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McConaughey

02 Seth Godin
part 1 and 2

03 Vinh Giang

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01 Fiona Blayney

02 Dom Price

03 Dirk Miller

04 Dr Gina Cleo

05 Seth Watts

06 Jamie Lampard

07 Jessica Melling

08 Cathy Cattell

09 Kimberley Castle

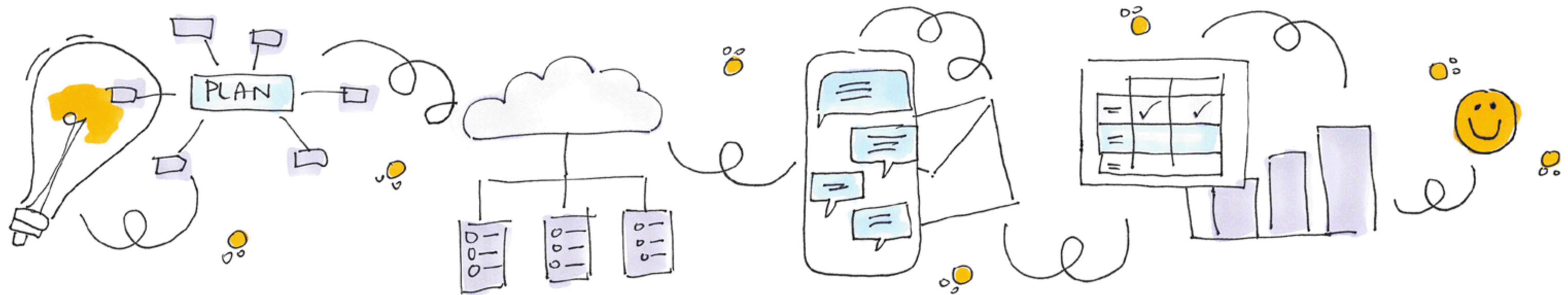
10 Sarah Bell

11 Mjna
Radhakrishnan

12 Laura McKay

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Sanfrancesco

KEYNOTE SPEAKERS





life is a verb

TRUST

something better on the other side

not sure who you are?

decide who you are NOT!!

what you love + what you are good at



prepare to be PRESENT

ART OF LIVING what do we do with the yellow light

intentions EXPECTATIONS

RED. trauma stress event crisis

CHILDHOOD GRADUATED LIFE

PASSING

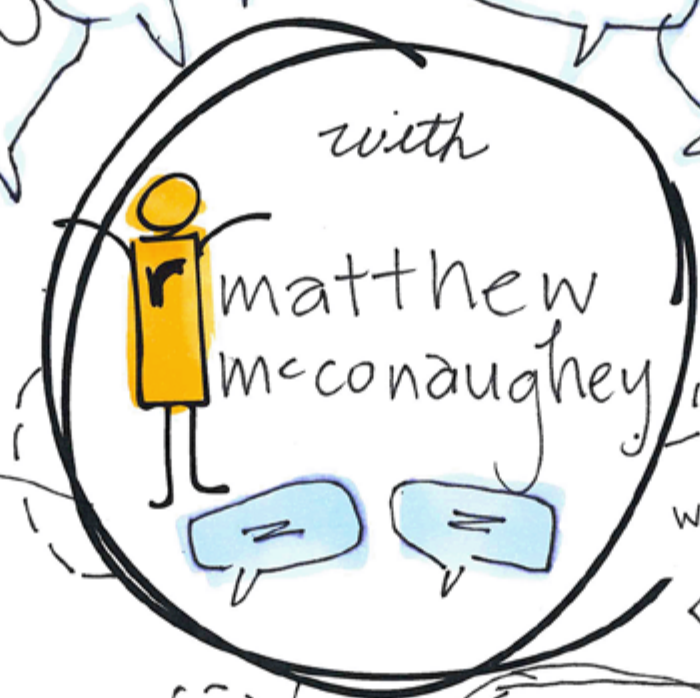
yes yes go

Green Summer

1 Year

Pivot adjust consideration YELLOW

CONVER SAT



pivot persistence before raising the white flag

SELFLESS

ego

I'm a fan of myself

who else would I be a fan of

reinventing

believe in your self



bumper stickers

process of joy

includes the failure

romantic comedy

drama

"unbrand to rebrand"

"appropriate EXPECTATION"

fall

NOT FAILURE

heavy + adjust in the game

- 1. father
- 2. husband
- 3. career
- 4. health
- 5. spirit

CHECK IN. Don't let them go to RED



how to make decisions today... for tomorrow

isolation... loneliness "forced winter"

NO NO

LA

Regret Did I leave something in the room

HAPPINESS (destination)



ARE YOU WINNING
THE LISTING JUST
BECAUSE YOU WERE 1ST.

1900

100 yrs

Marketing
= Advertising

2000

20 yrs

IT HAS
CHANGED

2022

RITAS

same same same

look
a little bit
DIFFERENTLY

modern marketing is

① how you show up

② what happens when
you get there

WHO DO YOU
WANT YOUR
CUSTOMERS
TO BECOME

③ the way you answer
the phone

marketing

anything
everything
that touches
the market

DONT TRY
to be the
right answer

FOR EVERYONE

the world is

TOPSY-TURVY

intentional DESIGN

WHO
IS IT
FOR.

What
IS IT
FOR

the change
you want to
make

stand you
SOMETHING
not
EVERYTHING

enrollment
is
different

look for students
not prospects

create a
story that
inspires
attention

know what
they want
JUST BEFORE
your customer
does

rex
FIELD
NOTES

SAME
SAME
SAME
don't be the
same

dancing on the



seth
godin.
modern
marketing

revolution



houses are
DIFFERENT



be
re-mark-able

BE SPECIFIC
your competition
is being a
generalist

POSITIONING
as a service

offer
community

TRUST

ATTENTION

Who would
miss you if
you didn't
show up

honesty
+ trust. ~~hustle~~

who talks about you
who shares you
who refers you

DESIGN
YOUR
PROCESS

MAKE
THEM
FEEL
SMART

☒ AUTHENTICITY
☒ CONSISTENCY
(of best service)

stand for
something

I see you



your clients
already
know
everything



book
inside
what's
that??

WHAT IS GOOD FOR
YOUR CUSTOMERS



management ≠ leadership.
- show up
- do things (new)
- looking for interesting

the worlds WORST BOSS
the voice in your head
science is a act of experimentation until it work.
this might not work
PASSION is a choice
Be on the HOOK. Ready ☒ ☐

? When did you last do something for the 1st time
? Would you have tomorrow again (do over)

how to draw an owl
leaving out the steps. → to avoid indoctrination
Learn a Practice

Choice

Seth godin (2)
there are FOOTPRINTS on the man

do it merely without the commentam
don't invent catastrophes

Imposter syndrome is real

IMPOSTER When you a doing something you arent the perfect expert
flow NOT A DESTINATION
Tall Poppy

differently do things mistakes are fixable

Writers block
just write... it doesnt always have to be good

DONT FOCUS ON PERFECT
SHOW UP with GENEROSITY

Perfectionism ≠ Being Perfect

map COMPASS
way to hold back

Attitudes are a SKILL
the power of YET
I'm not good at this

LEARN TO JUGGLE
in service of your customers
LEARN TO THROW
DONT FOWL ON DROPPING
THE CATCHES WILL TAKE CARE OF THEMSELVES

ART
doing something generous. knowing you may fail

SKILL ≠ TALENT

we can learn this

216 Zeglee
what (attributes) do you want
to look for
• honest
• clear
• communicate
• respectful
• hard working

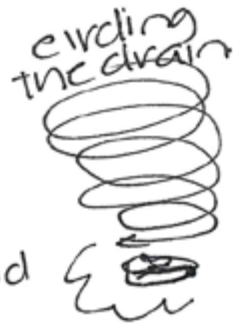
meet the SPEC

KNOW WHAT IS EXPECTED
WHAT LEVEL IS OK
HIT IT. PAST

BE AWARE OF THE FEAR

Buzzer MGMT

AREC'22



What you should not do

Knowing what to do is easy

How?

that's the hard part

action

When our goals are HUGE

the plan is huge

GETTING AT THE LITTLE THINGS RIGHT

YOU CANT MAKE OTHERS CHANGE



knowing the little things to do
thought
KNOWING IS EASY
1 2 3 4 5

the idea is simple

5 sec window defines your life.

moment of confidence

life IS NOT ABOUT THE

X BIG STUFF

Don't let the anxiety get hold

IT'S EASY TO BE ANGRY NOT AFRAID

54321 >>>>

6 COUNT BACKWARDS.

ACTION

DOING IS HARD



TAKE ACTION >>>

FLIP IT!

5

4

3

2

1

0

-1

-2

-3

-4

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-6

-7

-8

-9

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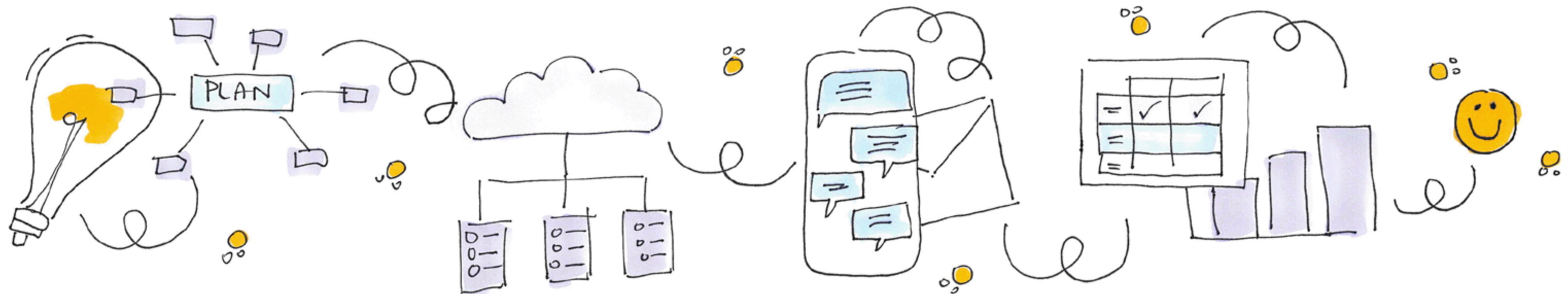
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SALES AND PROPERTY MANAGEMENT **SPEAKERS**



AREC'22

ARPM

NO!

[DONT NEED TO DO EVERYTHING]

WHAT CAFE ARE YOU?

OUR OWN WAY?

HOW DO WE MAKE COFFEE

NO GOING BACK!

HOW YOU CHOOSE TO MOVE FORWARD

SPACE

FIONA BLAYNEY

20 YRS. OF CREATING SPACE

Property Manager [CAFE]

Self Service + F&F Service	Self Serve	Boutique	Traditional
	↑	Micro Localised	(Not nec. old.)

7:11 coffee. It does have a market

Choose 1 Then create the model.

DIFFERENT EXPERIENCES. DIFFERENT \$\$\$ DIFFERENT AUDIENCE

2 KNOW WHAT INGREDIENTS DO YOU NEED

3 DEFINE THE PROCESS

the same EVERY TIME

Authenticity Love Care

1-3 properties/ investor

change the EXPERIENCE once the coffee is great

IT SHOULDN'T MATTER

- ✓ Who takes the order
- ✓ Who makes the espresso
- ✓ Who frothes the milk

EVERYONE KNOWS/LIVES THE PROCESS

CONSISTENTLY

Not the coffee

It's only good if everything else before is GREAT

ARE WE SPENDING TOO MUCH TIME WORRYING ABOUT

the biscuit

" " "

the biscuit

1 SIP #

NOT DRINKING THAT

COFFEE MATTERS

JUST WANT ~~DECENT~~ (PERFECT) COFFEE EVERYTIME

didn't ask for the biscuit

create the space to just make the GREAT COFFEE



AREC'22

18 months
x plan
v direction

BUILD the SMALLEST THING

5 LOOPS

smaller conversations
quarters.

try. 1 month experiments

think wider.

rex
FIELD NOTES

values

created
BY LEADERS

pride in

INPUT
PROCESS
OUTPUTS

COACHING
build
learn
measure

COMPETITIVE OFFERING

4 TANGENTS

Experience
across
industries

BLURRY LINES

dan pink
ARGUE LIKE YOU'RE RIGHT
LISTEN LIKE YOU'RE WRONG

EVERY
90 days

WHAT YOU
LOVED...
LONGER FOR + LEARNED
LOATHED

(Experiment on
yourself)(change)

Learning is messy

FIREFIGHTERS

FIRE PROOFERS

IMPORTANT
the environment
WHERE WE WORK

BEHAVIOURS YOU
ARE WILLING TO
WALK PAST

Recognise &
it perpetuates

UN-LEARN

BUILD TODAY the
things you need
TOMMORROW

LOOK
IN THE
MIRROR

BUSY

EFFECTIVE

VALUES
INTERVIEW

ATLASSIAN
1/3rd Perform
Management

DOM
PRICE
the FUTURE
of WORK

WRITE THE
ACTIONS (VERBS)

INFO BESIM
how to use the knowledge

problem
Impact
Solution
assumptions

Role
Modelling
Behaviour

3 room
to learn

BUSINESS
CASE

PROJECT
POSTER
(EVOLVING)

1 way
2 way
YOU HAVE
a
SUPER
POWER

decision maker

driver
approver
consulted
informed

decision
velocity

(what's
the
toll to
come back)

atlassian teamplaybook.com

5 SUPER
AWESOME
THINGS

1 ORG CHARTS

People
Pleasers

X

shared
goal

high achieving
+ emotional well being

respective
dissent

shared care

HARD

ADAPTABLE

2 teams

targets
INNOVATIVE

milestones
plans

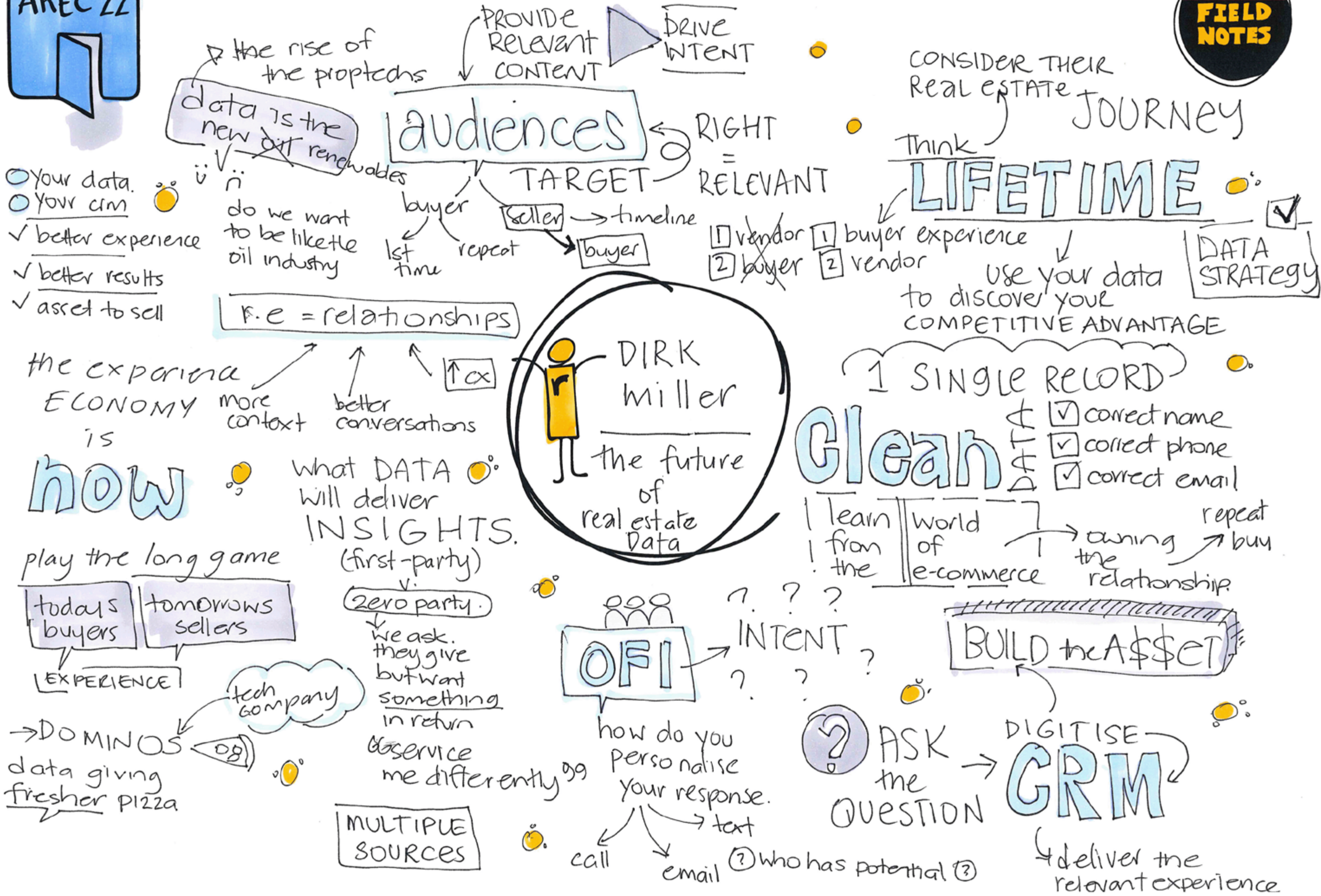
make the team
a little bit
better every
day

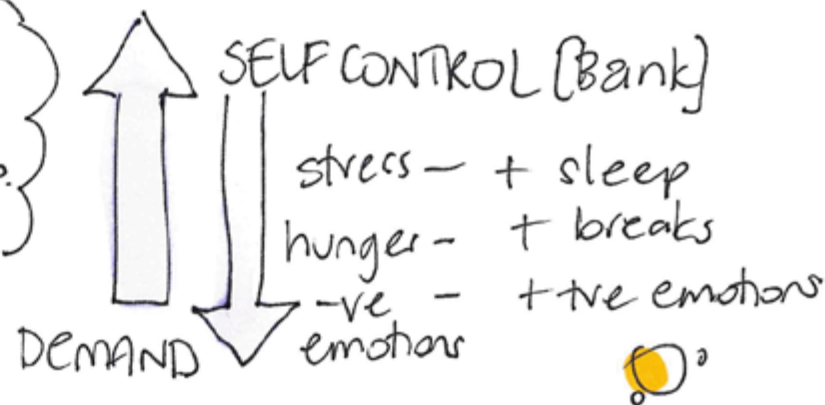
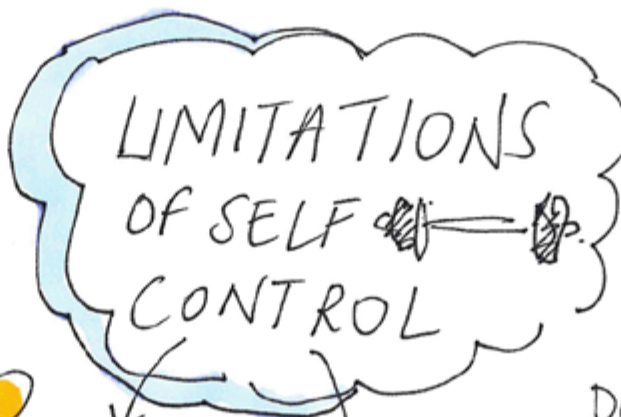
x process
v practices

1 health monitor
2 plays
3

diagnosis
reflect
retrospective
start
stop
have

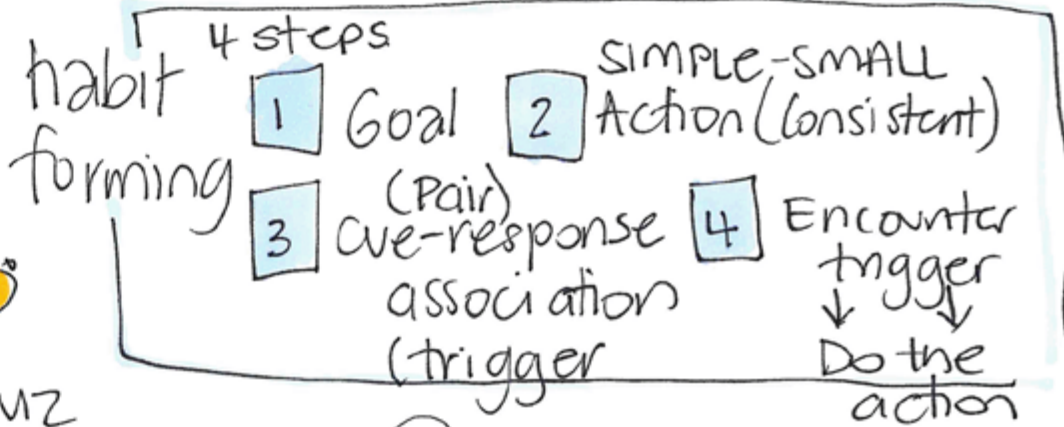
EFFICIENT EFFECTIVENESS
do the
right
things





Invisible architecture of our every day life

MICRO-ACTIONS

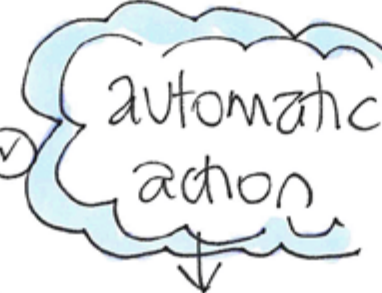


EASY

CONVENIENT

LIKE IT

RISK FREE



- QUIZ
- # goals you set at one time
 - what motivates you to achieve your goals
 - when I set a goal I believe I can achieve it
 - It wants to run a marathon - what should he do
 - # days to form a new HABIT

Phantom Limb... 3-4 weeks

habit

X 21

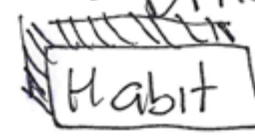
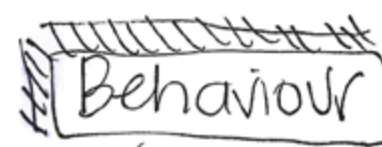
X 28

✓ 66 days

Max 4 try 3

SMALL SIMPLE works

the EDGE of COMFORT

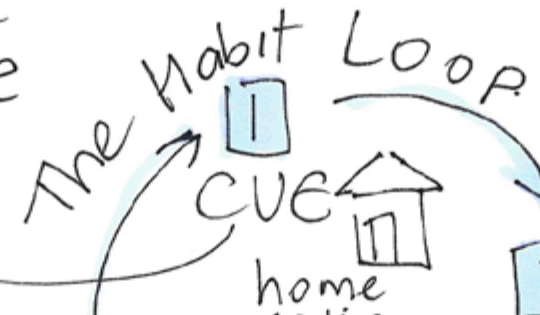


information OVERLOAD

triggered

by time

by place



BREAKING HABITS

- Restructuring the triggers
- Reprogramming (avoid the trigger)

www.habitchangeinstitute.org

YOU CAN CHANGE

AREC'22

EBIG

Change is **hard**

rex

FIELD NOTES

1 Change the world

① find idea

② make a plan

③ execute

Ideas

meaningful action

Assume

tunneller

✓ know where to go
✓ how
✓ meticulously planned

rocketeers (thinkers)

✓ Mars
✓ no idea how
✓ no plan

→ learn to build ←

build
↑ learn
↑ learn
↑ learn
↑ learn

LEARN FROM MAKING MISTAKES



→ make it big.



SUCCESS MANAGERS

without SUPPORT
50% will struggle

CAMPAIGN TRACK

do the least amount of the **WRONG** things

— new code every 1-7 hours - micro change
— 3 months 100% change

IDK

Testing Platform

✓ marketing schedule
✓ CRM
✓ letterbox
✓ email campaigns

Retro-Spective [FRIDAYS]

look back → do next

LEARNING DISTRIBUTION

IS **fast**

cheap

FAST TESTING

WE KNOW NOTHING > MARKET TELLS US

data OBSESSED → cohort analysis



Ask questions



PEOPLE at the measure of what we do learn

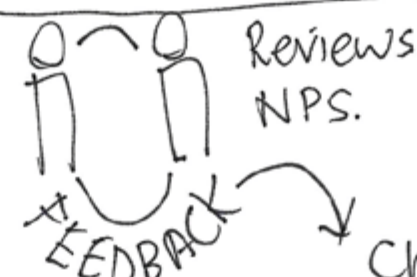
What if



we're **STRONGER** TOGETHER

- meet STRUCTURE
- ✓ daily doorstep
 - ✓ training
 - ✓ the essentials
 - ✓ compliance
 - ✓ growth [annual kick start]

ENGAGEMENT



Check-in
not check-up
Remuneration

- APPRECIATED
- SUPPORTED
- ENGAGED

Training & Dev

- ✓ consistency
- ✓ productivity
- ✓ retention
- ✓ risk

Video HOW TO

What to LEARN?
When?

Goal OF THE MONTH

Anon. Survey

CULTURE

the %ERS

TEAM SPOTIFY
COMPANY SHOPPING
SPREE
PETS

Property Manager WANTED

NO Experience Needed

hiring

THE NEXT GENERATION

hunger to be successful

fresh insights	loyalty
consistency	hard work.

↓ trust

hire for attitude not skill

recruitment

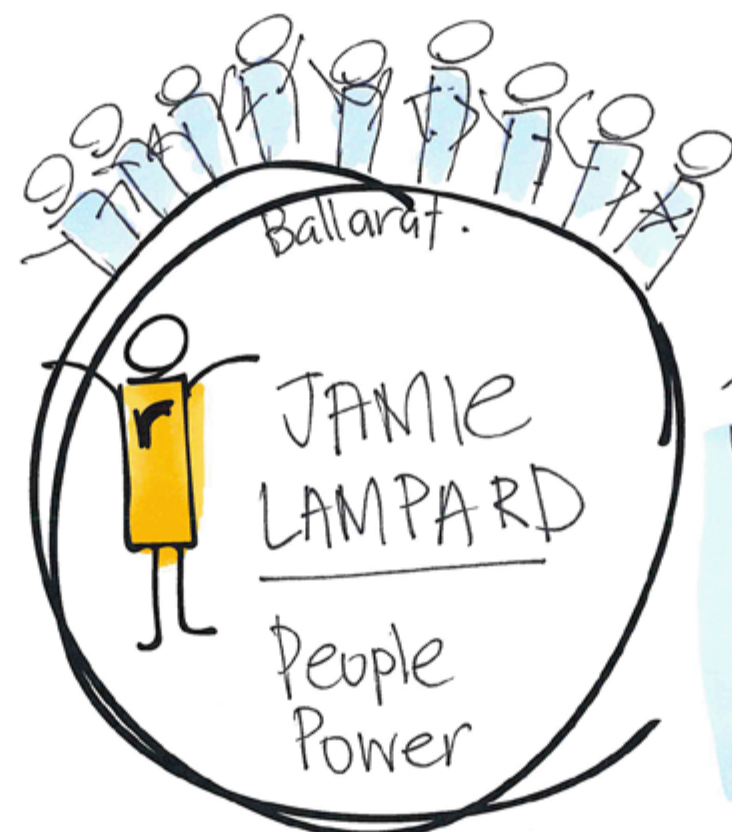
onboarding

clear expectations

YOU'VE IMPRESSED ME

share the

- ✓ GOOD
- ✓ BAD
- ✓ UGLY



Property Manager

Entry-level

x Assistant

x Junior

Career Progression.

+ Area of Speciality

Associate Manager

Shr PM. (mentor)

Team Leader

Shr Manager





Focus ON **YOU** → NOT YOUR COMPETITION.
wasted effort.



team

You ONLY Need 1 BUYER
Genuine Negotiations
Every \$
Messenger

FIND THE RIGHT P.A

→ INTERVIEW

1 DAY TRIAL

Yes No

communication.

Initiative

no EXPERIENCE

trainer

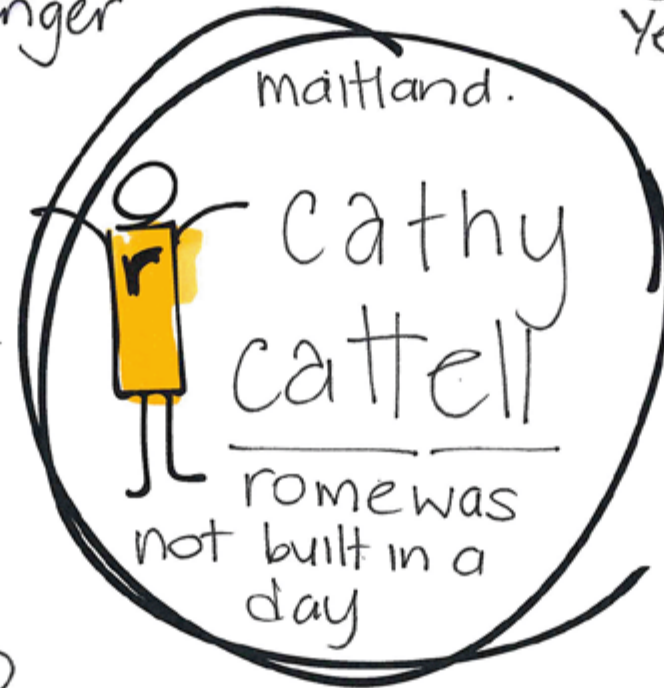
process



CULTURE / MINDSET

It's a marathon
not a sprint

Av. Sale 770k
2.76 GCI.



hi touch

NOT HIGH TECH

CONSISTENT REGULAR CONTACT.

3 mobiles
80+ calls/day

÷ DIVORCE / SEPERATION

SALE
2 PARTIES
EQUAL COMS

how can you help them
? why selling
? why now
? costs of a move.

CONVERSATION

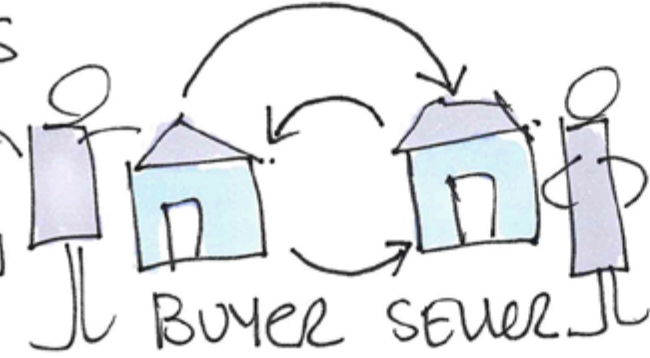
LISTEN

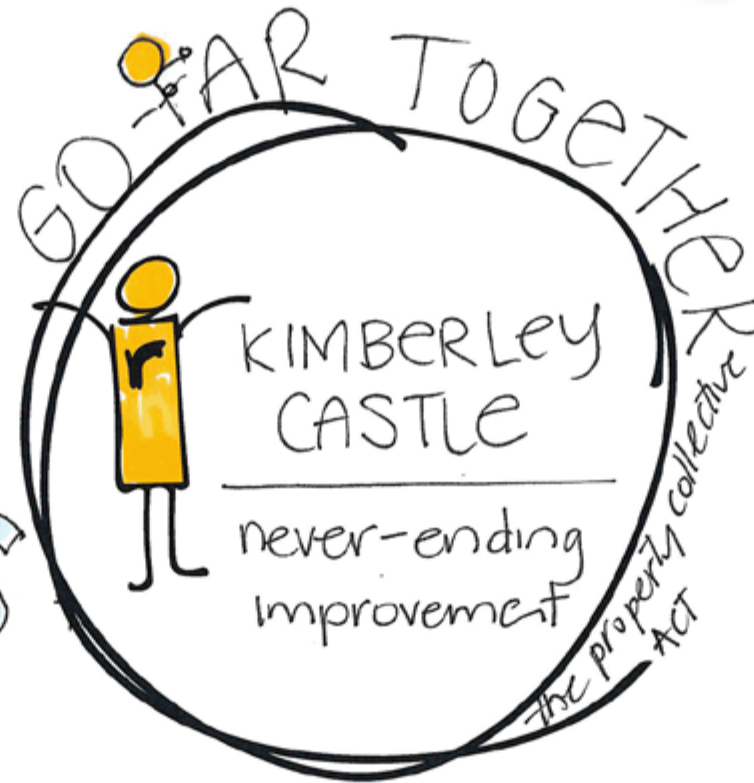
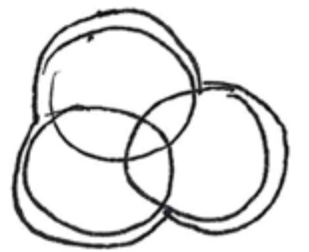
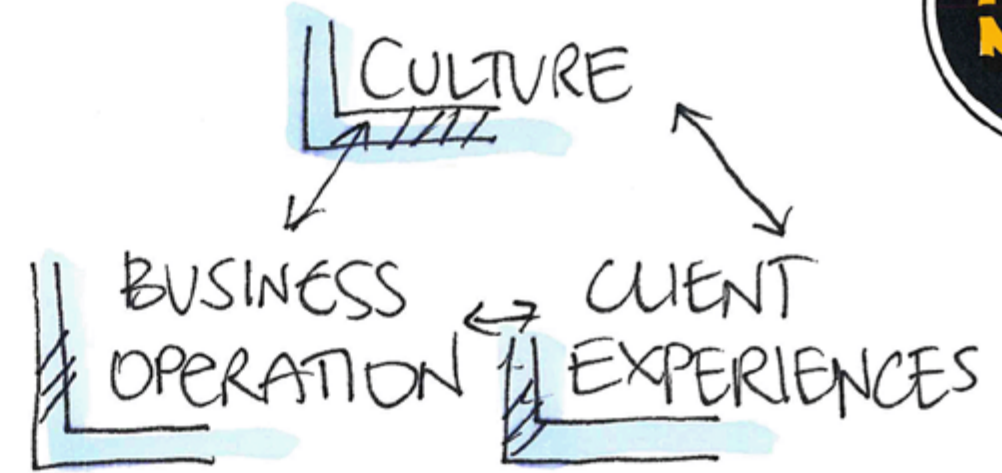
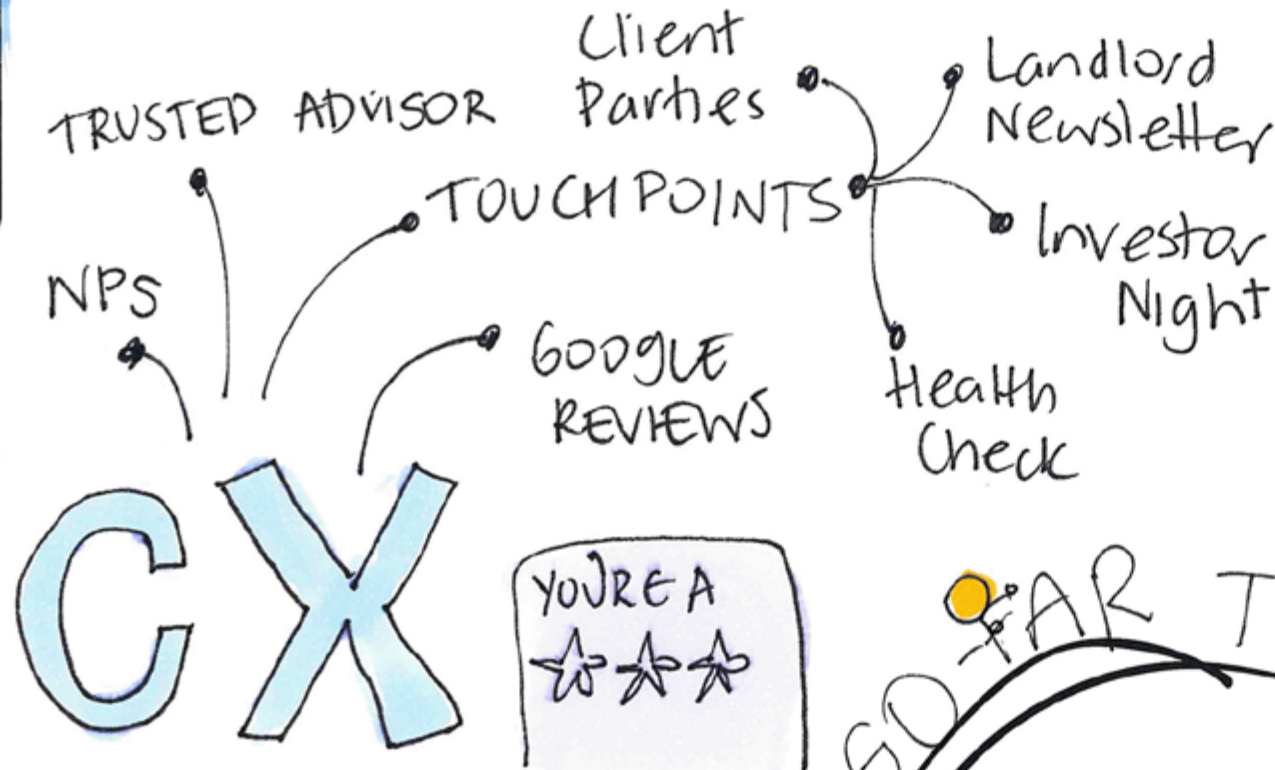
take the time

hard work + passion =

RESULTS

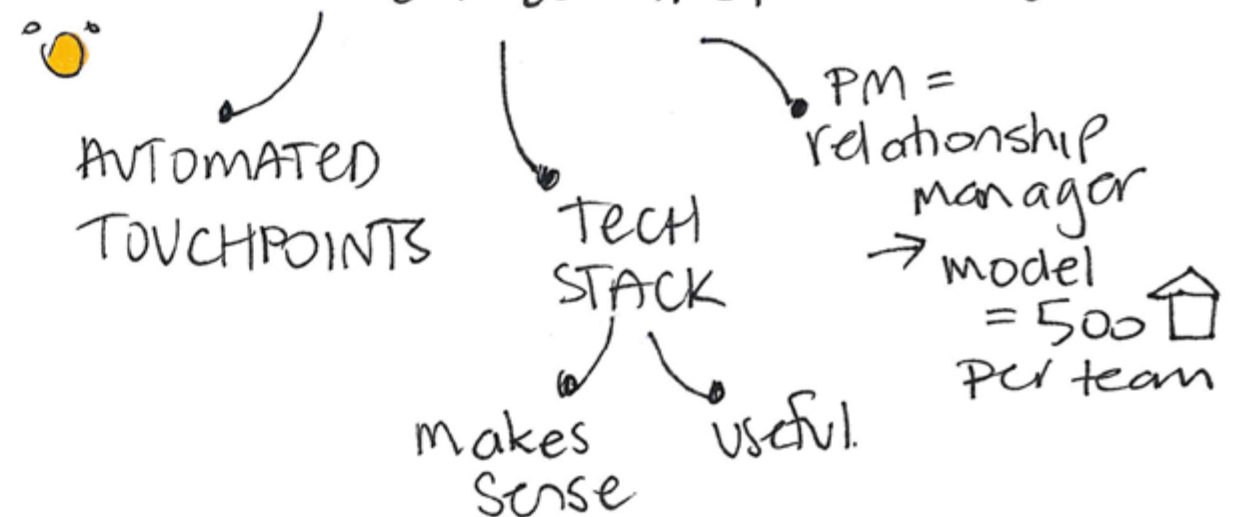
CARE FACTOR
FOUNDATIONS





OPS

PROCESS ALWAYS COMES FIRST



vibes





RITA
by AIRE

productivity ↑
talking to the right
people at
the perfect
time

location — 130.000
mobile — 24.000
conversation topics — 5.000

MORE UKEY who?
??
6



conversations
that
build
trust



do what you do
BETTER

do the math



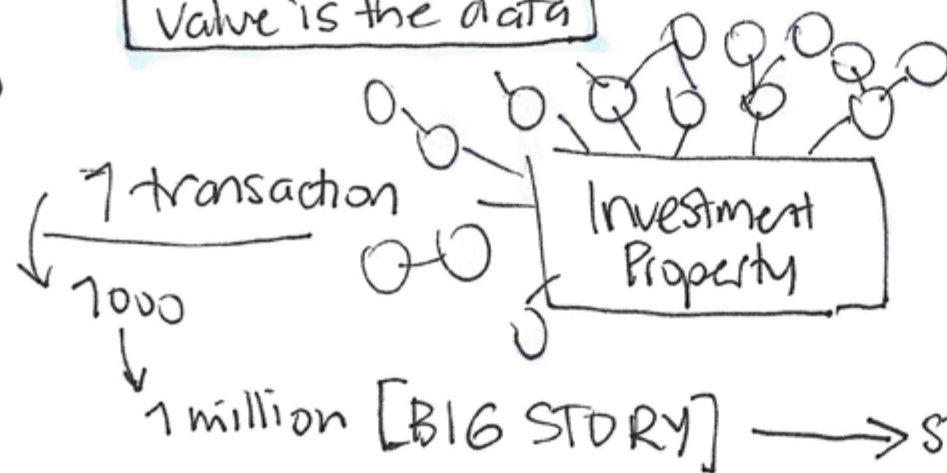
socks → good app → which email → next listing
decision fatigue

better property management experience
IF/THEN automation

Jangélan 100m
CLUSTERS
are
STORIES

Gratitude
+
Austerity

UBER.
91 million users
X PROFIT
Value is the data



1 transaction
1000
1 million [BIG STORY]

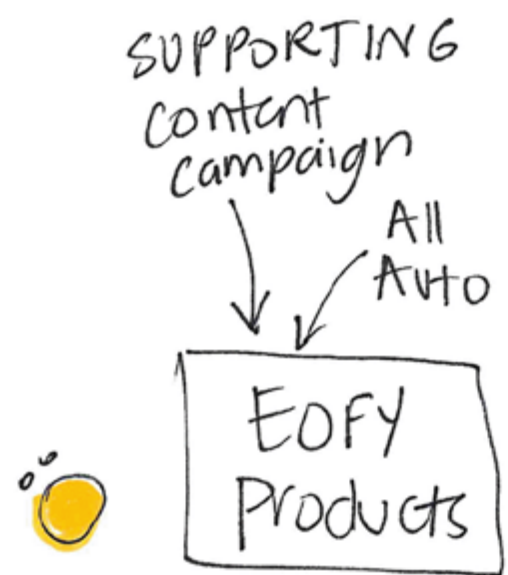
happy
↓
STORY for
each of
us
↓
horror

2022 predicament
Choice

[Thinking
about
streaming
industry]

What to
watch

NETFLIX AI
"suggested"



it takes a village

CUSTOMER EFFORT SCORE 17

don't have to ask - you already have the answers

WHAT'S HAPPENING

50% TAKEOVER.

JOURNEY = ANXIETY

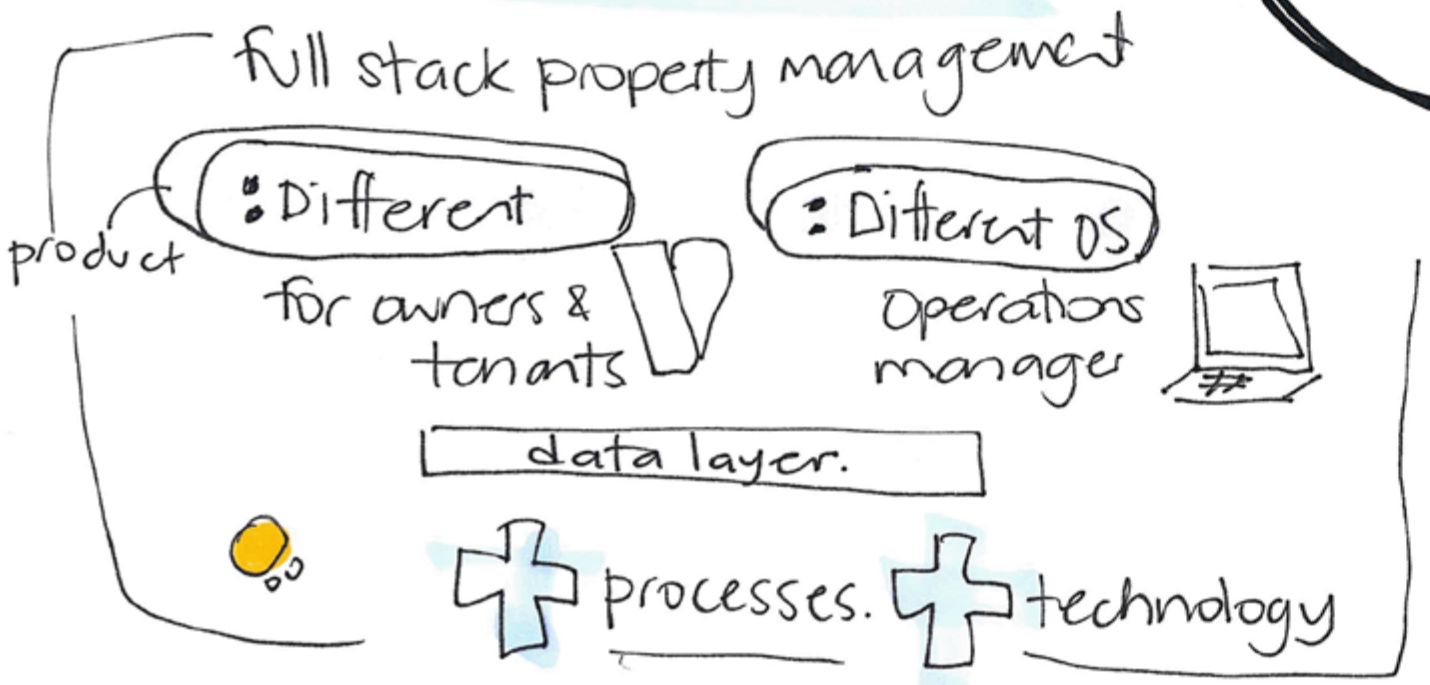
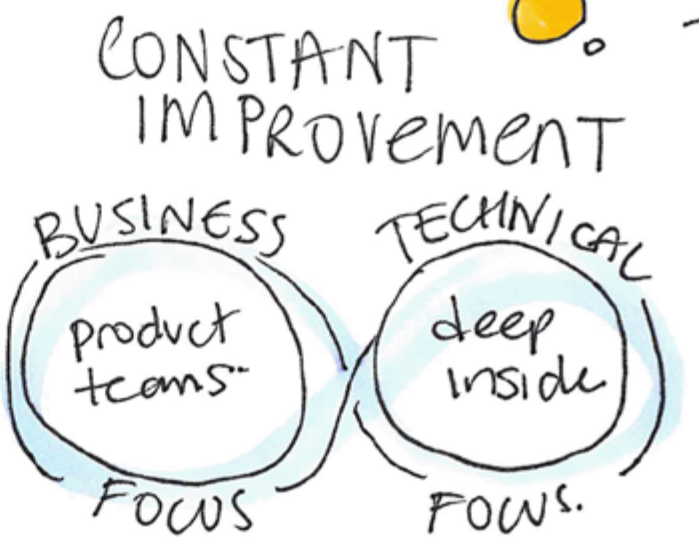
map the journey

build the app.

What is a great Assistant?

task task task

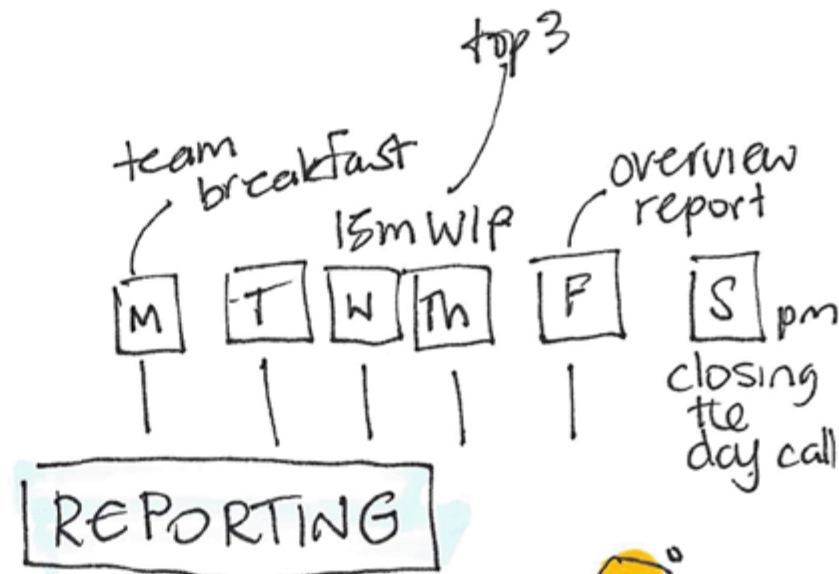
We take care of homes & the people in them



- 3 reasons: Different
1. great cx
 2. scale intelligently
 3. home platform
- big picture
- iterative design process.
- FOUNDATION (back-end)
- PM SERVICE DELIVERY
- REV(\$)\$ GROWTH + CUSTOMER LOVE

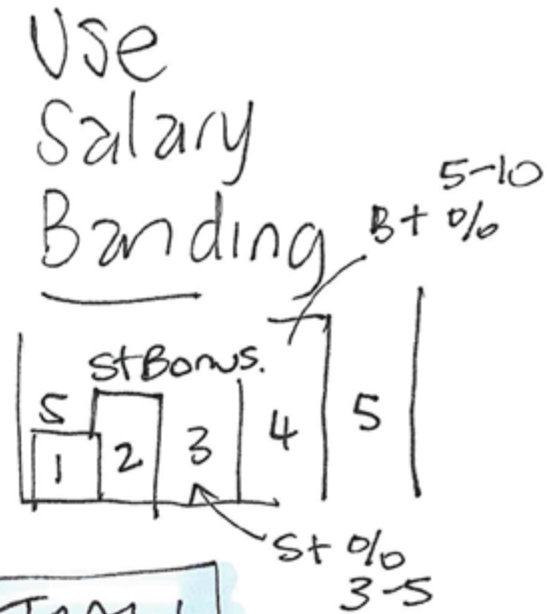
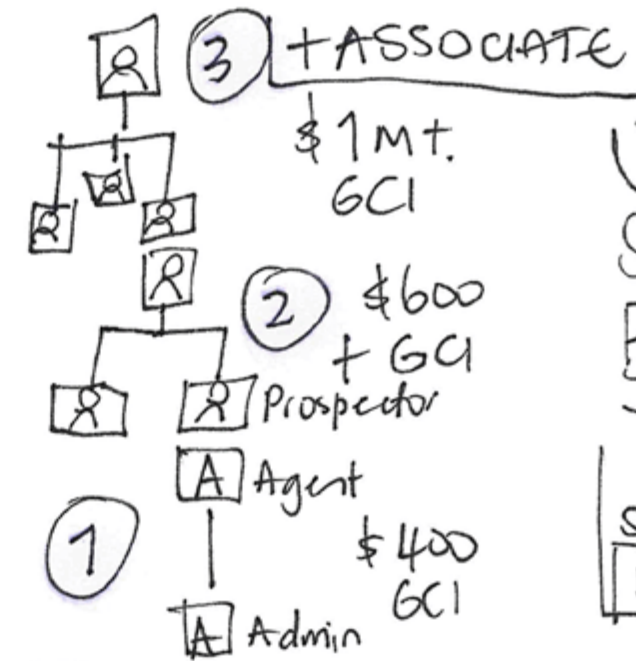
dream bigger

growth MODEL



160 staff

- highland group
- EBU teams
- 4 offices SYDNEY
- 1500
- 2.5b \$
- 3500 managed



all about communication.

lead by example

well-oiled

best part of small teams

cover your weakness

just think MONTHLY

role + purpose

run in your own lanes

do it alone



more opportunities

when

Now?

Now?

\$400 GCI

WHO

FIND YOUR UNICORN

First Hire

Fill your GAPS

good not so

✓✓✓ x x x



DONT COMRADE YOURSELF.

FALL IN ♥ WITH THE PROCESS NOT THE REWARD

QUALITY FAMILY TIME

Everyone will face challenge
→ BE THERE

LONG TERM VISION
SHORT TERM ACTION

put your energy into what you can control

the future is promise to no-one

G.O.I

Get over it

trusted coach

FOCUS

COMPLEXITY

IS THE (KILLER)

SIMPLICITY

IS THE (KEY)

Win the morning

- meditation for focus.
- podcast
- stretch
- gratitude
- curiosity
- listen/watch your YEARLY PLAN BUSINESS PLAN

- learn something
- review the day/week
- TEAM MEETING



9-12 Prospecting

12-7 Face to Face

\$40 min time slots



3

- (set up for success)
- clean environment
 - desk • car
 - advanced preparation
 - daily UNINTERRUPTED time
 - delegate! delegate!

2

track the numbers

WEEKLY # OF APPRAISAL

10 = \$500K
20 = \$1M
30 = \$\$\$

consistency

- appraisal
- calls/knocks
- OFI
- vendor meet 1 hr

AVE Fee

DAYS ON MARKET

+ buy appts = 1/2

