

# Why the future of owner relationships is performance-driven



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**Trust accounting was once the backbone of property owner satisfaction, but today, it's only the beginning. As technology continues to reshape accommodation management, modern property managers are recognising that true owner confidence comes not from compliance alone, but from performance.**

In last month's edition of *Resort News*, we looked at how Queensland's accommodation industry is moving beyond outdated trust accounting systems. The

shift to integrated, digital-first platforms has already improved accuracy and efficiency, but the conversation is quickly evolving. Trust compliance is no longer the benchmark of success—it's the baseline.

## Compliance is expected, not celebrated

For years, being compliant was enough. Reconciliations were completed, reports were submitted, and regulatory boxes were ticked. But in 2025, owners aren't just looking for legal peace of mind, they want results.

"Is my property being managed legally?" is now followed closely by "Is my property performing?"

That's where the new generation of property technology plays a bigger role. These platforms don't just help you meet your obligations. They eliminate the manual processes and reduce admin so you can focus on delivering better returns for owners and for your business.

## Owner trust is built on outcomes

Today's property owners expect transparency, but they value traction even more. They want

clear, accurate reporting but they also need to see their investment working harder.

A modern trust accounting system should absolutely produce detailed statements and automate payments. But it should also give you back the time and clarity to focus on bookings, improve occupancy, and develop growth strategies.

With the right systems in place, managers can turn trust compliance into an invisible function that simply happens in the background, while property managers focus on delivering high-value outcomes in the foreground.

## Let the technology take care of trust

Integrated trust platforms are designed to do more than reconcile figures. They manage bulk transactions, reduce errors, automate routine tasks, and help you present information to owners in a clean, professional way.

This means fewer delays, less financial friction, and more confidence from your owners, especially in competitive or multi-property environments.

And while these systems are often chosen for their compliance credentials, their real benefit lies in what they allow you to do with your time, your data, and your resources once the admin is off your plate.

Nowadays, owners don't just want transparency—they want traction. Performance is the new trust.

## Raising the bar

In hospitality, relationships really matter especially the one between a manager and a property owner. A reliable trust accounting system sets the foundation, but it's consistent ongoing performance that builds long-term loyalty.

As the industry evolves, so too must our expectations of what technology should deliver. It's time to view trust compliance not as the goal, but as the enabler, clearing the path for stronger, smarter, and more profitable owner partnerships.

Forward-thinking solutions are emerging to meet this exact shift, putting performance, automation, and owner confidence at the core of trust management. ■

your business, the better they can match it with appropriate buyers, reducing the likelihood of mismatched expectations and future management headaches.

A good agent relationship is reciprocal, they provide sales expertise while you provide property insights that help them close appropriate sales.

## 6. Expand the letting pool

Only after establishing solid operational foundations would I turn my attention to growing the letting pool by attracting external investors. This deliberate sequencing is important—you

want to ensure you're delivering excellence to your existing pool before expanding it.

I'd develop targeted marketing materials highlighting your management strengths and the property's investment advantages. Current owners who are satisfied with your management often become your best advocates with potential investors.

## 7. Implement modern systems early

One addition I'd make to my plan is implementing efficient, modern management systems

from the outset. Whether it's property management software, maintenance tracking tools, or financial management systems, establishing these foundations early prevents the pain of transitioning legacy systems later.

The initial period, when you're still learning the property, is ironically often the best time to implement new systems, as you're not yet entrenched in "the way things have always been done."

The first six months set the tone for your entire tenure. By focusing on these fundamentals

early you create a solid foundation for a successful and hopefully less stressful management rights experience. While every management rights presents unique challenges, these principles have changed the lives of some of my clients.

Before I sign off, I want to thank everyone in this industry who has supported me over the last five years at Letts Group. I hope that, in some way or somehow, I have helped you or your clients realise that relationships are at the core of any successful business.

Thank you. ■