

## Continuing to Uphold Five-Star Service in 2021

While last year was a year most people would like to forget, it's impossible not to reflect on the changes each business was forced to adopt. In 2021, many business owners of one stripe or another have paused to review what these imposed changes had entailed for survival mode, but now the focus is shifting back to business operation, while continuing to incorporate pandemic-related changes, as needed.

Mr. Barry Familetto, President of Stetson Management & Development LLC, in Cambridge, Massachusetts, has consistently applied what he knows to be best business practices, as it specifically relates to his hallmark five-star service. Without hesitation, he states that this high degree of attention begins with impeccable service. He offers examples of what 'impeccable service' or concierge-level service means, beginning with how tenants, or building occupants, are referred to. He likes to think of the building occupants as building 'guests.' This point is what really underscores the five-star service that Barry and his team at Stetson Management & Development is known for. "When you invite a guest to your house, it suggests that you want them there. Why would it be any different in business?", he asks.

Second, answering the client's or guest's emails, texts, and phone calls quickly is imperative. This may seem like an obvious practice, but he has heard from his clients with past, bad experiences, that the only time they hear from their management company is when the lease comes up for renewal and an increase in rent is the primary topic; otherwise, responding to clients in a timely manner is barely a secondary consideration. He elaborates by saying, "That's one of their biggest concerns: answering their emails or their texts regarding trouble issues. The first order of business is taking care of everybody. No one likes to be ignored and my clients or building guests rely on us to respond to them immediately. Even if they email or text us at eleven o'clock at night, I answer them." Fortunately for his clients and guests, Barry has a team of equally responsive staff. Valerie works in the office and David is his site manager, and there are three others at Stetson who can be reached by any of the clients or guests, any time.

"You are only as good as your last problem," Barry points out. This becomes apparent when he is made aware of an issue his client, or more specifically, his guest, is experiencing and time is of the essence. "The next biggest thing is the quickness with which you can take care of the problem," he confirms. "Ninety percent of any issue, we can take care of right away." Then there are some longer term issues, which require planning and discussion. The operative theme with planning and discussion is to keep the information flowing, he asserts. Questions that routinely come up when planning include: What's going on, exactly? Why is it delayed? What are the options? How much is it going to cost? Barry remarks that these inquiries are good for keeping the lines of communication open and as long as he and his team deliver answers with minimal lag time, clients and guests appreciate that they are being kept informed continuously, not just when the client has to make a decision affecting their bottom line.

This comprehensive approach applies to both daily, routine maintenance issues, like replacing lightbulbs to more complex matters, like plumbing and heating, as well as larger, interior changes and renovations. Both circumstances come under the umbrella of offering five-star service and there is no priority of importance between smaller matters and larger issues when client and guest needs are in question.

Another important consideration to maintaining a five-star reputation, is understanding that most often guests leave a building when they're upset with the service. Even if some matters take extra time and resources to resolve, as long as there's an open rapport, guests know they are being serviced. Clients benefit from this reassurance, as well.

As has been referenced in a previous blog, entitled, *Standards of Vested Interest Continue to Differentiate Stetson Management & Development from Similar Management Companies*, dated August 25, 2020, Barry reiterates that five-star service means it's a win-win-win for everyone. "Clients are the building owners. Building occupants are our guests. Our clients are the people who are paying for maintaining the property and making any improvements, usually to accommodate their customers, who are the guests. It's important that when Stetson Management & Development engages a client, from the very beginning of the relationship, we develop a relationship with the building guests, independent of the relationship we have with our clients, the building owner," Barry observes. This transparency is a critical variable when offering five-star service, for developing a long-term relationship with both client and guest.

Something that comes naturally to Barry and his team is to go above and beyond what is required in a management contract. Barry's staunch belief that adhering to five-star service extends beyond what clients expect from an agreement. "As has happened many times in the past, a guest will let us know of a problem that isn't within our purview. However, it matters more to us to take care of the issue and maintain our clients' and guests' goodwill," he advocates. The residual benefit to this practice is loyalty, which shows itself when it's time to renegotiate the lease. "Everyone remembers what we've done for them, long after we have forgotten about it. It's really gratifying to be reminded of the level of service we offer. It's a strong testimonial to us that we are delivering five-star service," Barry admits.

"Another example of how we deliver five-star service in this digital age, is to use technology constantly. We have a client, a building owner, who lives in Israel, and we are currently doing a lot of renovating on his buildings in the portfolio. He trusts us to stick with the plan and stay within the budget. We use WhatsApp every day to send him pictures and keep him informed," he relates. Offering contemporaneous updates is another proviso to five-star service.

Timely response, complete transparency, going above and beyond, contemporaneous updates, and providing concierge service to guests encompass the larger and more essential aspects of five-star service. It's these consistent practices, despite changes in the economy or in society at large, which make Stetson Management & Development a leader in commercial real estate management, development, and operations.

#fivestarservice #conciergeservice #impeccableservice #keepingthelinesofcommunicationopen  
#clientsarebuildingowners #buidlingoccupantsareguests #openrapport #winwinwin  
#transparency #aboveandbeyond #loyalty #guests #timelyresponse #completetransparency  
#contemporaneousupdates