

uFire.

REAL ESTATE ADJACENT

Landlords Ask Other Landlords Everything. Be Their Trusted Answer.

The landlord community is one of the tightest word-of-mouth networks in real estate. 'Who manages your rentals?' is asked constantly — and the company that shows up most in trusted landlord communities wins the most doors under management.

THE PROBLEM

Why Property Management Businesses Struggle to Grow

Property Management Is a High-Trust, Slow-to-Build Business

Landlords don't switch property managers on a whim — they wait for a trusted recommendation. Without community presence, you miss the moment they're ready to make a move.

Every Door Under Management = Recurring Revenue

Property management is monthly recurring revenue. Each new property owner is worth \$3,000–\$12,000+ per year indefinitely. Word-of-mouth has extraordinary LTV leverage here.

Education Content Wins DIY Landlords

Many landlords manage their own properties until they can't anymore. Ambassador education content — 'why I finally hired a property manager' — is the most effective way to convert them.

THE SOLUTION

How **uFire** Works for Property Management

1

Recruit Satisfied Landlord Ambassadors

We enroll property owners who use your management services and love the experience. They share 'I finally hired a property manager and here's what happened' content to their landlord networks.

2

Launch Landlord Education Campaigns

'My rental income went up after hiring a PM' stories. 'What property management costs vs. DIY stress' education. Content that speaks directly to hesitant self-managing landlords.

3

Pay Per Post, Grow Your Door Count

Flat per-post pricing. When a landlord in your market is ready to hand off their property, your name is already the trusted recommendation in the community.

THE NUMBERS

The Math Behind the Campaign

\$4,800

Average annual
management revenue per
property

5yr+

Average property
management client
retention

\$24,000

LTV per property owner
over a 5-year relationship

An ambassador campaign costs \$600–\$1,500. Landing 3 new property owners managing 2 properties each at \$4,800/yr = \$28,800 in year-one revenue. Over 5 years: \$144,000.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Property Management — powered by
uFire.

ufire.ai/brands/property-management

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime