



Exploring **Different** Personality Personas



FirstService
RESIDENTIAL

Exploring Different Personality Personas



The Visionary

Name: Martin

Title: Council Treasurer

Age: 60 years old



▶ Motivation

- ▶ Has a desire to drive change for the greater good of his community. Feels that they have a certain skillset or talent that is very valuable to the corporation and council. Will contribute their strengths to manage and continue to maintain a healthy, successful corporation.

▶ **Priorities:** Is most interested in and concerned with **enhancing property values:**

- ▶ Understands resident lifestyle and service excellence are both factors that drive property values. Not afraid to invest in property or corporation to gain a return on the investment
- ▶ Considerate of corporation's reputation and image. They are aware of neighbours' reputation and brand image, as well

▶ **Preferred Communication Style:**

- ▶ Must be very direct, blunt and timely—don't take too much time getting to the point; facts and figures should be provided to support any recommendation; desires frequent and constant communication to ensure they are well informed; wants to be able to authoritatively answer any questions from fellow residents

The Social Motivator

Name: Amy

Title: Council President

Age: 48 years old



▶ **Motivation**

- ▶ Genuinely feels that they can make a difference in the community. Wants to apply knowledge and strengths to better the association. Is also motivated to serve on the council to ensure the community's social atmosphere remains active.

▶ **Priorities:** Values resident lifestyle because they understand this directly impacts their family's desire to live within the community, but it affects property values too:

- ▶ Consciously working to optimize the operating budget
- ▶ Considerate of community's reputation and image. Is aware of neighbouring communities' reputations as well

▶ **Preferred Communication Style:**

- ▶ Wants to have the facts and figures to support any reason for change but is equally interested in the anecdotes about the neighboring communities and how they're achieving success. Must have frequent and consistent communication to ensure they are aware of all management updates. They want to be empowered to communicate updates during community social events.

The Self-Seeker

Name: Dave

Title: Member-At-Large

Age: 37 years old



▶ Motivation

- ▶ On the council to meet a personal, self-serving agenda. Would like to keep the corporation dues low and to correct “issues” caused by previous council members. Mindset is “what’s great for me, is great for all.”

▶ **Priorities:** Is solely focused on keeping the **operating budgets** low to ensure there are no fee increases and no special assessments necessary:

- ▶ By maintaining the status quo, they and other residents are able to achieve their desired lifestyle.

▶ **Preferred Communication Style:**

- ▶ Must be very direct, blunt and timely—don’t take too much time getting to the point; facts and figures should be provided to support any recommendation; desires frequent and constant communication to ensure they are well informed; wants to be able to authoritatively answer any questions from fellow residents

The Ambitious Millennial

Name: Jonathan
Title: Council President
Age: 29 years old



▶ Motivation

- ▶ Is motivated to serve on the council because they have a desire to drive change within the corporation. These desired changes will serve their needs, and if they serve the needs of others, even better! Believes they have the skills necessary to manage a successful strata council. Truthfully, they might not have all those skills.

▶ **Priorities:** Is very interested and concerned with **enhancing property values:**

- ▶ Willing to employ creative and innovative solutions to enhance property's value
- ▶ Not afraid to invest in the property, but will need to have support, i.e. facts and figures, to understand how this will impact bottom line and what the return will be on the investment
- ▶ Considerate of property's reputation and image. They have a desire to know all about competitors' reputations as well.

▶ **Preferred Communication Style:**

- ▶ Direct, transparent and timely communications must be delivered. They want to have the facts and figures to support any recommendation for change, appreciates depth of resources and expertise.

The Complacent One

Name: Sue

Title: Council Secretary

Age: 76 years old



▶ **Motivation**

- ▶ Has a lot of time on their hands and wishes to dedicate free time to give back to community. Believes they have strengths to contribute to strata council.
- ▶ **Priorities:** Very involved in managing the operating budget to ensure there are no fee increases or unexpected out-of-pocket expenses (a small increase could be detrimental):
- ▶ Believes resident lifestyle comes from maintaining a steady budget with no financial surprises
- ▶ Not open to investing in property or community due to the financial implications. Doesn't worry about property values because they don't foresee the need to ever sell their home
- ▶ Will not consider preventative maintenance programs. Prefers to repair and/or fix items as needed.

▶ **Preferred Communication Style:**

- ▶ Will need to provide a level of detail that includes the facts and figures, anecdotes and education to ensure they are able to make an informed decision. They need to be acutely aware of the objective and how this benefits the corporation. Prefers personal, face-to-face communication or a phone call over digital communication. If the message is about an increase in fees or an impact on financials, they will be very skeptical.

The Investor

Name: Seth
Title: Council Treasurer
Age: 58 years old



▶ Motivation

- ▶ Sole motivation is to protect investment. Likes the control and dominance that comes with serving on the council. Wants to donate talents to benefit the corporation—most likely associated with financial management. Primarily has a financial drive because their financial future is dependent upon investment properties.
- ▶ **Priorities:** Most concerned with **enhancing property values** as they understand this directly impacts the desirability of investment properties:
- ▶ Safety and risk are priorities because they impact their investment and ability to make money.
- ▶ Wants to ensure the operating budgets remain stagnant to ensure there are no increases in fees, which could negatively impact their cash flow by deterring renters from high monthly rental costs.

▶ Preferred Communication Style:

- ▶ Must provide a high-level of detail with supporting facts and figures. Transparent and direct communications are received well. They prefer to have written communication — primarily email, so they can control how and when they respond or react to the message. Financial communications are the most important.