

Learning Objectives

- Understand the 4 pillars of scaling: Systems, Team, Technology, Capital
- Create SOPs for every repeated task
- Know when and how to hire help (property managers, VAs)
- Build your technology stack for efficiency
- Reduce management time from 5+ hours/week to under 2 hours

The 4 Pillars of Scaling

Systems

Documented processes for every repeated task. Anyone can follow them and get the same result.

Team

People who execute your systems: property managers, VAs, contractors, vendors.

Technology

Software that automates tasks:
property management,
accounting, communication.

Capital

Financial resources to fund
growth: cash reserves, credit
lines, investor relationships.

Creating SOPs (Standard Operating Procedures)

An SOP is a step-by-step guide for completing a task. With SOPs, anyone can do the task the same way you would.

SOP RULE

If you do something more than twice, document it. Your future self (and your team) will thank you.

Tasks That Need SOPs:

Tenant-Related

- Tenant screening process
- Move-in procedure
- Move-out procedure
- Rent collection
- Late payment follow-up
- Complaint handling

Property-Related

- Weekly property check
- Monthly walkthrough
- Maintenance request handling
- Vendor coordination
- Turn preparation
- Bookkeeping routine

Building Your Team

Property Manager

When to hire: When you hit 3-5 properties OR when management takes more than 10 hours/week.

Cost: 8-10% of gross rent (self-managed coliving) or included with PadSplit.

What they handle: Tenant communications, maintenance coordination, rent collection, showings, move-ins/outs.

Virtual Assistant

When to hire: When admin tasks take more than 5 hours/week.

Cost: \$5-15/hour (offshore) or \$15-25/hour (US-based).

What they handle: Listing management, inquiry responses, appointment scheduling, bookkeeping data entry, vendor coordination.

DELEGATION MINDSET

Calculate your hourly rate: Annual income goal ÷ 2,000 hours = your target hourly rate. Any task that can be done for less than that rate should be delegated.

Technology Stack

CATEGORY	TOOLS	COST
Property Management	Buildium, Rentec Direct, Stessa	\$0 - 50/mo
Accounting	QuickBooks, Wave, Stessa	\$0 - 30/mo
Communication	Google Voice, Slack, WhatsApp	Free - \$10/mo
Document Storage	Google Drive, Dropbox	Free - \$15/mo
Task Management	Notion, Asana, Trello	Free - \$10/mo
Tenant Screening	RentPrep, TransUnion SmartMove	\$25 - 40/screen

The Owner's Dashboard

Track these key metrics weekly to stay on top of your portfolio:

<p>Occupancy Rate</p> <p>Target: 90%+</p>	<p>Rent Collection Rate</p> <p>Target: 98%+</p>	<p>Open Maintenance Tickets</p> <p>Target: <5</p>
<p>Monthly Cash Flow</p> <p>Track vs budget</p>	<p>Tenant Satisfaction</p> <p>Target: No complaints</p>	<p>Your Time Spent</p> <p>Target: <2 hrs/wk</p>

Time Audit: Where Does Your Time Go?

Before you can reduce time, you need to know where it's going. Track your activities for one week:

Common Time Drains:

- Responding to tenant messages (automate with templates)
- Coordinating maintenance (delegate to PM or VA)
- Bookkeeping (use software + VA for data entry)
- Showing vacant rooms (use video tours, then in-person only for serious applicants)
- Chasing late rent (automate reminders, use autopay)

Action Steps

1. List every task you do for your properties
2. Create SOPs for your top 5 most repeated tasks
3. Do a time audit for one week
4. Identify tasks to automate or delegate
5. Complete the Systems Audit Worksheet

Key Takeaways

- **Systems = freedom.** Document everything so it runs without you.
- **Hire when your time is worth more** than the cost to delegate.
- **Technology multiplies your capacity** — invest in the right tools.
- **Track key metrics weekly** so nothing slips through the cracks.
- **Goal: under 2 hours/week** of active management time.



Your Deliverable

Audit your current systems and identify what to automate.