

ADVERTISING FEATURE

PERSONALISED STRATA MANAGEMENT SERVICES

Key role requires top communicators

Flexibility in strata management is vital to having a successful relationship with clients.

Researching the market and doing your homework are important first steps to finding the right strata company.

Getting referrals and being prepared with questions and requirements can also make the job that much easier – ultimately increasing the chances of success.

Another vital factor is ensuring your choice of strata management is a team decision by the owners' corporation.

"Referrals are always a good place to start but it is worth doing your homework," says Anne McVean, director of BBC Strata.

"If you are looking for a strata management company it is important to consider your selection criteria and research the market carefully, to shortlist the ones you think may meet your needs," she says.

"Irrespective of that, it is important to have consensus from the committee before choosing a strata manager. The broader agreement you have at the outset, the more likely it is you will have a successful relationship."

An estimated 316,227 strata schemes encompass more than 2.5 million individual lots, according to the *Australian National Strata Data 2018* report. Published by the City Futures Research Centre, UNSW, the report reveals that in Victoria alone there are 101,298 strata schemes and 771,939 lots.

According to the Strata Community



Listening and building trust is key, says BBC Strata Management's Anne McVean.

Association, the concept of strata came into being about 50 years ago. Strata title explains individual ownership of part of a property, usually an apartment or townhouse, combined with ownership of common area such as foyers, gardens and driveways, and managed through an owners' corporation, a legal entity.

Choosing a strata manager who communicates effectively and has a

personalised approach is essential, says McVean.

"Every owners' corporation is different, and they all require a different approach. But, they do all need to work by consensus so it does often require a personal touch from the owners' corporation manager to make things happen."

BBC Strata is a boutique body corporate management firm based in Camberwell. It

'All owners' corporations are different and we try to be as flexible as possible to do things the way that they want.'

Anne McVean

offers "a fast, friendly service to small, medium and large residential and commercial properties all over Melbourne and surrounds", McVean says.

BBC has a broad portfolio – from small complexes to large apartment blocks, retail outlets and commercial/industrial sites.

"Nearly all of our business has come from referrals. We get referrals because our existing clients like what we do and new clients come to us knowing something about us from a trusted source," she says.

"All owners' corporations are different, and we try to be as flexible as possible to do things the way that they want. This means to work with them as well as for them."

McVean believes the key is to find a strata manager who listens and is someone you can build a strong relationship with.

"My father used to say you have two ears and one mouth and to use them in that proportion. Like any successful relationship listening and building trust is key.

"We believe in taking the time to listen and build a lasting relationship with our clients. We want to keep our owners for the long term. We don't overload our managers, so they are able to focus on keeping their clients happy."

Your property is our priority

At BBC Strata we believe in taking the time to listen and build a lasting relationship because your property is our priority. Our goal is to work with our owners for a long time, so we focus now, and into the future to ensure your needs are met, every time.

Call Anne on 0404 079 761 for a free quote

✉ anne@bbcstrata.com.au 🌐 bbcstrata.com.au

📍 Suite 7/493 Riversdale Road, Camberwell VIC 3124


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