



# From Maintenance to Mastery: Thriving as a Fire Partner in the Strata Sector

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## **It's always fine until... it's not.**

One ordinary Tuesday, the 30-unit block you've serviced for years gets an \$18 000 defect list— the manager panics, the committee fumes, and suddenly you're in the crossfire.

# 4 Hats, One Vantage



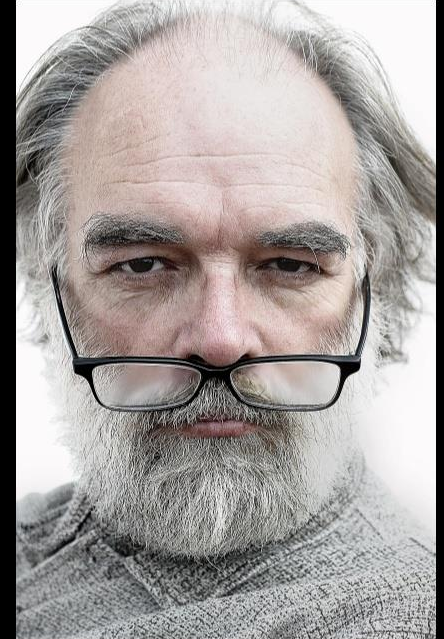
Fire Compliance



Insurance Broker



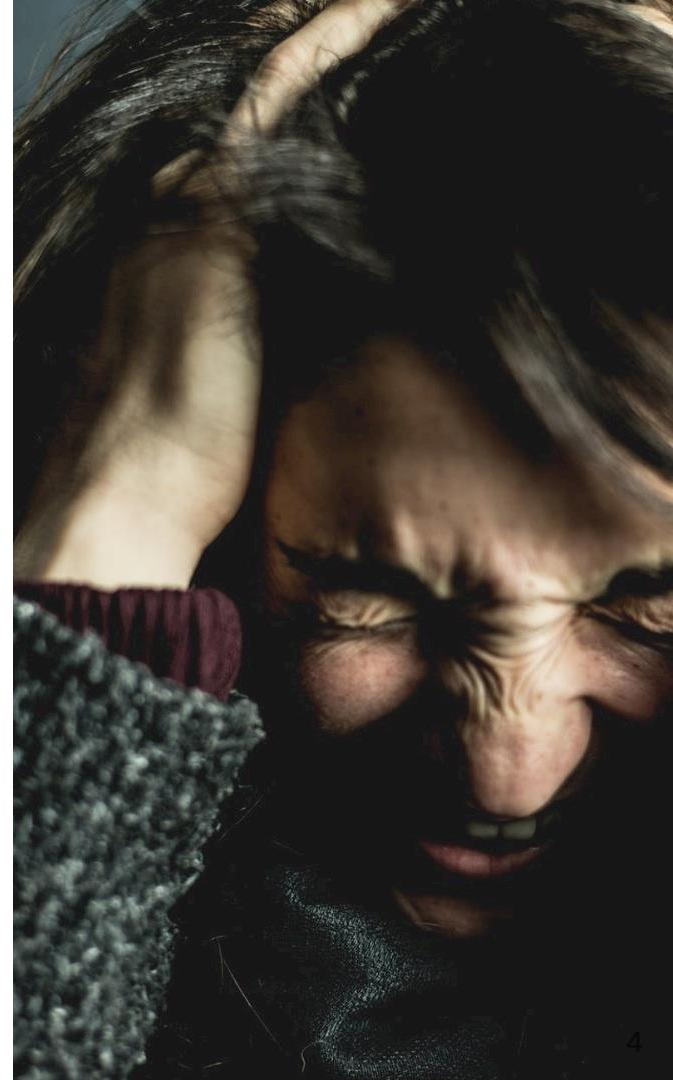
SCA Board



Accredited A100 Teacher

# Mel's Tuesday: 458 emails

- **Budget reviews and approvals**  
Approving spending for unplanned repairs and maintenance issues
- **Committee conflict resolution**  
Mediating disagreements between owners over unbudgeted repairs
- **Stakeholder coordination**  
Aligning interests of owners, tenants, and service providers
- **Compliance Challenge**  
Ensuring Annual Compliance Certificate is completed on time despite surprise defects
- **Access coordination**  
Facilitating access to private or commercial lots for maintenance and inspections



# Who's Actually Buying?

## Coach

The Strata Manager who guides the buying criteria and shapes the decision.

## Economic

The Committee Chair or Committee who signs off on the purchasing budget.

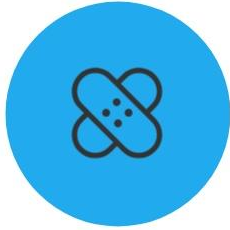
## Technical

The Building Manager or Strata Manager who reads the technical specifications.

## End-User

The lot owners who want peace-of-mind and a reliable solution.

# The Trust Crisis



Sudden Defects

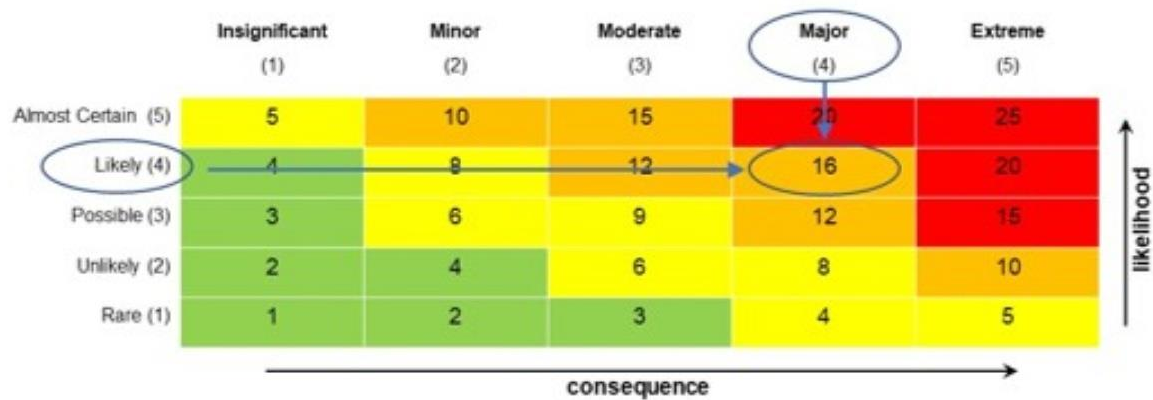


'Cry Wolf' Effect



Technical Jargon

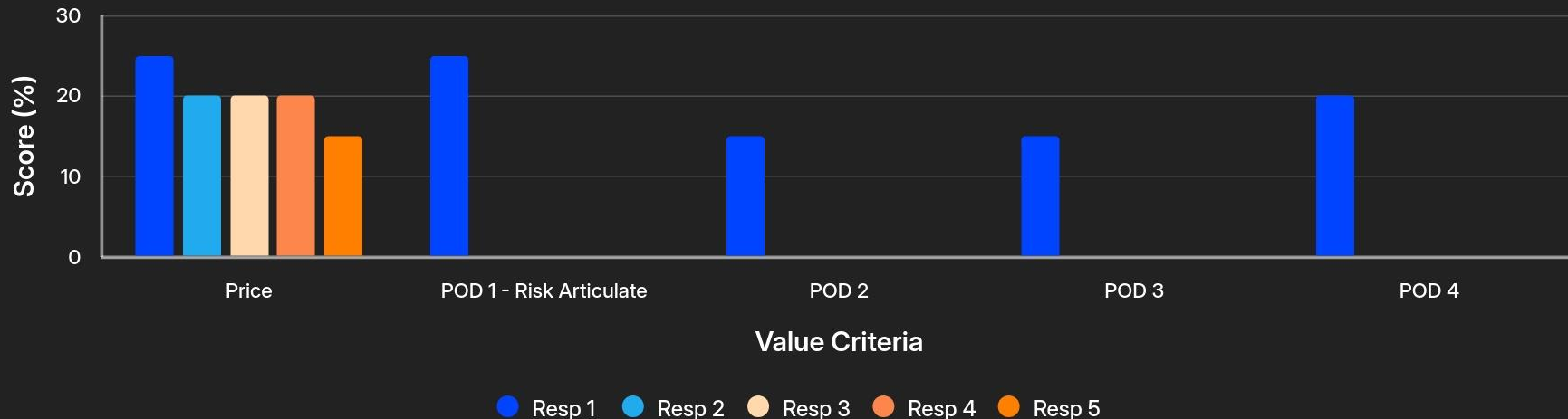
To build trust, technicians should provide clear risk assessments in plain language and avoid excessive upselling through defects.



The Risk Matrix is broken into four shaded areas reflecting the increasing level of risk.



# Winning on Value, not Price



By redefining the evaluation criteria, price is no longer the sole determining factor, allowing the shift tender to be won on the basis of value.

# Data: Your Hidden Superpower



## Data Trove

Fire businesses already have a wealth of data - asset age, fault history, predictive trends



## Cut Costs

Reduce / eliminate costly consultants doing Long Term Maintenance Plans (LTMPs)



## Data Business

Your maintenance business is actually a powerful data business



## Quick Summaries

Create a simple 'Asset Condition Summary' with replacement timelines

Integrate your data - start with basic summaries, annual CSV exports, and other practical, easy first steps towards a data-driven maintenance business.

# Budget Foresight: AGM-Ready in One Page





# Safer Buildings, Stronger Business

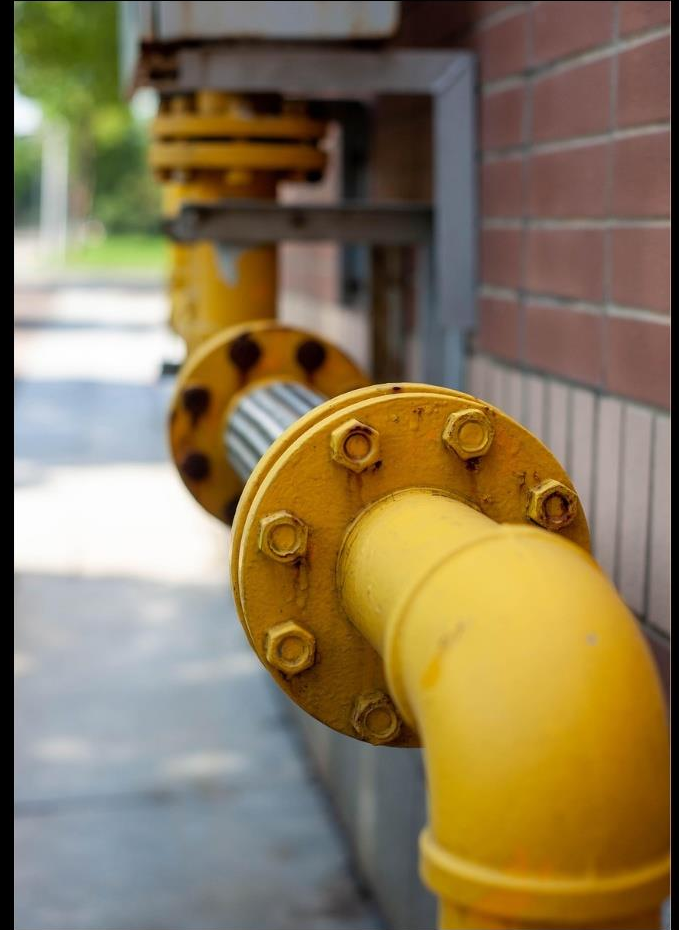
More than compliance - Strata wants a trusted  
partnership

# Seven Shifts to Mastery

- **Empathize**  
Understand their day and emotions to build trust and rapport.
- **Speak Plain**  
Distill complex risks into a single, clear sentence.
- **Protect Trust**  
Avoid crying wolf to maintain credibility and confidence.
- **Know Your Difference**  
Expand tenders to incorporate things you know the Strata will value, that your competitors don't do
- **Predict**  
Provide foresight and anticipate future events with AGM-level insights.
- **Mine Data**  
Uncover trends and patterns from data to drive better decision-making.
- **Advise**  
Be a true partner, offering guidance and recommendations, not just information.

# Thoughts? **Questions?**

Open the floor to feedback and discussion.



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