

Asukasviesti 2

2019



Join the discussion
in VTS-kodit

Social media accounts



Resident Day in
Särkänniemi 15 June 2019





Satu Eskelinen | CEO | VTS-kodit

Close attention paid to residents

My first year as the CEO of VTS-kodit is coming to an end, and what a year it has been! After initial meetings with our staff and residents, we held discussions concerning the ideal direction of VTS-kodit. This development work has advanced rapidly, and we now have a lot on our plate.

We updated the strategy of VTS-kodit in the autumn and summarised our objectives into a single phrase: VTS-kodit – A solid foundation for good life. We want our properties and the apartments in them to offer our residents a foundation for building a good life. In addition to their homes, our residents must be provided with appropriate common facilities, attractive outdoor areas, efficient maintenance and cleaning services and other services provided by VTS-kodit, as well as satisfying resident committee activities.

This strategy is now beginning to materialise. We received great support from active members of the resident committees, who came up with a variety of ideas on how to improve the enjoyability of living in VTS-kodit apartments in the seminar in April. It is delightful to see how enthusiastic our residents are in developing VTS-kodit towards our common goals. I'd like to thank the participants once again for their invaluable input.

VTS-kodit is engaged in a variety of development projects. We are implementing organisational changes that will make our activities more efficient and transparent. By merging VTS Kiinteistöpalvelu Oy, a subsidiary of Tampereen Vuokratalosäätiö sr, into the foundation, we are dismantling overlapping administrative structures. In addition, our renting and residents' services will be merged into a single customer service team. The idea is to increase cooperation within our team in order to better achieve the goals of our strategy.

Active members of the resident committees came up with a variety of ideas on how to improve the enjoyability of living in VTS-kodit apartments in the seminar in April.

It is the duty of publicly listed companies to make their shareholders happy, but we are here to serve only the needs of our residents. VTS-kodit is a non-profit organisation that does not pay dividends to shareholders. All the income from renting apartments is used to serve the interests of our residents. This income enables us to maintain the properties, ensure that the rent stays below market level and improve the quality of our services.

Indeed, customer orientation is one of the key aspects of our activities, and it will be developed greatly in the near future. We listen carefully to our residents' needs, so now is the time to speak up in social media and join the resident committees!

See you in
Särkänniemi!



Kuva: Särkänniemi



Buy tickets online at:
www.vts.fi.
Tickets are not available
at the park entrance.

Resident Day in Särkänniemi

15 June 2019 from 9 a.m. to 12 noon

Please remember to buy your ticket in advance on our website at www.vts.fi. The number of tickets available is limited, and they are not sold at the entrance. Please note that participants of all ages require a ticket.

The ticket allows you admission to the rides in the lower part of the park from 9 a.m. to 12 noon and the Doghill Fairytale Farm from 11 a.m. to 1 p.m. (The Aquarium, Planetarium, Näsinneula Observation Tower and SuperPark are not open).

A €20 ticket for the rest of the day can be purchased at the Särkänniemi ticket sales by presenting the VTS-kodit identifier.

TICKET PRICES:

Resident ticket €5

Companion ticket and VTS-kodit partners €10

Children under 3 years old €0



A solid foundation for good life

VTS-kodit – A solid foundation for good life

The illustration of the strategy of VTS-kodit depicts what is required in the environment surrounding a home for it to function as a solid foundation for good life.

■ VTS-KODIT has renewed its strategy for 2019–2021, and the development continues.

‘The common direction towards which we want to develop VTS-kodit can be summarised in a single sentence: VTS-kodit – A solid foundation for good life. We are now progressing towards this goal together with our residents, and together with them, we have discussed what the concept of solid foundation for good life can actually signify. Some of the suggestions can be found in the illustration,’ says Satu Eskelinen, the CEO of VTS-kodit.

‘Several aspects of the strategy have already been implemented in our properties, and the remaining themes are there to remind us of what needs to be done.’

Development of services and premises

The focus of the illustration is naturally on apartments and the related common facilities and services such as sauna rooms, laundry rooms, residents’ common rooms, gyms and maintenance and cleaning services.

The quality of these areas and services is constantly developed in order to meet the needs of our residents.

The attractiveness of the apartments is also an important aspect.

‘We are currently developing the Pisteet kotiin bonus system, which rewards long-term re-



sidents and active members of the resident committees. These residents will receive points that can be used to modernise and redecorate their apartments,’ says Eskelinen.

Of course, all properties must be surrounded by an attractive yard with activities for people of all ages. Green areas and barbecue shelters are where neighbours get to interact with each other, while children are provided with an opportunity to engage in physical activities and exercises.

Increased customer orientation in our operations

‘We reviewed the matters in which there is room for development when renewing the strategy in order to ensure that we are able to provide even better homes than now that can function as solid foundations for good life. The four main areas of development are customer orientation, development of the property portfolio, a balanced budget and a shared view of the future.’

‘Increasing customer orientation means developing our activities to better meet the needs of our residents,’ says Satu Eskelinen.

We have to take good care of our property portfolio to ensure the satisfaction of our residents and to prevent the maintenance backlog from growing too large.

People looking to rent an apartment are now provided with more options than previously, and our properties must keep up with the competition.

A balanced budget will allow us to refrain from increasing rents. Our rents must continue to be at least 10% below the market price, which requires careful financial planning. We must think of issues in the context of a long-term plan and anticipate changes in interest rates, for instance.

A shared view of the future means that all of us, including the staff, residents and partners of VTS-kodit, must understand the goals of our strategy and work hard to achieve them.

THE MOST IMPORTANT GOAL

of the strategy is to ensure that our residents are happy to live in their VTS-kodit homes in order to secure a minimal tenant turnover rate, maintain a high rate of rented homes and keep rents at a low level.



Join the discussion in VTS-kodit social media accounts in Facebook, Instagram and Twitter! The accounts can be found under the handle vtskodik.

Community in social media

■ THE content posted on these accounts will include both useful and entertaining information of the latest events of VTS-kodit. The purpose of these posts is not to replace the conventional modes of communication, but to simply add something extra to our efforts.

'Social media provides a new kind of platform for resident committees and communities. It is ideal for sharing experiences and ideas related to the committees and living in general,' says **Marjukka Lehtonen**, Marketing Secretary of VTS-kodit, who is in charge of the foundation's social media posts.

'All kinds of fun events take place in our properties, and the residents should be proud of this. It is rewarding to show others the achievements of working together and to post pictures

of voluntary work, parties or other recreational activities. You can also share pictures of your own decorations, pets and flowers too, for instance.'

Remember the hashtag #vtskodik

Other residents of VTS-kodit will find your post easily if you set your post public in the privacy settings and include the hashtag #vtskodik.

You can also send your photo along with a short caption to Marjukka (marjukka.lehtonen@vts.fi), who will then post it on the social media accounts of VTS-kodit.

Photos taken with a phone are completely fine. The most important thing is that you have

the permission of the people in the photo to post it.

'This winter, for example, we received spectacular photos of the Shrove Tuesday celebrations on Ritakatu taken by a resident,' says Marjukka gratefully.

Facebook groups can be set up for individual properties too. This is an easy and undemanding way to interact with your neighbours.

For instance, there is a common practice in a recently finished VTS-kodit property that all residents post in the property's Facebook group whenever they are lighting the grill. This is an open invitation to everyone to come and enjoy each others' company over a grilled sausage.

Increases in broadband transmission speeds



The broadband and cable TV transmission speeds in VTS-kodit properties will increase due to a change in the service provider. Apartments will now be equipped with a 100 Mbps connection by default, replacing the old connection of 10 Mbps.

The service provider will be changed from Telia to Elisa between July and September. A more detailed schedule can be found on Elisa's website at <https://www.elisa.fi/vts>. Frequently asked questions can also be found there (in Finnish).

Elisa's customer services are available by phone at +358 (0)10 190 240 (local network rate/mobile charge) from Mon to Fri between 8

a.m. and 6 p.m., Sat between 10 a.m. and 4:30 p.m., by appointment from Mon to Fri between 8:30 a.m. and 8 p.m., Sat between 10:30 a.m. and 4:30 p.m. and in the Elisa stores located in Tampere. The locations and opening hours of the stores can be found at elisa.fi/vts.

All VDSL2 routers purchased from Telia are compatible with the connection provided by Elisa. Residents are free to choose their own service provider, despite the fact that the connection included in the rent is provided by Elisa.

This change does not concern the broadband and cable TV services of the VTS-kodit properties in Vuores.

