

20 **RPMA**
24 CONFERENCE
AUCKLAND



GUEST SPEAKER

ANI ARMSTRONG

**RPMA® PROPERTY MANAGER
OF THE YEAR**

*Award winning property
management:*

Winning business.

Winning Business

The good, the bad &
everything in-
between

Ani Armstrong



Ani Armstrong

Super keen and ready to assist

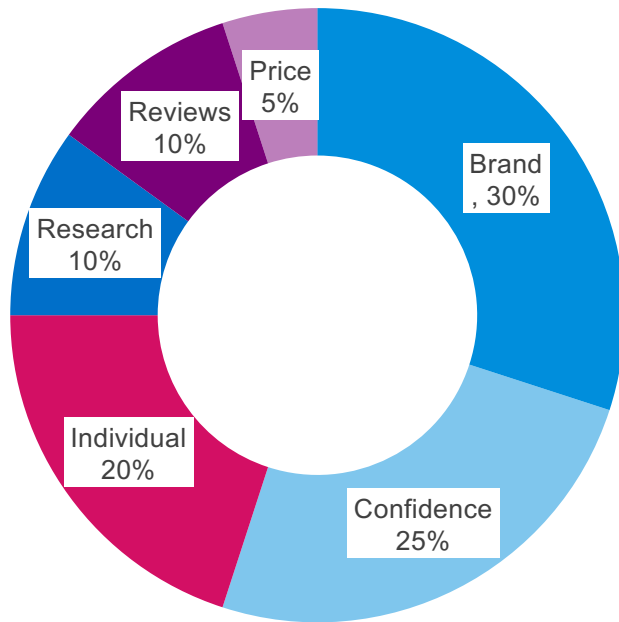


What's stopping you right now?

- Co-Owner of Propertyscouts Manukau
- PM of the year 2023
- Team of 7 amazing people
- NZQA accredited with Level 4
- RPMA associated
- South Auckland based
- Multi-property Investor
- APIA affiliate



Reasons why customers say “No”



Reasons why “No”

Understanding why the client chooses someone else can be helpful but here's some quick stats.

30%
Company

25%
Confidence

20%
Individual

10%
Research

10%
Reviews

5%
Price

“Amateurs look for inspiration, the rest of us just get up and go to work.” — Chuck Close

Winning Clients

8 Ways to win clients

- 1) Ask for it
- 2) Illusion of choice
- 3) Offer options
- 4) Research
- 5) Shock n Awe
- 6) Unique Selling Point
- 7) Be memorable
- 8) Add Value

What's stopping you right now?



Illusion of choice



The answer is YOU but you need to direct the question, giving the client the confidence that they made this decision themselves

You can either inspire/motivate/incentivise (aka Carrot) or you can instil fear/pain/anger (Stick)

Carrot

- Our rental appraisal shows \$xx which is higher than average...
- Our PM fee is XX% which covers... and beats our competition
- We will pay you \$xx each week/month/disbursement
- Our examples show that we exceed expectations

Stick

- Last year XX% of tenants stopped paying rent
- Landlords were fined \$xx for not responding to remedy notices
- Are you able to find time to complete x inspections?
- Are they qualified to look after your investment since you are leaving the country?

Unique Selling Points



What's your USP – Unique Selling Point? What makes you better than anyone else doing the same job as you?

Company/Brand

- Are you confident/proud of who you work for?
- Have you given feedback (positive or negative)?
- What is their USP?
- Are you drinking the coolade?

You

- How do you feel about yourself?
- What is your why?
- Where do you see yourself in 5 years?
- What are you doing about it right now?
- Have you self-reflected?
- Seek feedback

A nighttime photograph of the Toronto skyline, featuring the CN Tower and various illuminated skyscrapers. The scene is set against a sunset sky with orange and yellow hues. In the foreground, there are decorative graphic elements: a blue rounded rectangle on the left, a blue rounded rectangle on the right, and a pink rounded rectangle on the right. The text "How many do you want?" is overlaid in white at the bottom center.

How many do you want?

“Opportunities are usually disguised as hard work, so most people don’t recognize them.” – Ann Landers



Take a long walk off a short pier

Sometimes life has a way of making
you appreciate “autopilot”

- Mental well-being is paramount
- Being ok with not “being OK”
- Asking for help
- Holidays are not “for the weak”
- 1 out of 5 people need help but are too scared to be judged
- Vent – it’s okay if you are in a safe space

“Don’t sit down and wait for the opportunities to come. Get up and make them.” ~ Madam CJ Walker

Which one are you?



Would you rather be the carrot, the egg, or the coffee bean?

"Success is not final, failure is not fatal: It is the courage to continue that counts" ~ Winston Churchill

Boundaries are safe spaces

Whilst being available is important, being communicative and transparent doesn't mean being someone's 24/7 assistant

- Just because you say “No” does not mean you are insulting or offending someone's character
- What's a different word other than “No”
- “What I can do is...”
- “I see what you want and my recommendation is ...”
- “If you want this to occur, we will need to do...”
- “I don't think this is possible but I'm willing to investigate this if you were to...”

“That falls outside our scope of service”



Make happiness a priority and be gentle with yourself in the process. — Bronnie War

Reflection: What makes me better?

So what's your next step?



'The only place success comes before work is in the dictionary.' – Vince Lombardi

THANK YOU!



Any questions?

