



FirstService
RESIDENTIAL

Internal Business Proposal
Brendan Henderson

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Company Overview



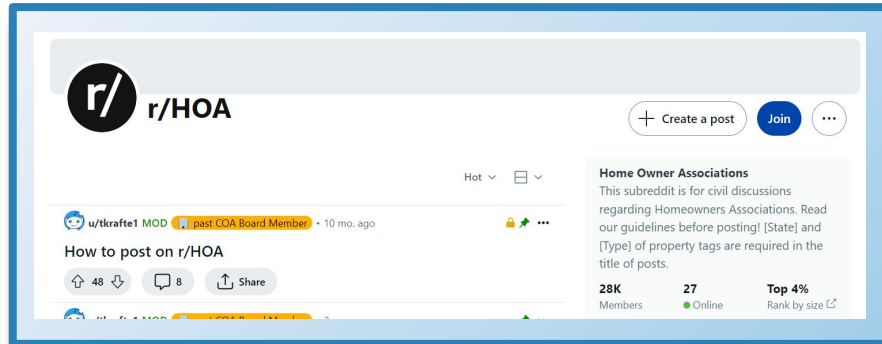
- Property management company
- Provides professional services to thousands of HOAs across North America
- Benefits established HOAs by:
 - Enhancing HOA operations
 - Improved community HOA structure & operations
- Benefits community residents by:
 - Increasing property value
 - Improved structure
 - Community amenities

Proposal Rationale

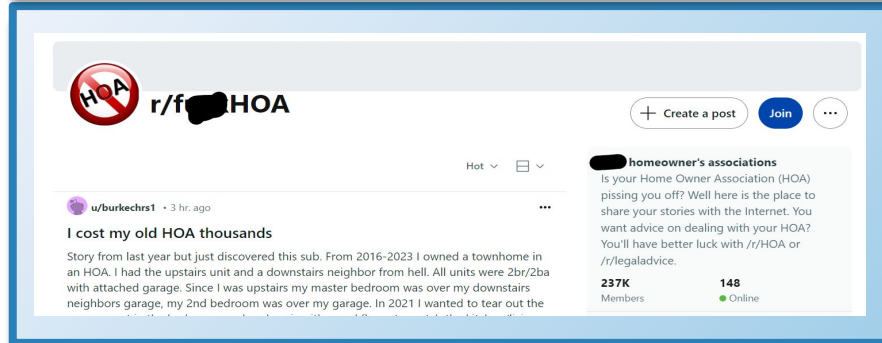


- HOAs & property management companies have a reputation problem
 - FSR is a part of this (largest property management in North America)
- First Service Residential inadequately promotes their company in a positive light to prospective residents
- Corporate professionalism image catering towards HOAs comes at a price of resident appeal

Proposal Rationale

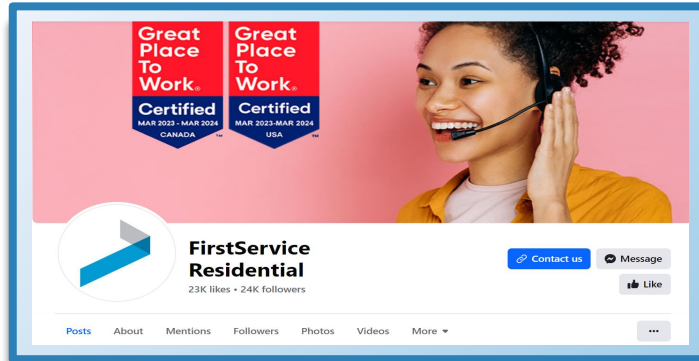


- General HOA subreddit
- Only 28k members

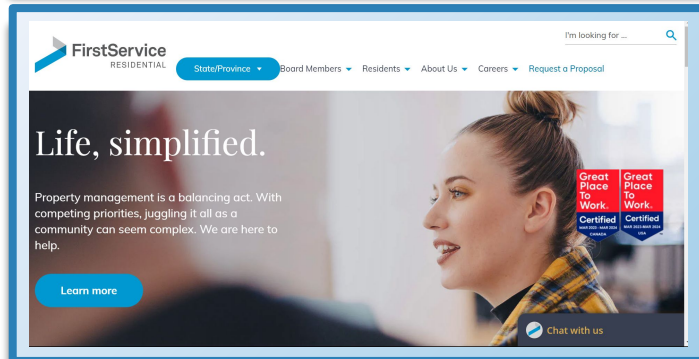


- Subreddit based on HOA complaints
- 237k members

Proposal Rationale




- Facebook page is corporate and bland
- First thing we see is how it's a great place to work ?
- No idea what the company is



- Website landing page only caters towards HOA establishments
- No appeal to residents without searching through site
- Very corporate

Solution Overview

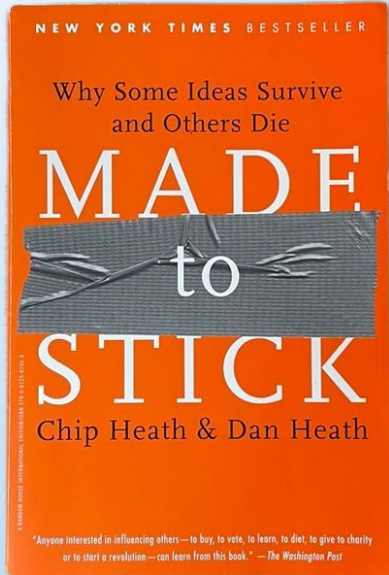


Revamp
marketing
efforts

Revamp core
message &
mission

Enhanced
efforts and
image
targeting
residents

Made to Stick...



Simple

Unexpected

Concrete

Credible

Emotional

Stories



Simplicity

Deliver exceptional service and solutions that enhance the value of every property and the lifestyle of every resident in the communities we manage.



“Enhancing Communities, Enriching Lives”




Unexpectedness

Maximizing your investments?

Our free online calculator helps communities see if they're eligible for additional yield on their association deposits with FirstService Residential.

[Discover](#)



Step 1: Enter your total CD/Time deposit balances

Step 2: Calculate

Operating Checking Account Balances: \$ 90,000.55


Reserve Money Market Account Balances: \$ 750,000.00

Great Place To Work Certified

Life, simplified.

Property management is a balancing act. With competing priorities, juggling it all as a community can seem complex. We are here to help.

[Learn more](#)




Great Place To Work Certified

Energy Solutions. Now easier to find.

We have recently revamped our FirstService Energy website! Now easier to navigate and explore, all our energy solutions are just a few clicks away.

[Discover Now](#)



Great Place To Work Certified









FirstService
RESIDENTIAL

Concreteness

**Beautiful, growing
neighborhoods**



Active communities



**Amenities for
everybody**



Credibility



"Homeowners have been loving First Service Residential's new resident-focused approach. We have seen our community size nearly double!"

-Nicole Bayer | General Manager

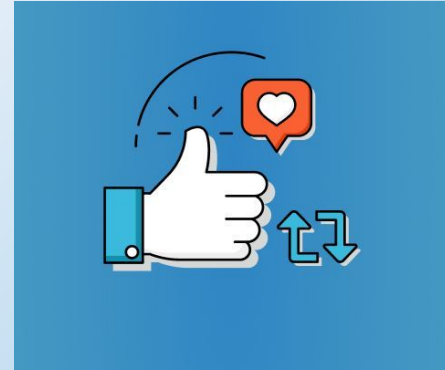


"We've have had mixed experiences living in HOA's in the past, however First Service's emphasis on their community satisfaction and lifestyle made choosing our next home an easy decision."

-Williams Family | Mountainpoint Resident



Benefits

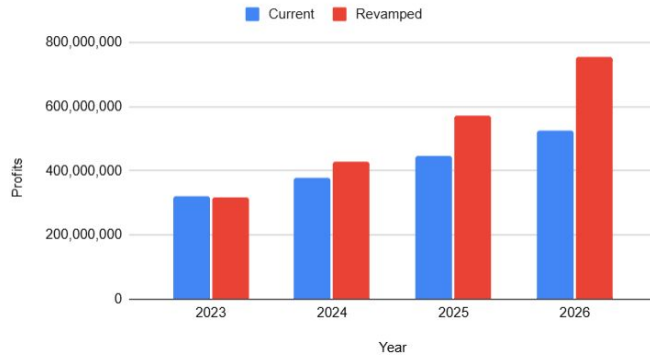


Costs

	One time Cost	Yearly Cost	Cost for 10
Complete Website Overhaul	60,000	N/A	N/A
Social Media Manager		55,000	550000
Survey Specialist		55,000	550000
Public Relations Specialist		66,000	660000
Corporate Photographer		42,000	420000
Customer Service Manager		62,000	620000
Brand Developer		60,000	600000
		Yearly Total	3,460,000

Costs - Projections

Revamped vs Current California Profit Model



Profit

	2023	2024	2025	2026
Normal	321,000,000	378,123,000	445,362,489	524,502,608
Revamped	317,600,000	428,039,200	570,771,986	754,346,473

Success Measures

Online

- Social Media Engagement
- Website Engagement

Opinion

- Current Resident Surveys
- Prospective Resident Surveys
- General Population Brand Survey

Property

- Added property value
- Property growth
- HOA client growth

Appendix - Email

To the First Service Residential California regions,

First Service Residential has made an exciting shift to more closely align itself with the needs of our communities. We at First Service Residential recognize the importance of every home and resident and have decided to redefine our marketing and core message to emphasize the real benefits of living within an FSR-managed community.

This change requires everybody's support. By focusing on the true value we offer our communities, we aim to cultivate greater positive brand awareness, resident satisfaction, and ultimately financial growth.

We wanted to thank everyone for their commitment to this new direction that First Service Residential embarks on.

I wish you all the best,
Brendan H

Appendix - Exec Summary

Mr. Diestel,

First Service Residential, North America's largest community manager faces an important challenge: our marketing efforts primarily target HOA establishments and the boards within them, overlooking the crucial engagement with current and prospective residents. This existing gap has limited our brand's potential and perception among the general populace and existing residents, overshadowed by the negative associations with property management firms.

To bridge the disconnect, we proposed a shift based on principle from the book, *Made to Stick*: simplifying our message to "Enhancing Communities, Enriching Lives," deviating from the norm of property management by emphasizing a resident-first approach, showcasing the tangible benefits of living within an FSR community, and reinforcing our credibility through testimony, examples, and data. This approach aims to grow brand visibility, encourage greater brand loyalty, and increase revenue growth by 4% to 8%.

We wish to begin implementing this strategy across all regions in California. This will require a new annual investment of \$3.4 million, with anticipated additional revenue leading to over \$230 million in added profit by 2026.

Thank you for your time and consideration of this proposal,

Brendan H

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RESIDENTIAL

Thank You !