



PROFITIQS

AFFILIATE MARKETING KIT · 2026

Property Management Business Intelligence System



What's Inside This Kit

Everything you need to promote Property Management Business Intelligence System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.

PROPERTY P&L

← START HERE

PROPERTY-LEVEL PROFIT & LOSS

Property	Revenue	Expenses	NOI	Cash Flow (pre-debt)	Profit Margin	NOI Margin
Magnolia Court	\$75,755	\$34,495	\$41,260	\$41,260	54.5%	54.5%
Riverside Flats	\$112,597	\$65,969	\$46,628	\$46,628	41.4%	41.4%
The Hawthorne	\$56,525	\$28,319	\$28,206	\$28,206	49.9%	49.9%
Cedar Park Duplex	\$41,640	\$23,217	\$18,423	\$18,423	44.2%	44.2%
Sunset Row Homes	\$117,060	\$61,536	\$55,524	\$55,524	47.4%	47.4%
Birchwood Terrace	\$150,177.52	\$74,039.76	\$76,138.16	\$76,138.16	50.7%	50.7%
Lakeview Commons	\$201,049.65	\$111,539.09	\$89,510.56	\$89,510.56	44.5%	44.5%
Oakhurst Row Home	\$90,905.00	\$40,652.16	\$50,252.84	\$50,252.84	55.3%	55.3%
Pecan Grove Apartments	\$22,014.00	\$10,976.82	\$11,037.18	\$11,037.18	50.1%	50.1%
Willow Creek Duplex	\$42,180.00	\$17,902.13	\$24,277.87	\$24,277.87	57.6%	57.6%
Highland Park Flats	\$96,430.00	\$45,870.87	\$50,559.13	\$50,559.13	52.4%	52.4%
Meadowbrook Estates	\$70,855.00	\$34,240.60	\$36,614.40	\$36,614.40	51.5%	51.5%
Stonebridge Court	\$113,639.08	\$56,149.14	\$57,489.94	\$57,489.94	50.6%	50.6%
PORTFOLIO TOTAL	\$1,388,753.22	\$703,697.25	\$685,055.97	\$685,055.97	49.3%	49.3%

VENUE VS EXPENSE TREND (PORTFOLIO)

Month	Revenue	Expenses	NOI
Jul 2025	\$115,555.00	\$30,598.61	\$84,956.39
Aug 2025	\$112,275.00	\$41,858.02	\$70,416.98
Sep 2025	\$116,300.00	\$34,317.46	\$81,982.54
Oct 2025	\$114,820.00	\$35,804.33	\$79,015.67
Nov 2025	\$113,240.00	\$42,426.36	\$70,813.64
Dec 2025	\$115,465.00	\$35,806.57	\$79,658.43

Portfolio Revenue vs Expenses vs NOI (Trailing 12 Months)

Latest Mo Window

Jun 2026

Jul 2026

Aug 2026

Sep 2026

Oct 2026

Nov 2026

Dec 2026

The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

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Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Property Management — Niche Overview and Product Facts

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Verified product facts

Exact product name: Property Management Business Intelligence System™ **Brand:** ProfitIQS ·

Sold through: Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 12 sheets; Field Guide PDF — 39 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 31 sheets; Field Guide PDF — 54 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	\$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):

<https://www.profitiqs.com/industries/property-management>

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727228	https://www.checkout-ds24.com/product/727228
Elite	727129	https://www.checkout-ds24.com/product/727129
Complete	726920	https://www.checkout-ds24.com/product/726920

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see **[YOUR AFFILIATE LINK]** throughout this kit).

Audience

Property managers tracking income and expenses across managed units, from solo operators to companies managing portfolios for multiple property owners..

Buyer profiles (HYPOTHESIS)

The solo property manager. Manages a portfolio of units for several owners, handling leasing, maintenance and owner statements personally.

The growing management company. Adds doors and staff quickly and needs per-property and per-owner numbers that do not get lost in the growth.

The owner-relations focused manager. Competes on trust with the owners who hired the company and wants every owner statement to be clean and easy to defend.

The maintenance-heavy portfolio manager. Coordinates vendors and repairs across many units and wants to see which ones are actually worth keeping.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Owner statements built by hand.** Pulling together rent, expenses and fees for each owner every month eats time and invites mistakes.
- **Management fees that blend together.** When fee income is not tracked separately from owner-collected rent, it is hard to see what the business itself actually earns.
- **Vacancy cost that goes unmeasured.** A unit sitting empty between tenants is a cost owners will ask about, and it is easy to underestimate.
- **Maintenance requests with no running cost.** Repairs get coordinated and paid for, but the total cost per unit rarely gets added up.
- **Lease renewals that slip past.** A lease that expires without a renewal conversation can turn into an unplanned vacancy.
- **Units that cost more than they earn.** Some managed properties take more maintenance and owner attention than their fee income justifies.

Buyer motivations (HYPOTHESIS)

- Send owners clean, defensible statements
- See management fee income separately from owner funds
- Catch lease renewals before they lapse
- Know which units are worth managing
- Keep vacancy and maintenance costs visible

Why someone might consider a business intelligence system

The common thread is visibility: property managers usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Property Management Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner

entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **Management fee income:** What the management company actually earns, separate from the rent collected on owners' behalf.
- **Vacancy cost:** What an empty unit costs in lost rent between tenants.
- **Unit profitability:** What each managed unit nets once its own maintenance and costs are counted.
- **Lease renewal rate:** How many expiring leases get renewed instead of turning into vacancies.
- **Owner distributions:** What is actually paid out to each property owner after fees and expenses.
- **Accounts receivable:** Rent and fees billed but not yet collected.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "My property management software already does this."
- "I am not an Excel person."
- "I only manage a handful of units."
- "Which edition do I need?"
- "Will it get me more owner clients?"
- "Does it send the owner statements for me?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: a manager opens Owner Tracker before month-end and finds one owner's statement is missing a maintenance invoice that was paid out of pocket.
- Hypothetical: a manager reviews Unit Profitability and finds a managed unit that costs more in maintenance coordination than its management fee covers.

Property Management — Tier Comparison

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Product: Property Management Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 12 sheets	Elite — 31 sheets	Both workbooks
Field Guide (PDF)	39 pages	54 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Managers who want property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard and a tax set-aside estimate.	Managers who also want tenant and lease tracking, maintenance coordination, owner statements and analytics, unit profitability, receivables, cash flow forecasting and benchmarks.	Managers who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 12)

- START HERE
- PROPERTY_SETUP
- RENT_ENTRY
- EXPENSE_ENTRY
- VACANCY_TRACKER
- PROPERTY_PNL
- DASHBOARD
- Tax Rate Reference
- SETUP
- TAX & DEDUCTIONS
- BUSINESS HEALTH SNAPSHOT
- ACCOUNTANT EXPORT

Elite 2026 — every visible sheet (VERIFIED, 31)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary
- 04 Property Setup
- 05 Tenant Manager
- 06 Lease Tracker
- 07 Vacancy Tracker
- 08 Maintenance Tracker
- 09 Owner Tracker
- 10 Monthly Review
- 11 Executive Report
- 12 Rent Entry
- 13 Expense Entry
- 14 Property P&L
- 15 Accounts Receivable
- 16 Unit Profitability
- 17 KPI Command Center
- 18 Business Health
- 19 Cashflow Forecast
- 20 Benchmarks
- 21 Action Center
- 22 Owner Analytics Center
- 23 Tax Setup
- 24 Tax Reserve & VAT Center
- 25 Deduction Maximizer
- 26 Tax Readiness Center
- 27 Accountant Summary
- Tax Rate Reference
- 28 Glossary
- 29 Changelog
- 30 Core Engine

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (<https://www.checkout-ds24.com/product/726920>).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.

- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Property Management — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	Your owners want a clean statement. Are you building it from memory every month?	Talking head, then cut to the dashboard
2	Problem and solution	A vacant unit is costing your owner money. Do you know how much?	Talking head, then cut to the dashboard
3	Problem and solution	Some of the units you manage take more work than they are worth. Do you know which ones?	Talking head, then cut to the dashboard
4	Problem and solution	Management fees and owner rent in the same number? That is how fee income disappears.	Talking head, then cut to the dashboard
5	Industry mistake	Property management money mistake: building owner statements from memory instead of records.	Talking head with on-screen text
6	Industry mistake	Mixing management fee income with owner-collected rent is an easy trap.	Talking head with on-screen text
7	Industry mistake	Letting a lease expire before the renewal conversation happens costs more than people think.	Talking head with on-screen text
8	Industry mistake	Stop treating every managed unit as equally worth keeping.	Talking head with on-screen text
9	Operational inefficiency	Rent in one spreadsheet, maintenance in a notebook, owner statements nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	If you cannot see vacancy cost by unit, you are guessing at what it costs your owners.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Chasing maintenance invoices after the owner statement is already sent is the wrong order.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Building owner statements after a full day of maintenance calls? Watch this.	Relatable POV clip
13	Owner frustration	An owner asks where the management fee went, and you are digging through a spreadsheet to answer.	Relatable POV clip
14	Owner frustration	Managing a dozen properties and still not sure which ones are actually worth it?	Relatable POV clip
15	Curiosity	What does an entire managed property portfolio look like on one screen?	Screen recording reveal

16	Curiosity	I opened a 31-sheet Excel system built just for property management companies. Here is what is inside.	Screen recording reveal
17	Curiosity	There is one number every property manager should check before sending owner statements.	Screen recording reveal
18	Educational	Management fee vs owner rent: why they should never be the same number.	Whiteboard or on-screen definition
19	Educational	Vacancy cost explained for property managers in 30 seconds.	Whiteboard or on-screen definition
20	Educational	How to work out what a managed unit actually nets after its own costs.	Whiteboard or on-screen definition
21	Educational	Lease renewal rate: the number that decides how much vacancy you will have next quarter.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Property Management Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a rent payment and see the owner statement update.	Screen recording of the sample workbook
24	Product demonstration	This is what unit profitability looks like when it is built for property managers.	Screen recording of the sample workbook
25	Product demonstration	Owner Tracker: one sheet to hold every owner statement.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your managed portfolio.	Split screen of the editions
27	Comparison and decision	Property management software vs a manager's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"I only manage a handful of units." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not get you more owner clients. Here is what it will do.	Talking head, objection as on-screen text

Property Management — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Property Management Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The solo property manager **Length:** about 33 seconds

1. Opening hook (0–3s): Your owners want a clean statement. Are you building it from memory every month?

2. Spoken narration: Pulling together rent, expenses and fees for each owner every month eats time and invites mistakes. The Property Management Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, fees, vacancy and the key numbers are on the first screen.

3. On-screen text:

- Owner statements built by hand
- Your managed portfolio on one screen
- Property Management Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Property managers **Length:** about 33 seconds

1. Opening hook (0–3s): Three common money mistakes in a property management company.

2. Spoken narration: One: building owner statements from memory instead of records. Two: mixing management fee income with owner-collected rent. Three: treating every managed unit as equally worth keeping. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Building owner statements from memory instead of records
- Mistake 2: Mixing management fee income with owner-collected rent
- Mistake 3: Treating every managed unit as equally worth keeping

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is management fee income?

Type: Educational **Target audience:** Property managers **Length:** about 28 seconds

1. Opening hook (0–3s): What is management fee income, and why should you care?

2. Spoken narration: What the management company actually earns, separate from the rent collected on owners' behalf. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Management fee income
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Management fee income if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Property managers **Length:** about 33 seconds

1. Opening hook (0–3s): I opened a 31-sheet Excel system built just for property management companies. Here is what is inside.

2. Spoken narration: This is the Property Management Business Intelligence System™. The Elite edition has 31 sheets. Here is 09 Owner Tracker. Each owner has their own rent, expenses, fees and payout laid out. And this is 16 Unit Profitability. Every managed unit is ranked by what it nets after its own costs.

3. On-screen text:

- Owner statements, not owner guesswork
- Which units actually earn their keep?

4. Visuals / screen recording: Screen recording: 09 Owner Tracker, then 16 Unit Profitability

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The solo property manager **Length:** about 30 seconds

1. Opening hook (0–3s): Building owner statements after a full day of maintenance calls? Watch this.

2. Spoken narration: Some managed properties take more maintenance and owner attention than their fee income justifies. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Units that cost more than they earn
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 37 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your managed portfolio.

2. Spoken narration: Essential is \$97: managers who want property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard and a tax set-aside estimate. Elite is \$197:

managers who also want tenant and lease tracking, maintenance coordination, owner statements and analytics, unit profitability, receivables, cash flow forecasting and benchmarks. Complete, \$249, gives you both.

3. On-screen text:

- Essential \$97
- Elite \$197
- Complete \$249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 26 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The dashboards and formulas are built; you log rent, expenses and fees. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Property Management Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 12 sheets; Elite has 31. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder**5. Call to action:** See the editions at the link in my bio. (Caption: #ad — affiliate link)**6. Destination:** [YOUR AFFILIATE LINK]**7. Claims to verify before posting:**

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The owner-relations focused manager **Length:** about 28 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your property management company.**2. Spoken narration:** Open the dashboard. Check management fee income and vacancy cost. Then open 06 Lease Tracker. Leases are sorted by how soon they expire. Write down one thing to change next month. That's it.**3. On-screen text:**

- Open the dashboard
- Check Management fee income
- Check 06 Lease Tracker
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 06 Lease Tracker**5. Call to action:** See the editions at the link in my bio. (Caption: #ad — affiliate link)**6. Destination:** [YOUR AFFILIATE LINK]**7. Claims to verify before posting:**

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Property managers **Length:** about 30 seconds

1. Opening hook (0–3s): There is one number every property manager should check before sending owner statements.**2. Spoken narration:** It is unit profitability. What each managed unit nets once its own

maintenance and costs are counted. In the Property Management Business Intelligence System™, 07 Vacancy Tracker is where you see it alongside the rest of the business.

3. On-screen text:

- Unit profitability
- Vacancy cost, not a vacancy guess

4. Visuals / screen recording: Screen recording of 07 Vacancy Tracker

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 07 Vacancy Tracker content as shown in the sample file
- Disclosure included in caption or on screen

Property Management — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

Your owners want a clean statement. Are you building it from memory every month?

Pulling together rent, expenses and fees for each owner every month eats time and invites mistakes.

The Property Management Business Intelligence System(TM) is a downloadable Excel system built for property managers. Link in bio.

#ad -- affiliate link
#propertymanagement #propertymanager #propertymanagementcompany #realestate
#rentalproperty #pmindustry

2. Instagram

What does an entire managed property portfolio look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate, built in Excel.

Link in bio. #ad -- affiliate link
#propertymanagement #propertymanager #propertymanagementcompany #realestate
#rentalproperty #pmindustry

3. TikTok

Property management money mistake: building owner statements from memory instead of records. #ad -- affiliate link #propertymanagement #propertymanager
#propertymanagementcompany #realestate #rentalproperty #pmindustry

4. TikTok

Management fee vs owner rent: why they should never be the same number. Full breakdown in the video. #ad -- affiliate link #propertymanagement #propertymanager
#propertymanagementcompany #realestate #rentalproperty #pmindustry

5. Facebook

Some of the units you manage take more work than they are worth. Do you know which ones?

When fee income is not tracked separately from owner-collected rent, it is hard to see what the business itself actually earns.

If you run a property management company, the Property Management Business Intelligence System(TM) is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

6. Facebook

Question for property managers: management fee income -- do you know yours?

What the management company actually earns, separate from the rent collected on owners' behalf.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

7. LinkedIn

A vacant unit is costing your owner money. Do you know how much?

A lease that expires without a renewal conversation can turn into an unplanned vacancy.

The Property Management Business Intelligence System(TM) turns property management company data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

8. LinkedIn

Three numbers every property manager should review monthly:

1. Management fee income
2. Vacancy cost
3. Unit profitability

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

9. X / Threads

Rent in one spreadsheet, maintenance in a notebook, owner statements nowhere. There is a simpler way. [YOUR AFFILIATE LINK] #ad -- affiliate link

10. YouTube community

Essential or Elite? How to pick the right edition for your managed portfolio.

Essential \$97 - Elite \$197 - Complete \$249. Comparison in my latest Short. [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

10 short promotional posts

1. Management fees and owner rent in the same number? That is how fee income disappears. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Mixing management fee income with owner-collected rent is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Letting a lease expire before the renewal conversation happens costs more than people think. [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot see vacancy cost by unit, you are guessing at what it costs your owners. [YOUR AFFILIATE LINK] #ad — affiliate link
5. An owner asks where the management fee went, and you are digging through a spreadsheet to answer. [YOUR AFFILIATE LINK] #ad — affiliate link
6. Managing a dozen properties and still not sure which ones are actually worth it? [YOUR AFFILIATE LINK] #ad — affiliate link
7. Vacancy cost explained for property managers in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. How to work out what a managed unit actually nets after its own costs. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Lease renewal rate: the number that decides how much vacancy you will have next quarter. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Property management software vs a manager's Excel dashboard: they answer different

questions. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Property Management Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at \$97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for property managers — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Management fee income explained** — Define management fee income in plain English (What the management company actually earns, separate from the rent collected on owners' behalf.) and show where it appears in the sample workbook.
2. **Vacancy cost explained** — Define vacancy cost in plain English (What an empty unit costs in lost rent between tenants.) and show where it appears in the sample workbook.
3. **Unit profitability explained** — Define unit profitability in plain English (What each managed unit nets once its own maintenance and costs are counted.) and show where it appears in the sample workbook.
4. **Mistake: Letting a lease expire before the renewal conversation happens** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Leaving receipts and owner records scattered until tax time** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes property managers make

- **Slide 1:** 5 money mistakes property managers make
- **Slide 2:** Building owner statements from memory instead of records
- **Slide 3:** Mixing management fee income with owner-collected rent
- **Slide 4:** Treating every managed unit as equally worth keeping
- **Slide 5:** Letting a lease expire before the renewal conversation happens
- **Slide 6:** Underestimating what an empty unit actually costs
- **Slide 7:** See them all in one place -> Property Management Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a property management company

- **Slide 1:** The numbers behind a property management company
- **Slide 2:** Management fee income: What the management company actually earns, separate from the rent collected on owners' behalf.
- **Slide 3:** Vacancy cost: What an empty unit costs in lost rent between tenants.
- **Slide 4:** Unit profitability: What each managed unit nets once its own maintenance and costs are counted.
- **Slide 5:** Lease renewal rate: How many expiring leases get renewed instead of turning into

vacancies.

- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — \$97: Managers who want property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard and a tax set-aside estimate.
- **Slide 3:** Elite — \$197: Managers who also want tenant and lease tracking, maintenance coordination, owner statements and analytics, unit profitability, receivables, cash flow forecasting and benchmarks.
- **Slide 4:** Complete — \$249: Managers who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Property Management Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your managed portfolio on one screen
- **Slide 3:** 09 Owner Tracker: Owner statements, not owner guesswork
- **Slide 4:** 16 Unit Profitability: Which units actually earn their keep?
- **Slide 5:** 07 Vacancy Tracker: Vacancy cost, not a vacancy guess
- **Slide 6:** 06 Lease Tracker: Renewals you will not miss
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My property management software already does this." -> Property management software runs leasing, maintenance tickets and tenant communication. This workbook is the owner-facing financial view: statements, fee income, vacancy cost, per-unit profitability and tax set-aside...
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log rent, expenses and fees. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I only manage a handful of units." -> Essential covers the core: property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard and tax set-aside.
- **Slide 5:** "Which edition do I need?" -> Essential (12 sheets) covers property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard, tax set-aside and an accountant export. Elite (31 sheets) adds tenant and lease tracking, maintenance...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Your owners want a clean statement. Are you building it from memory every month?
2. A vacant unit is costing your owner money. Do you know how much?
3. What does an entire managed property portfolio look like on one screen?

4. I opened a 31-sheet Excel system built just for property management companies. Here is what is inside.
5. Management fee vs owner rent: why they should never be the same number.
6. Vacancy cost explained for property managers in 30 seconds.
7. Here is the Executive Dashboard in the Property Management Business Intelligence System.
8. Watch me log a rent payment and see the owner statement update.
9. Essential or Elite? How to pick the right edition for your managed portfolio.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Pulling together rent, expenses and fees for each owner every month eats time and invites mistakes. The Property Management Business Intelligence System(TM) is a downloadable Excel system for property managers: dashboards, reports and a tax set-aside estimate, built in.

Editions: Essential \$97 - Elite \$197 - Complete \$249
[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

#propertymanagement #propertymanager #propertymanagementcompany #realestate
#rentalproperty #pmindustry

Description template B:

A look inside the Property Management Business Intelligence System(TM) with its sample data. Each edition includes the workbook, a Field Guide and a Quick Start. Requires desktop Microsoft Excel.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Property Management — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Property managers on your list who have not bought anything yet

Subject line: Owner statements built by hand? **Preview text:** Why a busy property management company can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Pulling together rent, expenses and fees for each owner every month eats time and invites mistakes.

When fee income is not tracked separately from owner-collected rent, it is hard to see what the business itself actually earns.

Neither of these is a moral failing -- it is usually just that the numbers live in different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The management

fee income question **Preview text:** One number worth checking every month **CTA**

placeholder: [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Here is one number worth knowing for any property management company: management fee income.

What the management company actually earns, separate from the rent collected on owners' behalf.

Two more worth adding to your monthly check:

- Vacancy cost: What an empty unit costs in lost rent between tenants.
- Unit profitability: What each managed unit nets once its own maintenance and costs are counted.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for property managers **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

The tool I mentioned is the Property Management Business Intelligence System(TM).

It is a downloadable Excel workbook built for property managers. You log your own data and the dashboards, reports and tax set-aside estimate update for you. It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:

- 02 Executive Dashboard: Revenue, fees, vacancy and the key numbers are on the first screen.
- 09 Owner Tracker: Each owner has their own rent, expenses, fees and payout laid out.
- 16 Unit Profitability: Every managed unit is ranked by what it nets after its own costs.
- 07 Vacancy Tracker: Empty units and their lost rent are tracked in one place.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

If you looked at the Property Management Business Intelligence System(TM) and were not sure which edition to pick, here is the short version:

- **Essential -- \$97** (12 sheets): Managers who want property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard and a tax set-aside estimate.
- **Elite -- \$197** (31 sheets): Managers who also want tenant and lease tracking, maintenance coordination, owner statements and analytics, unit profitability, receivables, cash flow forecasting and benchmarks.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: How many units and owners do you manage?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

I will stop talking about the Property Management Business Intelligence System(TM) after this. Two honest answers before I do:

"I am not an Excel person." The dashboards and formulas are built; you log rent, expenses and fees. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Will it get me more owner clients?" No. It shows your numbers so you can run cleaner statements and decide which units are worth managing.

If it fits how you run your property management company, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Property Management — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in graphics/ from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (00-Master-Affiliate-Kit/brand/), product dashboard image and Field Guide covers (in graphics/source/). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	Your owners want a clean statement. Are you building it from memory every month?	Pulling together rent, expenses and fees for each owner every month eats time and invites mistakes.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Property Management Business Intelligence System™	Excel business system for property managers · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is management fee income?	What the management company actually earns, separate from the rent collected on owners' behalf.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does an entire managed property portfolio look like on one screen?	Property Management Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Property Management system	02 Executive Dashboard · 09 Owner Tracker · 16 Unit Profitability · 07 Vacancy Tracker	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential \$97 · Elite \$197 · Complete \$249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	landscape banner / link preview	1200×628	Property Management Business Intelligence System™	Owner statements built by hand	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Management fee vs owner rent: why they should never be the same number.	Property Management	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

graphics/launch-announcement.png	1080×1080	Now available:	Essential	See the	Stamp
announcement (square)		Property	\$97 · Elite	editions	badge,
		Management Complete	\$197 ·		product
		Business	\$249		name,
		Intelligence			price
		System™			tags,
					dashboard
					exhibit;
					no
					countdown
					or
					urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from 05-Social-Media-Copy.md is also rendered as a real, swipeable image in graphics/carousels/ -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

graphics/source/workbook-screenshots/Essential/ and .../Elite/ hold a real screenshot of every visible sheet in both editions (12 and 31 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Property Management — Audience and Objection Guide

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Target audience segments

- **The solo property manager:** Manages a portfolio of units for several owners, handling leasing, maintenance and owner statements personally.
- **The growing management company:** Adds doors and staff quickly and needs per-property and per-owner numbers that do not get lost in the growth.
- **The owner-relations focused manager:** Competes on trust with the owners who hired the company and wants every owner statement to be clean and easy to defend.
- **The maintenance-heavy portfolio manager:** Coordinates vendors and repairs across many units and wants to see which ones are actually worth keeping.

Common objections and honest responses

"My property management software already does this." Property management software runs leasing, maintenance tickets and tenant communication. This workbook is the owner-facing financial view: statements, fee income, vacancy cost, per-unit profitability and tax set-aside. They can run side by side.

"I am not an Excel person." The dashboards and formulas are built; you log rent, expenses and fees. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"I only manage a handful of units." Essential covers the core: property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard and tax set-aside.

"Which edition do I need?" Essential (12 sheets) covers property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard, tax set-aside and an accountant export. Elite (31 sheets) adds tenant and lease tracking, maintenance, owner tracking and analytics, unit profitability, receivables, cash flow forecasting and benchmarks.

"Will it get me more owner clients?" No. It shows your numbers so you can run cleaner statements and decide which units are worth managing.

"Does it send the owner statements for me?" No. It is an analysis workbook, not statement delivery or accounting software.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- How many units and owners do you manage?
- Do you need owner statements and fee tracking, or just the core numbers?

- Do you track lease renewals and vacancy separately?
- Do you want per-unit profitability across your portfolio?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Managers who want property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard and a tax set-aside estimate.
- **Elite:** Managers who also want tenant and lease tracking, maintenance coordination, owner statements and analytics, unit profitability, receivables, cash flow forecasting and benchmarks.
- **Complete:** Managers who want both editions in one package.

When the product is probably not a good fit

- Managers without desktop Microsoft Excel
- Anyone needing tenant screening, online rent collection or maintenance ticketing software
- Large management companies needing real-time multi-user cloud reporting
- Managers who will not log rent and expenses regularly

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Property Management — Pre-Publication Checklist

Tick every box before publishing anything for the Property Management Business Intelligence System™.

Product accuracy

- ☐ Product name written exactly as **Property Management Business Intelligence System™**
- ☐ Every feature you mention appears in 02-Tier-Comparison.md
- ☐ Prices shown as Essential \$97 / Elite \$197 / Complete \$249 and match the live page

Landing page

- ☐ Link points to the Property Management product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726920>)

Affiliate link

- ☐ Your own Digistore24 affiliate link replaces every placeholder
- ☐ The link opens the correct edition or marketplace entry

Tracking

- ☐ Click your link once from a private window and confirm it lands correctly
- ☐ Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- ☐ Disclosure is visible near the link or in the first lines of the caption
- ☐ Spoken or on-screen disclosure in videos

Call to action

- ☐ One clear CTA per post
- ☐ No invented discounts, bonuses or deadlines

Mobile readability

- ☐ Text on graphics readable on a phone
- ☐ Captions front-load the hook and link

Claims and compliance

- ☐ No income, savings, results or tax promises
- ☐ No fake testimonials, reviews or screenshots
- ☐ Hypothetical examples labeled as hypothetical

- ☐ Not described as AI, automation or a chatbot

Property Management — Paid Ad Copy (Meta Ads Manager)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace **[YOUR AFFILIATE LINK]** with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 26/27:

Owner statements built by...

Headline, long form (≤40 char max) -- 30/40:

Owner statements built by hand

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 124/125:

Pulling together rent, expenses and fees for each owner every month eats time and invites mistakes. The Property Management...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 299 chars:

Pulling together rent, expenses and fees for each owner every month eats time and invites mistakes. The Property Management Business Intelligence System(TM) is a downloadable Excel system for property managers -- dashboards, reports and a tax set-aside estimate, already built. Three editions from \$97.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: **[YOUR AFFILIATE LINK]**

Product / features

Headline (≤27 chars, safest across placements) -- 26/27:

Property Management System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 123/125:

A downloadable Excel system built for property managers. Dashboards, reports and a tax set-aside estimate -- already built...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 267 chars:

The Property Management Business Intelligence System(TM) is a downloadable Excel workbook built for property managers: dashboards, reports and a tax set-aside estimate, already built, with sample data so it works the moment you open it. Requires desktop Microsoft Excel.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 / \$197 / \$249

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

Compare 3 Editions

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

Essential \$97. Elite \$197. Complete \$249. Every edition: workbook, Field Guide, Quick Start.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 452 chars:

Essential (\$97): Managers who want property setup, rent and expense entry, vacancy tracking, property P&L, a dashboard and a tax set-aside estimate. Elite (\$197): Managers who also want tenant and lease tracking, maintenance coordination, owner statements and analytics, unit profitability, receivables, cash flow forecasting and benchmarks. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

Description (≤30 chars, shows on some placements only) -- 19/30:

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 21/27:

Management fee income

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 120/125:

What the management company actually earns, separate from the rent collected on owners' behalf. The Property Management...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 252 chars:

Management fee income: What the management company actually earns, separate from the rent collected on owners' behalf. You can work it out by hand, or let the Property Management Business Intelligence System(TM) calculate it from the data you already log.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 23/27:

For Property Management

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 103/125:

Built specifically for property managers -- not a generic spreadsheet template. See all three editions.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 255 chars:

The Property Management Business Intelligence System(TM) is built specifically for property managers, not a generic spreadsheet template. Downloadable Excel workbook, sample data included, Field Guide and Quick Start in every edition. See all three editions.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 - \$197 - \$249

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see [graphics/](#)) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Property Management — Cold Email Sequence (8 emails)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace **[FIRST NAME]** and **[YOUR NAME]** before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your property management company
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, property management
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your property management company

Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of property managers do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

Hi [FIRST NAME],

Here is something I notice a lot with property managers.

Building owner statements from memory instead of records.

It is an easy thing to fall into. You are busy running the property management company. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

Hi [FIRST NAME],

There is one number I think every property manager should know.

It is called management fee income. In plain words: what the management company actually earns, separate from the rent collected on owners' behalf.

Many owners could not tell you this number if you asked right now. Not because they do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, property management

Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply "yes" and I will send it over.

[YOUR NAME]

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

Hi [FIRST NAME],

I want to be straight with you.

A lot of property managers tell me something like this: "My property management software already does this."

Here is the honest answer. Property management software runs leasing, maintenance tickets and tenant communication. This workbook is the owner-facing financial view: statements, fee income, vacancy cost, per-unit profitability and tax set-aside. They can run side by side.

If that sounds like you, this might not be worth your time right now, and that is okay. I would rather tell you the truth than waste your time.

[YOUR NAME]

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

Hi [FIRST NAME],

Picture this for a second.

A property manager opens their numbers for the first time in months. The property management company is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like owner statements built by hand.

That is really all this is for. A simple way to see what is REALLY happening in your property management company, every week, without extra work on top of your day.

[YOUR NAME]

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for property managers. You enter your numbers, it shows you your profit, your biggest costs, and management fees that blend together.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Property Management Business Intelligence System(TM), built for exactly this. Three editions, starting at \$97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a property management company is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.