DOCUMENT #28

The Blueprint System™ – Management Series

Absentee Owner Model

Run 5-10 businesses from your laptop anywhere in the world

The True Passive Income Formula

- Work 10 hours/week per business
- Manage through systems, not presence
- Scale to $10M+ portfolio
- Live anywhere while cash flows
- Sell for 20-30% premium (no owner dependency)

The 4 Pillars of Absentee Ownership

Pillar 1: The Right Business Model

Great for Absentee	Avoid These
Commercial cleaning	Restaurants
Property management	Retail stores

Laundromats	Personal services
Parking lots	Medical practices
Self-storage	Construction
Vending routes	Custom manufacturing
Service routes (pest, lawn)	High-touch consulting

Key characteristics needed:

- Recurring revenue model
- Simple operations
- Low customer touch
- Systemizable processes
- B2B preferred over B2C

Pillar 2: The Management System

General Manager Requirements:

- Industry experience (5+ years)
- P&L responsibility history
- Tech-savvy for reporting
- Incentive alignment critical

Compensation Structure:

> Base Salary: $60-80k + Performance Bonus: 10-20% of EBITDA growth + Retention Bonus: $10k/year after year 2 = Total Comp: $80-120k for good

GM

Building Your Remote Management System

Daily Dashboard (5 minutes)

- ☐ Revenue vs. goal
- ☐ Cash balance
- ☐ New leads/sales
- ☐ Employee attendance
- ☐ Customer complaints
- ☐ Key metric trends

Weekly Video Call (30 minutes)

- ☐ Review weekly scorecard
- ☐ Discuss problems/solutions
- ☐ Approve major decisions
- ☐ Check employee morale
- ☐ Plan upcoming week

Monthly Deep Dive (2 hours)

- ☐ Full P&L review
- ☐ Customer satisfaction scores
- ☐ Employee reviews
- ☐ Competitive analysis
- ☐ Growth initiatives

Technology Stack for Remote Management

Function	Tool	Purpose	Cost/Month
Financial Tracking	QuickBooks + Fathom	Real-time P&L	$100
Operations	Monday.com	Task management	$50
Communication	Slack	Team chat	$40
Time Tracking	Hubstaff	Productivity monitoring	$60
Customer Management	HubSpot	CRM + automation	$100
Security Cameras	Nest/Ring	Remote monitoring	$30

The "Trust but Verify" System

Financial Controls:

- Dual approval on expenses >$500
- You control bank account
- Credit cards with limits
- Daily cash reports
- Surprise audits quarterly

Operational Controls:

- Mystery shopper monthly
- Customer surveys automated
- GPS on vehicles

- Time clock software
- Random video check-ins

Case Study: 7 Businesses, 10 Hours/Week

My Current Portfolio

Business	Revenue	Time/Week	GM Comp	My Profit
Commercial Cleaning	$1.2M	2 hrs	$75k	$120k
Pest Control Route	$800k	1.5 hrs	$65k	$95k
Laundromat (2)	$600k	1 hr	$45k	$85k
Vending Route	$400k	1 hr	$40k	$60k
Parking Lots (5)	$500k	0.5 hrs	$35k	$140k
Property Mgmt	$900k	2 hrs	$70k	$110k
Mobile Car Wash	$600k	2 hrs	$55k	$75k
TOTAL	**$5M**	**10 hrs**	**$385k**	**$685k**

Location: Bali → Dubai → Portugal (changes monthly)

The Acquisition Filter

Only Buy Businesses That Score 8+

Criteria	Points	Your Score
Recurring revenue >60%	2	___
B2B customers	1	___
Simple operations	2	___
Manager in place	2	___
Systems documented	1	___
No license requirements	1	___
Technology enabled	1	___
Low seasonality	1	___
TOTAL	**11 max**	___

Building Management Depth

The Management Ladder

Level 1: General Manager

- Runs day-to-day operations

- Manages team of 5-20
- Reports to you weekly

Level 2: Assistant Manager

- Backs up GM
- Handles scheduling
- Customer service lead

Level 3: Team Leads

- Department specialists
- Quality control
- Training new employees

Key: Always have a successor identified

Remote Crisis Management

When Things Go Wrong From Afar

Emergency Response Protocol:

1. GM handles first response (trained scenarios)
2. Immediate notification to you
3. Video call within 1 hour
4. Local advisor on standby (lawyer, consultant)
5. Fly in if needed (rare)

Common Remote Crises:

- Key employee quits → Promote assistant, hire temp
- Major customer complaint → GM visits, you call
- Equipment failure → Pre-approved vendor list
- Cash flow issue → Remote banking access

- Legal issue → Local attorney on retainer

Incentive Alignment Structures

Keep Your GM Motivated

Phantom Equity Plan:

- 5-10% of business value growth
- Vests over 3-5 years
- Paid on sale or annually
- Golden handcuffs effect

Performance Bonuses:

Metric	Target	Bonus
Revenue growth	10%+	$5k
EBITDA margin	20%+	$5k
Customer retention	90%+	$3k
Employee retention	80%+	$2k
No safety incidents	0	$2k

The Exit Premium

Why Absentee Businesses Sell for More

Buyer Benefits:

- Proven systems in place
- Management team stable
- True passive investment
- Scalable model
- No founder dependency

Valuation Impact:

- Owner-operated: 2.5-3.5x EBITDA
- Absentee-run: 4-5x EBITDA
- **Premium: 30-50% higher value**

10 Commandments of Absentee Ownership

1. **Systems over heroes:** Document everything
2. **Trust but verify:** Controls and audits
3. **Pay well:** Good people aren't cheap
4. **Communicate constantly:** Over-communicate remotely
5. **Visit quarterly:** Show face periodically
6. **Empower decisions:** Don't micromanage
7. **Measure everything:** Data drives decisions
8. **Build redundancy:** No single points of failure
9. **Stay close to numbers:** Financial discipline
10. **Plan your exit:** Build to sell always

Scaling to 10+ Businesses

The Portfolio Approach

Centralized Functions:

- Accounting/bookkeeping
- HR and payroll
- Marketing strategy
- IT support

Time Allocation at Scale:

- 1-3 businesses: 10 hrs/week each
- 4-6 businesses: 5 hrs/week each
- 7-10 businesses: 3 hrs/week each
- 10+ businesses: Hire portfolio CEO