

BDM: Rent Roll & Listing Growth

Grow the rent roll with a disciplined, activity-driven BDM engine.

VERTICAL	LEVEL	DURATION	MODULES
Business Development	Intermediate	13 hours · 6 modules · 26 lessons	6

Programme overview

Built for business development managers responsible for growing a property management portfolio. Covers the BDM week and activity maths, working lead sources from investor databases to referral partners, converting appraisals to signed managements, defending fees against discounters, and the landlord objection set. Finishes with rent roll acquisition fundamentals, clean onboarding, churn diagnostics and CRM discipline that keeps the pipeline honest.

What you'll master

- 01 Run a weekly BDM activity plan with the call, appraisal and conversion numbers that hit target.
- 02 Work investor databases, sold-to-investor pipelines and off-market landlord outreach systematically.
- 03 Build and maintain referral relationships with buyers agents, brokers and accountants that produce recurring leads.
- 04 Run an appraisal-to-signed-management conversion process with a consistent structure.
- 05 Present and defend a management fee against a discounting competitor without conceding on value.
- 06 Handle the core landlord objections with prepared, specific responses.
- 07 Understand rent roll acquisition basics and how a multiplier valuation is generally derived.
- 08 Onboard a new management cleanly: compliance documents, keys, condition report, handover.
- 09 Diagnose churn and retention risk before a landlord gives notice.
- 10 Maintain CRM discipline that keeps the whole pipeline visible and forecastable.

Skill focus

- Activity & Lead Generation
- Appraisal Conversion
- Fee Defence & Objection Handling
- Rent Roll Growth
- Onboarding & Compliance
- Retention & CRM Discipline

The syllabus

6 modules · one standard

I. 01 · The BDM Week & Activity Maths

5 LESSONS

01	Structuring the BDM week around leading indicators	masterclass · 13 min
02	The activity maths: calls, appraisals, conversions	masterclass · 13 min
03	Setting realistic monthly and quarterly targets	reading · 12 min
04	Tools and habits that protect BDM time	masterclass · 11 min
05	Knowledge check: BDM Week & Activity Maths	quiz · 4 min

II. 02 · Lead Sources & Referral Partners

5 LESSONS

01	Working investor databases systematically	masterclass · 13 min
02	Building a sold-to-investor pipeline with the sales team	masterclass · 12 min
03	Off-market landlord outreach and letterbox-style campaigns	masterclass · 12 min
04	Referral partners: buyers agents, brokers, accountants	masterclass · 13 min
05	Knowledge check: Lead Sources & Referral Partners	quiz · 4 min

III. 03 · Appraisal-to-Management Conversion

5 LESSONS

01	Running a consistent appraisal process	masterclass · 14 min
02	Presenting the management fee with confidence	masterclass · 13 min
03	A landlord asks you to match a cheaper competitor's fee	scenario · 11 min
04	The core landlord objection set and responses	reading · 13 min
05	Knowledge check: Appraisal-to-Management Conversion	quiz · 6 min

IV. 04 · Rent Roll Acquisition Basics

4 LESSONS

01	What drives rent roll value at a general level	masterclass · 13 min
02	Growing via switches vs new-to-market wins	masterclass · 12 min

03	Rent roll purchases: what to look at before buying	reading · 13 min
04	Knowledge check: Rent Roll Acquisition Basics	quiz · 4 min

V. 05 · Onboarding a New Management Cleanly

5 LESSONS

01	The clean onboarding checklist	masterclass · 13 min
02	Handing the file to the managing property manager	masterclass · 12 min
03	Compliance documents landlords must receive	masterclass · 13 min
04	Managing the first 30 days of a new management	masterclass · 12 min
05	Knowledge check: Onboarding a New Management	quiz · 6 min

VI. 06 · Retention, Churn Diagnostics & CRM Discipline

6 LESSONS

01	Diagnosing churn risk before a landlord gives notice	masterclass · 13 min
02	Running a retention conversation that actually works	masterclass · 12 min
03	Which churn metrics actually matter	reading · 12 min
04	CRM discipline that keeps the pipeline forecastable	masterclass · 12 min
05	A stalled lead resurfaces after months of no follow-up	scenario · 10 min
06	Knowledge check: Retention, Churn & CRM Discipline	quiz · 6 min

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