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A DAY IN THE LIFE
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DO YOU HAVE AN
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—
MAKING
YOUR SMALL
BUSINESS
APPEAR
BIGGER

—
PAYING A
REVENUE SPLIT
— THE PROs
AND CONS

HOW TO PULL OFF
THE PERFECT LISTING
PRESENTATION

—
MAKING
THE MOVE

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Dedicated to rental property

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- Interesting to read
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How to Secure Property Managements from Online Enquiries

If securing additional managements is a key objective for your department this year, make sure Rent.com.au is part of your ongoing online strategy.

As Australia's leading rental property website, Rent.com.au offers a number of tools and services to assist property managers in building their managements.

Rent.com.au continues to grow the business through increased listings content and improved user experiences for renters, agents and landlords, and will introduce new products to create the complete rental marketplace.

For property managers, the number of landlords online and engaging with the site is key in building new managements.

In October and November, traffic numbers to the website exceeded the company's target of 500,000 unique visitors ('UV'), more than doubling traffic since listing on the ASX in June 2015.

Rent.com.au's ability to attract landlords online will be significant for property managers Australia-wide. With the privately managed market representing around 46 per cent of the total market, landlords' increased presence onsite creates more opportunities for property managers to access.

The premium Feature Plans allow agents to capture the attention of landlords researching on Rent.com.au through Feature Listing upgrades and products such

as the Exclusive Top Listing.

Moreover, landlords have a direct link to secure professional tenancy management by agents through Rent.com.au with 'Find an Agent'. It's as simple as entering a suburb to search over 6,500 property management agencies across Australia.

Agencies can boost their profile on the Find an Agent page as an additional feature of rent.com.au premium agent Feature Plans, including a link through to their customised agency profile.

Property managers can also pick up new managements through RentQuotes. If landlords are looking to appoint a property manager to manage their rental property, RentQuotes allows them to get management proposals from local agents through one simple form.

Professionals Rockingham business development manager Martina Berry said her agency manages around 400 properties, but is always striving to find new managements:

"Within our first week of signing up with Rent.com.au, we had one lead through RentQuotes. I was fortunate enough to meet with the owner and list the property for management. That one lead paid for my subscription for the year," she said.

If building your property management through online enquiries is key for your agency in 2016, **visit rent.com.au/agents, email agents@rent.com.au or phone 1300 736 810.**

GRAB YOUR TICKETS TO LPMA 2016

The Leading Property Managers of Australia conference will be held at Jupiters on the Gold Coast on 7-8 April 2016.

For the past 10 years LPMA has built a strong reputation for presenting conferences with maximum 'take home' value for delegates: content designed and delivered by the cream of the industry's practitioners.

At LPMA 2016, the bar is being lifted to a new level with 30 per cent more sessions and speakers, including:

- Star of TV's The Shark Tank, Naomi Simson
- Internationally recognised speaker/author, Colin Pearce

- High performance expert and futurist, Gihan Perera
- Top real estate business coach, Peter Gilchrist
- One of Australia's most in-demand business strategists, Darren Hill.

There will also be an additional 15 business and industry practitioners presenting specialist sessions for agency principals, property managers and business development managers.

A traditional highlight of LPMA conferences has been its spectacular Gala Dinner (included in the Conference ticket price). At LPMA 2016, the Dinner will be held at Movie World, with

delegates transported by coach to network, dine and dance the night away in the spectacular surroundings of Movie World's Star Pavilion and Spooky Castle. Entertainment will be provided by popular Gold Coast band 'The Accidents'.

LPMA 2016 will also feature a large trade display area where the latest products and services for the property management industry will be showcased, some of these being launched for the first time.

For more information about LPMA 2016, visit lpma2016.com.au or email [Dixie Walters at dixie@lpma.com.au](mailto:Dixie.Walters@lpma.com.au).

First Ever Online Training Portal for Console Customers

The better your staff know the software they use, the more efficient they can be. But sometimes it is impractical to send them out of the office for training, Console are rolling out their first ever Online Training Portal which will eventually host courses for all Console software.

The initial courses, to be rolled out in February 2016, will focus on the property management software - GatewayLive. The portal will enable property managers to learn how to use the program quickly and efficiently.

One of the most important initiatives to boost training and support for Console clients, there are many benefits for GatewayLive customers who complete the training:

BENEFITS FOR PRINCIPALS

- Level 1 is free and included in your subscription
- Can be completed any time, anywhere, on any internet-

connected device

- Self-paced training can be completed in chunks or at once
- Both visual and theory content for comprehensive learning
- Staff receive Certificate of Completion for each level

BENEFITS FOR PROPERTY MANAGERS

- Keep your knowledge of GatewayLive current
 - Get notified when modules are updated, so you can learn the changes straight away
 - The Certificate of Completion is proof that you know the software
 - All manuals and materials can be downloaded for later reference
 - Ability to revisit modules after the course is completed
- Ultimately, this will enable real estate agencies to function more efficiently, and will also provide a fast and easy method for all staff to learn their software.

For more information visit console.com.au.

NUMBER CRUNCH PROPERTY MANAGER FEEDBACK

RENT.COM.AU JUNE 2015 SURVEY

Number of property managers who

add more than six photos to their property listings

72%

receive the majority of enquiries via email

82%

said they would not have a formal property management review ahead of 2016

36%

get VPA for their rental listings

56%

recover all their advertising costs

11%

Have listings on the market for an average of 2 weeks

47%

rent.
com.au



A Vision for Property Management

AUSTRALIA'S PROPERTY LANDSCAPE is changing and the traditional renter stereotypes are making way for a major systemic shift. Renting is becoming a well-accepted and conscious lifestyle choice. The positive news? There's consistent growth forecast for the years ahead. With over seven million renters in Australia, this large and fast-moving sector is on the rise, replicating global trends.

► **ON REFLECTION**, 2015 was an exciting, dynamic and highly successful year for Rent.com.au. When we first set out a vision for the company in 2007, property management was

an industry still in its infancy, with less than a handful of key property management software uploaders and limited representation of the property management-related services that we

now see. Today, Rent.com.au is strategically placed to respond to the landscape shift and will seek to provide renters and the wider industry with the services needed to make the whole

renting process easier and more professional.

With this in mind, we are well placed to offer a few observations on the state of Australia's property management industry and the challenges and objectives it faces in the year ahead. As high vacancy rates remain an issue in a number of capital cities today, the task of finding new managements and sourcing good quality applicants to fill vacant properties are key challenges. Our latest survey data indicates a focus on three fundamental issues: communication with tenants and owners, preparing higher quality ads and tenant retention.

Improving on relationships will be a key objective. PMs desire to build better communication with their tenants and owners to create the best customer service possible. Most survey respondents (64 per cent) said they valued communication as a top objective in 2016, wanting to work more effectively and be capable of supporting their tenants and owners in meeting both short-term and long-term objectives with their property.

It's also clear that the industry wants to create better-targeted, more successful online listings to fill vacancies quicker and with good tenants. On average, PMs add more than six photos to a listing (72 per cent of the time), while the remaining 28 per cent generally add between three and five photos. But what's the golden number for success?

PMs indicated they wanted to know how to improve their online marketing and upgrade their photography to better their enquiry rate. So knowing the target audience, creating a picture of the offered lifestyle and presenting great

HOW CAN YOU IMPROVE YOUR COMMUNICATION PLAN TO TENANTS AND LANDLORDS? HOW CAN YOU MAKE YOUR ADS MORE APPEALING? HOW WILL YOU KEEP GOOD TENANTS?

quality photos will be key to developing better marketing techniques for any agency going forward.

Planning for better tenant retention strategies will also be key in 2016. Retaining good tenants is of paramount importance to the growth of any agency; 82 per cent of PMs said building their rent roll was 'very important'. For the year going forward, most PM departments indicated they wished to grow their

rent roll by 50 per cent in 2016 (28 per cent), while 26 per cent of respondents envisioned it growing by 11 to 20 per cent.

It's by no means an easy feat. We know PM's are all too often faced with challenges which have the potential to derail even the best set of objectives. Implementing new technologies in a busy marketplace is an ongoing task as the landscape continues to shift and

demands for PMs' time and understanding are pushed. Other challenges include having people attend the viewings once they've booked in a timeslot, and competition against other agents who continually cut their fees. We know this doesn't even touch the surface of what the industry tackles on a daily basis.

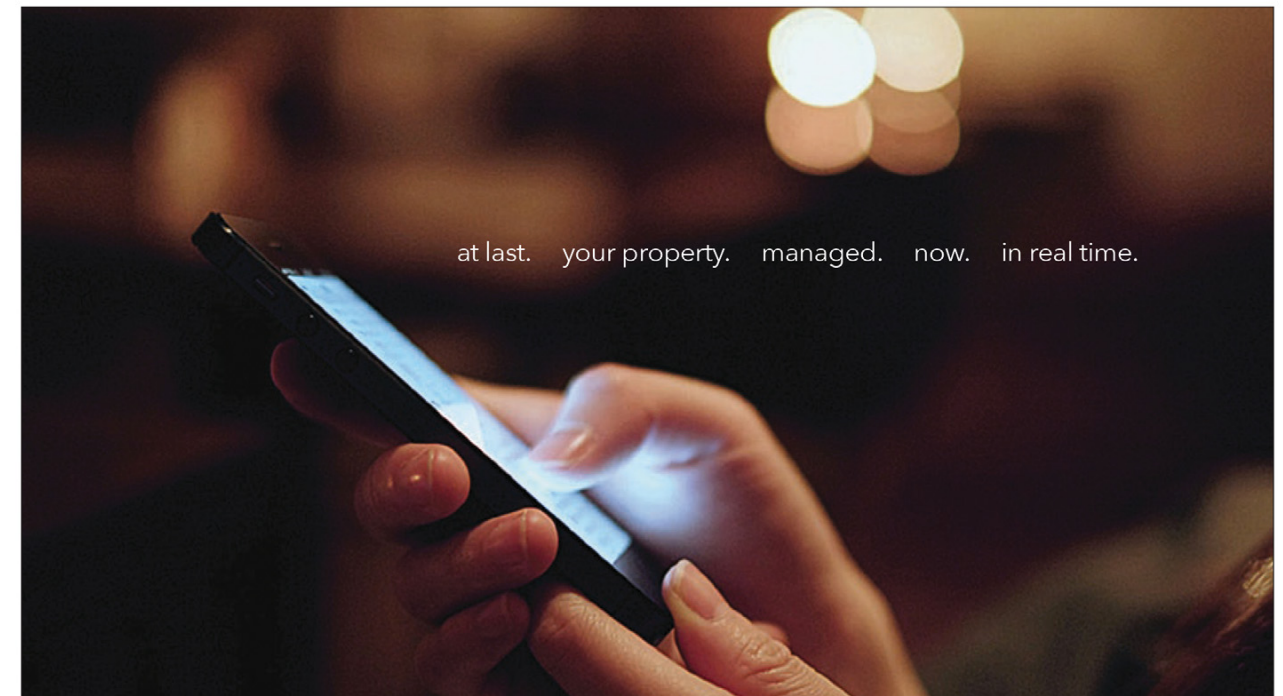
If you've got some time in the New Year, have a look at how you might tackle the top issues. How can you improve your communication plan to tenants and landlords? How can you make your ads more appealing? How will you keep good tenants? As we move on into the year, Rent.com.au will continue to work with property managers and agents to provide the

services they need. It's great to see that our message is resonating across the industry with an invigorated wave of enthusiasm and support for our vision.

Rent.com.au's vision remains to create the complete marketplace of products and services needed in the renting process by renters, property managers and non-agent landlords. A long-term view remains of expanding this vision into Asia and using our other assets like lease.com.au.

It's an exciting industry to be in right now and, on behalf of the entire Rent.com.au team, we extend our very best wishes for a prosperous 2016 to you all. ■

MARK WOSCHNAK is the CEO of Rent.com.au.



at last. your property. managed. now. in real time.

With the new MyMobilePM App you can check rent due, paid, maintenance, lease details and much more.

Connecting property managers, landlords and tenants. Get the App at: www.MyMobilePM.com.au or call 1300 813 635.



HELP YOUR TENANTS

WITH A SMOOTH AND HELPFUL SOLUTION TO PAYING THE BOND

RENTBOND

Get your bond paid upfront and get 3 to 6 months to pay. Keep your cash, get easy no-obligation pre-approval in minutes.

Helpful solution



Tenants will love you for this. If they haven't received their bond back yet, you can provide a smooth and helpful solution – and best of all? – There is no risk to the agent.

No cost to agent



RentBond is a great way to avoid late or partial bond payments, as well as improve the tenant's cash-flow at the start of their tenancy. Payment can be made by EFT or cheque.

Exclusive Access



As a Rent.com.au property manager, you have exclusive access. It's security for you – because once a renter has RentBond, the payment is 100% guaranteed.

Apply now



Tenants can apply for RentBond online today exclusively through Rent.com.au at:

[Rent.com.au/rentbond](https://rent.com.au/rentbond)

WHY IT'S A WINNER



Coming up with the bond money between rentals is just one of the financial worries your tenants are likely to encounter. Now there's a way to change that with **RentBond**.

The rental bond is generally the **single biggest upfront expense to cover**. But renters need to factor a number of separate costs into their budget, especially while waiting on a bond to be returned from a previous rental.

Offered exclusively through Rent.com.au, **RentBond** is a revolutionary payment plan, allowing tenants to pay their bond in full to their property manager, and then repay it over 3 to 6 months with No Interest Ever!*

WHAT AGENTS ARE SAYING

I first used **RentBond** a year and a half ago when I was first introduced and the new streamlined system is very easy to manage.

We are re-launching **RentBond** back into all of our advertising. If we can offer a solution to help people rent a property, take the stress out of coming up with the bond money and having to outlay that expense, this is where **RentBond** makes the whole renting process easier.

There's no cost to the agency, and once approved, the bond is paid upfront.

If we can offer a point of difference to tenants by using **RentBond**, we hope they'll choose to rent with Realmark.

NICOLE HAZELL – PROPERTY MANAGER
REALMARK LEEDERVILLE, WA



WHAT RENTERS ARE SAYING



DONNA SOALO

"**RentBond** was easy to apply for and saved me an enormous amount of hassle financially. I'd recommend **RentBond** to anyone who finds themselves in a similar situation going forward."



KATIE PHILLIPS

"I looked into **RentBond** following a recommendation from my boss. Knowing **RentBond** would give me the immediate financial support I needed was great. The whole process was fast and easy."



DOUGLAS KINZETT

"I found that sign up was easy to manage and the **RentBond** product breakdown was clear. I'd recommend **RentBond** to anyone who also needs financial support during the rental process."

Not a Rent.com.au agent? **Contact us today!**



W: [RENT.COM.AU/RENTBOND](https://rent.com.au/rentbond)
E: AGENTS@RENT.COM.AU
T: 1300 736 810

*RentBond is a Certegy Ezi-Pay Express continuing credit payment plan provided by Certegy Ezi-Pay Pty Ltd. Fees, terms & conditions apply. An Establishment Fee of up to \$89 is payable over the repayment period. A Monthly Account Keeping Fee of \$3.50 & a Payment Processing Fee of \$2.95 apply. Subject to approval.