

Workshop 2:

Build the base: Start the process

Let's recap:

At WeconnectU, we are on a mission to help you become more valuable and valued Rental Asset Managers.

A key part of this journey is shifting the perception of your role - from that of a Rental Administrator to that of a trusted investment partner.

We understand that the terminology and concepts around property investment can sometimes feel complex or overwhelming. That's exactly why this LevelUp journey exists.

Our goal is to simplify these ideas and show you how small, consistent actions in your daily processes can unlock significant value over time - both for your landlords and for your own professional growth.

To become a Rental Asset Manager it is important to understand that small actions over time will deliver strong results in the future. For your investor landlord, owning an investment property is not just about collecting rent, it's about building long-term value.

As a property professional, your role goes beyond administration.

You are helping your clients:

- Earn consistent monthly income
- Grow the value of their asset over time
- Understand the performance of their investment

What we focussed on in Workshop 2

Along this journey, you'll often hear three important terms:

Yield, Capital Growth, and Return on Investment (ROI).

At first, they may sound technical—but they're actually quite simple.

Think of **Yield** as Yield is the **income** your property earns **from rent**, relative to its value.

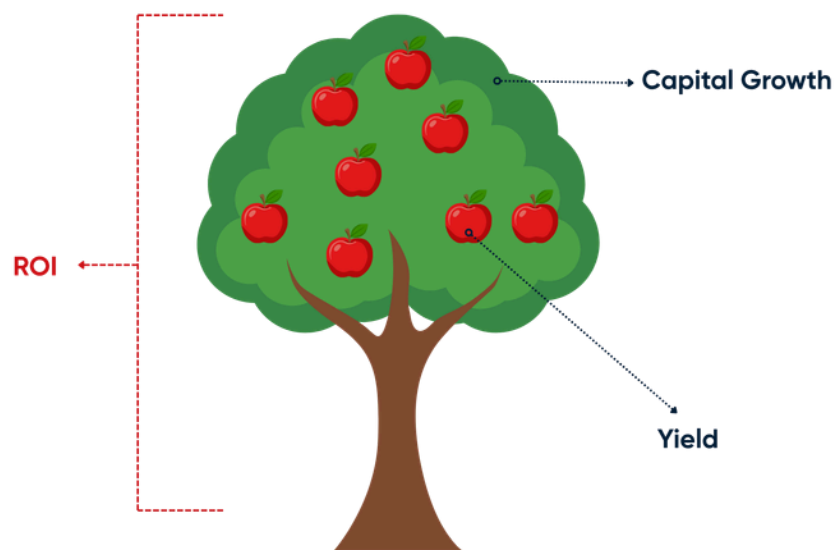
Capital Growth, on the other hand, is about tomorrow - how the **value** of that property **increases over time**.

And then there's **ROI**—the full story. It is how much you've **gained** from your property compared to what you originally invested - **combination of income and growth**.

Strong daily processes build real value

It's easy to think that value comes from big moments - a lease renewal, a rental increase, a year-end report. But in reality, value is not created in a single action. No single action creates value...it's the **consistency** of **many small actions over time**.

Every payment processed, every inspection completed, every detail captured - these may seem routine. Yet, when done consistently and aligned with best practice SOPs, they begin to form something much more powerful. They create value.



Yield (Monthly Performance):

Through consistent rent collection, accurate billing, and proactive arrears management, you create something every landlord values deeply - reliable, predictable monthly income.

Capital Growth (over time):

Through regular maintenance, detailed inspections, and ongoing asset care, you protect and enhance the condition of the property. Over time, this leads to a well-maintained asset that grows in value.

Return on Investment (The Full Picture):

When financial accuracy, asset care, and communication all work together, you unlock something far more powerful - clear, confident reporting—and meaningful ROI conversations.

| The “people” element

At the centre of it all is people.

We touched on this during our ENGAGE in-person events -
the idea of **self-leadership**.

Because before you can lead your clients, you first need to lead yourself. It's found in the small, disciplined actions you take every day. In following your processes, even when no one is watching. In knowing that each task, no matter how small, contributes to something bigger.

At the end of the day, if you can look at your work and say...“Well done”, it means you've shown up with intention, you've followed through on your processes and you've contributed to building real value.

And over time, your landlord no longer sees you as just a service provider, but as a trusted partner in their investment journey.

Action items for Workshop 2:

For Individual Assets (one property with one landlord investor not linked to an Asset Group with accounting):

Complete or Upload **Purchase & Valuations values** for at least **75%** of Individual Assets

And over time, your landlord no longer sees you as just a service provider—but as a trusted partner in their investment journey.

For **Assets linked to an Asset Group** with accounting):

If the Assets linked to the Asset Group can be **valued individually**, please also action the completion of Purchase & Valuation values to ensure success down the line. This will not apply to commercial buildings.