

FOCUS™ – formulating opportunities crystallizing unbreakable standards

agency name:	_____
business owner:	_____
business address:	_____
business owner email:	_____
business owner direct phone:	_____
business owner mobile number:	_____
iiCC:	_____
FOCUS™ date:	_____

FOCUS™ – objectives

FOCUS™ has been designed to assist you, the property management business owner, to focus on real opportunities that align with your property management business' short and long-term vision. The FOCUS™ form helps break down your vision into crystallized business targets, goals and standards. These create an unbreakable direction for you to follow, regardless of what obstacles come your way.

about the rating business component questions

Please complete the following rating business component questions. If you are unsure of your rating please insert your first estimate that comes to mind. The questionnaire has been designed to help us to help you understand your current awareness level of the status and condition of your property management business. Once you have rated your current status, please rate where you would like to be in 12 months' time. The key is to be realistic in your 12-month goal.

Rating scale:

- 1 **Very bad**
- 2 **Bad**
- 3 **Very poor**
- 4 **Poor**
- 5 **Somewhat satisfactory**
- 6 **Satisfactory**
- 7 **Good**
- 8 **Very good**
- 9 **Excellent**
- 10 **Phenomenal**

about the critical measures questions

Please complete the following critical measures questions. If you are unsure of your current critical measurements (i.e. 'now') please insert your first estimate that comes to mind. The questionnaire has been designed to help us to help you understand your current awareness level of the status and condition of your property management business. Once you have filled in your current critical measurements, please fill in where you would like to be in 12 months' time. The key is to be realistic in your 12-month goal.

rating business components

Please rate each business component now and where you would like it to be in 12 months:

efficiency

1	2	3	4	5	6	7	8	9	10

productivity

1	2	3	4	5	6	7	8	9	10

profitability

1	2	3	4	5	6	7	8	9	10

consistency

1	2	3	4	5	6	7	8	9	10

culture

1	2	3	4	5	6	7	8	9	10

client retention

1	2	3	4	5	6	7	8	9	10

client repeat business

1	2	3	4	5	6	7	8	9	10

team morale

1	2	3	4	5	6	7	8	9	10

team retention

1	2	3	4	5	6	7	8	9	10

team knowledge

1	2	3	4	5	6	7	8	9	10

team salary costs

1	2	3	4	5	6	7	8	9	10

property management income

1	2	3	4	5	6	7	8	9	10

business growth

1	2	3	4	5	6	7	8	9	10

critical measures

Please insert your current critical measurements and where you would like them to be in 12 months:

	now	12 months
Managements	_____	_____
Annual income (management fee)	_____	_____
Annual income (other)	_____	_____
Average monthly income	_____	_____
Average management fee	_____	_____
Other fees	_____	_____
	_____	_____
	_____	_____
Average weekly rent	_____	_____
Market share	_____	_____
Percentage fixed term tenancies	_____	_____
Arrears percentage	_____	_____
Arrears dollar	_____	_____
Percentage properties inspected as due	_____	_____
Average maintenance processed per month	_____	_____
Average days to rent	_____	_____
Vacancy percentage	_____	_____
Average property distance ratio	_____	_____

Team to property ratio	_____	_____
Monthly salary costs	_____	_____
Salary costs percentage of monthly income	_____	_____
Management asset value	_____	_____
Market asset value multiplier	_____	_____
Net profit dollar value	_____	_____
Net profit percentage	_____	_____
Increase in average weekly rent dollar		_____
Increase in average weekly rent percentage		_____
Increase in management fee percentage		_____
Increase in management fee dollar		_____
Increase in asset value multiplier		_____

signed:

Business owner: _____ Date: _____

iiCC: _____ Date: _____