Massey Services Multifamily Protocols

Multi-Family Protocols · https://milo.masseyservices.com/docs/massey-services-multifamily-protocols/

MULTI-FAMILY SOCIAL TRAINING

MASSEY'S Multi-Family Program provides for One Point of Focus for Owners, Developers and Managers of Multi-Family and Mixed-Use Properties.

THIS UNIQUE SERVICE STRATEGY ALLOWS MASSEY TO LEAD THE WAY IN MULTI-FAMILY PEST PREVENTION SERVICES!

Understand and consider this, the entire pest control industry is geared toward growth by adding branch locations and increasing individual sales. The Multi-Family Program is totally "Out of the Box" thinking with **"Business-to-Business Relationship Development"** focusing on a specific industry and increasing sales teaming up with our local service centers to ensure success.

YOU ARE VERY IMPORTANT TO THE SUCCESS OF OUR TEAM!

FOR CLIENTS: The opportunity for you to develop the one on one relationship at the community while we are involved at a Corporate Level. This gives our clients personalized service with a corporate feel for convenient and consistent service and scheduling.

HOW DO WE ACCOMPLISH THIS?

COMMUNICATION, TECHNOLOGY AND TEAMWORK!

Working together, with Multi-Family Protocols, well trained Massey Technicians, expanded "service foot print" and your communications skills we'll be able to continue and expand our success and offer even more quality services and options for our Corporate Accounts. However, it is critical that the behaviors in the field MATCH what we say in our sales presentations.

THE GOALS AND OBJECTIVES OF THE MULTI-FAMILY PROGRAM:

1. One Point of Contact – Local Service Center
2. Consistent Service

3. Offer Multiple Property and Multiple Service Discounts giving Buying Power to our Clients
4. THUS, becoming the One Point of Service Fulfillment for these Clients for ALL their Pest Prevention Related Needs for ALL their Properties throughout our footprint. We want to service the entire portfolio of properties they may own or manage, no matter the location.

BRIEF OVERVIEW OF TARGET CLIENT AND INDUSTRY

What type of communities do we service?

- Apartment Communities
  - Condominium Associations
  - Mixed-Use Developments
  - New Construction Developments

Who are our Clients?

- Insurance Companies
- Corporations
- Trust Funds
- Developers
- Property Management Companies
- Individual Property Owners
- Individual Condo Resident Owners
- Investors

Hierarchy in industry:

- Owner: Owner, Owner’s Representative, Asset Manager, Board of Directors
- Management Company: President, Vice President, Regional Property Manager, DistrictProperty Manager, Regional Maintenance Director
- On Site: Property Manager, Assistant Property Manager, Maintenance Director, Maintenance Supervisor.
- EVERYONE IS IMPORTANT! This industry promotes from within. Relationships are important at ALL levels.

IN ADDITION TO PREMIER CUSTOMER SERVICE STANDARDS, THE MASSEY MULTI-FAMILY PROGRAM REQUIREMENTS INCLUDE:

APPEARANCE

Always wear proper uniform (clean, pressed, shirt tucked in, belt, etc.) Wear proper identification **PHOTO ID**

COMMUNICATION

Community – NOT a Complex Resident – NOT a Tennant

Home or Residence – NOT a Unit (this one is hard not to use in certain circumstances and the industry is more forgiving of this word)

Protocols upon arrival to community (for ALL SERVICES)

- Check in with office, be BRIEF AND COURTEOUS
- For Pest Prevention: Get copy of call back log (WE PROVIDE A Pest Prevention Requested Services Log Book TO KEEP ON PROPERTY)
- **Review Each Community Service Schedule and Protocols**
- Service property (Pest Control: Interior and Exterior)
- Check out with office. **MUST RETURN KEYS IF NOT ACCOMPANIED BY MAINTENANCE**

NOTE:

When making a scheduled day change, Property Managers must give ample notice to residents and typically like to include these notices in their monthly newsletters. If you are changing technicians, it is a good idea for the General Manager to introduce the new technician to the manager.

While on property:

- Manager is the CUSTOMER, Resident is NOT (BUT, Condo Owner May be a Customer along with the Association)
- Residents may ask many questions and try to get you involved in things other than our services (mold, a/c problems, etc.)
- Any general service questions from Residents should be answered with simple “yes, no” responses. Any other more detailed questions should be directed to the Management. Questions

concerning any other issue should be re-directed to manager.

- Some proper responses might be: “That’s a great question, please share this with your property manager and she will address your concern”, “That’s a great question, I’ll make a note and share this with your Manager”, “The findings of my inspections will be presented to your Manager, I’m sure she or he will be able to answer your questions at that time.”.
- Some improper responses might be: “Oh my gosh, I’ve never seen an infestation so bad!” “The unit in the next building is worse than yours.” “This property has been infested for years, but the Owner would never spend the money to kill the termites.” You get the picture!
- No hanging out at clubhouse
- No fraternizing with employees of management company or residents on site
- No eating lunch in your truck on site
- BATHROOM ETIQUETTE, do not use the facilities on property and never inside a residence
- NEVER use the words mold or mildew. We use “moisture related incident” to describe some moisture related growth. Our expertise in Pest Prevention does not include identification of molds.

SUPPLIES

Forms are supplied (Pest Prevention Requested Services Log Sheets, Bed Bug Residents Duties forms, etc.)

Leave-behind Service Courtesy Cards in each interior residence serviced (ON THE STOVE – not countertop where resident might put groceries, purse, etc. over)

PROTOCOLS - Service

Review our procedures –

- Exterior Monthly, Quarterly
- Common Areas (Monthly, Quarterly)
- Interior Treatments – Monthly, quarterly – noted in system for each account
- Interior Treatments – Scheduled weekly visits for Service Requests – treat problem
- Extra Services: Wasps, Bees, Rodents
- Status of Unit Codes for EACH call back unit serviced (EACH OF YOU SHOULD HAVE A COPY OF THE PEST PREVENTION REQUESTED SERVICES LOG as info)

- Incident Reports for residences with severe infestation, etc.
- After each residence is serviced, leave courtesy card on stove
- Review “what ifs” (come up with list) – Resident is home and doesn’t want them to come in? Resident has “fleas” and didn’t note it on “call back”? Unaccompanied minor in residence? Dog?

SCOPE OF WORK

- **The actual SCOPE OF WORK for inspections and all treatments must be consistent throughout the Massey footprint for exterior and interior services, for products used, condition of unit, for approach to building and residence, for communications and for reporting. What we say will happen, must be what happens.**

LOGISTICS FOR SERVICE AND SALES

- If a call comes in for an apartment community, condo or mixed-use development, please contact your local Account Manager to ensure the lead is tracked and put into the system correctly.
- Please answer questions based on the information in the system as our protocols are different than residential services.
- If there are any questions you cannot answer, please politely take a message from the customer and call the appropriate person for that area and they will return the call with any information necessary.
- *If a call comes in questioning pest or termite renewal and they need a copy of the service agreement...please be reminded it means they might be shopping! It’s always a good idea to reconfirm our value of services and ask questions.*

PLEASE REMEMBER: These are Relationships that we have developed for many years and our customers are tied together in many ways with multiple properties.

If we don’t take care of our customers, somebody else will!

We truly appreciate all you do, understand you are our front line of communication and represent us as one team working together to make Massey Services the best service company in the industry!

Tami Swanson, Senior Director Multi-Family Division 407-466-4576 Tom Cooper, Multi-Family General Manager 407-467-5730

Downloads

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