

# THE RITZ-CARLTON LEADERSHIP CENTER

*"STRENGTHENING YOUR BUSINESS IS OUR PLEASURE"*

THE RITZ-CARLTON RESIDENCES —  
EXCEEDING EXPECTATIONS IN THE RESIDENTIAL PROPERTY  
MANAGEMENT BUSINESS



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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### Legendary Service at The Ritz-Carlton

#### Learning Objectives:

- The Ritz-Carlton Gold Standards
- The Systems Behind the Smiles (Key Processes)
- Employee and Customer Engagement
- Employee Empowerment

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# THE RITZ-CARLTON LEADERSHIP CENTER

THE RITZ-CARLTON RESIDENCES

## Today's Golden Nuggets

- Our business practices are simple and easy.
- Consistency is key.
- Our Ladies and Gentlemen are the most important resource in our service commitment to our guests.
- Driving "service excellence" starts with having the right leadership in place.
- The values, mission and vision of the organization must be known, owned and energized by all.

*• The psychology of service is critical--  
The importance of emotions*

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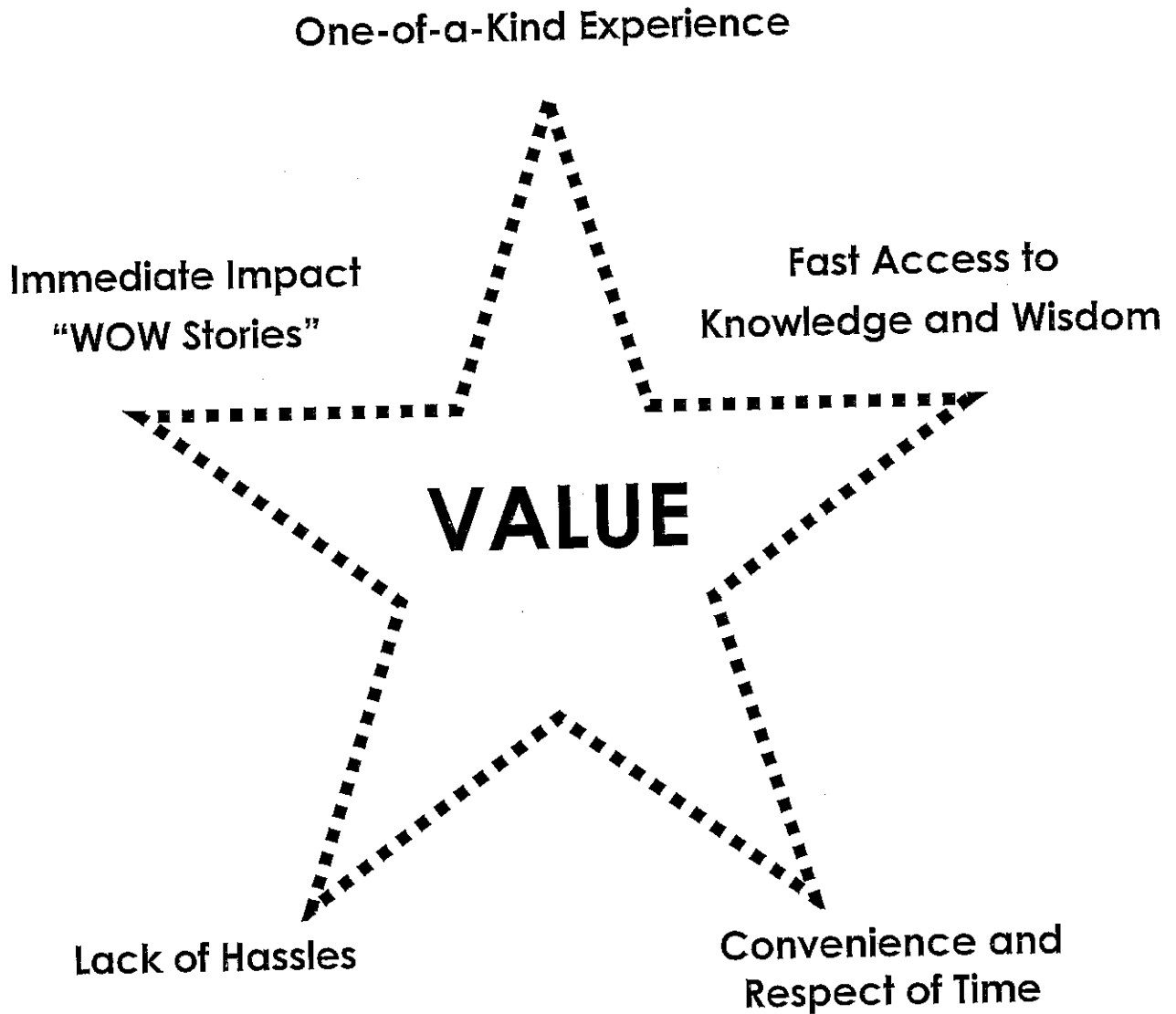
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# THE RITZ-CARLTON LEADERSHIP CENTER

THE RITZ-CARLTON RESIDENCES

## What Customers Want



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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### Credo



THE RITZ-CARLTON®

### CREDO

The Ritz-Carlton is a place where the genuine care and comfort of our guests is our highest mission.

We pledge to provide the finest personal service and facilities for our guests who will always enjoy a warm, relaxed, yet refined ambience.

The Ritz-Carlton experience enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests.

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### Motto

#### MOTTO

*“We are  
Ladies and  
Gentlemen  
serving  
Ladies and  
Gentlemen.”*

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# THE RITZ-CARLTON LEADERSHIP CENTER

THE RITZ-CARLTON RESIDENCES

## Three Steps of Service

### THREE STEPS OF SERVICE

1.

A warm and sincere greeting.  
Use the guest's name.

2.

Anticipation and fulfillment  
of each guest's needs.

3.

Fond farewell.  
Give a warm good-bye  
and use the guest's name.

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# THE RITZ-CARLTON LEADERSHIP CENTER

THE RITZ-CARLTON RESIDENCES

## The Employee Promise

### THE EMPLOYEE PROMISE

At The Ritz-Carlton, our Ladies and Gentlemen are the most important resource in our service commitment to our guests.

By applying the principles of trust, honesty, respect, integrity and commitment, we nurture and maximize talent to the benefit of each individual and the company.

The Ritz-Carlton fosters a work environment where diversity is valued, quality of life is enhanced, individual aspirations are fulfilled, and The Ritz-Carlton Mystique is strengthened.

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### 12 Service Values

*I am proud to be Ritz-Carlton.*

1. I build strong relationships and create Ritz-Carlton guests for life.

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2. I am always responsive to the expressed and unexpressed wishes and needs of our guests.

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3. I am empowered to create unique, memorable and personal experiences for our guests.

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4. I understand my role in achieving the Key Success Factors, embracing Community Footprints and creating The Ritz-Carlton Mystique.

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### 12 Service Values (continued)

*I am proud to be Ritz-Carlton.*

5. I continuously seek opportunities to innovate and improve  
The Ritz-Carlton experience.

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6. I own and immediately resolve guests problems.

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7. I create a work environment of teamwork and lateral service so that the needs  
of our guests and each other are met.

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8. I have the opportunity to continuously learn and grow.

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### 12 Service Values (continued)

*I am proud to be Ritz-Carlton.*

9. I am involved in the planning of the work that affects me.

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10. I am proud of my professional appearance, language, and behavior.

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11. I protect the privacy and security of our guests, my fellow employees and the company's confidential information and assets.

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12. I am responsible for uncompromising levels of cleanliness and creating a safe and accident-free environment.

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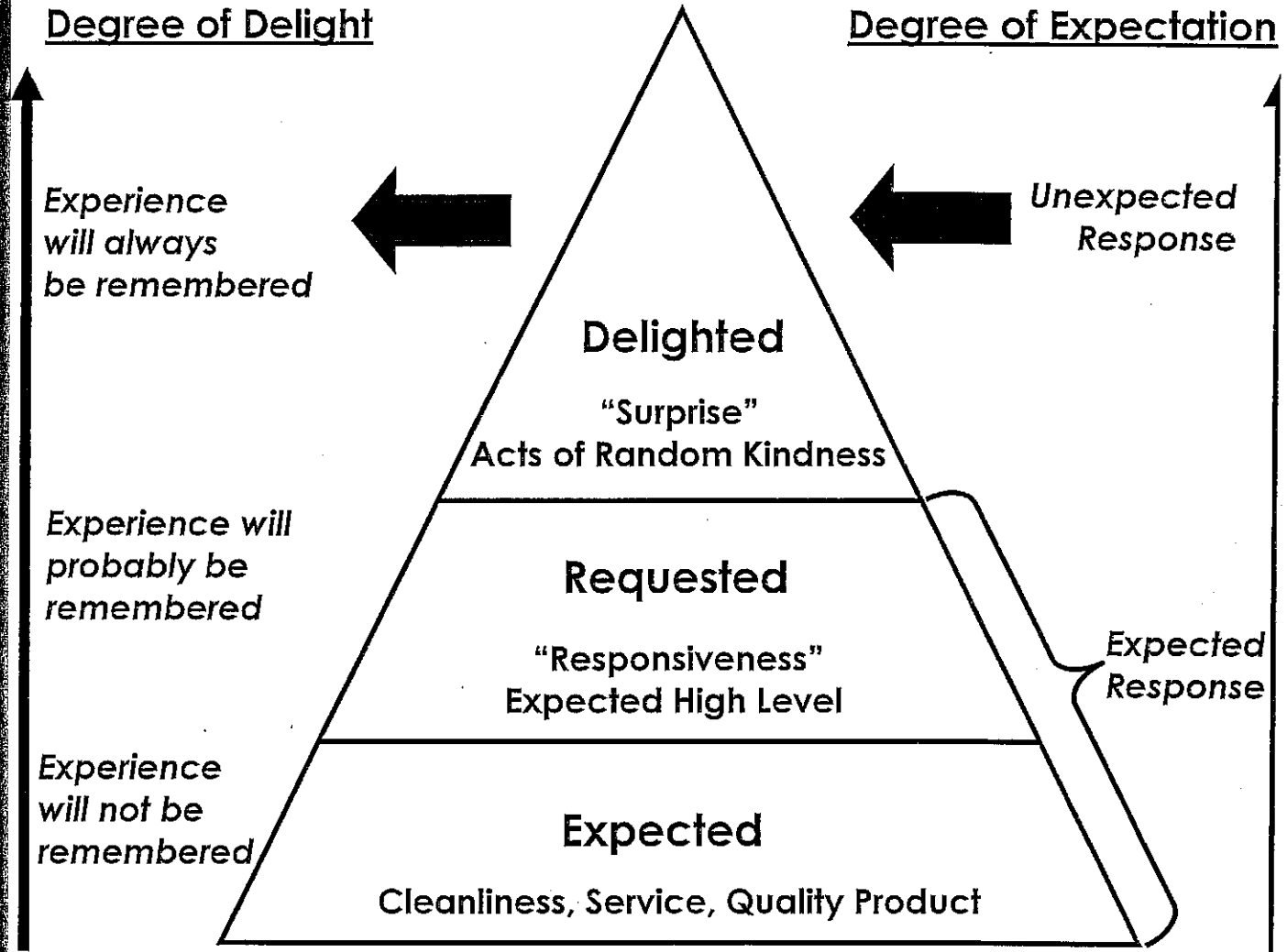
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# THE RITZ-CARLTON LEADERSHIP CENTER

THE RITZ-CARLTON RESIDENCES

## Positive Memorable Customer Experience Model



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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

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### **The Ritz-Carlton Residences — Exceeding Expectations in the Residential Property Management Business**

#### **Learning Objectives:**

- The History of the Ritz-Carlton Residences
- Talent Selection
- The Four Pillars of Operational Excellence
- Lessons Learned
- Best Practices

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

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### Four Pillars: Employee & Owner Engagement

- **Philosophy**
  - \* Brand Standards
  - \* What does YOUR company stand for?
  
- **The Power of Tracking**
  - \* Mystique

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### Four Pillars: Employee & Owner Engagement

#### Employee Survey

- \* Senior management is open and honest in communication
- \* I am involved in the planning of the work that effects me.
- \* I have the supplies, tools, equipment and technology I need to do my job well.
- \* My supervisor cares about me as an individual.
- \* I have the information I need to do my job well.

#### Owner Survey

- \* Engagement Scorecard
- \* Annual Survey
  - \* Warm and Sincere Greeting
  - \* The Professional Service You Receive from Residences Staff
  - \* Availability of Residences Staff
  - \* Residences Manager
  - \* Makes Life Easier and More Enjoyable

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

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### Four Pillars: Financial

- Budget Template
- Operational Plan
- Financial Scorecard

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### Four Pillars: Financial

#### **Third Party Financial Management Company**

- \*Prepare disbursement checks on a weekly basis
- \*Prepare and/or post billings on a regular basis as applicable per association.
- \*Process accounts receivable and cash collections on a daily basis.
- \*Assist in preparing estoppels.
- \*Prepare bank reconciliations on a monthly basis for all bank accounts.
- \*Maintain complete and detailed A/R and A/P system.
- \*Update and maintain the general ledger on a monthly basis.
- \*Post and update all accounting journals including month end and audit adjustment journal entries.
- \*Maintain all accounting records for the association
- \*Prepare and distribute financial statements, P&L variance explanations, GL detail, investment schedules, balance sheet reconciliations, check register, copies of bank statements, A/P listings and A/R aging summary and detail.
- \*Compile, from the financial information, a monthly balance sheet
- \*Work with association auditors to provide the necessary documentation and schedules for the annual audit.

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# THE RITZ-CARLTON LEADERSHIP CENTER

THE RITZ-CARLTON RESIDENCES

## Four Pillars: Property Management

### Preventative Maintenance & Asset Management

#### Transcendent

##### Work Management

- \* Preventative Maintenance
  - \* You may create everything you need to maintain any asset in your database. Checklists along with readings and system tests may be stored and applied to a group of assets or just a particular one. The Inspection Master allows you to create a full library of tasks and Inspections that can be used at a single location, or an entire group of locations.
- \* Work Orders
- \* Work Requests
- \* Inspections
- \* Rounds

##### Asset Management

- \* Transcendent allows you to create a detailed database of all of your asset information and specs with the ability to project replacement costs, run CAPEX reports as well as creating a preventative maintenance schedule, perform daily rounds and readings and create work orders. any asset.

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### Four Pillars: Property Management

- **Self Audits & Above Property Audits**
  - \* Quality Audits
  - \* Engineering Audits
  - \* Safety & Security Audits
- **Property Management Scorecard**

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

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### Four Pillars: Association Governance

- **Task Calendar**
  
- **Contractor Requirement**
  - \* Three Steps of Service
  
- **Service Provider Rules**
  - \* Behavior
  - \* Dress Code
  - \* Insurance Requirements
  - \* Loading Dock Dimensions
  
- **Architectural Guidelines**
  - \* Process for Approval
  - \* Document Retention
  
- **Governance Scorecard**

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# THE RITZ-CARLTON LEADERSHIP CENTER

## THE RITZ-CARLTON RESIDENCES

### Best Practices: Communication

- Friday Reports
- Newsletters
- Regional Visits
- Manager's Guide to Operational Excellence
- Awards (Annual)
- Teamshare
- Buildinglink
- Welcome Basket

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# THE RITZ-CARLTON LEADERSHIP CENTER

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## Leadership Center Offerings

- Legendary Service at The Ritz-Carlton
- Back to Basics: Ritz-Carlton Style
- "Radar On-Antenna Up" - Fulfilling Customers' Unexpressed Wishes
- It's All About Leadership
- On-Boarding New Talent...Everything Matters
- Igniting Employees' Passion for Service Excellence
- Adding Value Through Social Responsibility and Community Relations
- The Ritz-Carlton Residences - "Exceeding Expectations In the Residential Property Management Business"

On-Site Presentations · Keynote Speakers  
Classes · Advisory Services

For additional information:

301-547-4806

<http://corporate.ritzcarlton.com/en/LeadershipCenter>

