

Targeted Jobs for Maintenance Sales --- Hierarchy of Prospects

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Highly Desirable

**Market Types:** Commercial: Office: HOAs: High End

**Key Indicators: Get ‘em While Their HOT!**

* Greater than $\_\_\_\_\_\_\_\_ / month
* Ideal Price Range: $\_\_\_ to $\_\_\_\_\_ per month
* Interested and Understands the Value of Improvements/ Enhancements
* Motivated for a Change and Motivation is High
* Location Makes Sense and within Targeted / Desired Location
* Dealing with Owner or Decisive Leader/ Property Manager
* Has Multiple Properties / Good Potential for More Work
* Non - Residential Reasonable to High Expectations
* Make room for these by losing less desirable work

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Medium Desirability

**Market Types:** High End Apartments; HIGH End Residences with once per week service; Hotels, Retail

**Key Indicators: Go Deeper**

* Have a Decent Budget

* Interested in Improvements
* Reasonable Expectations

* Within the Targeted / Desired Location
* Good Motivation for a Change

Low or No Desirability

**Market Types:** Public Works; HOAs: Body Count Types; Low End Apartments; Restaurants

**Key Indicators: RUN!!**

* High Turnover of Contractors
* Wants Bi-weekly Service
* No interest or Budget for Landscape Improvements
* Body Count Types of Agreements
* Specs are Unrealistic: Want All Inclusive Coverage/ Insurance: Irrigation