2021-2023 STRATEGIC PLAN

07 February 2021

Overview of BDMPM Strategy

BDMPM STRATEGY

VISION

TO BE A **PROFESSIONAL INNOVATIVE** COMPANY THAT PROVIDES A **SUSTAINABLE, VIABLE AND UNIQUE** SERVICE THAT **PROTECTS** AND **ADDS VALUE** TO OUR CLIENT'S REAL ESTATE

MISSION

1 To meet the needs and expectation of our client through **effective communication**, **professional care** and **mutual respect**

2 To be the **standard pace-setters** by actively **transforming the property management industry** through **unique service**

3 To continue **providing** and **improving** our service by using **effective systems**, **maximising** and efficient use of **resources**.

OBJECTIVES

1. Provide structural and administrative support to our clients for effective scheme management
2. Provide our service to clients with professional due care and mutual respect

1. Perform an advisory and advocacy role addressing transformation challenges in the property industry
2. Equip and empower our clients to actively participate in the property management space in order to protect their property value
3. Equip our clients through practical and sound advise on financial and scheme management

1. Equip our clients through the use of the best available systems that creates value to their properties
2. Equip our staff to actively provide efficient service to our clients

VALUES

TRANSPARENCY	HONESTY	INTEGRITY	RESPECT	CARING

ENABLERS

EFFICIENT IT SYSTEMS	FUNCTIONING OFFICE	SUSTAINABLE SCHEME MANAGEMENT	PROFESSIONAL DUE CARE	EFFECTIVE MONITORING AND EVALUATION	EFFECTIVE COMMUNICATION	TRAINING

Objective 1: Provide structural and administrative support to our clients for effective scheme management

Activities	KPI's	MoVs	Target Annual	Milestone				Actual
				Q1	Q2	Q3	Q4	
Office of the COO & CFO								
Scheme administration	No of clients visits performed	• Site *report*						
	Percentage of maintenance or queries attended based on the site visit report	• *Site report*						
	No of trustees meetings organised	• *Schedule of meetings*						
	No of AGM organised which includes the AGM pack	• *Schedule of meetings*						
	No of meeting minutes written and signed by the trustees	• *Agenda* • *Attendance register* • *Minutes*						
	Annual CSOS returns filed within the legislated time	• *Annual returns*						
	No of compliant scheme rules compiled and lodged at CSOS	• *Compliant conduct rules*						
	No of budget reports prepared and presented to the trustees and owners	• *Budgets & Minutes*						
	No of monthly financial reports sent to trustees	• *Monthly financial reports*						

To meet the needs and expectation of our client through effective communication, professional care and mutual respect

BDM PROPERTY MANAGEMENT

Objective 2: Provide our service to clients with professional due care and mutual respect

Activities	KPI's	MoVs	Target Annual	Milestone				Actual
				Q1	Q2	Q3	Q4	
Office of the COO & CFO								
Clients service	Percentage of maintenance queries attended and cleared	• Maintenance report						
	Percentage of trustees queries attended and cleared	• Emails of queries						
	Positive feedback received from clients in relation to our services	• Survey report						

To be the standard pace-setters by actively transforming the property management industry through unique service

Objective 1: Perform an advisory and advocacy role addressing transformation challenges in the property industry

Activities	KPI's	MoVs	Target Annual	Milestone				Actual
				Q1	Q2	Q3	Q4	
Office of the CEO								
Transformation	No of marketing/awareness campaigns held to equip the public on property management (Onsite and online)	• *Schedule of campaigns (Onsite & Online) / Feedback report*						
	Communication using our online and social media platforms regarding the property industry.	• *Social media posts/Website*						

Objective 2: Equip and empower our clients to actively participate in the property management space in order to protect their property value

Key driver	KPI's	MoVs	Target Annual	Milestone				Actual
				Q1	Q2	Q3	Q4	
Office of the CFO (Trainer)								
Learning and development	No of sessions held with trustees to capacitate them on CSOS & STSMA	• *Attendance register*						
	No of communications/awareness (newsletters, educational materials, CSOS directives) sent to owners regarding the property sector	• *Communiques*						

To be the standard pace-setters by actively transforming the property management industry through unique service

Objective 3: Equip our clients through practical and sound advise on financial and scheme management

Key driver	KPI's	MoVs	Target Annual	Milestone				Actual
				Q1	Q2	Q3	Q4	
Office of the CEO								
Financial administration	Provision of sound financial advice that resulted in savings for the body corporates (Insurance, internal controls in place, etc)	• *Financial report*						
	Provision of credible Annual Financial Statements that results in unqualified opinion received	• *Audited AFS*						

To continue providing and improving our service by using effective systems, maximising and efficient use of resources

BDM
PROPERTY
MANAGEMENT

Objective 1: Equip our clients through the use of the best available systems that creates value to their properties

Key driver	KPI's	MoVs	Target Annual	Milestone				Actual
				Q1	Q2	Q3	Q4	
Office of the CEO & COO								
Value proposition	No of awareness done to trustees/owners/Potential clients regarding the property management system	• Presentation / Minutes						
	Communication provided to clients regarding the value of their properties using the Lightstone reports	• Communiques / Reports						

To continue providing and improving our service by using effective systems, maximising and efficient use of resources

BDM
PROPERTY
MANAGEMENT

Objective 2: Equip our staff to actively provide efficient service to our clients

Key driver	KPI's	MoVs	Target Annual	Milestone				Actual
				Q1	Q2	Q3	Q4	
Office of the CEO & COO								
Staff development	No of staff meetings organised and attended	• Schedule of meetings						
	No of directors meetings organised and attended	• Schedule of meetings						
	No of staff trainings organised and attended	• Training schedule						