

# SMART

## Goals Checklist



### SPECIFIC

A goal should be clear and specific, avoiding vague or broad statements.

- ✓ Increase **rental income by 10%** by the end of 2024.
- ✗ Earn more revenue.



### MEASURABLE

Goals should have measurable criteria to track progress and determine if they have been achieved. This could include numbers, percentages, timeframes, or other relevant indicators.

- ✓ Increase resident satisfaction ratings from an average of **3.5/5 to 4.5/5** by the end of 2024.
- ✗ Improve resident satisfaction ratings.



### ACHIEVABLE

Goals should be realistic and attainable. They should consider the available resources, skills, and time frame.

- ✓ Upgrade your security system to include smart access control technology **in popular common areas** by the end of 2024.
- ✗ Upgrade your security system to include smart access control technology **on every door in the building**.



### RELEVANT

Goals should directly contribute to the success of the business and address current challenges or opportunities.

- ✓ Upgrade your existing outdated mechanical solutions to smart access control **so you spend less time changing locks**.
- ✗ Upgrade the pool and the gym equipment, **despite residents frequently losing keys**.



### TIME-BOUND

Goals should have a specific timeframe or deadline for completion. Breaking down goals into smaller, manageable tasks with deadlines can also aid in tracking progress.

- ✓ Implement a property management software solution **by Q2 of 2024**.
- ✗ Implement a property management software solution.