

Workshop 4:

Becoming an Asset Manager - How does your day look?

Let's recap:

During our workshop today, we connected our previous learnings to one of the most important aspects of Asset Management – **proactive planning, workflows, and consistent execution.**

We reflected on the fact that **growth** does not come from knowing more; it comes from consistently applying what we have learned. Exceptional results are rarely achieved through one major action. Instead, they are built through **small, deliberate actions** performed **consistently** over time.

Throughout the session, we explored how Asset Managers can implement these building blocks through effective planning and workflow management. We highlighted the importance of shifting from a reactive to a **proactive mindset**, focusing on the **value and outcomes** created by daily activities rather than simply completing tasks.

We also discussed the impact of **workflow planning, legislative timelines, and automation** as key enablers of growth and efficiency. Finally, we examined the **daily responsibilities** and **consistent habits** that help Asset Managers protect investments, reduce risk, and deliver greater value to their landlords and tenants.

What we focussed on in Workshop 4:

Becoming an **Asset Manager** is not about changing your title – it starts with choosing to think differently. It is the shift from simply completing tasks to understanding the value of those tasks create.

During this session we reflected on how meaningful growth is built through small, consistent actions over time. As the saying goes, *“The skyscraper we admire started with the jackhammer”*. **Big results** are created through **deliberate building blocks**, applied **consistently**.

Proactive planning helps Asset Managers move beyond busy schedules and focus on **value-driven outcomes**. By anticipating challenges, prioritising what matters, and scheduling our priorities, we create space for work that protects the asset and strengthens investor relationships.

We also discussed **automation** as a growth enabler. When repetitive tasks are streamlined, Asset Managers can focus on **communicating their value** – “This is how your asset is performing” vs “Here is what I have done”.



Activating Workflows, Planning Your Day

A rental **administrator** executes **essential tasks** every day—collecting rent, managing tenants, handling maintenance. It's the **foundation** of the role.

Through **small, consistent changes**—how you speak, the tools you utilise (for example automation and Ai), proactively scheduling your day based on priority, and considering the valuable results obtained from practical asset management—you start to **see your work differently**.

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

The essential daily and monthly tasks has not 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**. You have made the change from a role defined by activity and tasks, to a **role defined by impact**.



Schedule based on Priority

A key theme throughout the session was the importance of **prioritising** what's on your **schedule** and scheduling your priorities. **Structured workflows** help Asset Managers move from a reactive approach to a **proactive** one, creating greater consistency, stronger compliance, improved cashflow stability, and reduced risk for both investors and property professionals.

Workflows support every aspect of your role— from **communication** to **lease management**, and even **account management**, it directly influences the **financial performance** of an investment.

We analysed the value of **meaningful reporting**—it helps demonstrate **asset performance** and support informed decision-making, as well as the importance of **maintenance and inspections** in protecting the condition and **long-term value** of the property.

Ultimately, this session reinforced that great Asset Management is built on **proactive planning, consistent workflows, and disciplined execution**. When priorities are managed intentionally, daily tasks become powerful contributors to investment success.



Action items for Workshop 4:

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

Utilise the **Bulk Communication** feature to **setup a customised Tenant & Landlord template** for sending of monthly statements.

Utilise the **Bulk Communication** feature for communicating lease renewal terms to both **Tenant** and **Landlord**, within the correct legislative timelines (between 40 and 80 days before lease expiry).

For our **RedRabbit** clients:

Schedule **inspections & send email confirmation** from the solution for at least **80% of applicable** leases.