

Why We Do What We Do

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Have you ever had a conversation with someone and during the course of that conversation discover what he or she does for a living? This is the standard man question when forced to converse at an 8 year-olds birthday party with your family. The first man, trying desperately to avoid making eye contact, will untangle his tongue, and gruffly ask, "So what do you do for a living?" Wow that does open up the floodgates! Some jobs sound really interesting, while other jobs make you walk away and say "I wouldn't do that job if you paid me a million dollars". Plumbers have one of those jobs I just wouldn't do if you paid me.

The funny thing about perspective is that yours seems to carry the most weight when making these decisions. Property management is one of those jobs that people often refer to as "you couldn't pay me enough" kind of career choices. Interestingly, a recent article by Forbes entitled *The Happiest Jobs in America*, ranks property managers the second happiest job in America, a virtual tie with the Executive Chef. Also, important to note that number eight on that list is an accountant. That might blow the credibility of the study if you ask me. Of course, I am a property manager, and I think they have a great point there, so I'll give them the benefit of the doubt. One of the major factors in making it a happy job, as the article points out, is the opportunity to work with people. Property managers do that every day. More importantly, we provide a much-needed product to the community. Housing is one of life's major necessities right next to food, I believe. It is also a retirement vehicle for many of my clients, making it doubly vital to our economy. Now, I don't define myself by the job that I do, but I do want to be proud of my work. I want to be a leader in my industry. I have some fears that motivate me for better or worse, to be the best I can be. It helps me to have purpose in my work and in my life. Our work purpose is simple. We intend to guard the asset of our clients vigorously. Our mission statement says it all.

"Realizing that the client's property is among their most valued assets, Cal West is committed to providing comprehensive property management solutions in the South Bay.

We aim to achieve our goals through our extensive knowledge of market conditions, competitive rates, thorough tenant screening, and careful monitoring of each property under management.

Placing the emphasis on integrity, we conduct ourselves ethically and decently with each client, tenant, vendor, and employee. We believe that if we honor these principles we will continue to be the most respected name in the property management industry.”

That is not always easy and I must confess I am not always happy. Especially when I am reminded that property management is sometimes a thankless job or when my eight-year-old son asks me to smile more. But I awake everyday with a renewed passion and commitment to my job. Today will be better than yesterday. Besides, I already have it better than I deserve.