



## Logan City

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Dear Ken,

Like many agents, I had been searching for a new approach to repositioning our property management services within the changing market. I felt that I had exhausted all the avenues open to me to take us to the next level until I heard about your workshop.

Even though I have a great team of property managers in my two offices, unfortunately, unlike salespeople they do not respond positively to any new sales and marketing initiatives that could promote and grow our rent roll and retain landlords who are thinking of leaving.

Having spoken to you I decided I would engage your services to run your one-day workshop. As it is designed to get our property managers on-side with the promotion of our business while teaching them how to attract new owners and retain the landlords we have.

If you'll remember, I emphasised to you on the morning of the workshop that there was a possibility you might lose some of my property managers throughout the day if it was in any way perceived to be a marketing or sales seminar as property managers tend to have a pathological aversion to selling or marketing as such.

I liked your unique approach to the subject and decided to give your workshop a go, as even though we have grown substantially in a short time we have been in a holding pattern when it comes to growth and your ideas I thought were worth pursuing with my staff. Which is why I was happy to bring my two property management teams together for a one day workshop.

### **What was the outcome?**

The workshop started at 8.30am in the morning, and even though we only took a 20 minute lunch break, my two property management teams remained focused throughout the day and everyone stayed to the last minute when the workshop finished at 5:30pm.

On top of that, each property manager then gave you a one-page feedback form filled with positive comments and they all clapped you as you brought the workshop to a close.

The day after the workshop, having spoken to my entire team, I knew that it had been a success as each of them shared that they thoroughly enjoyed the time spent with you and had left the

workshop with a whole new outlook as to how they can maintain our current landlords while attracting new ones.

What's more the system that you taught them I have never seen in action anywhere else. Plus, it is so simple and achievable that we have already started implementing it.

You really went out of your way to make sure every member of staff was included and heard.

**What were the takeaway benefits?**

You gave us the insight and steps necessary to rewrite our website page which promotes Property Management. To add to this, you also showed us step-by-step how to improve our presentation kit we rely on in signing up new landlords.

Then you showed us how to use the same material we collected on the day to positively handle complaints from current landlords who are on the verge of being poached by our opposition.

**Was it worth the investment?**

Yes, you have definitely achieved the objectives I set you, but more importantly my property managers, are now taking an active role in more effectively promoting the business only one day after the workshop by putting what you taught us into practice.

One of our senior property managers even made the comment that she wished she had been doing what she had learned from you over the many years she has worked in the industry.

Ken, thank you so much for your workshop and the energy you put into it – I definitely have walked away with some knowledge and techniques my competitors are missing out on!

As I said to you on the phone, you have given us the tools, direction and the motivation to grow our business and I am more than happy to speak with any Principal or Property Manager on the phone to back up what I have written in this letter as more offices should be adopting your approach.

Kind regards,



John Warlow,  
Principal

**L J Hooker Springwood and Logan City**