

**PROPTECH**  
ASSOCIATION AUSTRALIA

**Letting Go of Control and Perfectionism**  
**20 Tips for PropTech Leaders**  
from Kylie Davis  
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#18



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

#19



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

#20



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

#1



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

#2



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

#3



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

#4



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

#5



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

#6



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

#10



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

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



#8



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

#7



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.

**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.



#16



Boundaries. **Negotiate these upfront** or you will both regret it.

#15



**Sharpen your axe,** or you won't cut down as many trees!

#14



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

#12



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

#13



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

#11



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