

*Blue Key*

**ADVANTAGE**

## **Property Management**

COMPANY OVERVIEW, SALES AND  
INCOME POTENTIAL

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## COMPANY OVERVIEW

### THE COMPANY

**Blue Key Advantage** was established in 2015 by realtor/owner, Amanda Kay Landon, is offering a fully comprehensive property management system to create rapid, continuous and recession proof income for those real estate professionals seeking stability in income. Property management is in high demand and one of the fastest growing industries in the United States today.

Amanda Kay is an industry coach, consultant, and leader whose career spans nearly three decades with real estate experience in four different states. She is a manifestation coach and the owner of **Blue Key Advantage**, a real estate sales company formed in Silicon Valley. Amanda will skillfully guide you through creating a successful real estate portfolio in your local area with a proven system and knowledge acquired through many years of experience working with some of the largest property management companies in the industry as well as smaller, family-owned companies.

Due to the rise in the rental market and short supply of housing, Amanda Kay decided to release the **Blue Key Advantage's Blue Key Advantage Property Management Quick Start Program** to fast track entrepreneurial minded real estate professionals who desire more control over their time, money, and future. Whether you desire a small, home-based company you can run as a supplement to your existing real estate sales business, or a larger multi-family based portfolio of 100+ unit apartment complexes, **Blue Key Advantage**, will help you achieve the financial goals you desire while providing a well-rounded and proven, structured business model that gives you control of your finances. By becoming **Blue Key Advantage Affiliate**, you will have recession proof income and create a financial base you might have previously only dreamt of and even a large-scale business you can sell one day!

#### The company generates income in the following ways:

- Acquiring signed property management agreements with real estate investors and collecting monthly management fees for the duration of the agreement.
- Collecting rental fees for advertising, showing, qualifying and acquiring leases for real estate owners.

- Offering ala carte real estate services to owners needing help with maintenance projects, inspections and renovations.

#### **BENEFITS OF BECOMING A BLUE KEY AFFILIATE:**

- Work on your terms and your schedule.
- Potential income \$5,000-\$500K+ depending on size of the real estate portfolio.
- Set yourself apart from others by bringing additional training, TOP Notch skills and industry knowledge that will catapult you from your first year to compete with other property management companies who have been around for decades.
- Marketing style and presentation that will WOW your clientele and stomp out the competition from your first meeting.
- Learn the One-and-Done sales method for closing clients on your first meeting – work with intention and purpose.
- Develop invaluable industry relationships with vendors, contractors and referral partners.
- Learn the pitfalls of property management and how to avoid them.
- Learn how to recruit and hire talent to ensure your company is performing at its absolute best while you stay focused on growth.
- Acquire knowledge about business lending and funding to ‘scale up’ quickly and protect your personal assets.
- Downloadable How-To manual to reference every step of the way.
- Scripts for closing and handling challenges.

#### **WHAT DOES A PROPERTY MANAGER DO?**

In short, a property manager facilitates the profitability of a real estate asset for their own real estate or for others through a fee managed service which includes, rent collection, leasing, apartment turnover and maintenance, accounting, lease enforcement, city inspections, renovations and capital improvements. Fee managed property management is essential for real estate investors seeking to grow their portfolios and add a layer of separation between themselves and their tenants.

#### **WHY IS THIS A GREAT TIME TO START A PROPERTY MANAGEMENT COMPANY?**

With the recent changes to commission structures, it has never been more important to secure your future by creating a revenue stream that pays out, every month, regardless of the market fluctuations. In addition to changes affecting realtors, the rising cost of housing, housing shortages, and aging properties management has never been more important. As new investors enter the market and seasoned investors exchange their assets for more cash flow, you too can increase your income by adding another layer of skill and additional revenue to your business that will far exceed the national average of six to twelve units per year which translates roughly

to \$50,000 to \$150,000, depending on the market, to an excess of \$250,000 to \$500,000 or more per year simply by providing a service in high demand to these investors. For those real estate agents hoping to get in on a few commercial deals, it can also be the gateway to a large acquisition and an excellent way to increase the clientele of your existing business by “leveling up” and showing your clients the value you bring as an industry leader vs. the neighborhood realtor. No more waiting for that “next deal” management fees come in every month, with the rent, lick clockwork and profits generally grow year-by-year from sheer demand with minimal advertising.

## **MANAGEMENT MARKET THE PROPERTY**

**The Property Management Market is one of the fastest growing markets in the U.S. with a CAGR (Compound Annual Growth Ratio) of 8.5 % (2024 – 2036).**

- **The US Property Management Market size is estimated at USD 81.52 billion in 2024 and is expected to reach USD 98.88 billion by 2029. To show the fast growth, the Property Management Market was valued at USD 3.40 billion.**
- **The real estate industry is witnessing rapid growth in the rental property of both commercial and residential. As per America’s Housing Vacancy Survey, the rental market witnessed a rise in the number of renters by 350,000 during the first three quarters of 2019. The availability of accessible, affordable, and quality properties in major city locations is driving the growth of the renter in the country.**
- **Further, the employment opportunities, immigration & domestic migration, increasing international students, rising residential home prices, shift towards urbanization or lifestyle changes and more are likely to surge the demand for rental properties.**
- **According to the Americas Rental Housing 2020 report, in 2018 one-third of the U.S. rental units were single-family homes, 17% were small apartments, and 23% of commercial buildings with 20 or more units. Thus, the country is witnessing a significantly growing demand for rental properties**
- **For the residential property management industry alone, revenue increases 0.50% in 2024, up \$500 million from the 2023 market. Residential property management industry revenue will total \$100.8 billion in 2024, equivalent to 84.63% of all property management revenue. The residential is likely to lead the market.**
- **84.6% of property management industry revenue comes from the residential management industry. Out of the 304,000 property management businesses in the United States, 238,000 are residential property management companies.**

- The property management industry is one of the fastest-growing industries in the United States. With the increasing number of new apartments being built in major cities across the United States, there is an increasing need for effective real estate management solutions.
- Projections indicate the property management industry will be worth \$123.502 billion in 2025; industry revenue for 2024 is an estimated *\$119.1 billion*.
- The property management industry employs a total of 875,000 full-time, part-time, contract, and self-employed workers; 720,000 work in residential property management. Property management positions had a net growth of 64,120 between 2022 and 2023, up 29.1%.
- Rapid integration of advanced technologies is likely to boost market growth

## **BLUE KEY ADVANTAGE'S MISSION & PHILOSOPHY**

Amanda Kay has been committed to the development of industry professionals since she took on her first buyer's agent over twenty years ago. In her varied roles she has been an industry recruiter, servicing some of the largest REITS (real estate investment trusts) in the world and a personal mentor and coach to those learning the business from the ground up. Nearly every client Amanda Kay has helped has more than tripled their highest income and some have gone on to scale their businesses beyond what they could have ever imagined creating a new lifestyle and financial security they only previously dreamed about. Her greatest passion is hearing the success stories of her clients and how their lives have changed through realizing their own inner-entrepreneur abilities.

## **THE COMPANY AND MANAGEMENT**

### **Amanda Kay, Realtor/CEO**

Amanda Kay is an industry guru, coach, real estate business consultant, author and hypnotherapist. Having been raised in the rigid and unforgiving Alaskan Arctic, she knows a thing or two about grit. Growing up as the daughter of a homicide detective and an Indigenous mother she knew one thing for sure, that she would work for herself and not for a government agency.

At the urging of her own realtor in 1996, who told her, she'd be "One hell of a realtor" she purchased her first property and converted it to a duplex. By 2001, Amanda Kay was selling real estate in Arizona and by age thirty she was nominated to be featured in Realtor Magazine's 30 Under 30 Edition. Less than ten years later Amanda Kay opened her own brokerage and simultaneously opened a sister company in Silicon Valley, helping transform her first mentee, a woman making just ten dollars an hour, into a business owner within a year. This mentee now makes an income of over \$300,000 per year.

Amanda Kay has been involved in large acquisitions, up to fifty-five-million-dollar, multi-family assets and has been asked to speak on behalf of developers at city council meetings.

She is also a survivor of toxic mold and highly knowledgeable about sick building syndrome. A subspecialty in her sales method is the direct correlation between the mind-body connection which she teaches to her clients as part of a manifestation method for business success.

During her stint as an industry recruiter for multi-family apartment buildings, Amanda Kay recognized a lot of industrious and talented workers stifled by conforming to corporate structures that limited their growth potential. She saw many people “cap out” in their careers and become stuck at a community manager level or be worked to death at a regional manager level. However, she recognized two key things about these individuals – the need for stability and the deep desire to grow. Some may say these are conflicting core values but Amanda Kay views this as a challenge to help her clients overcome their fears and transcend to a new reality of business ownership where both values; stability and growth, exist in harmony,

Amanda Kay has created a unique system for those who dare to dream bigger and takes great joy in celebrating the unique talents her clients bring to the table while teaching them how to leverage their best skills and assets.

Her favorite saying is, “Everyone who knows me, knows I’m the boss.” She says this jokingly yet most who know her will attest to this. In her mind, “Why not be THE boss?”. If you are already making most of the decisions, responsible for nearly every aspect of an asset’s overall performance, wouldn’t it make sense to collect the management fees yourself? On your terms? Under your company?

### **Amanda Kay’s Consulting Work**

Amanda Kay has written operations manuals and training material for property management companies both in print and online. Being granted access to many corporations’ accounting software, leasing processes, and tenant record management has given her tools to know exactly which systems work and which ones don’t. This takes the guess work out for her clients and eliminates wasting money on programs that aren’t designed for their business.

She also worked on special projects, lease language revisions/division as well as drafted contractual documents.

### **KEY BENEFITS**

There are so many benefits to working for yourself in an industry proven to provide continuous, predictable, income. The most important and often overlooked benefit is the opportunity to be in regular contact with investors who have experience growing their real estate portfolios and creating wealth. You will be exposed to resources, ideas and concepts that are typically kept within tight social circles. You will acquire knowledge about constructing, permitting,

exchanging, and leveraging real estate assets and gain access to industry partners who will one day likely help you with a portfolio of your own.

**Are you aware that you can retire on the income of an apartment building if you follow some very basic and fundamental rules?** Can you do that with real estate sales? Imagine working in the property management industry long enough to one day be able to purchase your own multi-family assets and using the income acquired from collecting management fees to pay off the mortgage?

Let's say you have a sixteen unit building with an average gross rent of \$2,000 per unit for a gross rent of \$32,000 per month. If you own this property free and clear, you can likely draw 50% or more of the income monthly simply by owning it. Now take that one step further and exchange the sixteen unit building for a thirty-unit building collecting gross rent of \$60,000 per month, even if you are paying a mortgage on that property, you will still be able to draw in excess of \$20,000 per month. The key is to learn how to play in the game of real estate investment and continue growing your portfolio by leveraging your properties(s) into higher performing assets.

**Another key benefit is the ability to obtain business loans.** This is often overlooked by many in our industry however banks like to see a couple of key things when they assess their risk in lending to any company, 1 – continuous, predictable income 2- contractual agreements that guarantee the income, otherwise known as management agreements 3- large deposits, provided by the trust accounts opened on behalf of your clients. Unlike a real estate brokerage focused on sales, management companies are generally very attractive, low risk, lending opportunities for banks which could help you scale your business, hire staff and purchase the necessary operating items you need.

**Last, control over your time and workflow.** It's your company, you decide how much time to invest and how large to make it. Can any other job that doesn't require a college degree, graduate degree or high-level education provide this much opportunity?

## **SIMPLE PROVEN BUSINESS MODEL**

There is no need to recreate the wheel. Amanda Kay can show you exactly how to ramp up and have your own property management company by utilizing her proven system and becoming operational in as little as ninety days! Spare yourself hours of research, pulling all nighters, making endless calls and going down rabbit holes for which there is no return – she has done it for you! Starting any business can feel extremely overwhelming and nerve wracking but it doesn't have to be. By learning her secrets and pitfalls you too can create an amazing source of income and achieve a work-life balance you may not have imagined possible.

## **JOB SATISFACTION**

Can you ever truly be satisfied in a job? Will punching a clock, sitting in endless meetings and reading excessive emails bring joy to your life? Is any of this busy work contributing to the

growth and success of others? Is it contributing to your growth or are your skills better utilized by creating a system that works for you and hiring talent that offsets your weaknesses?

Imagine being able to call all the shots and delegate work to others while simultaneously educating your staff on the benefits of property ownership? How awesome would it be to come to work each day in an office you designed, working among the people you chose and structuring your day the way you want? How much more awesome would it be to decide to work remote for a week in Hawaii because you can? This is what a well-structured property management company can provide to you, a level of comfort you might only have dreamt about before.

By adopting the methods outlined in this licensing program and in Amanda Kay's Quick Start Guide, you'll be able to minimize work stress and maximize work satisfaction.

## **LOW OVERHEAD**

Many businesses are quite expensive to start, and some require a large amount of inventory and supplies. With property management, you won't need to empty your pocketbooks or deplete your equity or 401K to get started. If you have a real estate license, a car, and a modest budget for signs and marketing materials you can get started as soon as you're legally able to!

There is a practicality in property management that doesn't seem to exist in other industries. When a realtor pulls up to a listing appointment, the car they drive really matters. Seller's love to see that the realtor listing their home is successful enough to afford a luxury car or something flashy as it falsely speaks to their success, but in property management it's no problem at all to roll up in a Honda Accord. As silly as this seems, it matters as you may be on the road a lot initially driving to your properties. You also won't be expected to brand yourself with headshots if you don't want to or have to subject yourself, and everyone else, to excessive advertising and shameless self-promotion.

You lose a bit of the 'used car salesperson' feeling and step into a more useful role of an asset manager which may be perfect for those that are practically minded and for those who wish to still sell houses and have spent years branding themselves, having your own property management company is simply an additional benefit to offer to your luxury clients!

## **HOT TIMING & an EXPANDING MARKET**

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## INCOME OVERVIEW

Continuous, predictable, escalating income generated from property management can start from as little as one to two units or doors, as they are commonly referred to in the industry, to as many as thousands of doors. The income range in the property management industry can start as low as a few thousand dollars per year, upwards to more than \$500,000, depending on your personal trajectory and financial goals.

Unlike many other businesses, who struggle to find cash flow to scale up, money generated from management fees can simply be reallocated toward advertising and targeted marketing to 'move up' investors, particularly if you can help them identify opportunities to increase their portfolios.

By becoming a **Blue Key Advantage Affiliate**, you will learn the tricks of the trade few know and even fewer share, which will open doors to acquiring and expanding your very own real estate portfolio. Did you know that many people who have done this retire on their real estate assets and live off the cash flow their properties create? Wouldn't it be a great feeling to create income that you and your family for generations to come can rely on? This is exactly what you will learn how to do!

## **EDUCATIONAL INVESTMENT OVERVIEW**

**ONE-TIME LICENSE FEE:** **\$25K**

**The BLUE KEY AFFILIATE ADVANTAGE PROPERTY MANAGEMENT PROGRAM** **FREE**

**The BLUE KEY ADVANTAGE QUICK-START GUIDE** **FREE**

**40- HOURS CONSULTING TIME with AMANDA KAY** **FREE**

**\*YOUR COMPANY LISTED on the BLUE KEY WEB SITE** **FREE\***

**And USE of the BLUE KEY PROPERTY MANAGEMENT TRADEMARKS, COPYRIGHTED MATERIAL and other INTELLECTUAL PROPERTY**

**Blue Key Affiliate Annual Renewal Fee (\$100/Mo.)** **\$1,200/Yearly**

**WORKING CAPITAL:** **\$5K - \$10K +**

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**\*As long as a Blue Key Advantage Affiliate adheres to the Licensing Agreement TERMS and pays the annual renewal fee, they will be able to access all Blue Key information; Continuing Education; and Tips from Blue Key Advantage, as well as keep their name and contact information on the Blue Key Property Management website.**