

# LPMNZ 2017

Queenstown, New Zealand  
Thursday 9 November - Friday 10 November 2017



## Program

Day 1 – Thursday 9 November 2017

From	To	Session
8.00am	9.00am	Registration and Opening of the Trade Display
9.00am	9.15am	Welcome and Outline of the Day's Program
9.15am	10.30am	<b>Keynote</b> <b>Session 1</b> <b><i>"Attraction Property Manager"</i></b> <b>Presented by Tom Panos (Australia)</b> Is it surprising that most property investors now think that all property managers are the same? They look the same, do the same things and they charge the same fees. It's hard to tell the difference! Tom Panos is Australia's most in demand real estate speaker and consultant. Yes, he has a sales background, but today's property management professional needs to know how to sell, like never before! In his "in your face" high impact way, Tom will share with you: <ul style="list-style-type: none"><li>• It's not who you know, it's who knows you</li><li>• Brand is what people say when you're not in the room</li><li>• Be their property manager before they need a property manager</li><li>• There are no more blind dates in property management - and how to win in this game</li><li>• Secrets of the best property management growth strategies.</li></ul>
10.30am	11.00am	<b>Morning Tea</b>

## Day 1 – Thursday 9 November 2017 (continued)

From	To	Session
11.00am	12.00pm	<p><b>Keynote</b></p> <p><b>Session 2</b></p> <p><b><i>“The Future (or not) of the New Zealand Property Management Industry”</i></b></p> <p><b>Presented by Chris Rolls (Australia)</b></p> <p>What impact will low cost business models have on the property management industry?</p> <p>Will technology kill the suburban real estate agency and property management business the way Uber killed taxis?</p> <p>Will artificial intelligence replace the property manager?</p> <p>Chris Rolls, former CEO of Rental Express, one of Australia’s largest property management businesses, has spent the last 18 months on a journey to discover what the future holds for the Australian and New Zealand Real Estate and Property Management industries.</p> <p>That journey has taken him to multiple countries, including study at Harvard Business School, University of California Berkley and the world’s leading educational institution on exponential technology Singularity University.</p> <p>He’s conducted countless interviews with leaders in the real estate industry, CEO’s of technology disrupters, and also spoken personally with the institutions that are pouring billions of dollars into ideas whose sole purpose is to take a slice of the trillions of dollars that keep the worldwide real estate industry alive.</p> <p>This is a must attend event for anyone wanting an insight into what the future holds for the suburban real estate agency and property management business, or whether there will even be one.</p>

## Day 1 – Thursday 9 November 2017 (continued)

From	To	Session
12.00pm	12.45pm	<p><b>Keynote</b></p> <p><b>Session 3</b></p> <p><b><i>“Growth Machine: The Playbook for Building a High Velocity Marketing Engine”</i></b></p> <p><b>Presented by Alex Osenenko (USA)</b></p> <p>What would it take for your business development team to generate as many high-quality leads as they can handle, create predictable revenue, and hit your growth goals without your constant oversight?</p> <p>Doubling the size of your business isn’t about luck, connections or working harder. It’s about using the same template that high growth companies employ to achieve and sustain triple digit growth year after year.</p> <p>In this presentation, you’ll learn how to build an automated sales and marketing machine that marries new technology with innovative techniques to create a predictable growth engine.</p> <p>Some of what will be covered:</p> <ol style="list-style-type: none"><li>1. Why Most Companies Fail to Grow - The 10 fatal mistakes made time and time again.</li><li>2. Advanced Lead Nurturing - Keep harvesting your leads well past the initial point of contact.</li><li>3. Organic vs Paid Lead Generation - Setting the record straight by taking a bird’s eye view of what we see working in the marketplace. Set your strategic priorities before spending a dollar.</li><li>4. Two Different Visions for Business Development &amp; Marketing - Alex and Jordan will present two competing visions for how a small to mid-sized property management business can significantly scale their number of properties under management while still remaining highly profitable.</li><li>5. Building a Sales Culture - How to lead with sales culture versus allowing it to be an afterthought.</li><li>6. Effective Marketing Collateral - Equip your team with the right sales materials to pull prospects toward the sale.</li><li>7. Branding &amp; Positioning - How to build brand equity that will stand the test of time.</li></ol> <p>This session will help you get past plateaus and get off the up and down rollercoaster of results. There is a process. Growth can be predictable.</p>
12.45pm	1.45pm	<b>Lunch</b>

# Day 1 – Thursday 9 November 2017 (continued)

1.45pm 2.30pm

## Breakout Sessions

### Business Owners/Team Leaders

#### Session 4

#### ***“How to Manage a Property Management Team (and not go MAD)!”***

#### **Presented by Joe Schellack (New Zealand)**

Joe Schellack, from Crocker’s Property Management in Auckland is one of New Zealand’s best Property Management Department Managers.

His enormous reputation does not happen by accident or good luck.

Joe will share his wealth of experience in managing property management teams to show you:

- How to maximise the potential of your property management team
- Effective strategies for managing different personalities in your team
- How to turn team meetings into positive learning experiences
- How to motivate and maintain team loyalty.

### Property Management Staff

#### Session 5

#### ***“From Good to Great to Spectacular!”***

#### **Presented by Hayley Stevenson (New Zealand)**

Hayley Stevenson, the owner of multi-award winning Housesmart in Queenstown, is an absolute inspiration to all those lucky enough to know her.

In this session, she will show you:

- How to get the most out of both your working and personal life
- Achieving work goals and personal goals
- How to create more time in your day
- How you can boost your productivity with reduced work hours
- How avoid stress in property management.

This will be an entertaining, energising, engaging session with plenty of practical information that all property management staff could take away to implement in their lives to help achieve their goals.

# Day 1 – Thursday 9 November 2017 (continued)

2.30pm 3.15pm		Breakout Sessions	
<b>Business Owners/Team Leaders</b> <b>Session 6 (2.30pm – 3.15pm)</b> <b><i>“Is your Communication where it Should or Could be?”</i></b> <b>Presented by Greg Watson (New Zealand)</b> Lack of communication is the number one annoyance for landlord/owners when it comes to Property Management complaints. Are you and your team up to scratch? How would you know if you weren't? In this information packed session, Greg Watson will provide you with communication tips around: <ul style="list-style-type: none"><li>• Reaching your target market</li><li>• Scripts and dialogues for winning new business</li><li>• Defining client expectations</li><li>• Keeping clients happy and informed</li><li>• Technology to assist with better cohesion in your documents and emails</li><li>• Technology to assist in a great communication plan</li><li>• How to measure successful communication.</li></ul>		<b>Property Management Staff</b> <b>Session 7 (2.30pm – 3.15pm)</b> <b><i>“You are NOT Property Managers, you are Investor Consultants”</i></b> <b>Presented by David Faulkner (New Zealand)</b> Property Management is changing. Automation and innovation will challenge the status quo and our industry must adapt. In this 45-minute presentation, David Faulkner will give his opinion on how the role of a Property Manager should evolve and what we need to do to prepare for it. David will also challenge you on understanding what your worth is as a consultant to your investors.	
3.15pm 3.45pm		Afternoon Tea	

## Day 1 – Thursday 9 November 2017 (continued)

3.45pm 5.00pm	<b>Breakout Sessions</b>	
<b>Business Owners/Team Leaders</b>	<b>Property Management Staff</b>	
<b>Session 8 (3.45pm – 5.00pm)</b>	<b>Session 9 (3.45pm – 5.00pm)</b>	
<b>“The 1 Year Growth Plan”</b>	<b>“Property Management or People Management?”</b>	
<b>Presented by Alex Osenenko (USA)</b>	<b>Presented by Zac Snelling (New Zealand)</b>	
Presenting the winner of the Head-to-Head Growth Plan Battle at The PM Grow Summit 2017 in the USA.	Property management is effectively all about one thing - relationships. Relationships with your landlords & tenants, your contractors, your team, the list goes on...	
During 2017 PM Grow Summit in the USA, Alex Osenenko and Jordan Muela (event organizers) each crafted a comprehensive growth strategy for the next 12 months.	How can you truly be happy and successful in what you do if your relationships aren't the key focus? How can you prevent relationships breaking down if you can't see when they might need some work?	
Both competing growth plans were unveiled live during the conference and the audience, comprised of top-level property management entrepreneurs, voted for the best plan live on the spot.	Come and listen to Zac draw from his experience of more than a decade in the property management industry and find out how you can strengthen your business relationships in all manner of ways.	
Alex Osenenko, will be presenting the winning blueprint on how to add \$1,000,000 in lifetime customer value (LTV) to your business over the next 12 months.	By doing so you'll be able to create a working environment where you genuinely love what you do and one that attracts new business your way without even trying!	
5.00pm	<b>Close</b>	
7.00pm 11.00pm	<b>LPMNZ Annual Gala Awards Dinner</b>	
	Come and join your property management colleagues, the speakers and corporate partners for the biggest night on the LPMNZ Calendar, the Annual Gala Awards Dinner.	
	A night of fine food, wine and entertainment is assured. <i>Dress: Smart casual.</i>	
	Your Awards Dinner ticket is included in your Conference registration fee.	

## Day 2 – Friday 10 November 2017

From	To	Session
8.00am	9.00am	Complimentary Coffee and Snacks with our Sponsors in the Trade Display Area
9.00am	9.15am	Welcome and Outline of the Day's Program
9.15am	10.30am	<b>Keynote</b> <b>Session 10</b> <b><i>“The Challenges facing the New Zealand Property Management Industry”</i></b> <b>Panel Members - Nigel Bowden, Diane Nelson, Greg Watson and Hayley Stevenson</b> A group of leading property management industry experts will discuss all the major current (and possible future) challenges faced by New Zealand property management businesses including: <ul style="list-style-type: none"><li>• Health, safety and insurance issues</li><li>• Drug use/production in rental properties</li><li>• Overseas outsourcing of services</li><li>• Discounting of fees</li><li>• Possible future disruption of the industry.</li></ul>
10.30am	11.00am	<b>Morning Tea</b>

## Day 2 – Friday 10 November 2017 (continued)

From	To	Session
11.00am	12.15pm	<p><b>Keynote</b></p> <p><b>Session 11</b></p> <p><b><i>“The Social Property Manager”</i></b></p> <p><b>Presented by Kerry Fitzgibbon (New Zealand and Australia)</b></p> <p>Social media is a real business tool that can have a positive or negative impact on your property management business. In this session, you will discover how you can turn business into social, connect and generate profits.</p> <p>Here are some of the things that Kerry’s going to cover:</p> <ul style="list-style-type: none"><li>• How to rapidly generate hot leads using Facebook marketing. Gone are the days when you need to spend hours every day on Facebook. Kerry will show you how, in just 20 minutes a day, you can double your leads and at the same time reduce your social media marketing spend by up to 90%.</li><li>• Did you know Facebook is the largest website in the world - It’s critical for every property manager to use Facebook marketing. Unfortunately, most don’t and if they do they are still doing Facebook Marketing the old way – and it’s costing them dearly.</li><li>• And if you’re keen to put your learnings into place straight away, Kerry will give you the nuts-and-bolts of “how to implement Facebook the right way” to increase your property management portfolio. Follow Kerry’s step-by-step, easy-to-follow formula for rapid marketing results.</li></ul>

## Day 2 – Friday 10 November 2017 (continued)

From	To	Session
12.15pm	1.00pm	<p><b>Keynote</b></p> <p><b>Session 12</b></p> <p><b><i>“Innovation + Value = Property Management 3.0”</i></b></p> <p><b>Presented by Vasili Hadzellis (Australia)</b></p> <p>Vasili will focus on all things Property Management and will also share some new and innovative ideas that he is seeing right now being used in property management businesses across Australasia and overseas.</p> <p>In addition to innovation, he will share experiences and new ways of being different in the experience and value you provide your clients – your tenants and landlords.</p> <p>Some of these topics include:</p> <ul style="list-style-type: none"><li>• Exploring the new technologies and apps that are helping to innovate Property Management</li><li>• How to achieve the best quality tenant, the highest possible rental return and do this in the shortest amount of time using new technologies</li><li>• Creating a client nurture program for both tenants and landlords that provide an experience different to your competition</li><li>• Using technology and social media effectively to communicate differently with your clients – Facebook, Twitter, Instagram, LinkedIn and others</li><li>• How to win new managements using the latest technology/apps/tools</li><li>• How to work out the lead sources both internal and external to the business to create opportunities</li><li>• Be able to identify the 1% differentiators that makes your agency unique and to how to sell those to prospective landlords</li><li>• How to demonstrate value to your clients with Passion, Process and Innovation.</li></ul>
1.00pm	2.00pm	<b>Lunch</b>

## Day 2 – Friday 10 November 2017 (continued)

From	To	Session
2.00pm	3.15pm	<p><b>Keynote</b></p> <p><b>Session 13</b></p> <p><b><i>“Rebel with a Cause - how "ordinary" people can change the world”</i></b></p> <p><b>Presented by Sir Ray Avery (New Zealand)</b></p> <p>According to former New Zealander of the Year, Sir Ray Avery, one of his biggest advantages was that as a child, he was short-sighted, had glue ear and was dyslexic. To learn, he was forced to pay close attention to what was going on around him.</p> <p>He remains convinced that the key to innovation is observation. It goes without saying that entrepreneurs also need to have an enormous appetite for risk, an unwavering belief in themselves and a willingness to dedicate all their energies to achieving their goals. But the truly successful ones are also prepared to listen to good advice.</p> <p>As professional investors are inclined to say, many brilliant business ideas have come to naught simply because the person with the great idea was too stubborn to open his or her mind to other ways of doing things.</p> <p>Sir Ray's presentation has inspired thousands of people worldwide to overcome their personal obstacles and rise to new heights.</p> <p>You will hear how;</p> <ul style="list-style-type: none"><li>• A street kid rose to become a world leading entrepreneur, and continues on this journey today.</li><li>• Ideas without action are just dreams.</li><li>• What self-belief can achieve.</li><li>• Challenging false beliefs.</li><li>• The role of "risk" and "failure" in achieving any worthwhile goal.</li></ul>
3.15pm	3.30pm	<p><b>Sponsor Prize Draws</b></p> <p>You MUST BE in the room to win!</p>
3.30pm		<p><b>Close</b></p>