



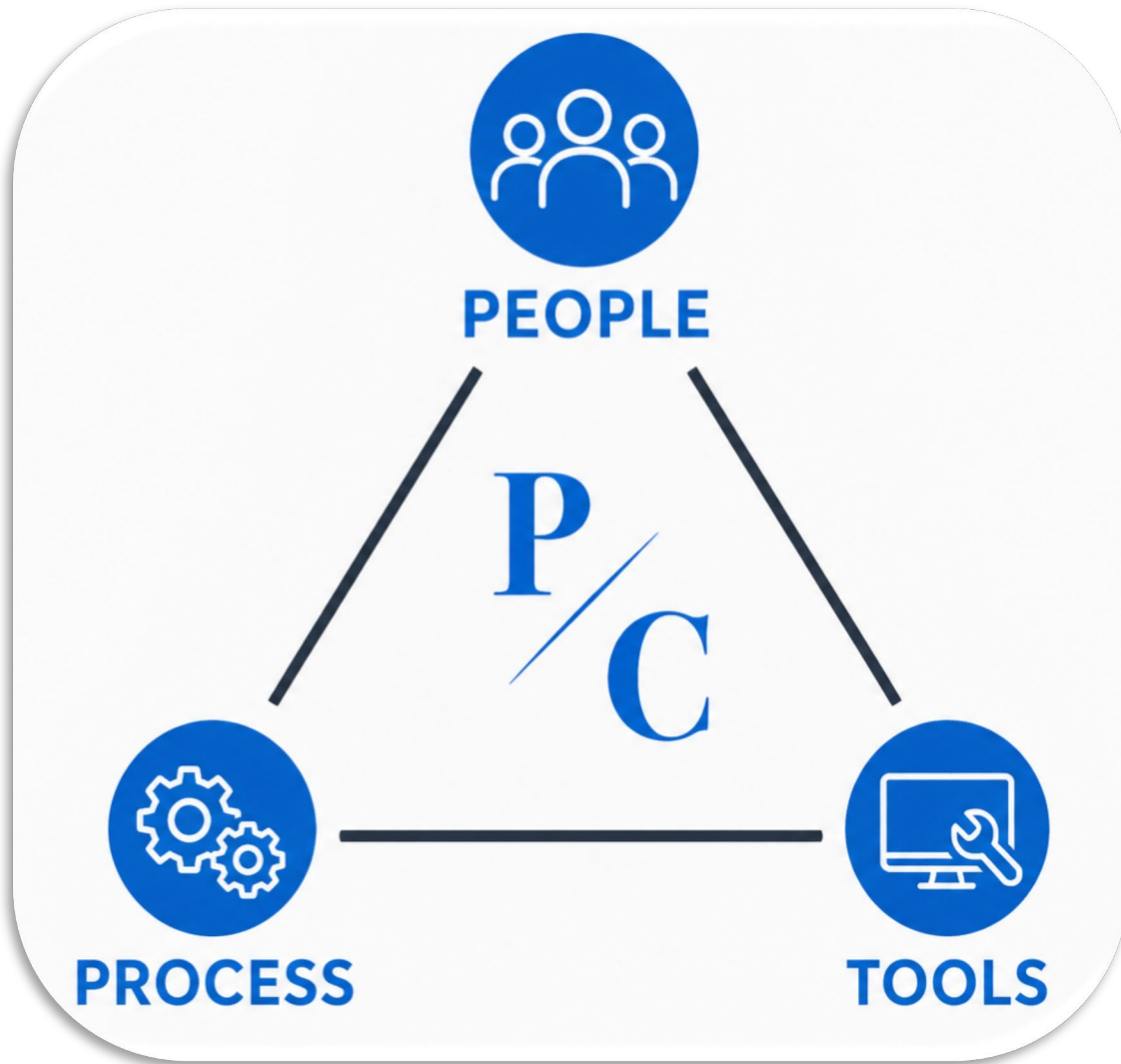
PARISH
CONSULTING

Better Communities, Less Stress:

The Owner's Operational Guide to Efficiency

Why Does This Industry Feel So Exhausting Sometimes?

What's creating the most operational stress in your communities today?



- **People**

- the right people supported, aligned, and empowered

- **Process**

- intentional systems and workflows that create consistency and clarity

- **Tools**

- practical technology that simplifies work and reduces friction

Lead with **People**. Strengthen with **Process**. Empower with **Tools**.

PEOPLE

Even great people
struggle in broken systems.



Lead with **People**. Strengthen with **Process**. Empower with **Tools**.

Attitude Can Be Trained Faster Than Experience



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The Right People Still Need Support

- The right people need;
 - clarity
 - consistency
 - communication
 - accountability
 - coaching
 - operational support
 - tools
 - process



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Chaos Burns Out Good People



- Good people struggle when:
 - priorities constantly change
 - expectations are unclear
 - communication is inconsistent
 - systems don't exist
 - accountability is reactive
 - nobody knows what success looks like

Most Teams Are Not Struggling Because They Don't Care.

They're struggling because operations have become reactive.

People Need Process and Tools to Succeed



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PROCESS

The goal of process
is not control,
it's **consistency**.



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Strong Process Creates Clarity

- Job descriptions
- SOPs & documentation
- Make-ready workflows
- Delinquency expectations
- Vendor approval processes
- Communication standards
- Operational checklists
- KPI visibility
- Recurring operational checklists
- KPI visibility

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Clarity reduces hesitation.

MAKE-READY WORKFLOW

MOVE-OUT	STATUS	MAKE-READY WORKFLOW	ASSIGNED TO	MOVE-IN	STATUS
Notice Received	✓			Marketing / Home Listed	✓
Move-Out Date Confirmed	✓	Trash & Debris Removal	Maintenance	Application Received	✓
Forwarding Address Obtained	✓	Carpet / Flooring	Maintenance	Application Approved	✓
Utilities Scheduled for Transfer	✓	Paint / Touch-Up	Maintenance	Lease Signed	✓
Pre-Move-Out Inspection		Plumbing / Fixtures	Maintenance	Move-In Date Set	✓
Keys Returned		Appliances	Maintenance	Utilities Set Up	✓
Final Walkthrough		HVAC / Filters	Maintenance	Move-In Walkthrough	
Move-Out Completed		Light Fixtures / Electrical	Maintenance	Welcome / Info Provided	
		Interior / Exterior Clean	Cleaning	Move-In Completed	
		Safety Check (Smoke / CO)	Maintenance		
		Final Inspection	Community Manager		

KEY PERFORMANCE INDICATORS

- Average Make-Ready Turns: 5.2 Days
- On-Time Move-Ins: 98%
- Make-Ready Cost per Home: \$425
- Resident Satisfaction: 4.7 / 5

Great Homes. Clear Process. Better Experience.

SOPs TRAINING CHECKLISTS VENDOR INFO REPORTS

Expectations Reduce Chaos



- What does success look like?
- What should be communicated?
- What requires escalation?
- What gets documented?
- What is the approval process?
- What metrics matter?
- What cadence is expected?

ONE STANDARD. EVERY COMMUNITY.

Consistent Process. Clear Expectations. Better Results.

Process Creates Scalability.

When process is standardized, quality and performance can be replicated across every community.


**STRONG SYSTEMS.
 STRONGER COMMUNITIES.
 SUSTAINABLE GROWTH.**



CONSISTENT SYSTEMS ACROSS EVERY COMMUNITY

 <p>STANDARDIZED PROCESSES Same steps. Same expectations. Every time.</p>	 <p>TRAINING & ONBOARDING Replicable training. Confident teams. Faster ramp-up.</p>	 <p>CLEAR COMMUNICATION Consistent messaging. Clear cadence. Stronger relationships.</p>	 <p>PERFORMANCE MANAGEMENT Measure what matters. Take action early. Drive results.</p>	 <p>QUALITY & COMPLIANCE Protect residents. Protect assets. Reduce risk.</p>	 <p>SCALABLE GROWTH Add communities. Maintain consistency. Increase value.</p>
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 **CONSISTENCY CREATES SCALABILITY.**

Strong process today. Stronger communities tomorrow.

Lead with **People**. Strengthen with **Process**. Empower with **Tools**.

TOOLS

Technology should
reduce mental overload,
not create more of it.



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Practical Technology Creates Operational Relief



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The Future Is Already Here

- AI
- Automation
- Workflow tools
- Templates
- Communication systems
- Reporting visibility



The strongest operations happen when people, process, and tools all work together intentionally.

Better Communities. Less Stress.



PEOPLE

Lead with People.

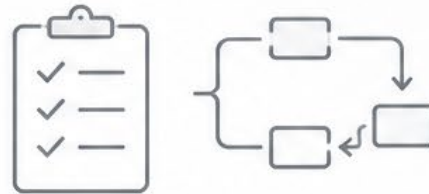
The right people, supported, aligned, and empowered.



PROCESS

Strengthen with Process.

Clear expectations, consistency, and accountability.



TOOLS

Empower with Tools.

Practical technology that simplifies work and reduces friction.



LEAD WITH PEOPLE.

STRENGTHEN WITH PROCESS.

EMPOWER WITH TOOLS.

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Better Communities Are Built Intentionally.

People come first.

Strong processes and effective tools support them.

Want a Copy of Today's Presentation?



Thank You!



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Lead with People. Strengthen with Process. Empower with Tools.

