

Tech Tips to Help Your Business

Take it to the Next Level!!

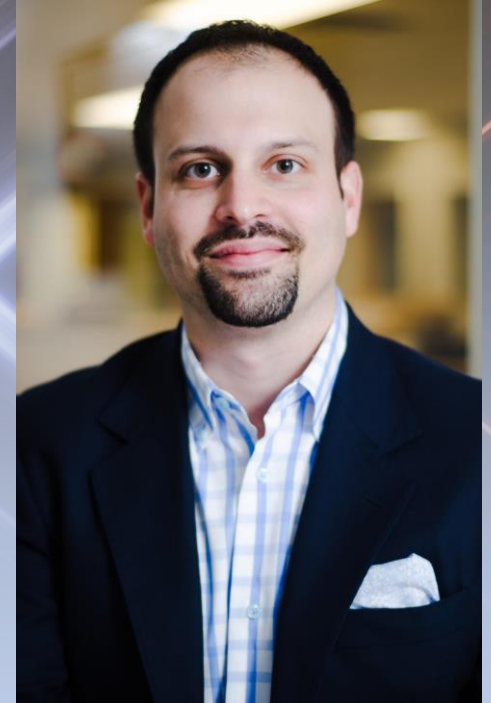
Tim Wehner, RMP[®] MPM[®]

Dodson Property Management, CRMC[®]

2018 NARPM[®] Broker Owner

About Me

- Richmond, VA
- VP, Dodson Property Management
- Regional VP for Pacific/Pacific Islands
- Randolph-Macon College
- Golf Coach
- BBQ Expert



About Me



Why Me for Tech?

- Tech Tips Presentations
- DPM - Fast Adoption, Growth Strategy
- Young and Spry



Goal for the Day



Why Tech?

- Growth
- Improving Customer Experience
- Employee Resources
- Focus on Managing our Business

WIFM?

Do I need it? When?

Start with Questions:

- Do you or your employees have a major pain point?
- Budget!
- Growth strategy?
- Customer feedback? Blindspot?
- Are you spending too much time somewhere you shouldn't be?



Productivity

Problem

- Too many emails
- Paper everywhere
- Need for streamlined Processes
- Collaboration

Solution

- Email Management (Boomerang)
- WorkFlow (Trello, Process Street)
- Digital Storage

Customer Experience

What is the experience we want our customers to have?

- Customer Engagement (Mobile Chat, Intercom, Phone.com)
- Social Media (Hootsuite, Video)

Employee Services/Engagement

Problem

Human Resources

- Recruiting
- Employee on-boarding, forms, performance Reviews

Internal Communication

- Chat

Solution

Indeed

Zenefits

Zoom

Technology Do's and Don'ts

DO!!!!

- Highest and Best
- Take your time - Research!
- Test multiple technology to solve the same problem
- Make sure you fully understand the problem, solution and provide support

DON'T!!!

- Timing - Implement during leasing season!!!
- Forget to get buy-in from staff
- Save time in one space and blow up another
- Overdo it

Plan to Success

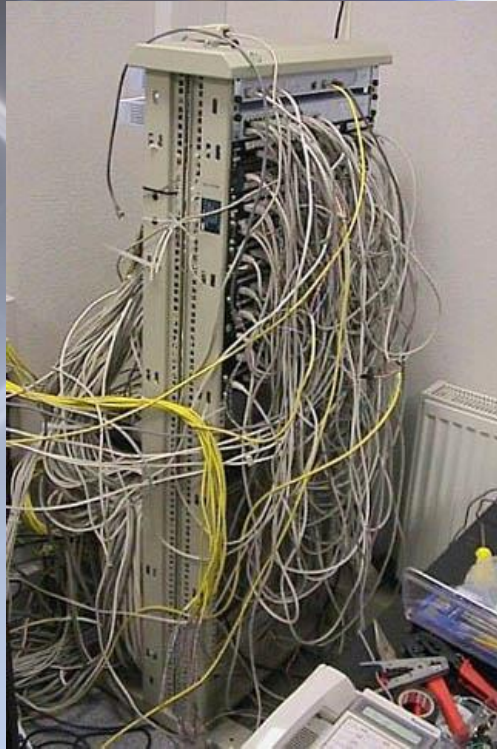
- Have a plan
- Who owns it?
- Timing
- Staff Support



Be This Person



Not This Person



Questions?

Tim Wehner, RMP[®] MPM[®]

Tim@DodsonProp.com

(804) 426-1660

