

Re: Thank You For Your Hard Work

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To all

Hello 663 Team,

I just want to say thank you to everyone for their hard work over the last few months. I know it's been difficult showing up here everyday with the same energy and enthusiasm, knowing there probably won't be too many leases signed. But although this semester's been disappointing, there's a lot we have to feel encouraged about going into next year.

A few items:

1. Thank you to all for the effort at our limos and tables. The weather's been extremely shitty, and I know the wind makes the cold feel a lot harsher than it already is—so I appreciate you guys being out there on campus every night, getting people excited and in limos back to 663 for our unit showings. You guys are rockstars. Loved the selfie from yesterday's limo by the way. Brittany, that face was hilarious!
 - a. I know most of you aren't the biggest fans of posting on Facebook. I get your friends are online and it can be embarrassing (I think you all look great btw), but posting stuff like this people can laugh at, and enjoy, goes a long way in fixing some of the bad press we've been getting since the fire. And that will only help get your numbers back up to where they used to be.

b. Everyone whose been on tables, providing info, has been killing it facing the tough questions and criticism we've been getting from potential residents, their families, and of course, unhappy locals. For those of you who weren't with us in January, the incident I'm sure you've all heard about was ruled accidental undetermined by the city's fire marshal—meaning it was *not* the “cheap, flammable wood” we used to build our property that caused it to catch fire. The worker who got stuck on the crane was carried down safely by a search and rescue helicopter, and although a number of students had to find temporary housing, everyone was reimbursed, and nobody got hurt. The truth is that no one knows what caused the fire to start, and it's unfair that our business has had to swallow the blame for such an unfortunate incident. But despite all that, I haven't found anyone around here hanging their heads, or feeling sorry for themselves for the string of bad luck, and negative attention that's been affecting sales, and in turn, your usual commission rates. As your supervisor, I can't say enough how much I appreciate that.

2. Though it hasn't yet resulted in our goal of 50 leases signed for the month, I have seen many instances of positive customer service from you all in our unit showings. I get how exhausting it must be to put all of that time, and effort, into countless tours—making sure your group is having a good time, showing them around, making them feel at home, and comfortable with you. Talking them through their financing options, furnishing options, our leasing periods, and having everyone seem so excited about potentially living here—only to get no call back once you follow up to book a leasing appointment. Guys, I've been there. I know how much it makes you second guess yourself and what you're doing

or saying during these tours to mess it all up, or how you even tend to overthink the kinds of jokes you've always told on the way to the model suite, now that things aren't going so well. But you just have to remember to stay confident, and continue to trust the skills that have gotten you this far to begin with.

Of course, there will be times when the process disappoints you. Times when you give your best effort, and see no reward for the work you've put in. When the only thing separating you from your peers is simply time and place, good or bad luck. It's easy to get down on yourself during times like this, or fed up to the point where you just don't feel like trying anymore. We all remember Cody, our former leasing manager? When he struggled for months just to get one lease signed? After having what was easily the best individual sales year we've ever seen here at The Point (which is why he got promoted in the first place). Do you guys remember how frustrated he got, watching student workers *he* hired, who had just started, rack up numbers while he desperately tried cold calling any lead he might have had once? Seeing co-workers who were never very successful salespeople to begin with raise their commission, while he just focused on the bad stretch he was having? Do you guys remember how stressed he always looked? Coming in every day with his head already in his hands, complaining, until he finally just burned himself out, and handed in his two weeks? And to think he could've just been putting that same energy he used to sulk into climbing out of the rough patch he was having. My point here is that this job, like any job, has its ups and downs. But you can't get too high when things are going well or too low when they aren't, because these situations never stay the same for long. Instead, try to be consistent with your work ethic, despite the results not

matching your efforts at the moment. I'm sure you'll all be rewarded for your hard work soon enough.

3. Please remember that posting your personal grievances on social media damages our business and reflects poorly on you as an employee, and as an individual. This job isn't always the most glamorous. I get it. There are tasks we sometimes ask you to do around here that, I know, seem unnecessary—like creating fake Gmail accounts under the name Steve French in order to request information from our competitors (ha!), or printing off every one of those competitors' listings so we can compare. I understand that doesn't feel like the most rewarding work, and I get why you must be going over the significance of flipping through binder after binder, wondering how these property listings or inquiring about rooms you'll never rent adds to your life in any way. But when you start bad mouthing the job you have to do anyways, it makes it that much harder to complete because you've already spent time/thought before hand talking it down, dreading it, hating it, complaining about it, rolling your eyes at it, wishing you didn't have to do it, thinking of all the things you could be doing instead, or planning to give attitude the entire time you do it.
 - a. It's a lot easier, and more enjoyable, to get these tasks done if you go into them with a positive attitude, work hard for the brief amount of time you're needed, and then get back to whatever it is you feel you're truly meant to be doing right after. There are a number of students we could hire instead who would be happy to spend the afternoon getting paid just to make fake Gmail accounts, or mindlessly go through listings on

Kijiji. I don't mean to be blunt, but what I'm saying is, have pride in where you work and what you do. If you can't do that then move on. The cheques you receive from us bi-weekly aren't worth the unhappiness/lack of fulfilment/self worth you must feel as you cash them.

4. I know there's been a lot of talk about our ability to bounce back from what happened in January. Even before the fire, when we were leading the province in sales, there was chatter about whether or not we could sustain our numbers, or if the success we were having was just based on hype, or a fad in the industry that would eventually die down. The truth is, people will always have something to say, so there's always something to prove—but you don't do that with any one signing. I don't care if it's a relatively cheap two bedroom or one of our more expensive five bedroom suites. Showing consistency is the best way to prove yourself here. Not bragging about what you've accomplished, or having one great month, or even one great year. You just show up every day and put in the time/work. Everyday. After a while there won't be anything left for people to pick at.

If you have an issue, or for whatever reason begin doubting yourself or what we do here, please, come and talk to me. I was hired to handle these problems. We all have doubts about this business at one time or another. I know I certainly have. Doubts about whether or not you have what it takes to succeed at this level, second guessing if you'll ever be able to sign more leases than you did in September, or just doubting the overall significance of what we're striving for here. It's normal to have those doubts, but it's how you respond to them that matters. You have two options in this situation: you can either

sit there, all neurotic, and allow those doubts to linger, *or*, you can be honest with yourself and the fact that you are having doubts, and then attack the problem head on and challenge whatever it is you're feeling unsure about. In the end one option prolongs the inevitable while the other decides an outcome one way or the other, and leaves you with some peace of mind. But again, the choice is yours.

- i. We have a great team here at The Point and together we can accomplish our goals. Last night we signed four more leases—thanks to good tours, great follow up and positive word of mouth advertising. What you say matters!

One final note: If you're working limos later, you do not need to meet in the lobby until 4:45pm as we have decided to run them later.

Thank you all once again and let me know if you have any other questions,

Jeff
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