

Workshop 3:

Becoming an Asset Manager - Find your why

Let's recap:

Today's workshop was about discovering your **WHY**... and seeing how that influences your **value**, the **conversations** you have, and the **impact** you make.

It's not about changing your job title - it's about changing how you **think** about your role. The real shift happens in your **mindset**: moving from completing **tasks** to understanding and communicating the **value** behind those tasks.

At first, it feels intentional, a little different. But over time, through **small, consistent actions** - how you speak, what you focus on, and the questions you ask yourself - something begins to change.

What we focussed on in Workshop 3:

Every day, we're faced with a choice — whether we realise it or not. We can stay on the path of being **task-focused and reactive**, where our value is measured by what we do and complete, or we can **choose a different path** — one where we **anticipate**, focus on **outcomes**, and **communicate the value** we create.

It's a **subtle shift** in thinking, but it changes everything, moving the conversation from “here's what I've done” to “here's how your asset is performing and how we're improving it.” Becoming an Asset Manager isn't about changing your title — it's about **choosing to think differently**, and that's something you can start doing today.

Administrator



Asset Manager

Shifting your Mindset, changing your Value

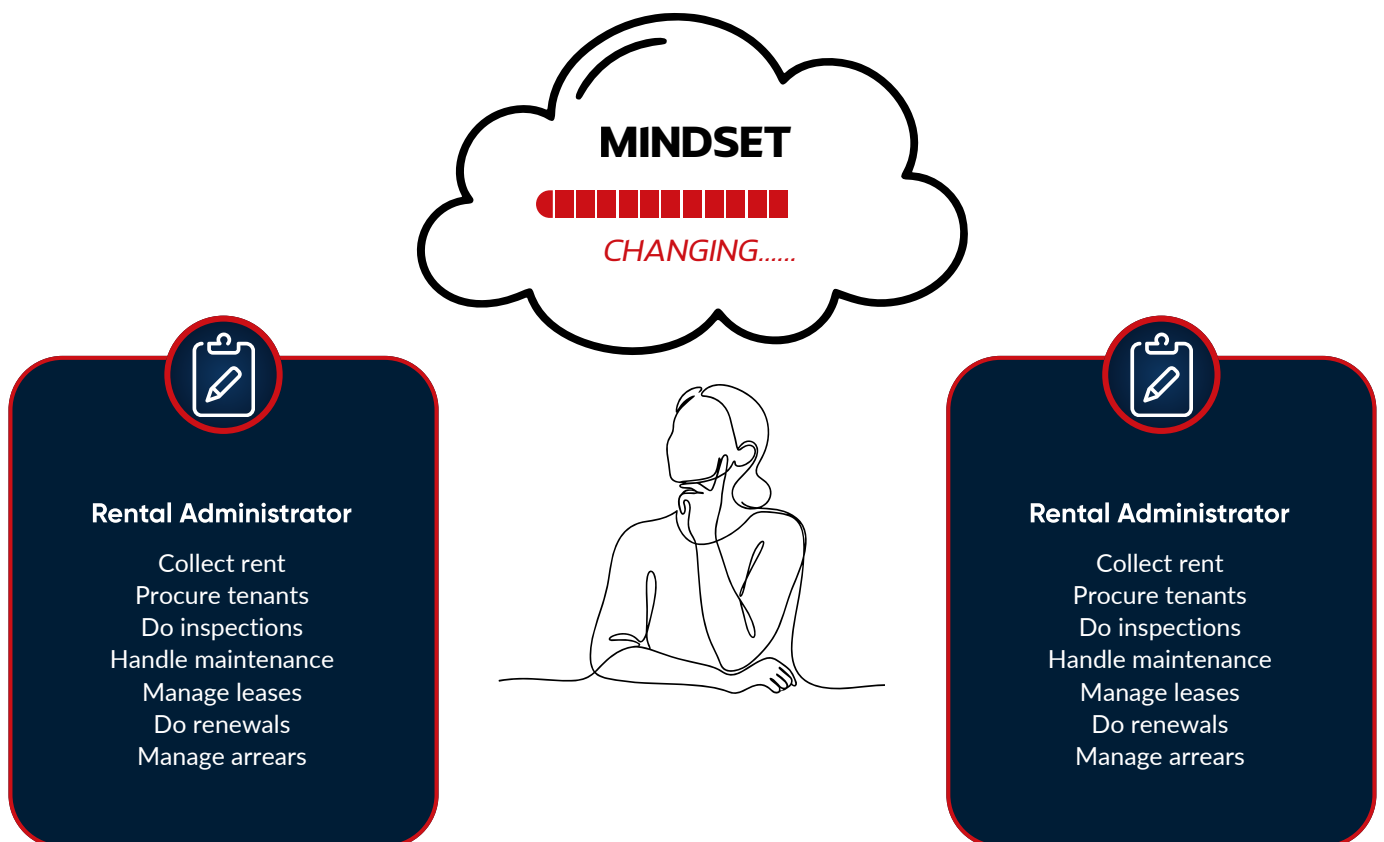
Every day, a rental **administrator** carries out **essential tasks** – collecting rent, managing tenants, handling maintenance. It's the foundation of the role.

But over time, something subtle begins to shift. Through **small, consistent changes** –how you speak, the tools you utilise (like Ai), the questions you ask – you start to see your work differently.

Gradually, your value **shifts** from **what you do**, to the **impact you create**.

Nothing about the work itself has changed – but your perspective has. Rent becomes income protection, arrears become risk management, and maintenance becomes value preservation. And with that shift, your **thinking**, your **communication**, and how others see you begin to change.

You're no longer just completing tasks – you're **influencing outcomes**. The change from a role defined by activity and tasks, to a **role defined by impact**.



Creating new habits

You understand the idea of thinking like an asset manager — but how do you actually make it part of your everyday work?

The answer is simpler than most expect. It's not about overnight change or getting it perfect — it's about **repetition**. **One small action**, done **consistently**.

Maybe it's one conversation a day where you speak differently, or the implementation of one Ai tool creating valuable time to have impactful conversations.

Over time, keeping it **simple** — like a better response from a landlord or more confidence in your conversations — you begin to build **new habits**. And gradually, what once felt intentional starts to feel natural.

It's a small, subtle shift—but a powerful one. So don't try to change everything at once. **Start with just 1%**. Because that's where the shift begins.



Finding your WHY

Understanding why you do what you do is the foundation of adopting the Asset Manager mindset. It's what shifts your role **from completing tasks...** to **creating meaningful impact** over time.

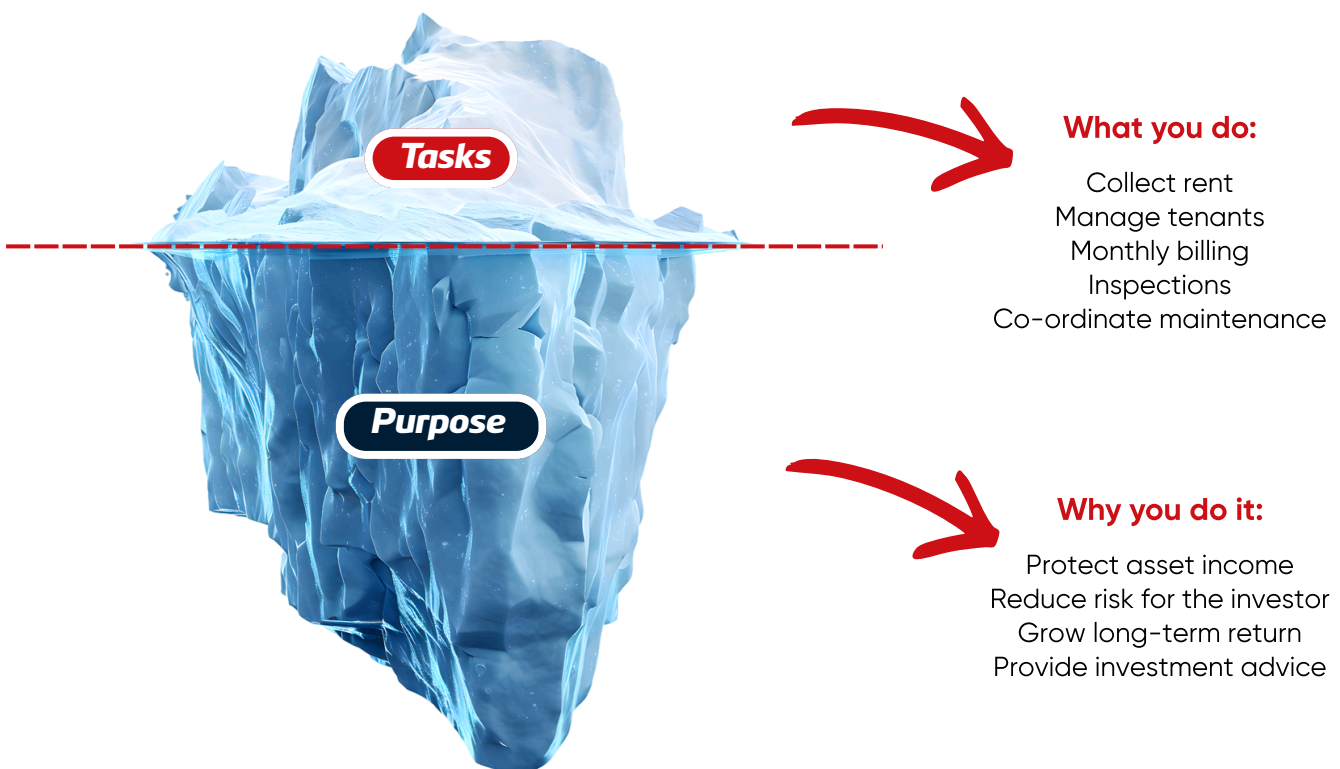
Your tasks – collecting rent, managing tenants, inspections, maintenance. These are visible, and they matter. It's what most people talk about, and what often gets reported.

But beneath the surface... is where your **real value** lies.

It's the thinking that drives those actions – the focus on protecting income, reducing risk, and guiding better investment decisions.

This is your **purpose**. This is your WHY.

And when you start **connecting your tasks to that purpose**, something powerful happens. It's a small shift. Subtle. But incredibly powerful.



Action items for Workshop 3:

For our **Rental Asset Management Solution** clients:

Utilise the new **Lease Ai functionality** to create at **75%** of all new leases created within the solution.

For our **RedRabbit** clients:

All least **80% of defects** should be addressed by means of a **maintenance recommendation**.