

Are You a Baby Boomer?

It is a matter of undeniable public record that your humble **RAAS Report** correspondent was born on the 14th December 1945. I don't remember it, but I am sure that when I emerged into the world, I would have thought it was a really great day to be born! The war was over and peace was in the air -- for my younger readers, we are talking about World War Two --- but as it has turned out, my timing was not as good as it could have been, because as much as I have always believed I was a "Baby Boomer", I am now informed I missed the cut!

If my parents could have just delayed their dalliance for one more month, I could have been a member of that most favoured group in the history of the world --- or so they say --- but abstinence was not in the air in 1945, so here I am!

Apparently, we count the Baby Boomer generation from a birthdate of 1st January 1946, and on that basis I have to remain just a fossilised old fogey!

So why have my thoughts turned to Baby Boomers and what is the relevance to **The RAAS Report**?

Well, if I took a survey of Management Rights owners, I am willing to bet that over 80% are Baby Boomers, and something happened to me the other day that made me wonder about some of those Baby Boomers and their commitment to the changing times we live in, and the efficient running of their businesses.

A **RAAS** member phoned me up with a query about something or other and I said to him "Hang on a minute, I covered that whole topic in my last newsletter. Didn't you receive it?" He said "I might have, but if you sent it with an email, I wouldn't have been able to open it!"

Now I won't bore you with the gruesome details of the subsequent conversation, but suffice

it to say my friend did not have a copy of Microsoft Word on his computer (or any other word processing program, for that matter). He could receive an email but he could not open even a simple Word attachment! HE COULD DOWNLOAD DOCUMENTS BUT HE COULD NOT READ THEM!

When I queried why this would be so, he said "I hate computers! My grandson set up my Hotmail account, and that is enough for me!"

I know I am about to insult a few of my readers (forgive me), but this attitude is typical of a few Baby Boomers; and thus I am sometimes happy to have been born just early enough to escape the title. If you are not using a computer and up-to-date software to effectively run your business, you are like a carriage-maker refusing to acknowledge the invention of the motor car; a candle-maker refusing to believe that electricity and incandescent bulbs might just take on --- you are a life form battling ultimate extinction! It won't take a meteor to hit you like it did the dinosaurs --- rather, like an old soldier, you will just fade away, and your business might just fade away with you!

I talk to many managers about changing over to electronic payments for rent and landlords (we are generally talking permanent complexes here), and some of my Baby Boomer managers say "I don't want to change over to electronic payments because I like to eye-ball my tenants every fortnight when they come in to pay the rent. I like to keep in touch."

Now I am sure some tenants are very easy on the eye-ball and some are not, but when I ran my Management Rights business I never felt this overwhelming need for social intercourse every week, fortnight, month or ever! Particularly if it meant I had to keep my office open when I didn't want to be there, and go to the bank every second day with buckets of cash. Many managers who use these

excuses for avoiding electronic banking are simply scared of the technology and don't want to confront it!

When I was a kid, Lego was probably not invented. Meccano sets, Hornsby model trains, and balsa wood aeroplanes were all the go.

When I first became involved in Property Management (circa 1986) we used huge, multiple Kalamazoo sheets with carbon paper between, and flimsy, skinny manual receipt slips that NEVER tore along the dotted line! Reconciling that lot was a nightmare.

That was then, and NOW is NOW!

The problem with the computer age is that those with a vested interest in making it sound esoteric, mysterious and dangerous have succeeded! Mumbo Jumbo has conquered the world --- to quote the title of one of my favourite recent books (written by Francis Wheen) --- and we are all expected to be intimidated by the purveyors of this digital scare campaign.

I am still a fossilised old fogey and I wouldn't know a "bit" from a "byte", but I managed to write this **RAAS Report** on a computer; I sent the Word document to Resort News as an email attachment; I received the proof back as a .pdf file attachment and I returned the approved draft in the same way.

Do you know what? I haven't got the VAGUEST idea how it all works and I don't need (or want) to know! I just press some keys in a certain order, and somehow you are reading these words.

Any fool can learn to make a computer work for them! You can too! I offer myself as whatever evidence you need.

If you would like to comment on anything you have read in The RAAS Report please write to us at PO Box 1325 Sunnybank Hills Q 4109 or send an email to mike@raas.com.au.



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