



Accounting Discussion Talking Points
NOVA NARPM Chapter Luncheon
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Presented by

Kris Freeberg, Economist at [Making End\\$ Meet](#), and
Controller at [Property Management Advisors](#)

Today's three points are taken from [this longer, more thorough list of twenty-one](#).
The point of this work is to help Property Management companies enjoy [these six success traits](#).

Today's Points

1. Systemic Real Estate & Property Management Industry Bias.

- Attracts people who score a high I (Influence) on the [DISC profile](#).
- They're top-line, big picture, people-people, who are disinclined to be very interested in the very accounting that is necessary to run their businesses.
- Both industries are biased toward real estate expertise, and away from accounting expertise.
- However, as soon as you become a Property Manager, ***you are all of a sudden a professional accountant***, responsible for providing a complete set of financial statements for every landlord client you have . . . with no preparation, background, training, or inclination. It's just not how most real estate folks are wired.

2. Bank Reconciliations prevent:

- Omissions.
- Sand in the gears.
- Dying a slow, miserable death of a thousand cuts
- "More money, more problems."
- More "doors" without reconciliations = digging a deeper hole.

3. "Sergeant Major Syndrome"

- John 15:13 – the greatest love is to sacrifice for others, even die for them.
- This widespread and well-meaning doctrine, when misunderstood, can cause employers of good will to enslave themselves, working for years for no pay or worse, at a loss, making the business unsustainable.
- Remedy: a coherent budget and business plan designed to take care of the employer, and keep the business sustainable.
- The goose that lays the golden eggs must be fed. "Do not muzzle the ox while he is threshing."

Two Big Take-Aways:

1. Good accounting is a matter of life and death. It's that important.
2. It's all about caring.

Links:

- [Anonymous Accounting Questions](#)
- [Book Review – Millionaire Real Estate Agent \(MREA\) and Notes](#)
- [Book Review – Millionaire Real Estate Investor \(MREI\) and Notes](#)
- [Youtube video of this presentation](#)