



How To Build Your Property The Right Way, And Turn Over **Maximum Profit In Australia**

■ **Keep Up To Date with the Latest in Property Management Techniques**

It is true the basics never change, but techniques and approaches evolve with time and experience. New and better ways of doing business are evolving in property management everywhere in the fields of marketing, data tracking and effective usage of Front Office systems.

Owners operating properties must therefore either keep up to date with the latest advances themselves, or employ managers with up to date skills and knowledge.

W.B.T provide managers skilled in the latest tried and proven management techniques. Our managers are also part of our support system to keep them up to date with the very latest advances and expertise.

■ **Only Adopt Tried and Proven Property Management Methods**

Adopting only tried and proven property management methods will save you considerable money, time and frustration. Knowing what really works normally involves a considerable process of trial and error for standalone properties.

Owners operating properties must therefore either test the market place themselves, or employ managers with up to date skills and knowledge.

W.B.T. has access to a wide spread of properties enabling all the latest ideas and improvements to be collated, analysed and evaluated. This also enables us to 'benchmark' individual properties performance in precise areas against a range of other similar properties, which are used to target specific areas of potential revenue increase through pro-active marketing action. It's a very useful 'knowledge and awareness tool' particularly for target marketing, which we use for improving results through managers, these details also being provided to owners.

■ **Gain Greater Control Of Your Budget and Objectives**

Exert greater control of your budget and objectives by staying aware of your business status using effective computer system controls in both front and back office. The

systems are only ever as good as the accuracy and quality of input, so management must be trained to effectively operate the system and utilize the data.

W.B.T managers have the expertise to utilize and effectively operate your systems. With the W.B.T. concept of management, owners are always in control through knowledge and awareness of what is happening in their business, as we operate with budgets and plans reflecting the owner's requirements and objectives, with results reported against budget, and discussed between owners and W.B.T. management at property meetings each month.

■ Know How To Get The Best Out Of Your Managers

As with any sophisticated business, only the best Managers, tried and proven and possessing the latest knowledge of systems and techniques are acceptable. Yet it is not only selecting the right managers that matters, it is knowing how to get the best out of them, and how to understand and utilize their skills effectively.

Managers are most effective when they have a high sense of achievement and job satisfaction through knowing and planning their tasks, seeing the outcomes of their actions in a measurable way and accepting responsibility for those actions.

As we expect managers to competently handle a multiplicity of tasks, we focus on counselling managers on **what** to do, as distinct from **how** to do it. Managers with talent and a good skill base seem to respond more effectively in this area, when working in a team environment with staff and stake-holders in the business amenable to the flexibility needed to extract the best results from a constantly evolving, competitive business environment. Essentially, everything revolves around people!

W.B.T. Managers embody the above through our ongoing support systems, supervision, results measurement and the sense of belonging to a team, which is why the W.B.T. tried and proven concept of management is the best way to utilize management skills effectively.

■ Utilise W.B.T. To Manage Your Property And Maximise Your Profit.

With the sophistication of modern motel operation today, more and more it can be seen they should run like Boards of Companies. For example, owners become Chairmen (creating the big picture requirements), W.B.T. the C.E.O., (creating the strategy and tactics need to achieve the big picture requirements) and Managers the operational arm of the business handling the day to day running of the business to physically produce the necessary outcomes and results. Both the Chairman and C.E.O. work closely together and are rightly concerned with results against budget, achieved in line with property objectives, but not the day to day detail. This is the province of the managers, and their opportunity to prove their abilities under the direction of W.B.T.

These therefore are the basic yet fundamentally successful ways to build a property and maximize its profit these days. W.B.T. knows how to do it, and have the people who can carry it through.

What if something goes wrong in between you may ask? Well sometimes things do go wrong. It's not a perfect world, with problems often being caused by events beyond our immediate control. But W.B.T. and its managers accept the responsibility of resolving any such issues then getting quickly back on track with the main focus of building maximum revenue and profits for the business.

FREQUENTLY ASKED QUESTIONS

■ **How can W.B.T operate my property better than I/we can?**

Access to a wide range of properties enables us to confidently target market niches and opportunities that have successfully been adopted by other operators. Our appointment of professional and efficient managers who have the skill and knowledge to take advantage of these opportunities generate a compelling pro-active and successful winning formula.

What we really do is take away the strain and effort of owners supervising their property on a day to day basis, allowing them to concentrate on the 'bigger picture'. It allows owners more time away from the business and if they didn't want to achieve this, they would operate the property themselves anyway.

■ **I prefer my own direct supervision and involvement with managers. Will I still be involved?**

Whilst liking this involvement, wouldn't it really be nice not to ever have worries with Managers? W.B.T. can take these worries off your mind by always ensuring you have top managers at your property, yet still involving you.

Managers cannot work for two masters, so W.B.T. handles the direct day to day supervision but owners involvement is definitely required to provide their prioritized requirements on a monthly or quarterly basis, whichever suits, plus be available for discussions at monthly meetings.

■ **I do not want to lose control of my business. How do you ensure this does not happen?**

Owners, together with W.B.T. formulate budgets and business plans so that objectives and guidelines are established and prioritized. These reflect the owners wishes and desires and regular monthly reports measure property progress against these budgeted objectives. Owners thus are able to evaluate progress and plan ahead utilizing this data.

■ **I am concerned that Managers may create a bad name, steal or possibly run down my property. How can I be sure this will not happen?**

Initial selection and appointment of managers is crucial and those with excellent past backgrounds are the only managers we appoint. Together with our supervision, and management systems, this is unlikely to occur as the entire team effort is focused on building the business.

■ **Does it cost more for a Company to be involved rather than a direct owner – manager relationship?**

The broad answer is generally no! However cost is related to manager's abilities and provided the right calibre of manager is matched with the specific property tasks for which they are being recruited, it's generally going to be about the same. We stress any comparison here should be made objectively, dependent on owner's requirements. It's simple really; good experienced managers are always in high demand and are paid accordingly, whilst less experienced managers generally work on lower scale rates. Most property owners want the best possible managers available to develop their businesses.

Improved management effectiveness and the results it will bring should be considered against any perceived additional cost when comparing a manager of lesser skills.

■ **What happens if I use W.B.T and it does not work out better for my property?**

For this to occur, it would generally be due to external circumstances beyond the scope of management, such as natural phase out of a long term contract due to project completion, failure to properly maintain motel infrastructure etc. Given a level playing field, if results were not up to standard for any legitimate reason, we would soon be aware of this and smartly replace the manager at no cost to the owner.

■ **What type of Investment Is Required?**

This obviously varies according to the size and complexity of the property, the extent of accounting involving us, and whether we provide relief for the resident managers (e.g. sometimes owners elect to provide this relief).

We have found that owners seem to be quite happy employing a Company such as ours, as we operate for a total monetary amount inclusive of superannuation, work-cover, annual leave, etc., plus supervise the managers, create budgets, marketing plans and generally direct the main thrust of the business. In other words, we closely 'manage the managers' in every sense.

To determine a precise cost for prospective properties, we would need to determine with owners their specific requirements, objectives, level of accounting required etc., and then provide a specific cost quotation in proposal form, all without obligation.

Owners are normally required to supply accommodation and food for the duration of the contract at the premises for the management couple and the relief managers and from time to time, accommodation and food for the W.B.T. Directors, if required during supervisory visits.

■ **What Is The Normal Term Of Management?**

From 12 months up to 5 years, with agreed options to extend as required.

■ **What Past Properties Have You Managed?**

The list is too extensive to detail here, but suffice to say we have geographically covered properties from South Australia to Queensland, metro and country, ranging from 3 Star to 4 ½ - 5 Star rated, including Bed and Breakfast only, Licensed Restaurants, Conference and function facilities etc., from 30 rooms to 120 rooms.

Further details can be given on a state by state basis if required. [Email us](#) or call toll free **1800.789.055**

■ **What Type Of Properties Are Most Suited To Management?**

Criteria vary, but generally properties with revenue of at least \$600,000 p.a. will work very well. No maximum is relevant, but the higher the revenue, the broader the base for us to springboard to the next level.

Best results have been achieved with properties turning over between \$1.0 million and \$5.0 million, p.a., working together with owners to continually improve the facilities and over-all property standards. However, we have successfully managed properties ranging from basically the worst in town (and built the revenue) to the best in town (still improved the profitability).

SALES AND CUSTOMER **SUPPORT**

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