

General George Patton said, "A good plan executed today is better than a perfect plan executed at some indefinite point in the future."

The past 18-24 months have been a difficult time for everyone in the economy and our business is no different. Over the past 6 months we have established a 10 year goal by following a process called Rockefeller Habits. We call our 10 year goals BHAG or Big Hairy Audacious Goal. Our goal over the next 10 years is to grow AMCS to manage 10,000 units in SC, NC, GA, and FL. We have been keeping our powder dry up till now and last year even purchased 4 properties.

Patton's major principle for fighting battles or a war--attack, attack and, when in doubt--attack again

As of January 11, 2010 AMCS will now go on the attack (no more defense) with what we will call AMCS Operation Rental Storm for the first quarter of 2010. Just like Patton would have devised a battle plan ours will be as follows:

1. First, I need all our properties to do their reconnaissance of their competition. This needs to be done through electronic means like the web but most importantly it needs to be done by personal reconnaissance by drive throughs and shopping. Get the information then confirm it. Drive the properties at night, how many cars are really in their parking lots. What are their "real rental" rates? Ask applicants who have been to your competition what rents and specials they are really using.
2. With this proper intelligence of competition (and this must be on going) we need to put it into use. We must adjust our rents down and up frequently to meet the market. I will be sending out daily e-mails announcing our progress on the number new residents and renewals. We must focus on economic occupancy and not just physical occupancy. This means less loss to lease and collecting what we charge.
3. Being on the offensive means driving our owners' NOI as high as possible. We must aggressively control expenses while driving income up.
4. Go on the offensive with your outside marketing. Let everyone you know what you have to offer. Push beyond what you normally consider your submarket. Go into new territory.
5. Maintenance and support staff are extremely important. We must maintain what ground we have gained in occupancy and expense savings. This must be maintained by you. We do not want to have to retreat because we have over extended ourselves. I want to challenge maintenance to achieve a zero call back goal on all resident work orders. I will focus on this later as AMCS starts to talk about a "Brand Promise" with our customers.

AMCS at corporate is pushing ourselves daily to monitor goals like we never have before. We are establishing portfolio reports that measure metrics for this offensive. We must measure our progress in economic occupancy, renewals, collections, and maintenance work orders completed.

Over the next several days you will receive dog tags to wear; camo t-shirts to wear; theme posters; computer desktop themes and visits from VP's in camo. This quarterly theme is to help remind us to be doing the things that you already know how to do but hopefully focus on them in a fun way.

You are in the trenches and I want to thank you for what you do. I appreciate the efforts that you will now make in our AMCS Operation Rental Storm and pushing beyond our budgeted goals.