

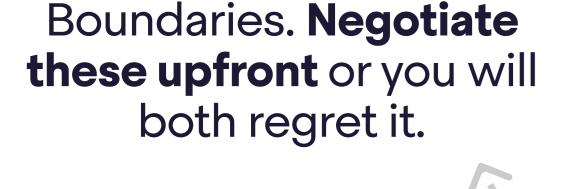
Physical connection is key, we will wither on the vine alone. **Cubicles are** soul destroying.



We sink to the **level of** our systems.



Meet customers where they are! What are the seasons that they're subject to – market, parenting – staff and partners and customers. Peaks and troughs around these will dictate capacity to work and engage.





Fund at the right time, don't leave it too late!





Build a culture of **goals** and accountability.

Find the magic in people – look for it and leverage it – foster a growth mindset in your people





Be part of something bigger! proptech is a real tribe – bring the cleverest people in real estate together!

#5



Letting Go of Control and Perfectionism

20 Tips for Proptech Leaders from Kylie Davis **President of Proptech Association Australia**



They used to work at X is not a hiring strategy, find people that fit for your problem and scale.





Sharpen your

won't cut down

as many trees!

axe, or you

People – measuring tasks vs accountability - did it actually move the needle.

Profitability – safety vs scale – moonshot or roofshot. You choose your level of risk and shift your mindset.

Follow Kylie on LinkedIN at linkedin.com/in/kyliecdavis. For more great insights from industry leaders visit rexsoftware.com



We're in a **period of market consolidation**. Bundling on the way up. People don't want 40 lines on their credit card bills.

#4

Think about marketing before product...what's your story?

If you're a leader who has issues with control and perfection - get a therapist - seriously (can attest to value of this)





#6

Open vs closed product - pick your poison and stick to it!



If you're solving the same problem over and over again stop, rethink. Don't give into the dopamine. Busy is not effective.



Listen to your customers – don't hide from feedback!



Don't try to make every decision — let go or you'll enter into a self perpetuating downwards feedback loop.

> Profit over sales in market context – always depending on your stage - you will never please everyone so choose your **poison.** Funders today are talking about unit economics.