

## TEAM WORK MAKES THE DREAM WORK

For the First Asset Management team, over delivery comes as standard. At our 2015 annual team conference, under the guidance of Michael Sheargold from the Real Estate Results Network, we worked hard to determine how we could add even more value to the services we provide our clients as we professionally manage their properties and strategically plan to ensure each property's growth.

"We spent two days in August at QT Hotel in Surfers Paradise where the focus was very much on understanding the individual strengths of each team member and how, as a team, we can combine those strengths to upgrade the services we provide our clients," explained First Asset Management Managing Director Angelo Efsthatis.

"We are a dynamic and passionate group of individuals with an immense depth of specialist asset management experience. While we already have an established and proven ability to keep our clients ahead of the game, moving forward, we aim to do even more."

"One of the key takeaways from the two-day conference was the need to always be clear about our end game plan," Angelo said. "First Asset Management has always led the charge when it comes to thinking strategically and working proactively. We are currently preparing to take that to the next level."

"As specialist asset managers, First Asset Management will continue to help our clients in ways the 'average' property manager can't."

## INTRODUCING DAVID PETERSON

David joined the First Asset Management team in July 2015 and has stepped into the role of Asset Manager. He brings seven years commercial and industrial property experience with him, having worked for the Brisbane Markets and Jones Lang LaSalle, Brisbane.

In property circles, David is known for his ability to think strategically and act quickly. He also listens carefully to his clients and can take instruction. However, he doesn't hesitate to draw upon his depth of experience and offer the kind of advice that is designed to elevate his clients' performance in the property market.

David's clients enjoy his professionalism, flexibility and honesty as he delivers the very best in specialist asset management services.



## LEASING AND COMPLIANCE.

### *WE'VE GOT YOU COVERED.*

When it comes to leasing a property, the owner has many responsibilities and obligations with which to comply. As national and state-based rules and regulations change, so too do those responsibilities and obligations. It can be challenging to keep up, and compliance gaps can develop.

First Asset Management has two dedicated Leasing and Compliance specialists who help you to achieve and maintain compliance. Sam Jago and Marnie Simmons have joined forces in a job-share role. Their detailed knowledge and streamlined processes result in great outcomes for our clients.

It's all part of the service and added value offered every day by First Asset Management.



## THE ART OF EFFECTIVE COMMUNICATION

Chris Helder is a certified practitioner of Neuro-Linguistic Programming specialising in advanced communication and behavioural modelling. He believes that before you can truly influence people, you need to learn how to communicate effectively.

Chris spent a day with the First Asset Management team in May, teaching us new skills in the art of effective communication. It seems, despite the fact we are now living in an age where digital communication is commonplace, our need to engage face-to-face, and to do it effectively, is more important than ever before.

"Training such as this is all part of First Asset Management's commitment to getting better results for our clients," explained Angelo. "All of us deal with different people and different personalities every day. By understanding who we are communicating with, we get better results and we get them faster."



**FIRST  
FACT**

*"Did you know, First Asset Management is the only specialist leasing manager in Brisbane with a full-time leasing team? It means we can achieve the kind of quality results for our lessors that other property managers only ever dream of achieving."*





## AVERAGE TO AWESOME

The Real Estate Results (RER) Network brings together leading independent agencies across Australia and New Zealand to share ideas and learn from each other. First Asset Management is a member of the group.

In June, the RER Network hosted their annual conference – Principal Advance 2015 – at the Palazzo Versace on the Gold Coast. First Asset Management attended, and Angelo Efstathis was invited to address conference delegates.

“It was a real honour to share our success and experiences in the industry with the 65 leading agencies that were in attendance,” Angelo said.

“The theme of my presentation was ‘I’m not here to be average, I’m here to be awesome’. I spoke of how we apply that every day in our current role as specialist asset managers, and explained how we pioneered hands-on management.”

“I also shared our mission – which is to take asset management to the next level – and talked about the who, the what and the how of our business.”

“Being asked to present such as this affirms our status in our industry and that we truly are leading the charge,” Angelo added.



## NEW WEBSITE NOW LIVE!

The First Asset Management website has been updated as part of our company rebrand, and our new site is now live online at [www.firstassetmanagement.com.au](http://www.firstassetmanagement.com.au). It’s easy to use and includes a new real-time online chat service.

Visit our website now to find out more about our specialist asset management services and to keep up-to-date with the latest in news and events, including registering to receive future editions of this newsletter – First Edition News – direct to your inbox.



## STEPPING OUTSIDE OUR COMFORT ZONE BUT STILL DELIVERING

As a follow-up team-building activity to our annual conference in August, the FAM team stepped inside Brisbane’s first and only paint and sip studio – Cork & Chroma! We arrived with our favourite bottle of wine (or two) in hand and the studio provided the perfect setting for us to take on the basic techniques of painting with acrylics on canvas. We all walked away with our very own masterpiece at the end of the night. “It was a fun way to stretch our capabilities and show that we can perform well, even when we’re outside of our comfort zone,” said Angelo. “Stretching ourselves and breaking new ground is something the First Asset Management team isn’t afraid of doing, whether we’ve got a paintbrush in hand or we’re achieving the ‘impossible’ for a client.”



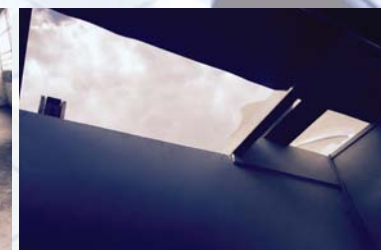
# REAL LIFE CASE STUDY: BEAUDESERT ROAD, ROCKLEA

First Asset Management was contacted by a member of the RER Network whose Sydney-based client was seeking to sell a property they owned on Beaudesert Road, Rocklea. The property was under the management of a Brisbane-based property manager. However, the RER Network member had identified the property had been seriously neglected. They asked First Asset Management to visit the site.

Despite the owners being assured their property was being regularly inspected, it had fallen into total disrepair. "To see a property in this state was disappointing and an absolute blight on our industry," said Angelo.

"In typical First Asset Management style, we collected the key from the property manager mid-morning and had one of our asset managers onsite in the afternoon preparing a comprehensive repairs and maintenance plan for presentation to the property owner. Within 12 hours, we had contractors on site removing the graffiti, repairing the smashed windows and skylight, and clearing the silt that was still in place from a previous flood event."

"The owner was very pleased with the level of service and result we achieved." Angelo said.



## SNAPSHOT: MARKET UPDATE

The First Asset Management mid-year Retail Market Update was well received by our clients. It's another example of our capability to deliver that extra 1% we've become renowned for. The highlights included:

- The retail leasing market is the softest we have seen it for at least five years.
- With large quantities of stock available, over a five year lease period, incentive rates are nearing 20%.
- There are two distinct activity rings – properties within a 10km radius of the CBD are outperforming those that are located 10km or more from the CBD.
- As many as 70% of active tenants are first-time business owners, 20% are established business owners and 10% are national franchise groups.
- The four Ps – property, position, presentation and price – are particularly important when the market is soft.
- Looking ahead, we will see more leasing deals written as the focus turns to Christmas trading.
- The Commonwealth Government's \$20,000 small business tax incentive has potential to have a positive impact on business.

## KYLIE TALKS TO RER

In September, our Senior Asset Manager Kylie Nolan was interviewed by the Real Estate Results Network magazine editor, and a story was subsequently published. Here's what she had to say:



**KYLIE NOLAN**  
Senior Commercial Asset Manager

"I gave it a go developing an 'I've got this' mantra"



## Q&A

### What is your biggest achievement to date?

In 2013, I was the new kid on the block and joined the FAM family, a large and high performing team. In this new position, I felt a little out of my depth as FAM goes about Commercial Real Estate in a very different way to what I was used to.

I was either going to be a raging success here or fade away into the background; and I wanted success. Every opportunity for growth I grabbed, even if I had never experienced it before. I've got this' mantra along the way.

**FAST FORWARD TWO YEARS AND I AM NOW THE TEAM LEADER FOR 16 EXCEPTIONAL PEOPLE, WHO ON A DAILY BASIS DEMONSTRATE THEIR WILLINGNESS AND ABILITY TO GIVE IT A GO, SHOW INTEGRITY AND ACCOUNTABILITY. TURNING UP TURNED ON AND READY TO GO.**

This incredible opportunity and honour is one that I am grateful for on a daily basis.

### How do you keep balance in your life?

This is the hardest part of my working life as I'm sure most Property Managers will relate to. It is far too prevalent and common in our industry that we just simply burn out.

Getting it right in my mind that I needed to have the boundaries so that I didn't burn out, creating time for simple things, like having a coffee in the morning at my favourite coffee shop, rather than rushing into the office. Personal fitness, eating right and the biggest is actually taking time away. Planning an annual holiday, where I hand over to one of my team and leave the mobile behind and then let it go.

**If you could spend the day with anyone in the world to gain skill and knowledge, who would that be and what skill would you like to walk away with?**



**MAGGIE BEER**

**Maggie Beer!** Spending the day with Maggie I would want to learn about her courage and what inspires her, how she followed her dreams in spite of not having a high school education and how she takes an idea and turns it into reality.

### Who is the most inspirational person in your life?

Interestingly, I think of my barista. Watching him turn up to work with energy and enthusiasm every morning is awesome to observe. He makes a point of remembering his customers, going out of his way to learn about them, converse with them, bringing enthusiasm and as he calls it 'goodness' to every interaction that he has and leaving them with a smile.

He started with an idea, a concept, and a point of difference and is turning that into a long term viable business where, while he may not know exactly where he is going to end up just yet, but is visibly enjoying the journey and the ride along the way.

### TOP 5 DAILY FOCUSES

**1**

Daily WIP Meetings

**2**

Communication & Responsiveness

**3**

Preemptive & Pro-activeness

**4**

Time Blocks & Hour of Power

**5**

The Plus 1% - Doing What I Say I Will Do - Consistently

**How long have you been in Real Estate?**

**14 Years**

**FUNNY MOMENT** What has been your funniest or strangest experience in Real Estate to date?  
Have you met Angelo Efstathis? Every day is a funny and strange experience.

**FIRST  
FACT**

*First Asset Management celebrates it's 6th Birthday on the 26th October. We have come a long way in our short time.*