

# BETTERWHO

## CASE STUDY



### SUCCESSFUL BUSINESS OWNER FINALLY FINDS WORK-LIFE BALANCE

"When I heard Matthew speak and share his story, I got excited. He motivated me. He excited me. He had been where we were in business and knew the struggles we were experiencing. He could relate, and I knew he could help us."

Pamela Coley first heard Matthew Tringali, CEO of BetterWho, speak at a property management conference in 2022; she was instantly excited. Pam was familiar with success as the owner of All 3 Realty, a family-owned real estate and property management company in Atlanta. Her company has grown at a breakneck pace since 2014 when it opened. She had spent years building a successful business, but her work-life balance was lacking.

*"We were very successful, but I knew that continuing at our current pace was unfair to everybody. We all needed more time, but we didn't know where to find that time."*

Pam, no stranger to a challenge, began her real estate career in South Mississippi in 2002, where she managed one of the largest teams of real estate agents in the entire state. She worked through Hurricane Katrina in 2005, the 2008 global financial crisis, and the Deepwater Horizon oil spill in 2010.

Around this time, in Atlanta, her mother-in-law's health was deteriorating. After years of uncertainty in an oft-volatile real estate market, she and her husband decided to move to Atlanta to help his aging parents and start anew.

### PAVING HER WAY IN A NEW PLACE

Starting over in a new state during a global financial crisis wasn't easy. After about six months of searching, Pam found a job as a receptionist at a real estate brokerage. Soon after, while at a real estate event, she met a new friend named Karina, who was visiting from overseas with the goal of identifying distressed

#### AT A GLANCE

**CASE STUDY:**  
Pamela Coley

**LOCATION:**  
Atlanta, Ga  
Montgomery AL

**OTHER CAREERS:**  
Preschool teacher

**WHAT SURPRISES PEOPLE  
ABOUT HER:**

She's an accomplished triathlete

**TOP BETTERWHO PROGRAMS:**

- BetterTeam Consulting
- Executive Coaching
- RTM Direct

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properties for international buyers. This early friendship was pivotal in Pam's story. It would soon become a partnership and then later evolve into a highly successful and rapidly growing real estate and property management company.

Staying rooted in her solid value system, high ethical standards, and unwavering commitment to doing business with honesty and transparency, Pam worked as an acquisitions agent, sourcing potential investment properties. Meanwhile, Karina focused on growing her pool of prospective overseas investors.

Success didn't happen by accident, though. Pam created a solid system for identifying and then presenting the properties. They would personally visit each home, record a video, determine the needed renovations, line up contractors, process the contracts, find tenants, and then refer the investment property to a local property management company. Her husband was the road warrior, taking photos and videos and identifying needed repairs and renovations. Before long, her daughter also joined their team, handling contract coordination. Their system worked. Pam's real estate sales surged while they continued to amass eager investors.

The next step seemed obvious: they would start their own property management company.

### ALL 3 REALTY IS BORN

*"Since we were already doing the acquisitions, renovations, and tenanting, we thought, you know what, we can do the property management too. And so we did it; slow and steady was the plan. We opened All 3 Realty in 2014."*

Slow and steady was the plan, but her clients had other ideas. Pam had gained a reputation for being trustworthy, honest, and ethical. Realizing that their property management company would grow more quickly than expected, she brought her son and daughter-in-law into the business, in addition to several other employees. Soon after, they added another trusted business partner with extensive property management experience. During the following few years, the business continued to grow at a breakneck pace.

In 2019, when the Atlanta market began to shift, All 3 Realty found an opportunity in another market: Montgomery, Alabama. A plan was hatched to open a second location there. Initially, Pam and her husband stayed in Atlanta, but when business began to boom in Montgomery, they

**OVERBURDENED &  
UNDERSTAFFED?**

**CHANGE THE  
NARRATIVE**

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knew they had to move. Pam explains, "At first, my husband and I would travel back and forth, but when we got to 100 doors in Montgomery, we knew it was time to move. So we moved there permanently and opened up a brick-and-mortar office."

### FINDING SUPPORT AMID CHAOS

As business in both markets continued to thrive, life became increasingly chaotic. Everyone involved in the company wore multiple hats and did various jobs. Pam found it challenging to lead the company when there was unending work to do in the business. Consistent meetings and scheduled collaboration felt impossible, and her work-life balance was non-existent.

Attempting to get a grip on the whirlwind of their prosperous, albeit chaotic, business, Pam happened upon Matthew Tringali and Jay Berube, owners of *BetterWho*, at a real estate conference. Matthew, a guest speaker caught Pam's attention when he used one of her favorite metaphors, "get the right people on the bus in the right seats," first said by Jim Collins.

"I got really excited when I heard him speak and share about BetterWho programs. I wanted to find out more. I went back to my business partners and told them I wanted to learn more. We had a meeting with Matthew and decided it was time to hire BetterWho and invest in our business."

BetterWho owners Matthew and Jay, bring immense property management experience to their clients; both had previously grown their own companies and admittedly struggled with similar obstacles that All 3 Realty was facing. Pam and her business partners started with BetterTeam Consulting, a team-centric, customized approach to drive employees toward self-management while making data-driven decisions.

Simultaneously, they also invested in Executive Business Coaching, a collaborative and personalized process of finding solutions and clarity to maximize efficiency and effectiveness within a company. Each team member was interviewed and encouraged in the collaboration process to make collective decisions in order to accelerate the company forward intentionally.

RTM Direct, a comprehensive hiring, onboarding, and training service for hiring remote team members, was the third product that Pam and the company invested in. While the process was overwhelming at times, it was a discomfort that Pam knew was necessary to mold All 3 Realty into an even more robust company. Pam explains how having "the right people on the bus in the right seats" has benefited her personally. "I have time. I'm able to do what I've never been able to do, and that's to delegate. I'm able to pass tasks off with confidence, knowing that someone else will take care of it, which means I now have time for myself."

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### WORK-LIFE BALANCE IS FINALLY FOUND

Now that Pam finally has extra freedom, she's wasted no time filling it with her passions outside of work. Currently, she's taking a course to become dive certified, training for and competing in triathlons, and spending quality non-work time with her close-knit family. She's traveled more and has completed more triathlons in the past year than ever before.

She recalls, "I remember being in New York City on New Year's Eve and working because it was the end of the month, and I just couldn't take a vacation. But I'm now able to enjoy the labor of love. For the first time in 15 years, I was able to take a ten-day vacation, and I knew the business was going to be okay. It was a beautiful thing."

#### ***Pam's Tips For Property Managers***

- "Have the right people on the bus in the right seats" Once each role is clear and defined, you're able to ensure the right people are in the most appropriate roles.
- Collaboration is key - Collaborating not only with the leaders of your company but also with your employees will create accountability, pride and ownership throughout the entire company.
- Be committed to making change - "you have to be committed to making changes and the time it takes to create change."

**Are you ready to take control and grow?  
Learn more about the programs that  
transformed Pam's business**

[BetterWho.com](https://www.betterwho.com)