



Melissa Repacholi

Strata Community and Facilities Manager

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SKILLS

Building relationships on integrity & authenticity has been paramount to my success in property over the past twenty years. I pride myself on being professional, assertive, & think outside of the box to provide solutions that achieve measurable results.

TERTIARY QUALIFICATIONS

2021 Diploma of Property Services (Agency Management) - West Coast Property Training
2018 Graduate Diploma in Business Administration – Sheridan College Perth
2000 Bachelor of Business & Marketing Edith Cowen University Bunbury

PROFESSIONAL DEVELOPEMENT

2023 Level 2 Accredited Strata Community Manager WA
2022 Level 1 Associate Member Strata Community Association WA
2022 CHU Insurance – Built to Rent Certification
2022 Strata Fundamentals – Strata Law & Legislation 2022
2022 Strata Fundamentals – Motions, Minutes, and Meetings 2022
2022 Accreditation Information Session 2022
2022 Law Week 2022
2022 Strata Fundamentals – Risk Management & Insurance 2022
2021 Strata Fundamentals By-laws & Strata Plans General and Advanced
2021 Strata Fundamentals Maintenance Defects, 10 Year Plans
2021 Strata Compliance Series 2: All things Fire, Health & Safety
2016 Real estate Institute of Western Australia Licensed Sales Agent

RECENT REWARDS & PROGRAMS

- 2023 National Strata Community Manager Rising Star
- 2022 Western Australia Strata Community Manager Rising Star



EXPERIENCE

Strata Community and Facilities Management - June 2022 to Current **Director / Strata Manager**

StrataCFM was formed to partner with developers and strata communities to achieve exceptional results through providing personalised service, feasibility analysis, and a deep contextual understanding of legislation so that clients could move forward with certainty.

Strata Administration Services - Jan 2021 to current **Senior Strata Manager**

My portfolio consists of residential and commercial property assets throughout north and south Perth metropolitan area.

- Scheduling, attending & chairing AGM's for Strata Companies.
- Following maintenance contracts through from start to finish.
- Manage budgets/financial plans;
- Interpret legislation to complete agency work;
- Negotiate effectively in property transactions;
- Implement maintenance plan for managed properties;
- Manage conflict in the property industry;
- Building effective relationships with clients

HostMost- 2016 to current **Director of Guest Services**

Hostmost is a short-stay accommodation business that leverages the Airbnb platform. It tailors for groups and families, offering a unique accommodation experience. To date we have hosted over 250 International groups and families (circa 2200 people), who have given "4.8 average star customer reviews" since start-up five years ago.

- Strong organisation skills
- High level of communication skills and attention to detail
- Commitment to exceptional customer service
- Cultural intelligence

Argyle on Burswood - Jan 2020 – June 2020 **Director of Sales and Marketing**

A unique 68-apartment boutique development with commercial activities, available by invitation only and not advertised in the public arena. My involvement was in the creation and trademark of Argyle Management Property Management Solutions – a self-funding building concept that provides value and lifestyle for its owners.

- Sourcing new business opportunities in line with the company strategy and objectives
- Collaboration and maintaining effective business relationships with all key stakeholders
- Utilise market research to feed into market and product roadmaps and development of a sales toolbox for advocates

Jones Lang LaSalle - 2019
Executive Assistant

Provide support to the Industrial Sales and Leasing State director and team of agents.

- Coordinate the production of advertising text and documents, presentations and submissions using various software solutions.
- Control of the quality of final products by way of formatting (layout, grammar, language etc)
- Coordinate file preparation and compile background property information. This also involved identifying relevant material/information; tracking workflows, referencing and ensuring the sales and leasing teams met their deadlines
- Preparation of internal and external meetings – agenda, minutes, consolidated reports and fee forecasting
- Perform routine administrative tasks, such as completing and processing documentation.
- Assist the team in the preparation of all correspondence, reports, new proposals, HTML, and agency agreements
- Arrange payment of accounts associated with the division, including Purchase Orders
- Organise the coding and submitting of AMEX and Cash Reimbursements.
- Client invoicing & organise and recoverable costs.
- Arranging for the release of monies held in Trust Accounts.
- The maintenance and upkeep of all PS/Client First property listings and contracts.
- The role required that I was proficient in Microsoft office suites, Eloqua, SAP & People soft.

Salt Property Group – 2018
Sales and Marketing Administrator

This involved providing support and having responsibility for a broad range of activities across the business including business development, marketing, and sales administration.

- Responsible for acquiring, developing and growing new and established profitable business relationships;
- Analyse, research and prepare marketing plans for new residential project developments; Prepare print & online marketing and advertising campaigns;
- Address customer sales enquiries, book appointments & conduct tours; Processing of listing and sales files;
- Handling hard files and electronic sales files from listing through to settlement;
- Diarising and following up contract conditions;
- Preparing and updating REIWA forms;
- Database management and Preparing home open files.

West Group Pty Ltd 2007 – 2016

Loans West, Property Investment Essentials, Essential Financial

Director

In collaboration with my former husband, we set up three profitable businesses in Mortgage Investment Property Sales and Financial Planning. Broking,

My business development strategy positioned each of these businesses to meet our business targets and ensure that the products and services we offered aligned with the needs of our clients.

Savvy Property Pty Ltd 2005 - 2016

Design & Sales Consultant/Contractor

WA Country Builders, Content Living & Summit Homes Group

Contractor selling project house and land packages in the South West.

- Initiate, connect, build & nurture key customer relationships including key partners such as land developers, financiers, and local community groups
- Engage, prospect, service and sell to all potential new and existing clients
- Identify the customer's needs and wants to determine how to best match the product with the client's expectations and needs
- Think outside the box, research & identify niche business opportunities and offer that competitive edge necessary to ensure the products and service we offered stood out in a market where many homebuilders provide similar design and the budget constraints of many clients make this difficult
- Maintain effective communications with internal and external parties relating to housing products, specifications, permitted variations and delivery expectations
- Be up-to-date on building codes, regulations, approval processes.
- Advise clients on contractual documents, legal, site costs, and design
- Provide communication and guidance with the customer throughout the building journey to ensure a client for life.

Key Contributions & Achievements in the Building Industry:

Summit Homes Group Southwest:

2016- My project was selected & won the WA Master Builders Award for Multi development under 1 million dollars in the South West.

2014-Heritage Hills Estate Burekup:

Secured the building contract for the estate land office & exclusive rights as the only builder and representative to promote house and land packages within the estate.

2014 Heron Lakes Busselton:

Secured exclusive rights to be the lead builder in marketing and promoting the estate through house and land packages.

2006 Content Living:

As a result of previous performances and meeting sales targets, I was allocated the flagship display home in the Southwest for the first four months of the opening of the display.

2005 WA Country Builders:

First Sales Representative ever in the South-West to sell a home in the first week of commencement.

Datatrax Pty Ltd - 2002 – 2005

Project Manager for WA & NT -

The "Datatrax Touchscreen Network" was a start-up company providing a total solution for visitor information and destination promotion. I was successful in negotiating and closing business that saw the business gain market share and expand locally, interstate, and Internationally.

- Identify new business opportunities, negotiate, and win business contracts.
- Business development role with local government and tourism operators to create Long-term business relationships
- Cold call apt setting, face-to-face meetings & close contractual arrangements first appointment.
- Develop and design tailored advertising and marketing campaigns for clients. Effective communication with internal and external stakeholders.
- Territory management.
- Achieve and surpass KPI targets.
- Promoted to NT Project Manager.

Key Contributions & Achievements:

- 2002: launched touchscreens in key locations, surpassing sales goals by 220% within first 8 months.
- 2003: Datatrax was nominated for a WA Tourism Award.
- 2004: Datatrax National Salesperson of the Year. Honoured for outstanding achievements and willingness to go above and beyond to grow the business nationally

Lighthouse Beach Resort - 2000 – 2002

Marketing and Events Coordinator. -

Implement a range of strategies, including developing a marketing plan aimed at lifting the image of the resort, targeting new markets and identifying new customer experiences, all aimed at increasing market share.

- Rebrand and reposition our business model.
- Develop and implement a marketing campaign for television, print and radio for the resort, and charter business.
- Develop and implement a marketing plan to introduce "Land n Sea Charters" a new business venture offering Dolphin boat tours, dinner cruises and limousine wine tours.
- Represent Lighthouse Beach resort at Government tourist body events.
- Attend local and state networking functions and provide a focal point for all local stakeholders.

Key Contributions & Achievements:

Recognised by "Skal International" for outstanding achievement in promoting tourism and travel to Bunbury and the Ferguson Valley Wine region area in the South West.

References available on request.