

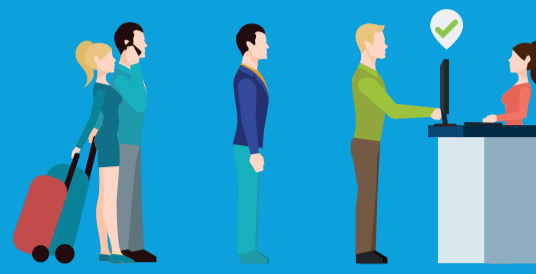
Predicted property management trends for 2018

"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change."

Charles Darwin

Guest experiences will improve with technology

2017



2018

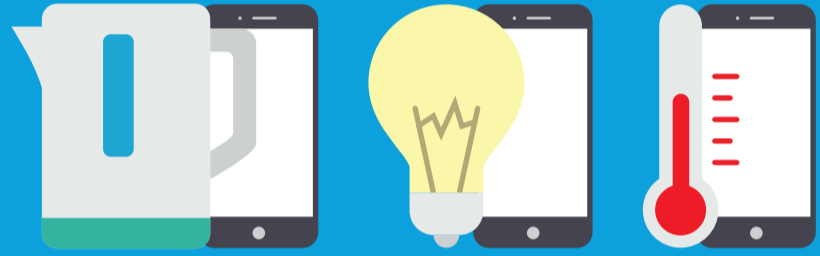


2018 will see apps transcend from being a nice-to-have to an absolute necessity for property managers. The apps of 2018 will;

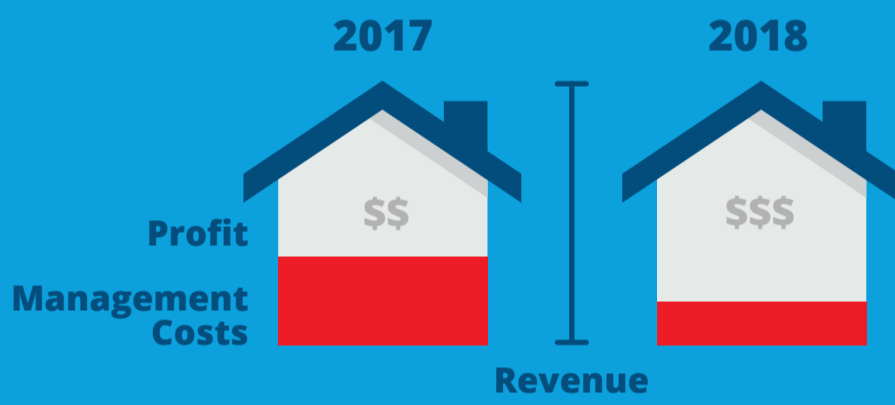
- provide core tools for not only property managers, but also their staff, owners and tenants making for 360* operational efficiency, improving your business' bottom line.
- facilitate communication between property managers, staff, owners and occupiers

Your property may out-smart you

Smart home technologies will boom and as affordable as they are, they will soon be prevalent in all property types. Dimmer switches, smart thermostats and smart appliances are just the beginning. Smart lockers will be a selling point for tenants, facilitating for easier delivery of goods from online shopping.



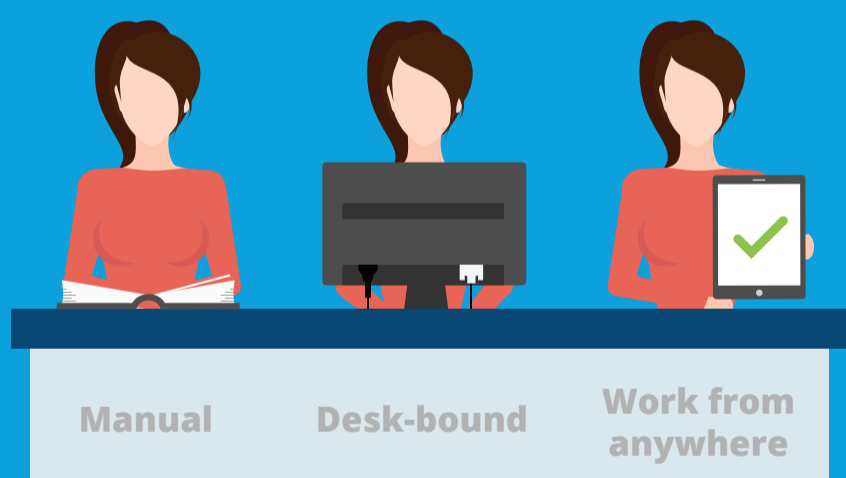
Technological efficiencies are set to increase your profitability



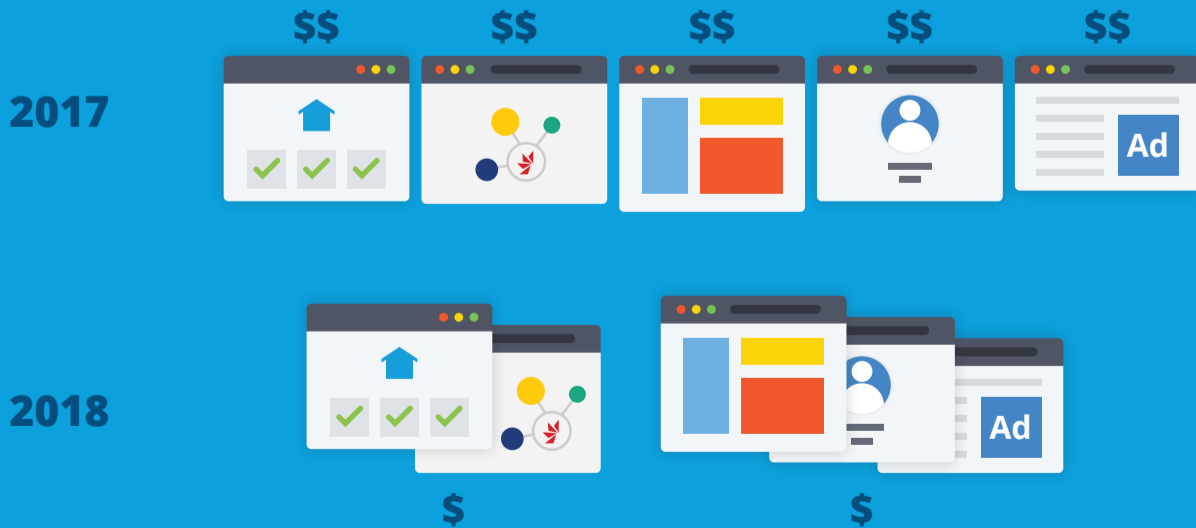
The costs of managing properties will reduce as new efficiency driving technologies become more easily accessible. As costs decline, your margins will grow!

The rise of the machine

Your job won't be replaced by a machine, but you will need to get comfortable working with them. 2017 saw the explosion of artificial intelligence and bots across many industries, but they will truly shine in properties throughout 2018 as managers begin to identify creative new ways in which they can bring new and exciting guest experiences.



Marketing budgets will be more creative



Property managers in 2018 will be finding creative ways to make the most of their marketing budgets. Bundling the essential tools needed to manage a business with services such as social media management, website hosting and advertising will increase the value of businesses, saving on costs and increasing profits!

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