



THE BEST RUN BUILDINGS HAVE STANDARD OPERATING PROCEDURES

WHY YOU SHOULD (AND HOW
YOU CAN) USE SOPS TO INCREASE
EFFICIENCY ACROSS YOUR PORTFOLIO

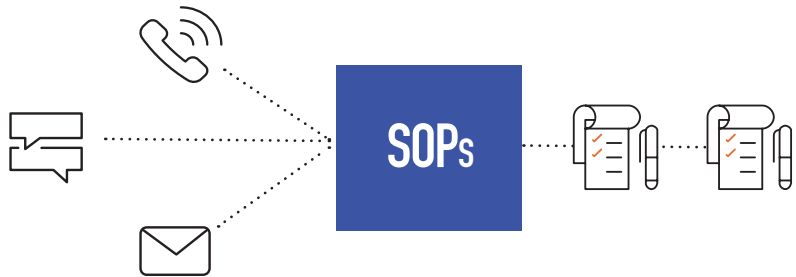
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IMPLEMENTING STANDARD OPERATING PROCEDURES IS A NO-BRAINER

Building operations teams never have the same day twice.

Whether it's juggling tenant requests with vendor interactions or working on capital projects, there's always something new and different to do every day. But just because the days are different doesn't mean the working methods should be.

Consider the snow storm story we've all heard - a management company had two managers preparing for a snowstorm at their respective buildings. One manager salted the walkways and parking lot, and the other manager only salted the walkways. Post-storm, a resident slipped and fell in the non-salted parking lot, opening the property and the management team to major amounts of risk.



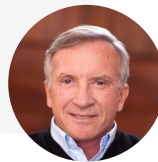
THE BOTTOM LINE IS THIS:

making sure your team works the right way is just as important as ensuring work is getting done, period.

STANDARD OPERATING PROCEDURES PROMOTE GROWTH & DECREASE COSTS

Business guru and time-saving expert Sam Carpenter says this:

"Leadership must focus on improving processes, not on performing the work or on repeatedly snuffing out brushfires. Quality products or services, a stable staff, and profitability are the result of the quality systems that underlie them, not the reverse."



So in between the maintenance requests and the tenant interactions and the marketing, leasing, finance tracking, and more - have you thought about implementing Standard Operating Procedures?

If you haven't already, you should. Standard Operating Procedures (or SOPs) transcend industries, but are especially important when it comes to managing assets like buildings.

In fact, management teams who address the lack of SOPs stand out from the competition. **When teams address the lack of standard operating procedures at their organization, they can see a 30% reduction in overall costs and a 23% reduction in business risk.²**

30%

Reduction in
overall cost

23%

Reduction in
Business Risk

¹ <https://medium.com/the-mission/building-a-business-machine-the-ultimate-guide-to-standard-operating-procedures-1cc4cc473aca>

² <https://acrobat.adobe.com/content/dam/doc-cloud/en/pdfs/idc-adobe-document-disconnect-whitepaper-global-ie-final.pdf>

HERE'S MORE THAN A FEW REASONS WHY YOU SHOULD HAVE STANDARD OPERATING PROCEDURES IN PLACE ACROSS YOUR ORGANIZATION:

When there's less time spent reviewing the details of every to-do, more time can be spent assessing big picture plans for your business.

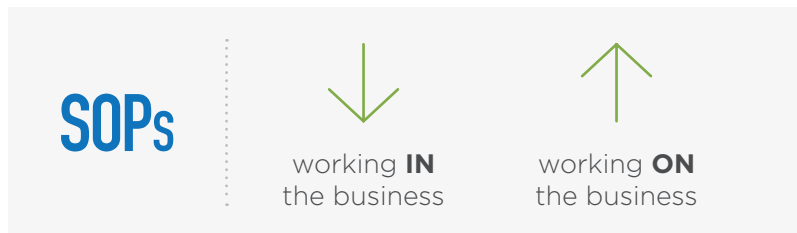
SOPS CREATE SCALABLE GROWTH AT YOUR BUSINESS

According to Matt Treacey at Get Apprenticeship, Standard Operating Procedures help team members **“spend less time working in [the] business, and more time working on [the] business.”**³ That's an especially critical goal if you want to expand your portfolio (or your bottom line) without adding costly resources.

Implementing SOPs for key operational projects enables your team to get more done, faster. Staff members know exactly what to do, eliminating time wasters like back-and-forth conversations or confirmations.

For example, if you ask a manager to perform a move-out inspection, you'll want to make sure nothing falls through the cracks. Instead of spending time reviewing what you want over calls, texts, and emails (that can't be referenced or easily seen by everyone on your team), SOPs ensure every team member knows exactly what to do once they're onsite. There's no question as to what information you want to collect during an inspection, incident review, or preventive maintenance prep - you've already laid it out.

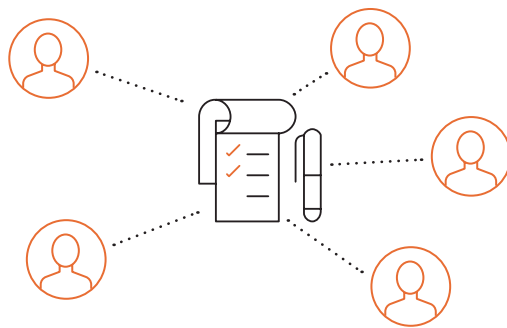
³ <https://medium.com/the-mission/building-a-business-machine-the-ultimate-guide-to-standard-operating-procedures-1cc4cc473aca>



And with more working hours available across your team, you can focus on plans for expansion that don't involve just throwing more people at the problem.

CONSISTENCY ACROSS YOUR TEAM REDUCES RISK

Whether your portfolio consists of one building or several, you're dealing with a lot of different people who have specific responsibilities. If you don't have SOPs, odds are more than likely that each person on your staff performs work in a different way - especially if they're temporarily filling in or taking on new duties.



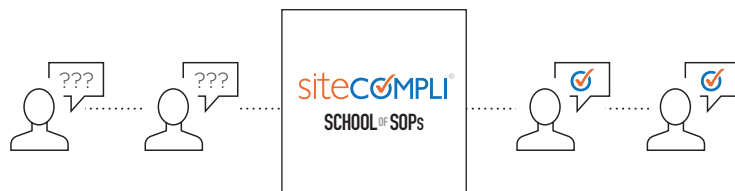
Remember the snow storm? If there were organizational SOPs in place, each manager would have performed storm preparation in the same way - the way you want it done. **You'll want confirmation that all your managers are handling projects consistently, especially when doing things the right way reduces a significant amount of risk.**

It's also worth mentioning that having SOP records may help in legal proceedings. Showing set plans of action and rules for different processes across your company can be used to demonstrate compliance.

REDUCE ONBOARDING TIME AND DO MORE, FASTER

If there's a change in staff, there doesn't have to be a disruption in the regular operations of your asset. And it's not just about training your staff quickly - you want to make sure they're also trained correctly.

Even if you've hired the best person with great experience for a new property manager role, they may have done things differently at their previous organization. If there are clear, established SOPs in place, you can ensure they adapt to your organization's policies without delay.



The faster you get folks up to speed (and the more on point they are), the sooner they can contribute to your organization's growth.

ENFORCED SOPS INCREASE TEAM EFFICIENCY

Of course, creating SOPs is only the first step. Actually enforcing your policies is key to making sure your team is consistent, prepared for growth, and quickly ramped up. Whatever system you have in place to issue SOPs should also give you oversight into making sure they're actually followed. That includes the ability to track individual steps for each procedure.

Tracking steps in Standard Operating Procedures also helps you easily identify what's holding up your projects - and what can be changed to improve them. For example, if a step in your standard grounds inspection continuously causes delays, you'll want to know exactly what's causing the holdup.

If you track the completion of individual SOPs, you'll be able to adjust your policies and remove delays, making your organization more efficient.

THE BOTTOM LINE:

Property owners and managers that enforce Standard Operating Procedures will have a leg up on the competition in the years ahead. Building a robust strategy around how your team works helps you get more done, and successfully replicate that strategy as your portfolio expands and grows. The sooner you unlock the power of SOPs, the more ahead of the game you'll be.


So whether your team is handling a surprise, a routine, or anything in between, having enforceable, trackable **Standard Operating Procedures sets your organization on a scalable path to success.** And even though every day will still be a little bit different, you'll have peace of mind knowing your team is handling things with the same level of thoroughness across the board, protecting your company and helping it thrive.


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