

NARPM® 2019

Tune into your IPOD: How to deliver a remarkable client experience

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Learning objectives

After completing this session, the attendee will be able to identify their property management company's 'irresistible' points of difference and deliver a remarkable client experience.

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What do clients experience?

- Sea of sameness
- Unfulfilled promises
- 'Me too' mentality
- No customer service
- Legitimacy gap

Legitimacy gap

Research shows that over 85% of rental property owners research property management companies before contacting them, including reading promises and policies on their websites. A staggering 91% believe that the reality of what they read versus what they experience is not what they expected.

What do clients want to experience?

- Relatability and reliability
- Promised results
- 'Me and my property'
- Remarkable customer service

Being different

Being different from competitors is no longer enough for achieving growth and retention. Being different might get your agency noticed but will it capture people's attention enough so that they engage your services? No, not anymore! Now you need to be IRRESISTIBLE!

Defining 'irresistible'

Too...

- Attractive
- Tempting
- Alluring
- Desirable

To be avoided or refused.

Defining 'magnetic power'

- Appeal
- Charisma
- Relatability
- Compelling

Defining 'uniqueness'

- Matchless
- Exclusive
- Unrivaled
- Phenomenal

How to design your IPOD (Irresistible Points of Difference)

Think Disney! Disney do matchless, exclusive, unrivaled and phenomenal by design! Disney formulated their own DNA, just like other IRRESISTIBLE companies such as Apple and Starbucks.

How do your clients tell you apart from competitors?

Are your clients and team telling the story you wrote or writing their own version? Irresistible companies write their own story and demonstrate it through their customer service and client experience.

Pace of change and client expectation

We operate in a business landscape where the pace of change and client expectations are increasing faster than ever before. An increasing number of property management companies are losing their identity and YOU uniqueness in an effort to keep up. What are you doing to protect your YOU uniqueness, magnetic power and IRRESISTIBILITY?

Beware technology!

Not only are property management business leaders relying on technology to find their 'Me' Power they are focusing on technology to give them the edge!

Raise the bar

Technology is a tool – see it for what it is! Technology does not define or deliver your irresistibility.

Tune your IPOD to your YOU Unique channel

Channel your Irresistible Points of Difference. Only YOU can define and design your YOU uniqueness!

Let's get started – CORE©

- Define your client experience
- Extraordinary
- Incredible
- Know your competitors and do it better, not cheaper
- Know your market and do it better

Know your purpose and why clients need a professional property manager

Design your service blueprint:

- Policies and processes
- Protocol
- Promises
- Professional standards

This becomes the DNA that defines your irresistibility factor.

Infuse your team with your irresistible

- Brand
- Policies and procedures
- Culture
- Training

Promote your irresistible

- Team standards
- Marketing
- Communication
- Brand personality

Deliver your irresistible

- Connectedness
- Culture
- Authenticity
- Promises

Monitor your irresistible and measure its immersion

- Surveys
- Courtesy calls
- Scan online
- Customer reviews

Magnetic lifelong clients

Business leaders must raise the bar to find their irresistible points of difference, so they magnetically attract lifelong clients. Be relevant, relatable, reliable and irresistibly remarkable. Be the one who stands out in a sea of sameness.

Tune your business, team and clients into your IPOD!

About the speaker

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Jo-Anne Oliveri, CIPS, TRC, is an international real estate identity who has trained over 500 businesses and thousands of business owners and property managers worldwide.

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