

# Asukasviesti 2

2018

English summary



**TOGETHER**  
we will always  
achieve more



Pääkirjoitus



### VTS-kodit helps Tampere grow

When writing this, I have worked as the executive director of VTS-kodit for less than two months. I accepted the job eagerly and humbly in mid-March, and it has been a real pleasure to become a part of the VTS community. Thank you for a warm welcome to both the staff and the tenants.



Our foundation has a big mission in producing quality living for an affordable price while helping the city region grow. Tampere is the most attractive city in Finland, and the growth objectives are large; the population is growing rapidly. According to the city's growth strategy, the need to build new affordable rental apartments is 570 apartments a year, and approximately half of them are built by VTS-kodit. We have built a lot in recent years, and now we will build even more.

The market around us is changing, and we need to develop too, preferably in the forefront. This means that we need to continuously respond to the wishes of our customers. There are plenty of pacemakers, competing housing companies, in the rental apartment market, so VTS-kodit needs to stay competitive and attractive to customers.

The rent level of VTS-kodit is – depending slightly on how it is calculated – at least twelve per cent lower than our competitors', and we

aim to keep the difference at least as large in the future, as well. Last year, our tenant satisfaction was 3.8 (on a scale from 1 to 5), and now we aim to raise it to 3.9.

I believe that we can achieve all this with our competent staff and will maintain our position on the top in the future, as well. The maintenance and cleaning of the properties also plays a large role in tenant satisfaction. Thank you to our cooperation partners for quality work.

I have already had the pleasure of getting to know the very active tenant activities of our buildings, and I consider it to be of great significance to both our tenants and the company. Tenant activities increase neighbour interaction, improve living satisfaction and create a sense of community that is very important especially to people living alone.

In turn, VTS-kodit will benefit from longer tenancies and a lower tenant turnover rate. The number of so-called idle apartments decreases, which helps to keep the rent level affordable.

I wish a sunny summer to all the tenants of VTS-kodit, and see you at Särkänniemi!

**Satu Eskelinen**  
Executive Director, VTS-kodit



The new executive director of VTS-kodit, Satu Eskelinen (right), is catching up with the chairperson of the tenants' committee of Vironrönnäkatu 2, Elsa Koskinen (left), and the chairperson of the tenant democracy group, Ann-Christin Heinämäki.

The new executive director Satu Eskelinen will develop VTS-kodit according to tenants' wishes

# “Together we will always achieve more”

■ IN MARCH, VTS-kodit received a new executive director, Master of Science **Satu Eskelinen**. She was born and bred in Tampere, a gal from Tesoma.

“I was born in Pispala, but I lived my childhood and youth on Tesomajärvenkatu. Tampere is so much of a home to me that I did not leave for Helsinki even when my first employer (IBM) moved there. Already then, my husband **Antti** and I chose to build our careers in Tampere.

The couple lives in the centre of Tampere, and they have two grown children. On her free time, Satu Eskelinen likes to hit the jogging trails.

“I like jogging in the woods, because it invigorates the mind. In the winter, I also like to go ice swimming in Kaukajärvi.”

### The customer is paramount

Satu Eskelinen networked herself deep into the business life of Tampere while working in Tampereen Puhelinosuuskunta (TPO), as all companies working in the Tampere region were their customers.

Eskelinen began with TPO as a sales negotiator, advanced to CEO and, after the merger,

became an area manager at Elisa. During her years with TPO, she developed a whole new business in Finland, Lippupiste Oy, that sells event tickets online.

“I got the idea on my maternity leave in June, and already in the following autumn the tickets to Ilves and Tappara's matches were sold via Lippupiste. In addition to ice hockey teams, we also got the theatres in Tampere to cooperate with us, and soon we were the market leader in theatre ticket sales,” says Eskelinen.

The recipe for success was simple.

“We listened to our customers' needs and developed the system completely on their terms. This is my driving force in VTS-kodit, as well; the customer is everything.”

### “Let's keep in touch!”

Right now, Eskelinen is intently listening to the needs of both the staff and the tenants and gathering information on how VTS-kodit should be developed.

“Of course a new director brings new ideas, but I am used to an interactive method of leadership. Together we will always achieve more.

So keep actively in touch,” the executive director encourages the tenants.

The real estate business is a natural operational environment for Eskelinen, as she was responsible for the business of Technopolis Oyj in the Tampere region for ten years. The company owns properties and rents them for companies.

“The new aspect is that previously the customers were companies, and now they are people. This makes the job especially meaningful for me.”

“My former and current workplaces share the same philosophy. Already in the planning phase, we know that we will manage the property for decades, so we need to consider its entire life cycle. Profitability comes from successful planning and realisation, making tenants happy and the property's maintenance and development affordable.

Satu Eskelinen took the job of executive director confidently.

“The finances of VTS-kodit are on the right track, and everything else is also as it should be. I have received a well cared for company to manage.”

## As a VTS resident, you can go to Särkänniemi for a super cheap price

on Saturday the 9th of June 2018 at 9-12.

**Ticket prices:**

Ticket for a resident 5 €, ticket for a friend 10 €, children under 3 years 0 €

Inform the number of tickets you wish to have via homepages in Lyyti-service. There is a limited number of tickets and they cannot be bought at the gate! You can use the rides in the lower area and go to Koiramäki at 11-13 (cannot go to Aquarium, Planetarium, Näsinneula Observation Tower or Fun Park).

A ticket for the rest of the day can be bought 20 €/ticket at Särkänniemi ticket sales with VTS identification.

Registration starts on Friday the 11th of May 2018.





## Please make sure the refrigerator does not leak water

If the drain hole of the refrigerator is clogged, open it with a cotton swab.

Tenants have the duty to clean the refrigerator's drain hole a couple of times a year, or when needed. Otherwise, the drain tube can get clogged and the refrigerator can start leaking water on the floor.

Clean the drain hole with a cloth and open the possible clog with a cotton swab. If the clog is deeper in the tube, you may open it for example with a wire.

Vacuum underneath and behind the refrigerator once a year. At the same time, make sure that the end of the drain tube is in the evaporating dish on the compressor. If the refrigerator does not have automatic defrost, defrost it when needed.

The pick-up point is located in the lobby of Kuninkaankulma, in Kuninkaankatu 14.



## Retrieve the keys from the automated pick-up system

VTS-kodit will start using the automated Smartpickbox key pick-up system. It is located in the entrance lobby of the former Anttila department store, next to the R-Kioski, in Kuninkaankatu 14.

The keys for future rental contracts will be retrieved from the automated pick-up system of VTS-kodit from now on. The keys can be retrieved from the pick-up system from the first day of the contract onwards within the opening hours of K-Supermarket Kuninkaankulma.

Now the retrieval of keys will be possible in the evenings and at the weekends, as well. The keys will be stored in the pick-up boxes for three days on average.

The simple pick-up system works with the same principle as Posti's Parcel Point. The customer will receive a pick-up code, which is entered into the pick-up system. After this, the locker will open, and the customer can take their keys.

## Installing a dishwasher

Installing a dishwasher and a drip tray is free of charge for residents. When a resident moves or buys a new dishwasher, the installation is ordered via VTS-kodit, palveluisannoitsijat@vts.fi.

The dishwasher will be installed within ten weekdays of the order being placed by a company chosen by VTS-kodit.

Installing a dishwasher and a drip tray is free of charge for residents

