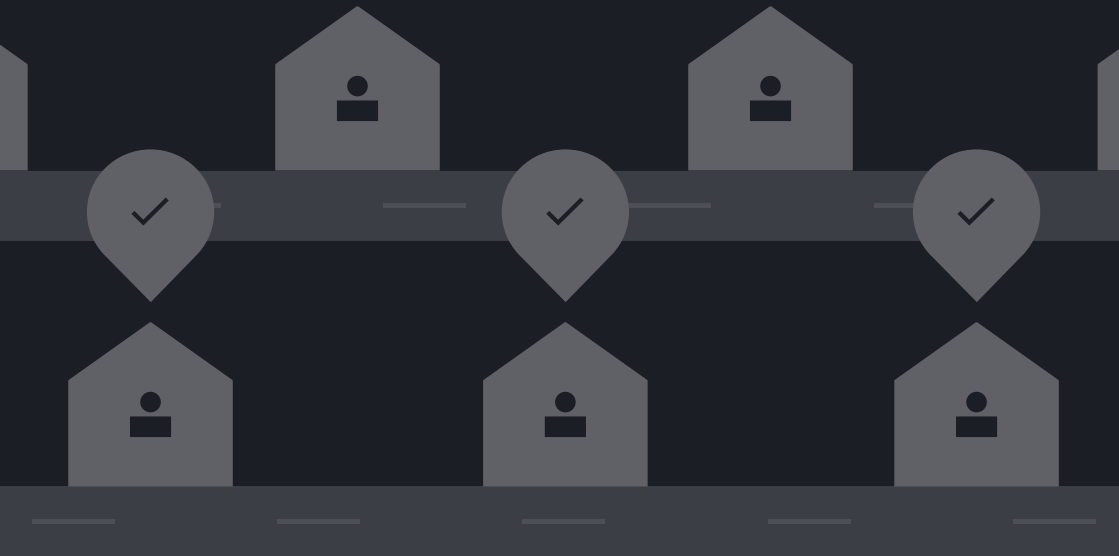


INTRODUCING
FROM AILO LABS

Little Black Book of Bold Ideas



Ailo

What is this book?

Our data science team took a look at some of the oldest, most heavily debated ideas in property management:

- Low fees lead to growth
- PM's are commodities
- Growth is just new business
- Customers are loyal

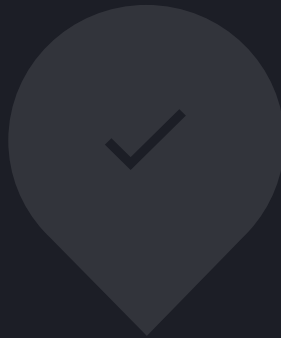
To find answers we analysed

250K managements

over

24 months

3 terabytes
of data



OLD IDEA #1

Low fees lead to growth.

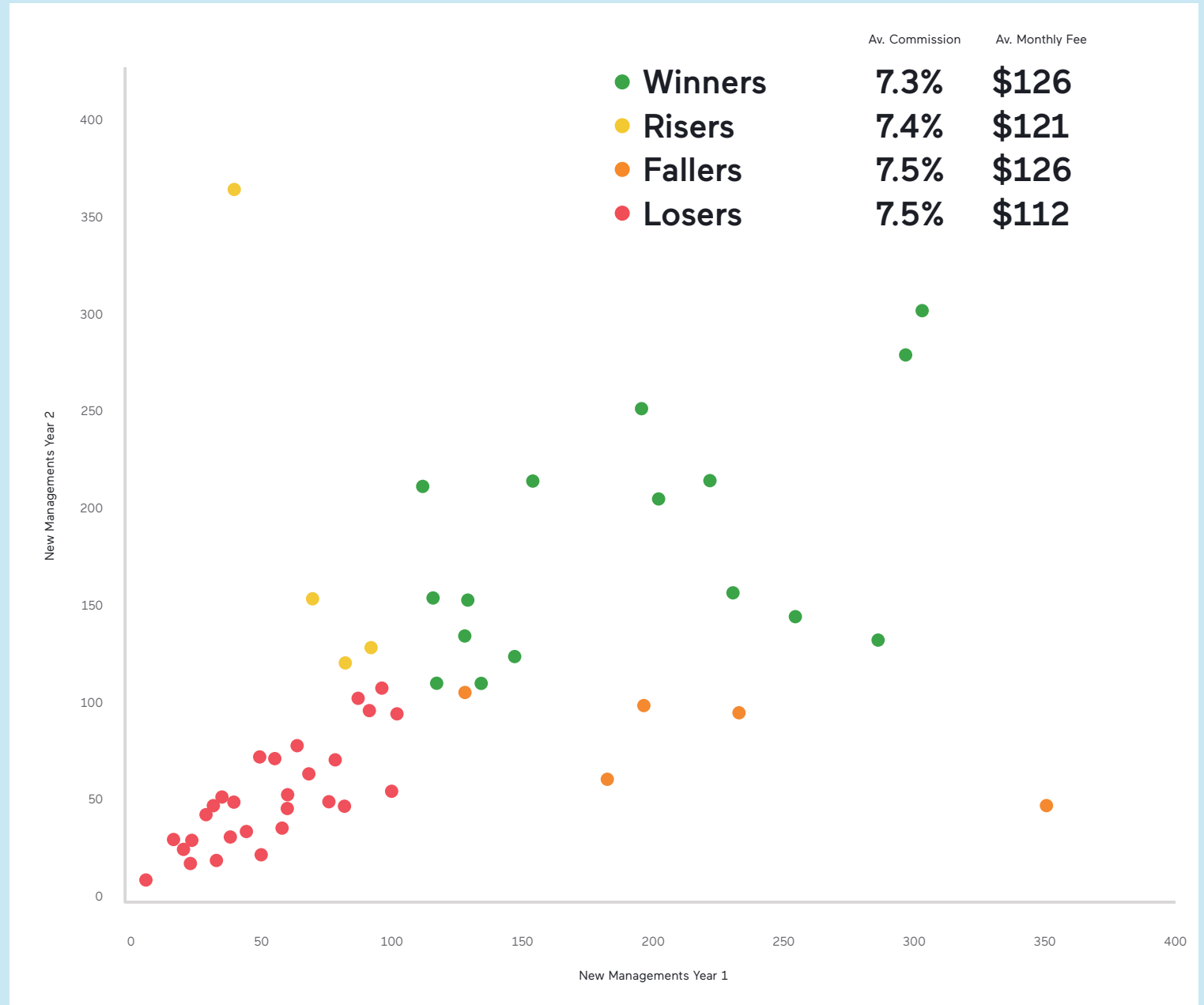
Feels hard competing with the low fee guy down the road? We examined the data to find out, “do low fees matter when it comes to growth?”



WE DISCOVERED

Low fees don't help a company grow.

- Fees when converted to monthly \$'s are remarkably similar across Australia.
- Winning companies (those that grew consistently) did not charge the lowest fees.
- In fact, on average, the lowest fees were charged by losing companies.



Source: Ailo Labs data anonymised, 2018

PREDICTION

**Winners
will
charge
more.**



*“We believe
the future
of property
management is
about companies
providing
exceptional
service not
lowering fees.”*

OLD IDEA #2

PM's can simply be replaced.

We analysed customer retention stats to find out what it really costs us when a PM says goodbye.



WE DISCOVERED

Losing a PM costs us more than we think.

- Staff turnover is one of the biggest drivers of lost managements
- Affects the whole business, and the impact is felt for at least a year

We lose...

27%

of the portfolio over the

12 months

after a PM leaves and it takes up to

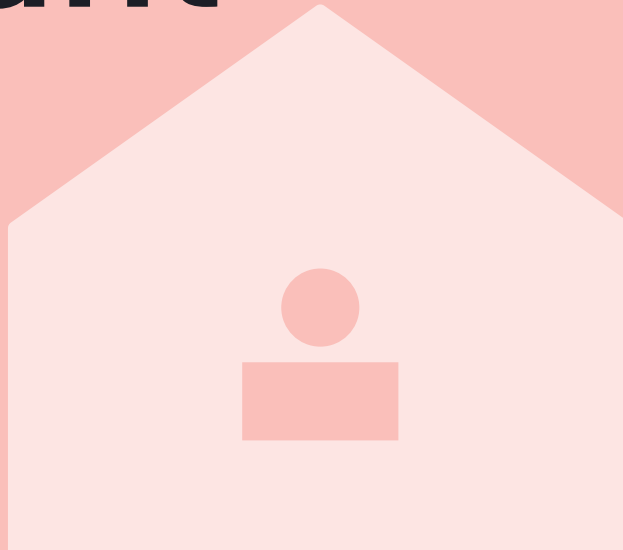
2 years

to recover

Source: Ailo Labs data anonymised, 2018

PREDICTION

**People
are our
most
important
asset.**

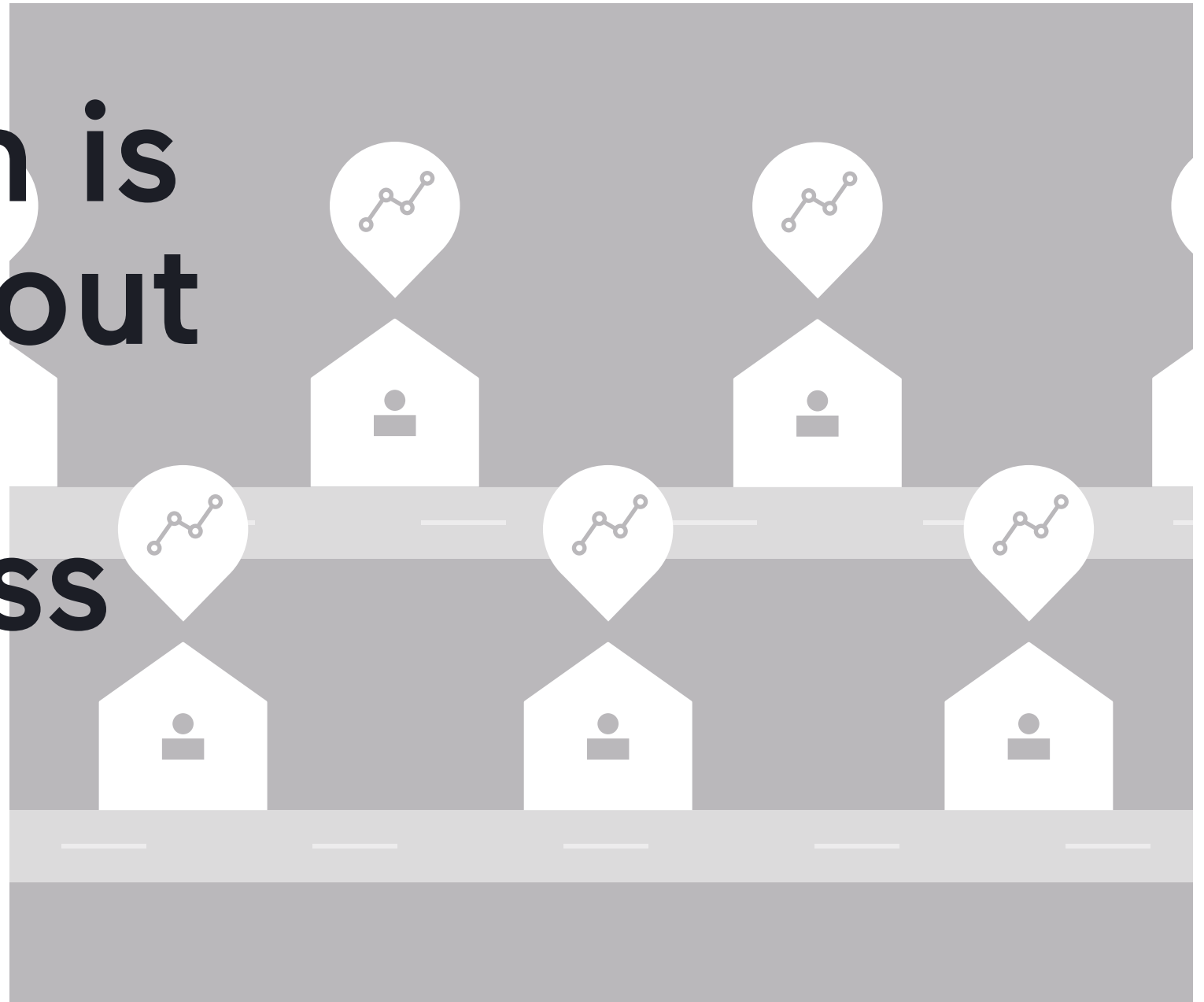


“In a service industry like ours, we believe businesses that invest in finding and retaining high performing people will win.”

OLD IDEA #3

Growth is just about new business

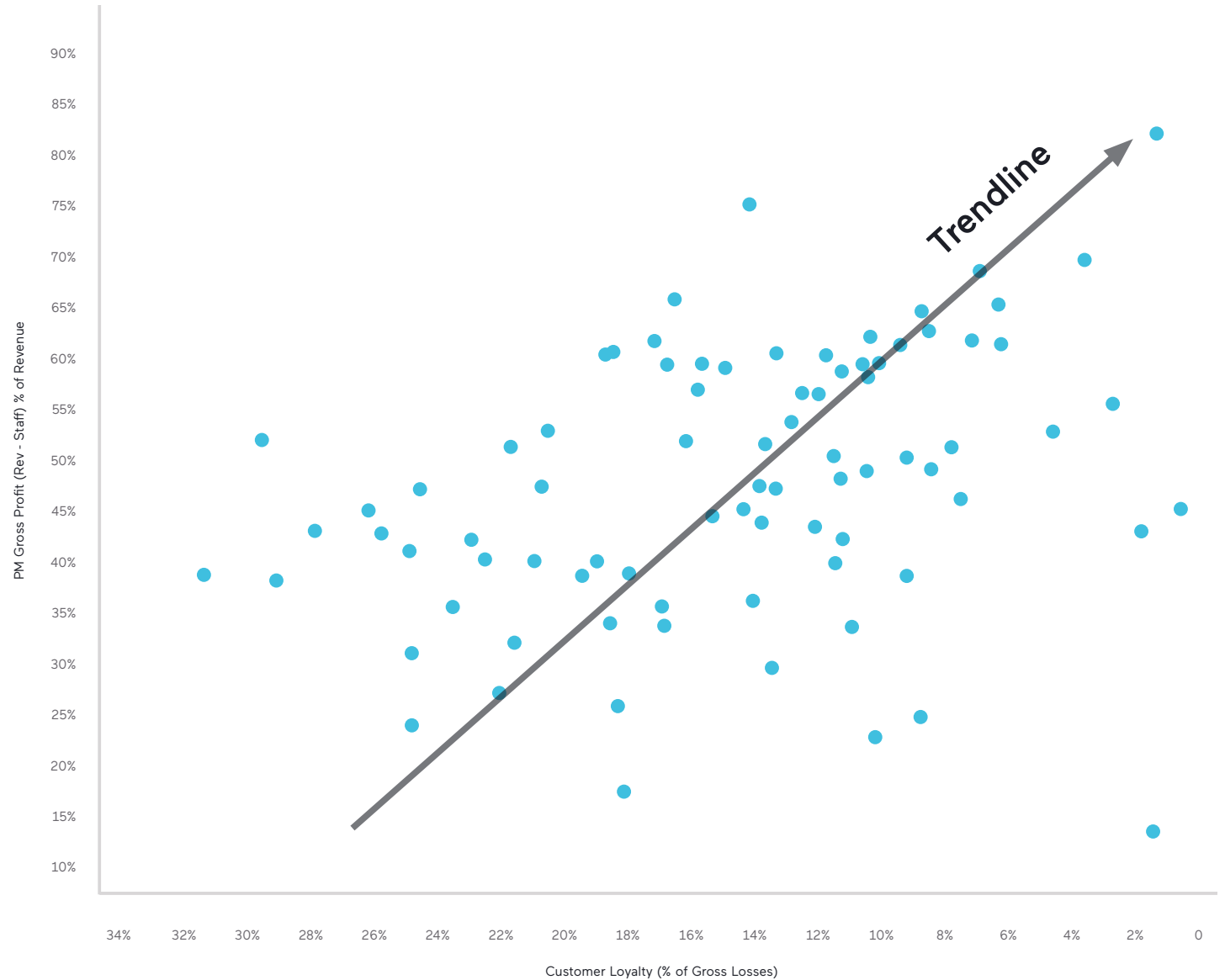
We looked at businesses that thrived to understand their experience.



WE DISCOVERED

Retention is the new growth.

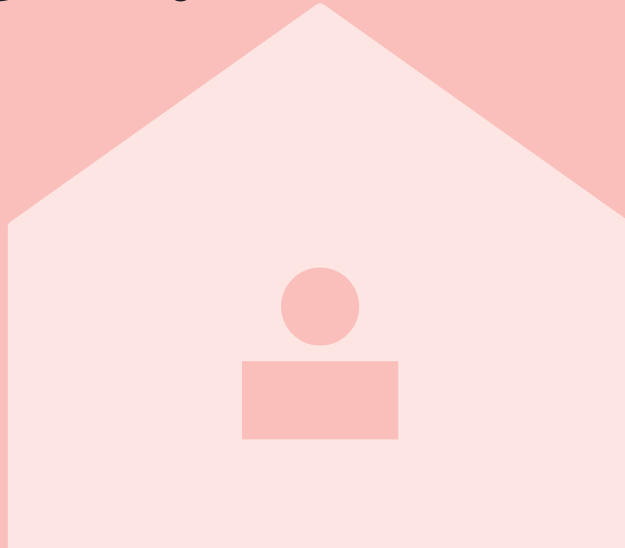
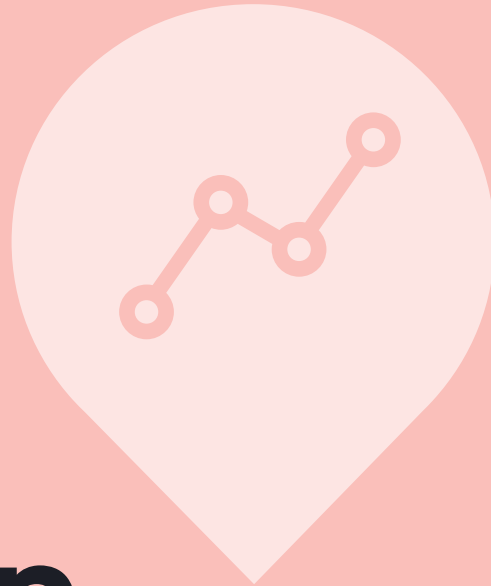
- By far, the biggest driver of profit in a business is customer loyalty (retention)
- Retention is the foundation of profit and any growth strategy
- Exclusively focusing on new business does not lead to growth.



Source: Ailo Labs data anonymised, 2018

PREDICTION

**Growth
starts
with
retention.**

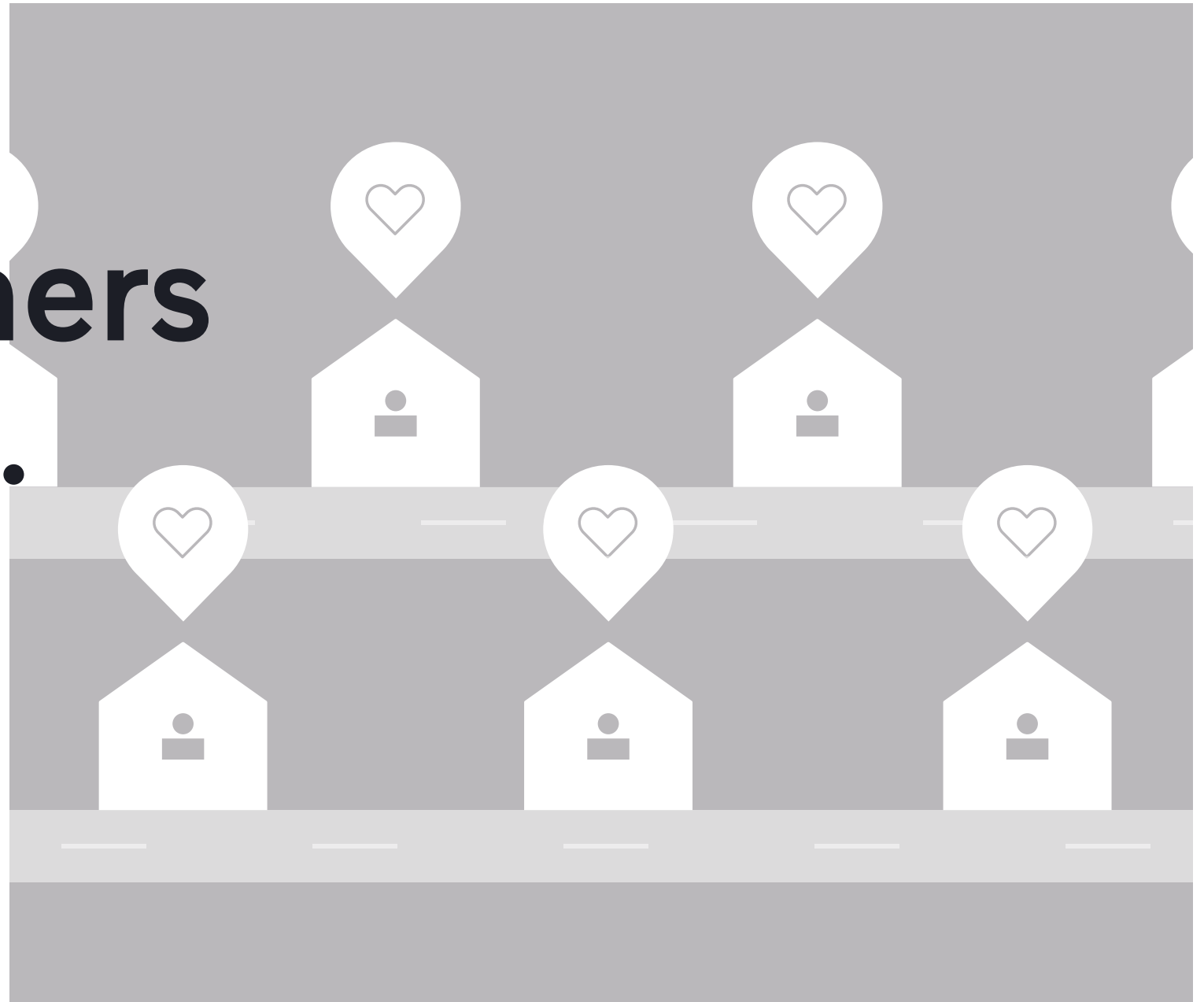


“Businesses that include customer retention in their growth plan will win.”

OLD IDEA #4

Our customers love us.

Ok, sometimes they complain, but on the whole they only leave when they sell (with us) or move back in, right?



WE DISCOVERED

The sad truth is... we don't know why our customers leave.

- Real reasons for loss is one of the biggest blind spots in our industry
- “Unknown” is by far the most common lost reason recorded in our trust systems

Over
40%

lost reasons were “unknown”

A shocking
35%

of customers that sell with a competing business

Source: Ailo Labs data anonymised, 2018

PREDICTION

**Customer
loyalty is
the only
thing that
matters.**



*“Businesses
that prioritise
customer
experience
and anticipate
customer needs
will win.”*

So, what next?

Extraordinary service businesses put customer experience and loyalty at the heart of what they do.

They know happy investors stay longer, pay more and generate more sales.

Ailo helps you manage this investor journey from acquisition through to advocacy.

If you would like to partner with us, hear about early release products or stay updated on the latest Ailo Labs research, visit us at ailo.io/labs.

Get in touch.



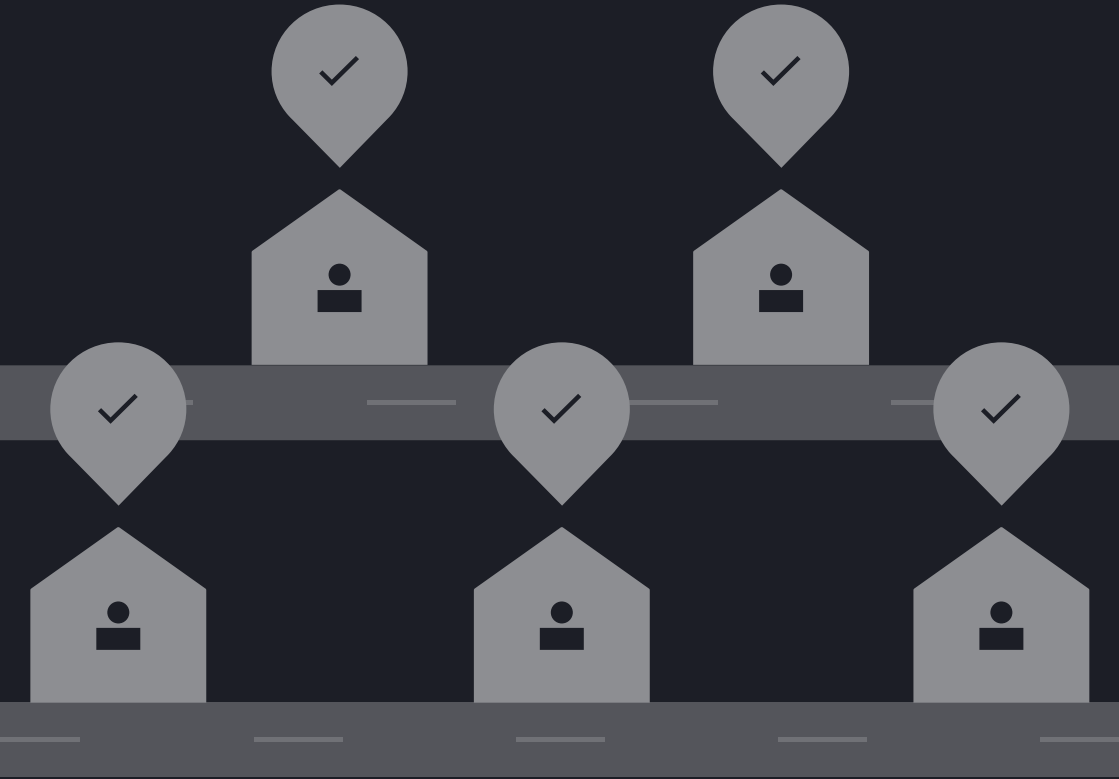
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