. We've built a vibrant community of over 100 companies (residential long term and vacation rentals) in North America, amounting to 250 individuals who are scaling with confidence while using our frameworks and techniques.

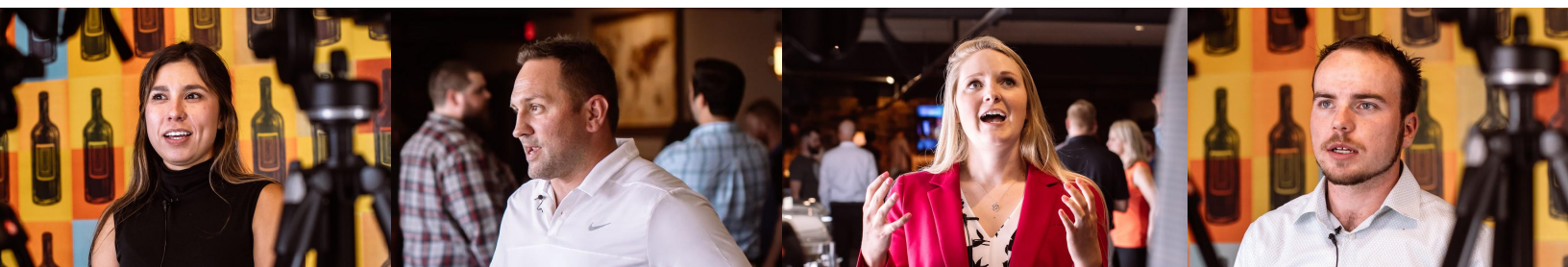
ScaleClub has evolved into world-class learning and networking opportunities for both sales professionals and company leaders. Owners adopt our entrepreneurial and company-building “scale culture” content while BDMs fine tune their sales and influence skills and focus on growth in all areas of their lives.



People often refer to our events as being the “highlight of their professional calendar” each year. These events attract owners and sales reps with shared keynotes for all attendees followed by individual breakout tracks for growth strategy for owners, separated from sales execution and personal development content for sales professionals.

Some members are going on their third or fourth year in the program and we're responsible for hiring more than half of these members. Our BDM members often tell their bosses that ScaleClub is their favorite part of the job.

Our community contains many leaders—both owners and BDMs—that are well known in their own right for stepping up and leading the industry and sharing their experience and strategies.



Marketing and Content

People react when they spot us in person at industry events and parties. Because of the massive amount of marketing and content we distribute, people in the industry can't help but think they know us. And because many of these people are using our tools and frameworks in their business—even before they hire us—we tend to have an outsized presence and suck up all of the attention in the room. It's not unusual for someone to approach one of us at a conference and pull out a piece of RentScale collateral, perhaps our daily sales journal, a copy of rentscale magazine, or one of our books, and rave about how they use it.

It's also likely that these in-person spottings are at our own industry parties, which have become must-attend events for the liveliest of conference-goers who want to see what crazy thing we're going to come up with next.

Past clients, current clients, and clients-to-be regularly follow and consume our content. Our proprietary frameworks and the tools we teach are alive and are making an impact in companies we've yet to meet. RentScale is proven in the industry and accepted as the standard of performance for entrepreneurs who want to make the jump from small business to a scalable organization.

Digitally, there are nearly 1,000 videos online with tips, workshops, customer case studies, and innovative ideas for growing yourself, your team, your business, and your profits. And within the walls of our clients' offices (and sometimes homes), you will find copies of our RentScale magazine, various booklets, and clever swag on people's desks.

Most of these items are brought back from our industry leading conference on Scale. It's often said that our team has raised the expectation of what is possible in this industry.

In the minds of property management professionals, RentScale owns the words: Scale, Top Performer, Blueprint, Scale Culture™, and ScaleClub.



Winners Keep Score

RentScale is an unusually profitable company. Though profit isn't why we're in business, we believe it enables all the reasons we are: impact, freedom, wealth, and opportunity.

The company is proud to have reached at least a 40% net profit margin the last two years. And, since we couldn't have accomplished that without teamwork, we share those wins with employees and contractors at all levels. Specifically, we make sure every role has some kind of performance-based compensation, whether that means healthy commissions or goal-based bonuses.

Winners keep score; so we manage with clear dashboards and scoreboards. Our technology enables easy record keeping, and the most important work is measured in simple scorecards and KPIs. Our daily focus is on high impact metrics such as profit-per-coach, membership numbers, net profitability, and the number of operational days of cash we have on hand.

Results and progress are discussed openly and often amongst team members. Since everything we do from sales to operations to finance is managed through an integrated suite of technology, we're able to review real time data. The company has a healthy track record of setting and hitting growth goals each quarter and each year.

These systems, combined with our focus on simplicity, have enabled a healthy and fruitful business that produces well over \$3 million in revenue per year with plans to grow to over \$5 million in the next two years. More than half of the company's revenue comes from recurring monthly subscriptions.

Tech and Tools

RentScale often introduces new marketing and sales technology to the industry. Our sweet spot is being innovative, but not "bleeding edge"—we find the winners and distill how to maximize them within property management. In fact, one of the main benefits of being in ScaleClub is the ability to adopt new technology faster and more effectively than most property management companies.

We also lean heavily on our close partnership with LeadSimple, which helps create an unfair competitive advantage when it comes to being the standard in how the sales function is managed in property management firms.



Culture + Life at RentScale

If you want to attract and keep world class people, you've got to be a world class company—and that starts with culture. After the world temporarily shut down for a little while in 2020, the team sprung back to quarterly offsite meetings at amazing locations.

Leaders are attracted to RentScale for the impact we're making on the various communities we serve and touch, as well as our collective commitment to individual growth. There is a feeling of constant improvement and learning that can be summed up as intellectual curiosity, humility, and hunger for growth. To fan these flames, the company invests in developing and procuring professional training systems for its people on a variety of topics that cover both personal and professional development. There are systems and programs in place for the type of career progression usually only found at much larger companies.

We bring in, and network with, leaders from outside the industry to make sure we're always upping our game and expanding our knowledge base. We feel like it's our responsibility to be current on business growth trends, not only within property management.

There is a certain fraternity of respect that RentScalers—past and present—and that's because we know how much growth an individual experiences while being on this team.



Making a Dent in The Universe

Is it an overstatement to say that the world is a better place because RentScale exists? You get to be the judge of that... but we believe a strong case can be made.

RentScale strives to leave everything it touches better than we found it: the people we serve, the team members who join us, the communities we touch, and the causes we care about.

Let's be honest, most people don't view "sales" and "salespeople" as a positive force. However, we believe that strong sales skills in the hands of the right people can make an economically profound improvement in their lives. That's why we started developing sales training programs for veterans, economically at-risk communities, and relatives of our team members who want to invest in themselves. As a side effect, many of the people who have taken advantage of these programs have later been successful additions to our clients' companies.

We're also one of the first people to line up and assist our clients and peer vendors in their own philanthropic and altruistic efforts. We understand the responsibility that comes from running such a successful business and make sure to invest in those who have made this possible.

It's debatable whether you'd consider our annual adventure event as marketing or fundraising—because it's really both. RentScale has become slightly famous in business circles for our annual events that pair an extremely physically demanding personal adventure with access to great business minds. Our inaugural event that included a two day Rim-to-Rim-to-Rim hike with great sales leaders raised tens of thousands of dollars for charity. And, the events have grown each year in scope, funds raised, and adventure had.

With all of this laser focus on sales, it's easy to overlook that RentScale is truly in the housing industry. And, we believe in the wealth creating power of real estate investing. The company provides training to all of our team members on the ins and outs of successful investing in real estate. And, many of our team members have their own rental properties. In addition to this information, RentScale started a single family housing investment fund where we collectively invest money each month into a professionally managed and shared portfolio. We've since opened up the opportunity to participate to all of our clients as well. And, we are happy to say that dozens of clients have signed on and we are already generating income on units all over the USA.

RentScale has, and will continue to, make an undeniable impact on residential property management, their clients, and their team members. That's why we're here.