

## **10 THINGS YOU MUST COVER IN YOUR LISTING PRESENTATION**

1. WE ARE 100% FOCUSED ON PROPERTY MANAGEMENT
2. THEY WILL HAVE A SINGLE POINT OF CONTACT WITH A TEAM OF 28 STAFF AS A RESOURCE (LEASING/ADMINISTRATION/NEW-BUSINESS)
3. WHAT WE DO TO FIND TENANTS FAST
4. PRICE – YOU ARE HAPPY TO LIST AT WHAT THEY WANT BUT IF NO INTEREST PRICE NEEDS TO COME DOWN (3 P'S)
5. THEY GET TO CHOOSE THE TENANT TO PUT INTO THE PROPERTY
6. ARREARS (EXPLAIN PROCESS OF DEALING WITH ARREARS – USE SUPPORTING DOCUMENTATION)
7. MAINTENANCE (EXPLAIN PROCESS FOR DEALING WITH MAINTENANCE – USE SUPPORTING DOCUMENTATION)
8. INCENTIVISED – OUR GOALS ARE ALIGNED. PROPERTY MANAGER IS PAID A PERCENTAGE OF THE MANAGEMENT FEE (NO TENANT/MONEY: NO FEE: NO PAY)
9. EDUCATE THEM WITH REPORTS (CONDITION REPORT – APPLICATION FORMS – ARREARS LIST – MAINTENANCE – PEAK PERIODS ETC)
10. PAMD – GO THROUGH THE PAMD WITH THEM. MAKE SURE THEY DON'T HAVE ANY QUESTIONS UN-ANSWERED

## **Listing Presentation**

The initial Listing presentation can be one of the most vital parts of the sign up. First impressions mean everything and what presentation you provide will leave a lasting impression of prorentals to the owner.

**The first 2 important factors are –**

- Book the appointment ASAP ( a lot of owners comment on how prompt we are and this gives us an advantage straight away
- Remember always arrive on time!!!

Build a rapport with the owner. Establish whether the property will be a long term rental or the owners will be returning! Emotionally attached / investment only

### **10 Things to cover in a listing presentation**

#### **1. Prorentals – who we are**

- Prorentals are 100% focused on property management
- we currently manage 1700+ properties
- Established for 12 years with 29 full time experienced dedicated staff
- Cover the whole of the Brisbane area – generally within 30km radius
- Our focus isn't on selling or renting your property our focus is on managing your property effectively!
- We have a good staff to property ratio

#### **2. Single Point of Contact**

- You will be assigned your very own property manager
- You will have their direct phone line and email.
- Your interests are both aligned. Our property Managers are paid on a commission basis. Rewarded for minimising vacancies, maximising rent and collecting payments!
- You will be a relationship with your property manager and they will answer and deal with any issues that you may have or arise.

#### **3. Dedicated Roles**

We are broken down into 4 departments at prorentals.

**New Business** – Able to respond quickly to owners request, provide free rental appraisal, advice on the current market and rental demand. Tips on how to minimise vacancy and find tenant quicker

**Leasing Team** – dedicated team to leasing your property. Deal with prospective tenant enquiry and are able to respond quickly and efficiently to interest. Complete inspection reports that provide feedback to the owner to reduce vacancy. We have a

wider selection of viewing times available – with the leasing officers working six days a week up until 7pm this enables us to show your property more times, reducing vacancy. We do not hand out keys, ensuring protection of the premises and enabling us to point out the features of your property.

Administration Team – Full time administrators that are able to process applications, receipt rent, issue owner statement, process end of month statements etc

Property Managers – With all of the above already handled the Property Managers are able to focus 100% on the management of your property. More time to compile comprehensive condition reports. Deal with maintenance issues, carry out routine inspections, carry out detailed vacating inspections and manage arrears on a daily basis.

All of this enables us to work more consistently, effectively with the management and finding tenants.

#### 4. What we do to find a tenant fast – How we advertise!

- Prorentals.com.au
- Real estate.com.au
- Vacancy computers in front reception
- For rent sale
- Posters in our office

Prorentals.com.au – online booking system! Explain in detail.....

We have a unique on line booking service here at prorentals. All bookings need to be made through this system. This is great as this information then gets interpreted to our internal system. Enabling us to see exactly how many people have registered to see your property. (Please see example below)

The screenshot shows a web browser window displaying the 'Inspection Register' application. The page has a search bar and a table with the following columns: Property Address, Property Manager, Hgt, Days, Total Ads, Requested Inspections, Future # Insps/4 Tenants, Past # Insps/4 Tenants, and Cancelled # Insps/4 Tenants. The table contains one entry for the property at 1124 Trimb Avenue, St Lucia, managed by Gella Wong.

Property Address	Property Manager	Hgt	Days	Total Ads	Requested Inspections	Future # Insps/4 Tenants	Past # Insps/4 Tenants	Cancelled # Insps/4 Tenants
1124 Trimb Avenue, St Lucia	Gella Wong	0.0	21	2	6	4	7	0

This information is gold to us. We can see from this exactly how many days the property has been on the vacancy list, and how many inspections and applications we have had. If after a few days we had no inspections booked we would know that there is a problem, and this comes down to promotion, presentation and PRICE. As we promote the property to the best of our ability and our photographs are good it generally comes down to the PRICE!

From this information we are also able to collate exactly how many people we show through our properties through out the year. (Please refer to rental demand graph) we can see that the rental demand fluctuates significantly though the year. You can see from this that December through till March is our busiest time of year, with January being our busiest month. This obviously has an effect on the amount of rent achievable. It would be advisable to have your lease coincide with these peak months as this is when you can maximize your rent and you will have a much better selection of tenants.

## **5. Tenant selection**

Detailed tenant screening

- we check employment and phone to employer to confirm employment and wage ( 30% of the wage need to cover the rent)
- Previous agent – request tenant ledger
- Tica
- Bank statements, references

Once the tenant has passed our criteria we will go over the application with owner and they get the final say!!!

## **6. Detailed Reports**

You will receive regular detailed updates of your property.

- We carry out a detailed entry condition report which will be carried out by your PM. This can take a couple of hours!
- 3 routine inspections per year – we give you notice of when these routine inspections will be carried out and you are welcome to attend!
- After the tenancy we carry out a through vacate inspection

## **7. Arrears**

- As our property managers are incentivised, if the tenants go in to arrears then they do not get paid. Interests are aligned you don't get paid – neither do we. This goes back to initial tenant selection and why we are so tough on our checks
- Education to the tenant is important and this is why our initial sign up takes approximately 1 hour. We go through the process with tenant and encourage them to set up a direct debit.
- Bpay – we use Bpay as our preferred method of payment as this reduces rent arrears. No excuse for late payment as tenant can pay 24/7 over the phone or internet. Always cleared funds!
- Rent Payment schedule – all tenants are issued with this (simple yet effective)

## **8. Maintenance**

If there were any maintenance issues on the property we would always contact you first and provide you with quotes.

- \* If you have preferred trades people that you would prefer us to use that's fine with us
- \* We have our trusted skilled trade's people that we have been using for many years. Through constant feed back monitoring and independent assessment we have refined this list to people we know that we can really trust!

### **9. Owner log in**

This will give you access at the click of a button to your past monthly statements, links to all invoices and also your pm contact details. In the not to distant future you will have full access tenancy agreements, condition reports, inspection and vacancy reports!

### **10. Fees and Charges**

Breakdown of our fees and charges and don't forget

**WE DO NOT CHARGE YOU ANYTHING UNTIL WE HAVE FOUND YOU AN APPROVED TENANT!!!**