

# Rent Roll Growth & Retention

*Win managements, keep them, and make the book worth more.*

| VERTICAL          | LEVEL    | DURATION                          | MODULES |
|-------------------|----------|-----------------------------------|---------|
| Property Managers | Advanced | 16 hours · 6 modules · 24 lessons | 6       |

## Programme overview

The business-development half of property management. How new managements are actually won, what a rent roll is worth and why, how to hold a landlord through a rent reduction or a bad tenancy, and how to run a portfolio that a buyer would pay a premium multiple for. Built for PMs stepping into BDM work and for department heads accountable for growth.

## What you'll master

- 01 Build a repeatable pipeline of new managements from five distinct sources
- 02 Value a rent roll the way a buyer values it — multiple, churn, arrears and fee integrity
- 03 Present a fee without discounting, and defend it against a cheaper competitor
- 04 Convert a sales-team appraisal into a management instruction
- 05 Retain a landlord through vacancy, arrears, damage and a rent reduction
- 06 Run a churn dashboard that predicts a loss before the email arrives
- 07 Convert accidental landlords and tenant buyers into long-term managements
- 08 Onboard a new management in a way that prevents the first-90-day loss
- 09 Lead a PM department to growth targets without service collapse
- 10 Prepare a rent roll for sale or acquisition due diligence

## Skill focus

- Business Development
- Rent Roll Valuation
- Landlord Retention

- Fee Strategy
- Investor Relationships
- Department Leadership

### The syllabus

## 6 modules · one standard

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### I. 01 · Where managements actually come from

4 LESSONS

- |    |                                               |                  |
|----|-----------------------------------------------|------------------|
| 01 | The five sources of new managements           | video · 13 min   |
| 02 | Turning the sales team into a referral engine | reading · 14 min |
| 03 | Scenario: The terminated management           | scenario · 9 min |
| 04 | Knowledge check: Pipeline                     | quiz · 3 min     |
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### II. 02 · What a rent roll is actually worth

4 LESSONS

- |    |                                                              |                  |
|----|--------------------------------------------------------------|------------------|
| 01 | The multiple: why one book sells at 2.2x and another at 3.4x | reading · 15 min |
| 02 | Fee integrity — the discount that costs you \$180,000        | reading · 12 min |
| 03 | Building a churn dashboard                                   | video · 11 min   |
| 04 | Knowledge check: Valuation                                   | quiz · 3 min     |
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### III. 03 · The management pitch

4 LESSONS

- |    |                                              |                  |
|----|----------------------------------------------|------------------|
| 01 | Structuring the rental appraisal appointment | video · 13 min   |
| 02 | The fee conversation without the discount    | reading · 14 min |
| 03 | Scenario: Holding your fee                   | scenario · 8 min |
| 04 | Knowledge check: The pitch                   | quiz · 3 min     |
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### IV. 04 · Onboarding without the first-90-day loss

4 LESSONS

- |    |                                                     |                  |
|----|-----------------------------------------------------|------------------|
| 01 | The first 30 days of a new management               | reading · 12 min |
| 02 | The takeover audit — inheriting someone else's mess | video · 14 min   |
| 03 | Setting expectations that survive a bad month       | reading · 11 min |
| 04 | Knowledge check: Onboarding                         | quiz · 3 min     |
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### V. 05 · Retention under pressure

4 LESSONS

- |    |                                           |                  |
|----|-------------------------------------------|------------------|
| 01 | Delivering bad news before it lands       | video · 12 min   |
| 02 | Scenario: The rent reduction conversation | scenario · 9 min |

|    |                                                          |                  |
|----|----------------------------------------------------------|------------------|
| 03 | The annual portfolio review that renews the relationship | reading · 10 min |
| 04 | Knowledge check: Retention                               | quiz · 3 min     |

## VI. 06 · Leading a growing department

4 LESSONS

|    |                                             |                  |
|----|---------------------------------------------|------------------|
| 01 | Portfolio ratios that don't break people    | reading · 12 min |
| 02 | Hiring and keeping property managers        | video · 13 min   |
| 03 | Buying a rent roll: due diligence checklist | reading · 14 min |
| 04 | Knowledge check: Leadership                 | quiz · 3 min     |

### Important — non-accredited training

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