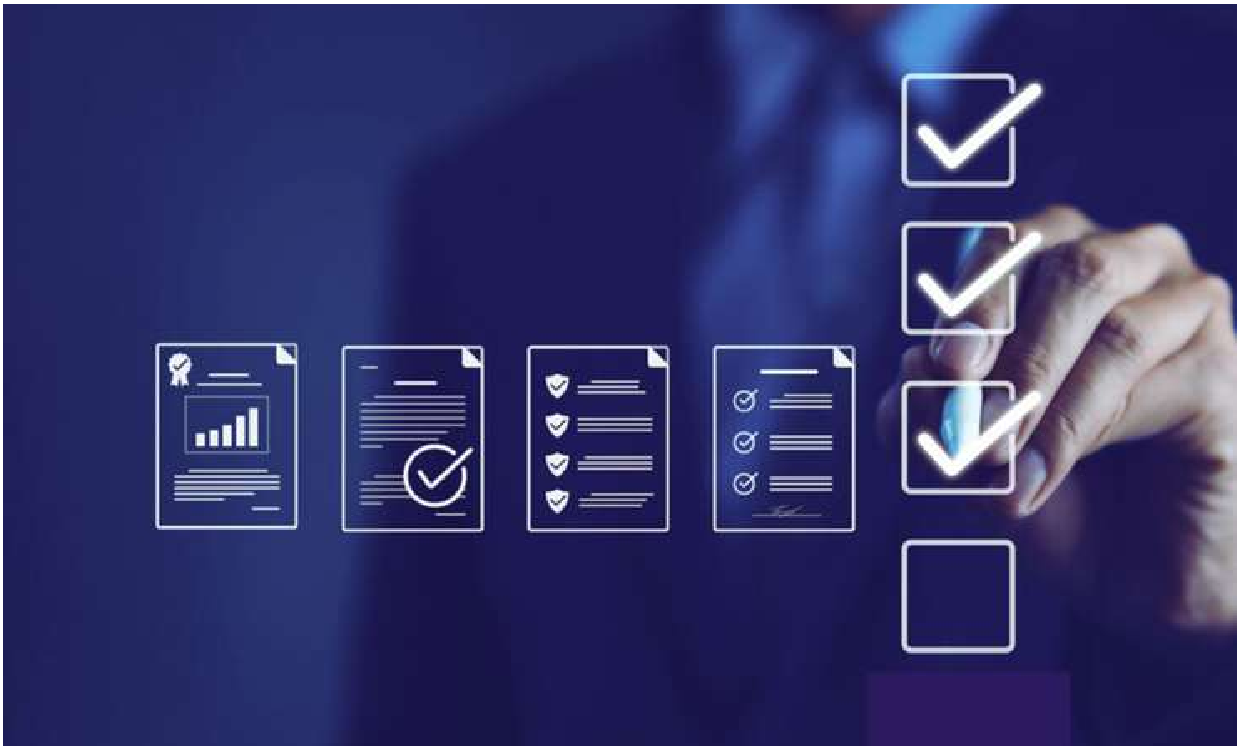
PMF PROFITS™ GUIDE

PROTECT YOUR PROPERTY VALUE AND CASH FLOW



TURN MAINTENANCE INTO A MEASURABLE PROFIT STRATEGY

JOHN BOVERI

Why Maintenance Feels Unpredictable and How to Manage Financial Control

The Real Issue

Maintenance affects both Short-Term and Long-Term Cash Flow.

Many investors overlook *the Power of Maintenance™*. They struggle with how maintenance affects cash flow, reserve predictability, net operating income, and long-term property value.

This is because maintenance can often feel unpredictable. When maintenance feels unpredictable, it's because maintenance decisions are not aligned with financial performance. Maintenance often becomes reactive.

When maintenance is reactive--

- *Cash flow becomes inconsistent*
- *Emergency costs increase*
- *Capital replacements surprise you*
- *Property value erodes quietly*

Maintenance is not just an operating expense:
IT IS A PERFORMANCE DRIVER

The issue is not what your spending on maintenance--
it's whether your maintenance strategy is structured.

Why Maintenance Costs Become Unpredictable

1	***SYSTEM LIFE CYCLES ARE UNKNOWN*** If you don’t know the age and remaining life of major systems (roof, HVAC, plumbing, electrical)--capital replacements feel sudden--even when they are predictable.
2	***EMERGENCY WORK EXCEEDS PLANNED WORK*** When emergencies drive maintenance activity, labor costs increase, tenant disruption rises, and cash flow becomes unstable.
3	***REPAIR VS. REPLACE DECISIONS LACK STRUCTURE*** Repeated short-term repairs on aging systems often cost more over time than strategic replacement. Choices become reactive without a decision framework.
4	***MAINTENANCE PERFORMANCE IS NOT TRACKED*** Tracking cost alone isn’t efficiency. Measuring maintenance relative to NOI, square footage, or unit count provides real performance visibility.

THE SHIFT

The Property Maintenance Factor™

The Property Maintenance Factor (PMF) is the impact proper maintenance has on property value.

Why This Matters

Maintenance decisions directly affect cash flow stability, capital predictability, net operating income, and long-term asset value. Yet most maintenance decisions are reactive and disconnected from finanancial perfomrance.

From Overlooked to Controlled

When the Property Maintenance Factor is applied, maintenance is measured properly.

When measured properly, it becomes predictable.
When predictable, it becomes manageable.
When manageable, it becomes profitable.

RECOGNIZE | ORGANIZE | SYSTEMIZE | MAXIMIZE

The PMF Framework

The PMF Framework provides a structured way to align maintenance decisions with financial performance. It consists of:

- **RECOGNIZE**
- **ORGANIZE**
- **SYSTEMIZE**
- **MAXIMIZE**

This helps investors:

- Make repair and replacement decisions strategically
- Reduce emergency-driven cash flow disruption
- Protect long-term asset value
- Improve capital forecasting
- Support stable NOI

THE POWER OF MAINTENANCE IS THE MOST OVERLOOKED FACTOR AFFECTING LONG-TERM PROPERTY PERFORMANCE

PMF Quick Assessment

How Aligned is Your Maintenance Strategy with Profit?

Take the Quiz

Review the statements below and check what applies to your portfolio

RECOGNIZE

- [ ] I understand how maintenance decisions impact NOI and cash flow
- [ ] I identify potential risks before they become financial setbacks

ORGANIZE

- [ ] I maintain a current inventory of major systems and life cycles
- [ ] I forecast captial replacements 12-24 months in advance

SYSTEMIZE

- [ ] I follow a documented preventive maintenance schedule
- [ ] I track emergency vs. planned maintenance activity

MAXIMIZE

- [ ] I use a structured *Repair, Replace, or Obsolete Decision-Making Process*
- [ ] I measure maintenance performance against financial metrics

Scoring

0-3 Maintenance may be affecting profit unpredictably

4-6 Some controls exist but financial performance may not be fully aligned

7-8 Maintenance is operating as a mesaurable profit strategy

Discover How Maintenance Affects Your Property Performance

Your PMF Quick Assessment score is a starting point. In a complimentary PMF Profits Consultation, John can help you explore what it may mean for your property or portfolio—and how proper maintenance could become a profit strategy that supports cash flow.

In your 30-minute Complimentary PMF Profits Consulation, we will:

- Discuss your biggest property maintenance concerns
- Explore how maintenance may be impacting your profits and cash flow
- Look at where your property maintenance could be more effective
- Identify a strategy for improving property performance

MAINTENANCE DOES NOT HAVE TO DISRUPT FINANCIAL STABILITY

With the right strategy, maintenance can support consistent performance and long-term value

SCHEDULE YOUR 30-MINUTE CONSULTATION

Complimentary

Proper Maintenance Protects Property Values™

- JOHN BOVERI