

PROPERTY MANAGER EDITION

TOP AGENT

MAGAZINE

**MAKE
SOCIAL MEDIA
MARKETING**

Your Calling Card

***When it's
Time for a
Home Office***

**HOW TO GET
THE BIGGEST
RECHARGE OUT OF
YOUR LUNCH HOUR**

COVER STORY

**JARED
KARPEL**

FEATURED PROPERTY MANAGER

KYLE CRAWFORD

TOP AGENT MAGAZINE



JARED KARPEL



KYLE CRAWFORD

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How to Get the Biggest Recharge Out of Your Lunch Hour

When things get busy, it's typical to find a grab-and-go lunch and keep plugging away on the tasks at hand. While some days demand this kind of hustle, your lunch hour can be a valuable window in which to recharge and set the tone for the latter half of your day. In fact, taking a mindful break at midday can create

mental space for extended productivity and provide the morale boost necessary to take on a new task for the afternoon. But how do you maximize that hour-long reprieve amidst a busy schedule? Here are a few ideas for inspiration, no matter what your tastes or preferred habits may be.

Taking a mindful break at midday can create mental space for extended productivity and provide the morale boost necessary to take on a new task for the afternoon.



GET MOVING

Just ten minutes of light exercise can get your blood pumping and your energy renewed. Step outside and take a brisk walk around the block, or walk to your favorite sandwich shop instead of hopping in your car. Find ways to incorporate light exercise into your lunch hour routine and you'll not only enjoy a chance to stretch your legs and get your eyes off of screens, but you'll also reap the health and mood benefits of endorphins. Even extended stretching or mild calisthenics can provide rejuvenating relief in short order.



PLAY CATCH UP

Sometimes catching up with an old friend or family member can brighten your day and give you a morale-boosting outlet beyond the office. During your next lunch hour, why not combine a jaunt around the block with a call to catch up with your sibling or college buddy? Shifting your focus from work and centering instead on a comforting interpersonal relationship can really boost your mood and reinforce your personal values.



SOAK UP THE SUN

If you're tempted to eat your lunch at your desk while staring into the same computer screen that you've been working on for hours—think again. Sure, a busy schedule sometimes means making that sacrifice, but when your schedule and weather permits, try to take your lunch outside and disconnect from your office setting. Soak up the sun, feel the breeze, and lift your gaze to the horizon instead of toward your phone or computer screen. The mood-boosting benefits of time spent recharging outside are well-documented, and a change of scenery can give you the boost you need to power through your afternoon to-do list.



CHANGE YOUR TUNE

Use your lunch hour to treat your senses. As you eat or get active, try queuing up your favorite music or the latest episode of your favorite podcast. If you focus on the same tasks and stimuli for too long, your brain will fatigue and your focus will erode steadily over time. Shift gears and treat your mind to some music or stimulation outside of your daily tasks. You'll help yourself relax, recharge, and create a natural transition point for your ensuing afternoon workflow.

Your lunch hour isn't just about being purely functional. If you want to maintain a steady rate of productivity and leave the office satisfied by the progress of your day—use your lunch hour wisely. As important as it is to nourish your body, also consider nourishing your mind. No matter what your chosen outlet may be, don't overlook the power of a well-spent lunch hour and the positive benefits that are sure to follow.

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KARPEL



JARED KARPEL

KIG Capital manages its own investment syndication portfolio, as well as over 60 properties, comprising over 400 units, for other clients throughout Los Angeles.

“We want to redefine what it means to manage real estate in Los Angeles,” Jared Karpel, Owner and Managing Partner of KIG Capital Real Estate (KIG Capital), explains. And with that goal in mind, Jared has made some impressive strides in the industry.

As a real estate attorney, Jared represented a variety of sophisticated investors throughout California. While representing his clients, he

quickly came to the revelation: “If they can do it, I can too!” And Jared jumped into the world of real estate investing. Gaining some very early and impressive success, he needed a property management company, but found many of them did not meet his needs. “So many of the property management companies I saw out there were outdated; they relied on old technologies and were passive in their approach. I wanted to build a real estate



management company for the 21st century - one that relies on emerging technologies and most importantly, keeping both the owners' and tenants' interests in mind."

Today KIG Capital not only manages its own investment syndication portfolio, but effectively manages over 60 properties, com-

prising over 400 units, for other clients throughout Los Angeles.

KIG Capital specializes in managing luxury single family residences, multi-family apartments, condominiums and commercial properties. The firm's success comes down to proactive, forward-thinking approach to



KIG Capital focuses not only on keeping their clients happy, but keeping their tenants happy as well. “We believe that we can still aggressively protect the rights of our owners, while also protecting the rights of our tenants.”

real estate management. “We get properties “rent ready,” by handling thorough tenant background checks, property remodeling and addressing any deferred and preventative maintenance.”

KIG Capital embodies Jared’s motto of keeping their owner-clients happy while also ensuring the happiness of their tenants. “We believe we can aggressively protect the rights of our owners, while also protecting the rights of our tenants. For most property management companies, that is often a binary option. For KIG Capital, it’s the heart of what we do. Because we can align the rights of both

parties - ensuring safe, living conditions for tenants while also maintaining revenue for owners, we’ve seen tremendous success.”

That success is built upon both Jared’s business and legal background and is complemented by his strong sense of ethics - in and outside of the firm. “There is a sense of purpose in helping house fellow Los Angelenos and creating that sense of purpose is paramount to the culture of KIG Capital.” Jared explains.

KIG’s success is built on providing value for their clients and tenants, he explains, “but this can only happen if our employees feel fulfilled



in their roles and committed to providing value to our clients,” Jared says. “When I can lead a team of people who are committed to providing efficient, effective and ethical property management service, then its a ‘win-win’ for the business and the community.”

As Jared looks ahead, he is eager to manage more properties and to continue adapting to the needs of his tenants and owners. The Real Estate industry is changing rapidly — with advancement in technology and with housing challenges throughout the city, notably



affected by recent current events. “We want to make sure we’re leveraging all the best tools and talent available to deliver superior results. We are continuously improving our internal processes so that the experience our owners and tenants have with us is unlike any other management company.”

No matter what the future holds, Jared will no doubt enjoy every minute of it. “Having a positive impact on one of the most important parts of a person’s life — where they live — that is an incredibly rewarding and powerful part of what we do.”

For more information about KIG Capital Real Estate, please call 310-909-3033, email jared@kigcapital.com; or visit KIGcapital.com



How to Make Your Commute Productive

The highest caliber business owners and entrepreneurs utilize every minute of their day. Though this may be a lofty goal, there are certainly ways to make our daily routines more efficient and productive. Consider the morning and evening commute—time blocks that are accounted for every day. For some of us, daily commutes may mean a lengthy drive through gridlock traffic, or perhaps just a quick fifteen-minute crosstown excursion. However short or long your commute may be, there are ways to maximize this component of your daily routine and reap the rewards.

With that in mind, take a look at some ideas below to inject some energy and productivity into your daily commute.

Listen to the latest industry-centric podcasts or audiobooks

Whether you drive, bike, walk, or take public transportation, a commute is the perfect time to tune into an industry-oriented podcast or audiobook as a way of building your skills or getting into the zone for the day. Instead of letting your commute time be passive, you can process insights from leading industry professionals, or develop your skillset on a topic you haven't yet made time for. Perhaps you'd like to develop your social media presence, or maybe you'd like to tap into the millennial homebuyer market—whatever the case may be, there is audio material out there suited to your interests. What's more, podcasts are free and easy to incorporate on your smartphone or

tablet, and there are ample audiobook subscription services out there that make regular listenership cost effective.

Create a mental to-do list to get a head-start on your day, or to prepare for tomorrow

Getting your thoughts in order with a straightforward to-do list can help you dive in once you make it to your desk, or serve as a conclusive mental routine to end your work day. If you drive to and from work and don't have your hands free, don't fret. Speaking your to-do list aloud can help you detangle your thoughts and tasks by vocalizing them. You can also try breaking down your to-do list by verbalizing the day's goals, the week's goals, and the month's goals as a way of structuring priorities. If your commute is hands-free, you can incorporate a variety of apps that serve as custom-made to-do lists that'll organizationally map your duties for the day. In either case, use your commute window to identify and name the tasks ahead of you, and you'll be able to hit the ground running when the time comes to perform.

Tend to your personal commitments and planning

A productive commute can boost your professional performance, but it can also serve your personal growth and out-of-the-office responsibilities, as well. Perhaps you can think out and plan your meals for the week so that you don't come home burnt out and with nothing in mind for dinner. Maybe you check in with a relative or partner and catch up for a spare twenty minutes. Not only does this eliminate a few items off of your personal to-do list, it can actually give you a more focused mind at the office. If your personal life is in good order, you'll be able to devote your full attention to work tasks.

As the old saying goes, there are only so many hours in a day. If you added up all the minutes spent commuting around town, how many hours would amount? Though the trek to and from the office is an engrained part of professional life, it doesn't have to be a drag. Account for those spare commute windows in productive ways, and in only a month you'll have devoted a *significant* portion of your time to bettering yourself as a person and a professional.



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KYLE CRAWFORD

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Property Manager Kyle Crawford serves all of the Phoenix metro area, including Chandler and Scottsdale. In all, he services over 100 units spread all over the Valley.

Kyle Crawford is a property manager with a background in relocation consulting and real estate services. He spent eight years working as a relocation counselor for Prudential Real Estate and Relocation Services, until it was bought out by another company. After that, Kyle says, “I was looking for a career that was related to what I was doing as a relocation counselor. Since I had a hand in the real estate side of that business, property management seemed to be a good fit for my personality, as well as my background with real estate.” He recently joined getMULTIfamily, where his responsible, empathetic approach has earned him the respect of property owners and tenants alike.

Kyle serves all of the Phoenix metro area, including Chandler and Scottsdale. In all, he services over 100 units spread all over the Valley. He is already

beginning to gain word-of-mouth referrals from satisfied clients, and his ability to build and maintain trust with clients and colleagues helps him perform his duties more effectively. “One of my strengths is that I build long-lasting relationships I can rely on,” Kyle explains. “I surround myself



with people who know what they're doing, who are dependable, who I can trust."

Communication is another of Kyle's strengths. He is always reachable and responds immediately to phone calls and texts. He also likes to take a hands-on approach with helping his tenants feel that their needs are being taken care of. "Yes, I'm an advocate for the property owner," he says, "but I also want to provide a safe environment for my tenants. So I develop those relationships."

Kyle's background in customer service sets him apart in the property management industry. "People tell me I'm cut from a different cloth in this industry, because I spend a lot of time getting to know my clients. I keep in touch with all my properties, and try to visit at least once a month if I'm not being called out for another reason. Whenever they need me, I respond immediately. I feel that if tenants respect me, they will respect the property."

When he is not working, Kyle loves spending time with his family. He is celebrating 27 years of marriage this year to his wife Anne and has two sons, ages 15 and 23. Kyle grew up overseas, and he says this instilled in him a lot of patience and the ability to mediate and find common ground with all kinds of different people from all walks of life. "I like to get to know everybody and understand their background," he says.

In the future, Kyle wants to continue building a rapport with property owners and expand his business. "I surround myself with a great team, and I give a lot of credit to the team because without them, I wouldn't be as successful." Above all, he wants to continue providing the same compassionate, caring service to his clients and tenants. "I've gotten responses from tenants and vendors who say I have a disposition they don't see often in a property manager. I'm compassionate, and I treat the properties as if they were my own, providing security and comfort for the tenants."



To find out more about Kyle Crawford,
please call 602-579-8694,
email kylecrawfordPM@gmail.com,
or visit getmultifamilypm.com

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When It's Time for a Home Office

by Nancy Michaels

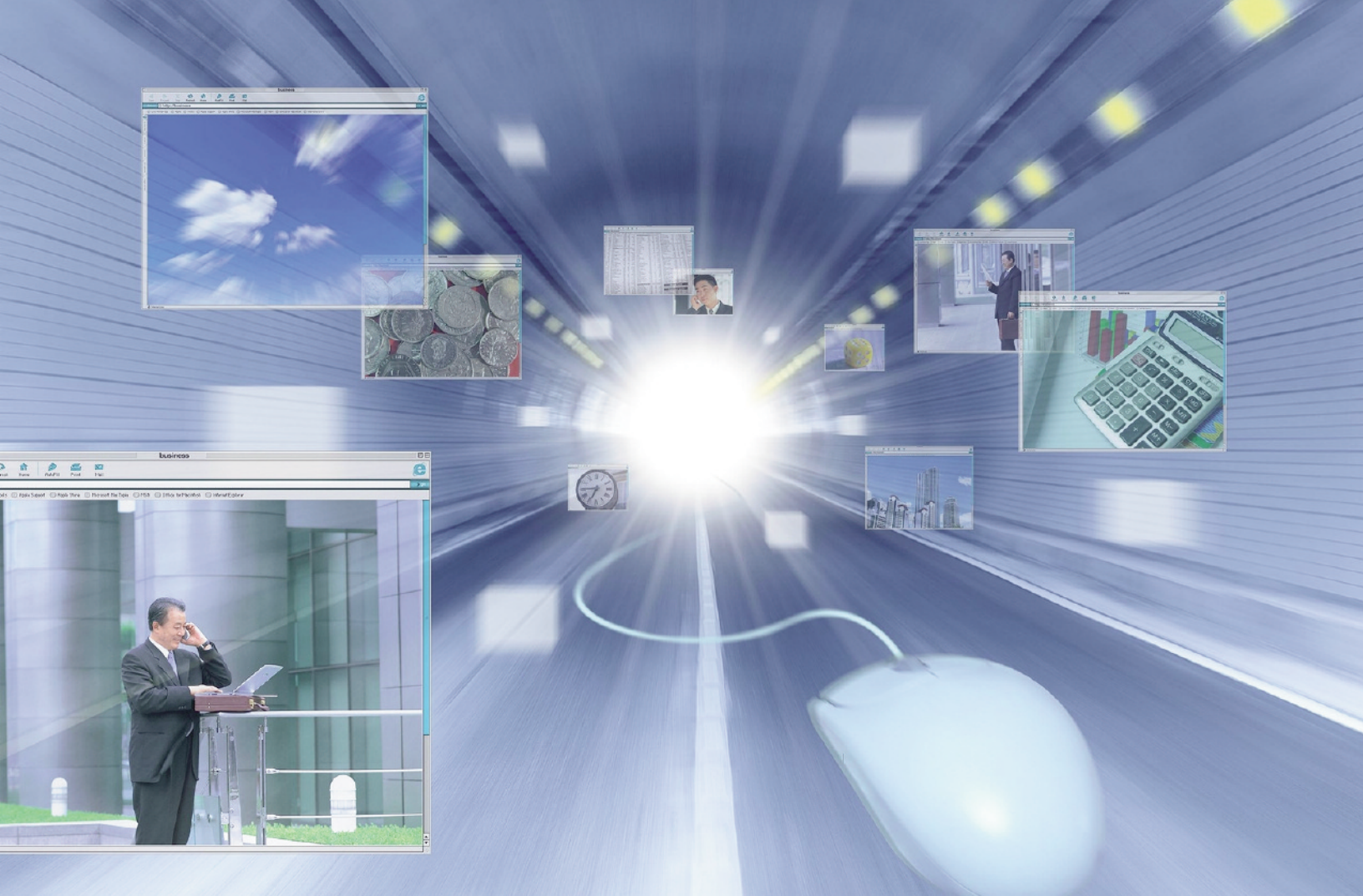
So, you're tired of clearing your papers off the dining room table every time someone wants to eat (how dare they!). And you're still recovering from the business call you were forced to take that time your 5-year-old pressed the phone into your hand just as you stepped from the shower (it's amazing how professional one can sound while wrapped in a towel and dripping wet).

Sounds like it's time for a home office.

Ideally, you'll have a spare room to turn into office space—preferably one with a locking door. An extra bedroom, the basement, or attic can all serve this purpose. If you don't have room for a dedicated office, take a look around your house to see where you can carve yourself some space. A closet, bedroom corner, hallway alcove or even the area under a stairway can all be converted

fairly easily for this purpose. Use bookcases, filing cabinets, plants, screens, even lighting to define your work space. It's essential that you remain committed to your space as office space. Without this psychological distinction between home and work, the two areas of your life may slide into one another, causing you to lose focus, and thus, productivity.

Choose furnishings that are ergonomically correct, and which fit in with the decor of the rest of your home. Lighting should come from three sources: natural, ambient and direct. Give yourself enough storage space to keep your work area uncluttered. You may want to store your supplies in another part of the house, keeping just a week's worth in your office. And schedule a weekly or biweekly cleanup where you go through your papers and files and either throw away or stow away



anything that is not essential to the daily operation of your business.

Almost every business requires a computer system. Don't skimp. You want something with enough speed and memory capacity to last into the future. A good-quality inkjet, or preferably, a laser printer is also essential. Investigate the all-in-one printer, fax, copier and scanners. These may save you money as well as precious office space. I also recommend a computer backup system, which will protect the contents of your hard drive in the

event of a power failure. An uninterruptable power source supply is also a must for the home office. This will keep your computer running during a power outage until you're able to safely shut it down.

Another essential component of the home office is telecommunications, meaning telephone, fax and Internet access. An account through an Internet service provider or online service shouldn't cost more than \$20 per month and it will give you the ability to send and receive e-mail.

It's essential that you remain committed to your space as office space.

You'll probably want more than one phone line, three if you're using one line for a fax and modem hookup. It's wise to invest in a business line, which allows you to list your business name and number in the phone book and with directory assistance. To keep costs down, use that line for incoming calls only. If you don't want the expense of a business line, but can do without a repeat of the shower scene, order "distinct ring" service from your phone company. This is a separate phone number which rings into your home line, but sounds different from your normal ring. This alerts you and family members to incoming business calls. If you're dishing up dinner or washing the dog, you'll know to let your answering machine, or better yet, your electronic voice mail system, grab the call. If you're in the shower, hopefully your 5-year-old will know to do the same. You may also want to order "call

answering" from your phone company. It's just a few dollars a month and sounds more professional than an answering machine, and which won't break down while you're on vacation.

A home office can either improve productivity, or harm it. You may find yourself doing paperwork at 2 a.m. when you should be sleeping, or flipping to General Hospital at 3 p.m. when you should be working. It's helpful to treat your home office as you would an outside office, complete with "starting" and "quitting" times. This will help you stay focused, organized, and productive. And your family will appreciate having their dining room table back.

Nancy Michaels, of Impression Impact, works with companies that want to reach the small business community and with small business owners who want to sell more products and services. Copyright©, Nancy Michaels. All rights reserved.



Make Social Media Marketing Your Calling Card

These days, it's no secret that buyers begin their home search online. As the industry continues to take a digital turn, Realtors in the know must learn to utilize a whole new range of tools available to them—and for good reason. Social media is a dynamic hybrid of personal contact and targeted marketing. To make the most of this new medium, agents can't settle for the occasional post and expect results. Instead, let's consider a few techniques that will make your social media presence

interactive, unmissable, and effective in generating business.

Your Profile is a Portal

Ideally, you'll have profiles across Facebook, Instagram, LinkedIn and otherwise—but no matter what portal you're utilizing, make sure your profile page is up-to-date, well-curated, and easily navigated. Consider your profile a landing page.

Your photo, location, contact information, homepage, and a brief bio should all be readily visible so that potential clients can get an immediate sense for who you are and what your voice is. If a client wants to connect with you, it should be obvious how to do so. You might also incorporate a few savvy tools that make your profile more engaging—like hashtags. These searchable tags can help you lure potential clientele and give your audience a chance to explore deeper. #DreamHome #JustListed and #HomeInspiration are popular, existing tags to choose from, but you can cultivate your own hashtag by consistently tagging posts, which gives clients an extensive thread to comb through.

Interacting with Your Audience

Posting regularly is a great way to appear in feeds, but engaging with your audience is just as important—and it helps you reach a new audience in the process. It's a positive start to like your audience's posts, pictures, and statuses, but commenting takes your engagement a step further and separates you from typical respondents. It's also important that you diversify your engagements. In other words, don't center every communication around your business, propositioning your services, or trying to sell. If applicable, present your value-add, but otherwise steer your engagement towards the personal. Let your clients know that you're there, you're human, and

ready to work at their pace. Which leads us to our next point...

Blending the Professional with the Personal

Engaging with your audience is one thing, but what about generating original content? How do you strike the right balance between a Call to Action, industry updates, and a personal touch? Think of it this way: any post you create should provide a point of connection for your audience. Sometimes, you might be sharing a family photo, or commenting on some unifying current event—like the Super Bowl! Other times, you may be sharing a Coming Soon listing, or providing tips to spruce up a home for spring. Regardless, you should focus on quality. Is your copywriting engaging? Does it express your unique voice and personality, while maintaining clarity? Are you giving your audience something to *connect* with, even if you are sharing property photos or advertising an open house? Instill some fun and some personalization to every piece of content you make, so that clients can picture the voice and person behind the post.

Things are always changing on the social media frontier, but some rules never shift. Adding clarity, consistency, and personality to your online presence are three surefire ways to grow your business and make social media second nature.

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