

## FOCUS ON FRIENDS APRIL 19, 2018

### DOS AND DON'TS—HOW TO STRENGTHEN YOUR RELATIONSHIP WITH IREM MEMBERS

#### THESE QUESTIONS WILL BE ANSWERED BY OUR GUEST PANELISTS:

- ◇ What's the best approach when connecting with you? Luncheon, table top display, ask for a meeting?
- ◇ With so much competition for the business, what would help an FDI stand out? What specific criteria are you looking for in a service provider?
- ◇ What has been the best experience that you've encountered when looking for a new provider, since most property managers don't want to switch? What are the obstacles that may come along with switching providers?
- ◇ What type of value-added can we offer to you and your company above general services? Education, special events, association events?
- ◇ What is the best way to educate you and your team about the services FDIs provide? Scheduled meetings, tangible collateral, emails?
- ◇ What does it take for you to be willing or open to adding a new vendor to your approved list?
- ◇ What are your pet peeves when dealing with FDIs? Communication, time delays, dealing with different people each time, pricing?
- ◇ What's the best way to get to know you and your company values?
- ◇ What makes an FDI the best fit for your team?

#### PANELISTS:

##### Multi-Family

Shirley Peek, ARM<sup>®</sup>. Sunrise Management, AMO<sup>®</sup>  
Bill Ramacciotti, CPM<sup>®</sup>. Con Am Management

##### HOAs

Dominic Cirillo, Atlantic & Pacific, AMO<sup>®</sup>

##### Commercial/Office/Industrial

Dawn Baker, CPM<sup>®</sup>, HG Fenton

##### Shopping Centers/Retail

Mindi Angulo, CPM<sup>®</sup>. Harman Asset Management, AMO<sup>®</sup>  
Mary Rice, CPM<sup>®</sup>. RiverRock Management, AMO<sup>®</sup>

##### Moderated by Friends of IREM Committee Chairs

Julie Myers, Dunn Edwards Paints  
Jessica Kalloch, Bill Howe Plumbing

**Time:**  
Registration: 9 a.m.  
Program: 9:30-11 a.m.

**Location:**  
Eastgate, Amenities Center, 9540 Towne Center Dr., San Diego

**Parking:** free

**Cost:** Complimentary to San Diego Chapter Friends of IREM with 2018 fees paid.

**Cereal Bar provided by the Friends of IREM Committee.**

Registration:  
Register online at:  
[www.iremsd.org](http://www.iremsd.org)

Only two per Friend of IREM company please.

**\*\*\*Special Announcement about Friends of IREM at this event!\*\*\***

*Is it ok to just show up?*      *I hate it when they just show up!*

