

# Think Like an Owner: Adopt These Key Initiatives to Achieve Greater Outcomes

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## Session Description:

Today's multifamily teams are entrusted with millions of dollars' worth of assets and tasked with a myriad of responsibilities that encompass sales, marketing, operations, customer experience, human resources and even facilities management. But no matter your role or experience level, learning how to view performance through an owner or investor's lens can give you newfound perspective and know-how that dramatically improves your overall performance in a new way and drives even more tangible results - for you personally, and your property. We'll bridge the gap between owners and on-site and regional teams and hear directly from some of today's brightest owners about their expectations, goals and strategies - and how to apply their sharp investment acumen to our everyday multifamily processes. We'll examine the successful habits, tools and processes they utilize and will help you level up and start thinking and operating - like one of them.

## Learning Objectives:

- Learn how to differentiate between the employee vs. owner mindset and how it can change your performance for the better
- Discover how to get more "yesses" and approvals for the initiatives you want to implement or policies you want to change
- Gain insight into what real estate owners consider top metrics to measure and what key leading indicators they're looking for when assessing their people and their properties
- Understand the 3 skills every multifamily associate should master to strengthen their business acumen
- Discover what owners wish you knew, what habits they wish you'd break and what they want you to be doing regularly