



# ELITE MANAGEMENT ASSOCIATES, INC.

Issue 4 – February 2017

## Newsletter

Periodically, I like to reach out to our customers in an open format and talk about our business and industry. Most importantly, our newsletter supports our business method of keeping things simple. Read on to learn more about what's happening at Elite Management and around the industry.

## Our Ongoing Story

Growing a business is both fun and challenging. I will never forget the days just getting started, working from the guest bedroom and then graduating to the finished basement! Today, I feel very blessed to have a great team of people. We now have five employees and continue to represent the definition of a small business; growing one property at a time and keeping our customers happy.

Last year, we added a breakroom in our Hodgkins office which is getting lots of use. It used to be uncomfortable seeing people eat at their desks. Elite has also set-up a unique employee compensation package where we encourage a healthy lifestyle, 7-8 hours of sleep each night, and great overall work/life balance.



## Website and Technology

We continue to receive positive feedback on our website from all of our visitors. We take great pride in this because we built it

ourselves and focused on the areas we feel are the most important. Many other companies use third parties to manage their websites and closing transactions. Our customized forms have driven our auto pay program and increased proxy form submissions across our portfolio. Our closings page has simplified the new owner process and ensures accurate information is provided from attorneys. We will continue to customize our website while keeping it simple and efficient to use.



I started a side project and created a new product called The Pitch Pad. The Pitch Pad is a compact and comfortable kneeling pad used for pitching to your kids. It is perfect for coach-pitch and one-knee throwing drills. Check out the product by visiting [www.thepitchpad.com](http://www.thepitchpad.com).

## One Big Thing

So many things to discuss...so little time. We always pick one thing to elaborate on. Remember to check out our previous issues as well ([www.elitemgt.net](http://www.elitemgt.net)).

## Communication and Productivity

As a person that wears many hats, being productive with each moment of my day is of high importance. Therefore, I am going to focus this article on something we do not do, get ready for it. .... **We do not always answer the phone.** Here is why:

1. The phone is an interruption. Imagine if you were working on a financial report, a large contract, or a meeting agenda; only to end up talking to an owner for 45 minutes about the neighbor's dog barking. The phone is a productivity killer in this business.
2. We have voicemail. We make sure that all voicemails receive a callback within one business day (at the most). If there is an emergency, we have prompts in place to make sure they are addressed immediately. The voicemail is our receptionist of sorts; we choose not to pay a person to tell you whether or not someone else is available.
3. Email is more efficient. If you have email, we encourage owners to use it. This allows us to better understand issues. Owners typically attach pictures along with their explanations. We can then submit this information directly to the appropriate contractor. This creates a valuable communication trail straight from the source.
4. We are different. We are confident that 99% of our owners really like us. Of course, you cannot and will not make everyone happy.

If you ever feel something has not been handled to your satisfaction, feel free to email me directly at [brett@elitemgt.net](mailto:brett@elitemgt.net).