

Stetson Recommits to Its Value Proposition in 2022

Every January generally begins with a renewed sense of purpose, whether personally or in a professional setting. The latter often begins by enforcing new measures reviewed in the fourth quarter of the previous year, to drive business, encourage employees, and reengage clients and customers. For Stetson Management & Development LLC, an internal recommitment to its value proposition is conducted; and, with its president, Mr. Barry Familetto, leading the way and holding himself accountable, 2022 looks to be a promising year for Stetson and its clients and building guests. Many of the points highlighted below are taken from the year of our founding in 2014, when we established our Stetson Value Proposition checklist. It is the basis for Stetson's philosophy for offering FIVE-Star service throughout the commercial real estate asset and operations management continuum.

In the interests of complete transparency, some of these important points are substantiated with links to past blogs, which highlight concrete examples offered as to when the value proposition was inherently part of the transaction with clients, guests, as well as team members.

The Stetson Value Proposition

- Stetson is client- and building customer-centric, and this drives every other principle.
- At Stetson, we are obsessed with FIVE-Star client and building customer service.
- Stetson is a leader, not a manager.
- Our goal is simple – to be the best commercial real estate asset and operations manager in the marketplace. Bar none.
- Commercial real estate management is our passion.
- Our attitude is positive and is focused on definitiveness of purpose.
- Our work ethic is second to none.
- An excerpt from *Leading a Real Estate Company* by Christopher Lee
 - From custodians of real estate to proactive innovators of asset value
 - “On time” to “Real time”
 - From competition to collaboration
 - From historical precedents to innovation
 - From service to solutions
 - Market share to customer share
 - On-track to fast track
 - From “A Customer” to “OUR Customer”
 - Managing personnel to coaching talent
 - From geocentric to client-centric business model
- Provide sustained financial and operational quality management practices with measurable results.
- Attention to detail is our way to sustain quality in every aspect of our service delivery.
- Commitment to employees.
- Hire great people with solid values.
- Focus on what Stetson does right, not what our competitors do wrong.

- As an entrepreneurship, we see only opportunity.
- Stetson provides the opportunity for our employees, building customers, clients and contractors to stand for great values.
- Our core values should never change.

From this list of values and supporting comments in past articles, it is obvious that adherence to these core principles is of paramount importance to Stetson and makes up the backbone of the FIVE-Star service it is known to provide to clients and guests. While many of the key points above are the foundation of 'soft skills,' these very practices underscore the discipline and diligence clients and guests have come to rely on, in the more practical, day-to-day operations.

Stetson Management and Development LLC is poised to continue its modus operandi in an already busy 2022, to the benefit of its clients and guests.

#senseofpurpose #drivebusiness #encourageemployees #reengageclientsandcustomers
#valueproposition #fivestarservice #commercialrealestateandoperationsmanagement #leader
#passion #purpose #workethic #competitiontocollaboration #precedentstoinnovation
#servicetosolutions #marketsharetocustomershare #fasttrack #businessmodel
#financialandoperationalqualitymanagement #attentiontodetail #solidvalues #entrepreneurship
#coreprinciples #softskills #modusoperandi