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“...But while standards and national competencies will strengthen industries, Beverley Honig, Managing Director of Strategic Property Management Consultants Honeylight Enterprises, says specific training is not enough to succeed in any industry, and she believes success in the building industry requires a blend of experience and formal training.

Honig says, as the trend towards outsourcing specialist service continues, success in the building industry, especially in areas such as property purchasing or portfolio management, will require players to be more strategic, to understand management techniques and to be able to draw on diverse experience either in education, practical training or preferably both.

Property sales people are often treated simply as salespeople in the industry, and that stereotyping doesn't help to grow companies”, Honig says. “We need to ensure that people acquire the management and interpretive skills required for the industry so that they are allowed and encouraged to develop beyond the baseline that a job requires.

Whether deal makers are working as part of a non-specialist business or specifically in a property company, outsourcing the purchasing and property management skills is in vogue, so it is more important than ever for these operators to understand more than just property and selling - they need to be able to grasp management concepts, corporate direction and the big picture.

People can no longer rely on quality qualifications and learning that is specific to one aspect of an industry. To be a good operator, you always need to draw on what you know, from the inter-relationship between experience and education - and I'm not sure how many [people out there] have that combination.”