Multifamily NEXT

What's Now. What's NEXT. What Wins.

How to Use Your Skills Assessment

NEXT Lab: AI Template Creation Workshop

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Your Guide to Making the Right Workshop Decision

WHAT YOU'VE DOWNLOADED

This skills assessment is your personal diagnostic tool to:

- Identify your current AI template proficiency level
- Calculate exactly how much time and money you're losing
- Understand where you'll start and progress during the workshop
- Make a data-driven decision about registration

Instructions for Completing Your Assessment

STEP 1: SET ASIDE 5-7 MINUTES

- Find a quiet moment without interruptions
- Have your calendar nearby to reference typical work weeks
- Be completely honest – this is for your benefit, not judgment

STEP 2: COMPLETE EACH SECTION THOUGHTFULLY

Part 1: Current Reality Check

- Check every box that applies, even if it's embarrassing
- Each check represents hours you could reclaim
- There are no "wrong" answers – we've all been there

Part 2: Time Calculation

- Estimate conservatively – better to underestimate
- Think about last week specifically for accuracy
- Include time spent searching for old emails/responses

Part 3: Pain Points Rating

- Rate based on your actual experience, not ideal state
- Consider your entire team's struggles, not just yours

Parts 4-8: Knowledge & Opportunities

- Answer based on current state, not aspirations
- Complete the calculations – they're eye-opening

Understanding Your Results

YOUR THREE KEY METRICS

Time Drain Score (Part 2)

- 10+ hours weekly → You'll experience dramatic transformation
- 5-10 hours weekly → You'll see significant improvement
- Under 5 hours → You'll achieve optimization and scale

Pain Score (Part 3)

- 25-35 points → You're in crisis mode - relief is coming
- 15-24 points → Clear improvement opportunity awaits
- Under 15 points → Ready for advanced optimization

ROI Calculation (Part 7)

- $10,000+ annual value → No-brainer investment
- $5,000-10,000 → Strong ROI within first month
- Under $5,000 → Consider team multiplication effect

Your Learning Journey in the Workshop

HOW THIS WORKSHOP ADAPTS TO ALL SKILL LEVELS

This is ONE comprehensive workshop designed to take EVERYONE from their current level to mastery. You'll progress through three skill phases in a single day:

MORNING: FOUNDATION (BEGINNER LEVEL)

Everyone starts here to ensure solid fundamentals

Where You'll Start If You're New:

- Understanding what templates are vs. one-time prompts
- Creating your first 5 simple templates
- Learning basic fill-in-the-blank structure
- Getting comfortable with the tools

Where You'll Start If You're Experienced:

- Quickly validate your fundamentals
- Share knowledge with beginners (reinforces learning)

- Identify gaps in your basic knowledge
- Prepare for advanced afternoon content

MIDDAY: BUILDING & OPTIMIZING (INTERMEDIATE LEVEL)

Everyone progresses to sophisticated template creation

What You'll Learn:

- Multi-variable templates with logic
- Brand voice consistency techniques
- Team deployment strategies
- Performance measurement systems

How We Support Different Levels:

- Beginners get extra instructor support
- Intermediate users work more independently
- Advanced users help guide table discussions

AFTERNOON: SCALING & AUTOMATION (ADVANCED LEVEL)

Everyone learns enterprise strategies

What Everyone Achieves:

- Understanding of automated workflows
- Knowledge of data-connected templates
- Ability to train others
- Portfolio-wide implementation strategies

Differentiated Approach:

- Beginners focus on understanding concepts
- Intermediate users build actual systems
- Advanced participants design enterprise architecture

Should You Attend? Decision Framework

You SHOULD Attend If

Check all that apply:

☐ You spend 5+ hours weekly on repetitive tasks
☐ Your ROI calculation exceeds $5,000 annually
☐ You checked 3+ boxes in Part 1
☐ Your pain score is 15+

☐ You want to learn template creation from scratch
☐ You have templates but they're not optimized
☐ You need to train others on templates

This Workshop Is PERFECT For You If:

☐ You spend 10+ hours weekly on repetitive tasks
☐ Your ROI calculation exceeds $15,000
☐ You checked 5+ boxes in Part 1
☐ Your pain score exceeds 25
☐ You manage multiple properties
☐ You have varying skill levels on your team

What Your Assessment Score Means

High Scores = Bigger Transformation

The WORSE your current situation, the MORE DRAMATIC your improvement will be in the workshop.

SKILL LEVEL IDENTIFICATION

Based on your assessment, you'll know:

You're BEGINNER Level If:

- Never created a template before
- Checked 5+ boxes in Part 1
- Don't understand variable fields
- Copy-paste everything manually
- Need step-by-step guidance

You're INTERMEDIATE Level If:

- Have some templates but not organized
- Understand basics but want sophistication
- Ready to scale across your team
- Want to measure effectiveness
- Checked 3-4 boxes in Part 1

You're ADVANCED Level If:

- Already have templates but want automation
- Score under 15 on pain points
- Ready for enterprise deployment

- Want data-connected systems
- Can help teach others

How the Workshop Accommodates Your Level

Universal Structure, Personalized Support

Morning Session

- Tables grouped by skill level
- Beginners get dedicated helpers
- Advanced participants get enrichment challenges

Afternoon Session

- Mixed-level tables for peer learning
- Everyone builds same 20 templates
- Different complexity based on readiness

End of Day

- Everyone leaves with 20+ working templates
- Beginners master basics
- Advanced users have sophisticated systems

Success Guarantee for All Levels

- Extra support if you're struggling
- Advanced challenges if you're ahead
- No one leaves confused or bored
- Everyone achieves transformation

Special Considerations Based on Your Results

If You Scored High on Time Waste (10+ hours):

You'll see the most dramatic transformation. Focus on getting the basics right in the morning, and by afternoon you'll be building sophisticated systems.

If You Have Some Experience:

You'll validate your knowledge, fill gaps, and advance quickly to complex templates. Help beginners in the morning, excel in the afternoon.

If You're Already Using Templates:

You'll optimize what you have and learn advanced automation. Share your experience while learning enterprise strategies.

Preparing for the Workshop

Based on Your Assessment Results:

High Time Waste (Beginner Focus)

- Don't try to learn everything beforehand
- Come with an open mind
- Bring your most repetitive tasks
- Trust the process

Moderate Scores (Intermediate Focus)

- Bring existing templates to optimize
- List team training challenges
- Prepare questions about scaling

Low Pain Scores (Advanced Focus)

- Bring complex use cases
- Consider enterprise needs
- Prepare to help others

Making Your Final Decision

This ONE Workshop Is Right for You If:

ANY of these are true:

1. You waste 5+ hours weekly on repetitive tasks
2. You want to learn templates from experts
3. You need consistency across your team
4. Your ROI calculation shows clear value
5. You're tired of the copy-paste lifestyle

The Workshop Progression Works Because:

- Morning builds foundation for EVERYONE
- Midday advances EVERYONE's skills
- Afternoon transforms EVERYONE's approach
- Support adapts to EACH person's needs

STILL HAVE QUESTIONS?

Common Concerns

- **"What if I'm too beginner?"** → The workshop starts with basics. You'll have extra support throughout.
- **"What if I'm too advanced?"** → You'll learn enterprise strategies and help others while reinforcing your knowledge.
- **"What if I can't keep up?"** → Multiple instructors ensure no one falls behind. Success guarantee means you get the help you need.
- **"What if I move too fast?"** → Advanced challenges and enterprise projects keep you engaged.

YOUR ASSESSMENT IS COMPLETE

You've Discovered:

- You waste _____ hours weekly on repetitive tasks
- This costs you $_____ annually
- Your pain level is _____ (out of 35)
- You have _____ immediate template opportunities

The Workshop Will Take You:

- FROM: Your current struggle with repetitive tasks
- THROUGH: Progressive skill building (beginner → intermediate → advanced)
- TO: Complete mastery with 20+ working templates

One Workshop. All Skill Levels. Complete Transformation.

Remember: This is ONE comprehensive workshop that meets you where you are and takes you where you need to be. Whether you're starting from zero or ready for advanced automation, you'll progress through all three levels in one transformative day.

Pre-Workshop Skills Assessment

Discover How AI Templates Can Transform Your Daily Workflow

Time to Complete: 5-7 minutes
Purpose: This assessment helps you identify immediate opportunities for productivity gains through AI templates and shows exactly how this workshop will transform your daily operations.

Part 1:
Your Current Reality Check

Let's see where your time is really going

How You Currently Handle Repetitive Communications:

Check all that apply - be honest, we've all been there!

- ☐ I type similar emails from scratch each time (even though they're basically the same)
- ☐ I dig through old emails to find that "perfect response" I wrote months ago
- ☐ I copy-paste from various documents and hope I change all the names
- ☐ I have responses saved somewhere... if I could just remember where
- ☐ I use AI but spend 10+ minutes editing each response
- ☐ Different team members say different things to similar questions
- ☐ Our brand voice depends on who's working that day
- ☐ I've thought "there has to be a better way" at least once this week

Reality Check: Each box checked = 2-3 hours weekly you could reclaim

Part 2:
Calculate Your Hidden Time Drain

Let's put real numbers to your daily frustrations

THE REPETITIVE TASK CALCULATOR

Weekly Time on "Groundhog Day" Tasks:

Prospect Communications:

- "Thanks for touring!" follow-ups: _____ hours
- "Your application status" updates: _____ hours
- "Here's what makes us different" emails: _____ hours

Resident Communications:

- "We got your maintenance request" responses: _____ hours
- "Your rent is due" reminders: _____ hours
- "Time to renew!" campaigns: _____ hours

Administrative Tasks:

- Monthly reports that look the same: _____ hours
- Vendor "please do this" emails: _____ hours
- Team updates and summaries: _____ hours

Your Time Drain Total: _____ hours/week

WAKE-UP CALL:

- 5+ hours = You're losing a half day every week
- 10+ hours = You're losing an entire day every week
- 15+ hours = You're basically working 6-day weeks

What could you do with _____ extra hours every week?

Part 3:
The Cost of Inconsistency

What's really happening across your team?

RATE YOUR CURRENT PAIN POINTS

1 = Never happens | 5 = Daily nightmare

The Struggle Is Real	How Bad Is It?
Different team members, different messages for same situation	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
That typo you noticed AFTER hitting send	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
Prospects waiting hours (or days) for responses	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
"That doesn't sound like us" brand confusion	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
Fair Housing panic moments	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
"I forgot to mention..." follow-up emails	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
New employee = completely different communication style	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
AI-generated template content that could create compliance risk	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Your Pain Score: _____ (out of 40)

WHAT YOUR SCORE MEANS

- 30-40: You are in crisis mode - this workshop is your lifeline
- 18-29: You are suffering unnecessarily - relief is one day away
- 5-17: You have room to optimize - let us perfect your system

Part 4:
The Template Knowledge Gap

No judgment - most people don't know this stuff

QUICK REALITY CHECK

1. "I know exactly how to turn my repetitive emails into reusable AI templates"
   - ☐ Not even close
   - ☐ I have a vague idea
   - ☐ I'm doing this already (then why are you still reading?)

   _____

2. "I can create templates that automatically customize for each recipient"
   - ☐ Wait, that's possible?
   - ☐ I know it's possible but not how
   - ☐ I'm already doing this

3. Review this AI-generated template response to a prospect asking 'Is this a good area for my family?'
   'Absolutely! [Property Name] is in a wonderful family-friendly neighborhood with excellent schools nearby, low crime rates, and plenty of young families. The area is very safe and quiet - perfect for children!'

   What is the problem with this template?
   - ☐ Nothing - it is helpful and friendly
   - ☐ It is too long for a template
   - ☐ It steers based on familial status and implies demographic composition - potential Fair Housing violation
   - ☐ I am not sure

4. "I track which templates save the most time and generate best results"
   - ☐ I should be tracking this?
   - ☐ Good idea, but I don't
   - ☐ My metrics dashboard is beautiful

KNOWLEDGE GAP REALITY

If you checked any "Not even close" or "Wait, that's possible?" - you're leaving money on the table every single day.

Template Risk Awareness

Templates are force multipliers - the good AND the bad. A flawed template used 100 times creates 100 problems.

Rate your confidence (1-5) in building templates that:

Template Safety Skill	Confidence
Avoid Fair Housing red flags (familial status, race, disability steering)	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
Do not include property claims that might be inaccurate	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
Require human review before sending to prospects/residents	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5
Protect resident PII (no personal data in template variables)	☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Which of these should NOT be fully templated without significant human oversight?

Check all that apply:

- ☐ 'Thanks for touring!' follow-up emails
- ☐ Neighborhood description responses
- ☐ Applicant denial communications
- ☐ Renewal offer letters with pricing
- ☐ Responses to accommodation requests
- ☐ Pet policy explanations

(Note for scoring: Correct answers are neighborhood descriptions, applicant denials, and accommodation requests - all carry high compliance risk)

Your Template Risk Score: _____ out of 20

Part 5:
Your Opportunity Goldmine

Check every task you do at least 3 times per week

THE "I DO THIS ALL THE TIME" CHECKLIST

- ☐ Send "thanks for your interest" emails
- ☐ Update applicants on their status
- ☐ Respond to "what's included in rent?" questions
- ☐ Send "your maintenance is scheduled" messages
- ☐ Create social media posts about amenities
- ☐ Write "time to renew" emails with different offers
- ☐ Explain pet policies (again and again)
- ☐ Send "rent is due" reminders
- ☐ Create monthly occupancy reports
- ☐ Answer "do you have availability?" inquiries
- ☐ Coordinate vendor services
- ☐ Welcome new residents

HIGH-RISK TEMPLATE ALERT

If you checked any of these tasks, the workshop will teach you how to build them with compliance guardrails:

- Neighborhood/area descriptions
- Applicant status updates
- Responses to accessibility questions
- Any communication that references demographics

Your Template Opportunity Score: _____

Each check = 1 template that could save you 30-60 minutes weekly

REALITY CHECK

If you checked 5+, you're doing at least 25 repetitive tasks weekly that templates would eliminate

Part 6: What's Really Stopping You?

Let's address the elephant in the room

YOUR BIGGEST TEMPLATE BARRIER

Check your #1 reason for not using templates already

☐ "I don't know how" → This workshop fixes that in one day
☐ "No time to set them up" → You'll build 20+ templates during the workshop
☐ "Don't know what needs templates" → We'll identify your top 20 together
☐ "Worried about sounding robotic" → Learn to create templates with personality
☐ "Can't keep them organized" → Get our proven organization system
☐ "My team won't use them" → Learn the adoption strategies that work
☐ "We've tried before and failed" → Because you didn't have our methodology

Part 7: Your Personal ROI Calculator

Let's talk real money

THE "HOLY COW, THAT'S WHAT I'M LOSING?" CALCULATOR

1. Your approximate hourly value: $ _____ /hour
   (If salary: divide annual by 2,080)
2. Hours per week on repetitive tasks (from Part 2): _____ hours
3. Realistic time saved with templates (60-70%): _____ hours
4. Weekly value of your reclaimed time: $ _____ (Line 1 × Line 3)
5. Monthly savings (× 4.3 weeks): $ _____
6. Annual value of your time back: $ _____ (Line 5 × 12)

THE MOMENT OF TRUTH

Workshop Investment: $997 (or $797 early bird)
Your Annual Time Value Recovered: $ _____
Your ROI: _____%
Payback Period: _____ days

- If your annual value exceeds $10,000: This workshop is a no-brainer
- If it exceeds $25,000: Not attending is literally costing you money
- If it exceeds $50,000: You need this workshop yesterday

Part 8:
The Multiplication Effect

This gets even better if you manage a team

YOUR SCALING OPPORTUNITY

Team Impact Calculator:

- People on your team who do similar tasks: _____ people
- Average hours they'd save weekly: _____ hours each
- Total team hours recovered weekly: _____ hours
- Properties that need consistent messaging: _____ properties

Check Your Multiplier Opportunities:

☐ I manage people who could use these templates
☐ Our brand voice varies across properties
☐ New hires take forever to learn our communication style
☐ I'm tired of answering "how should I respond to...?" questions
☐ Consistency across our portfolio is a constant struggle

Each check = Exponential value from this workshop

Your Personalized Action Plan

Based on Your Assessment, Here's What You Need:

DROWNING IN REPETITION

(10+ hours weekly on repetitive tasks)

Your Current Reality:

- You're working an extra day every week on tasks templates could handle
- Your responses are inconsistent and time-consuming
- You're probably stressed and frustrated daily

Your Workshop Transformation:

- Walk out with 20+ templates ready to use Monday morning
- Reclaim 6-10 hours every single week

- Finally achieve inbox zero (and keep it there)
- Stop reinventing the wheel every day
- Build templates with built-in compliance guardrails

Your Track: Beginner with extra support
First Week Impact: 50% reduction in repetitive work

READY TO SCALE

(5-10 hours weekly on repetitive tasks)

Your Current Reality:

- You know there's a better way but haven't systemized
- Some templates exist but aren't optimized
- Team adoption is inconsistent

Your Workshop Transformation:

- Build sophisticated multi-variable templates
- Create team training systems for 100% adoption
- Implement measurement and optimization protocols
- Achieve portfolio-wide consistency
- Train your team on what templates should never say

Your Track: Intermediate optimization
First Month Impact: 70% efficiency gain across team

OPTIMIZATION MODE

(Already using some templates)

Your Current Reality:

- You have basics but want advanced automation
- Ready for enterprise-scale solutions
- Looking for competitive advantage

Your Workshop Transformation:

- Design intelligent, data-connected templates
- Build automated workflow systems
- Create governance frameworks
- Lead industry transformation
- Implement human-in-the-loop checkpoints for high-risk communications

Your Track: Advanced innovation
First Quarter Impact: Portfolio-wide transformation

The Decision Moment

HERE'S WHAT YOU JUST DISCOVERED

- You're currently spending _____ hours weekly on tasks templates could handle
- That time is worth $_____ annually
- Your pain score of _____ shows daily frustration
- You identified _____ immediate template opportunities

THE REAL QUESTION

Can you afford NOT to attend this workshop?

Every week you wait costs you:

- _____ hours of your life
- $_____ in lost productivity
- Countless moments of frustration
- Competitive advantage to properties using templates

Your Next Step is Clear

EARLY BIRD SPECIAL (REGISTER WITHIN 48 HOURS)

- Save $200 (Only $797)
- Bonus: 30-day implementation support ($497 value)
- Guarantee: ROI within first week or money back

REGISTER BASED ON YOUR RESULTS

Drowning? (10+ hours weekly)

[SAVE YOUR SANITY - REGISTER NOW]

Ready to Scale? (5-10 hours weekly)

[MULTIPLY YOUR IMPACT - REGISTER NOW]

Time to Optimize? (Using basics already)

[LEAD THE REVOLUTION - REGISTER NOW]

Still Hesitating?

Consider This:

While you're reading this, you could be using a template. By next week at this time, you could have reclaimed _____ hours of your life.

Final Thought

You just spent 5-7 minutes on this assessment.
In the workshop, every 5 minutes builds a template that saves you 30+ minutes weekly.
That's a 600% return on your time.

The math is simple. The decision should be too.

[REGISTER NOW - TRANSFORM YOUR WORKFLOW]
[QUESTIONS? CALL 1-800-MPRO-EDG]

P.S. - If you identified even 5 hours of weekly repetitive tasks, this workshop will pay for itself in under two weeks. If you identified 10+ hours, you're literally losing money every day you don't have templates. Register now and thank yourself next week.