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SAFETY TIPS
FOR PMs



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OF PROPERTY
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WITH BOB
WALTERS

FRONT
DESK TO
BUSINESS
OWNER
**LAURA
LEVI SOHN**

IMPLEMENTING
NEW TECHNOLOGY
AS A TEAM

MAKING
INSPECTIONS
EASY

MARK WOSCHNAK – Guest Editor
mark@rent.com.au

SAMANTHA MCLEAN – Managing Editor
samantha@eliteagent.com.au

MARK EDWARDS – Commercial Director
mark@eliteagent.com.au

JILL BONIFACE – Sub-Editor

TARA TYRRELL – Feature Writer

HERMANSYAH ASRORI – Web Master
newsroom@eliteagent.com.au

CHORUS DESIGN – Art Direction/Design
thegoodpeople@chorusdesign.com

DAVID BROADWAY – Cover photo shoot
david@davidbroadway.com

SUBSCRIBE
eliteagent.com.au/shopnow
(02) 8231 6669
subscriptions@eliteagent.com.au



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BASS Publications Pty Ltd

ACN 169 805 921

Postal Address: Suite 35, 4 Young Street, Neutral Bay NSW 2089

Telephone (02) 8231 6669

Registered by Australia Post/Print Post 100020180

EDITORIAL SUBMISSIONS

The publisher welcomes editorial submissions from individuals and organisations within the real estate profession. The publisher reserves the right to edit, modify, reject or contribute to the content of the material provided.

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FROM THE GUEST EDITOR
MARK WOSCHNAK
CEO RENT.COM.AU

FIRSTLY, I'D LIKE to pass on my hearty congratulations to Samantha and her team for the launch of this magazine, which marks a milestone achievement in the evolution of our property management industry.

There is an abundance of information, trends and research that is yet to arrive and be shared in this evolving industry, and this new magazine helps bring together the many parts we all need to be aware of, contribute to and learn from.

In the first edition, we saw some great insight from exceptional people across a number of

topics. Engagement and communication between property managers and sales departments, the strategies for rent roll growth and efficiency, dealing with new systems and technology, personnel aptitudes and training are all important and current themes in these changing times.

This issue puts the spotlight on different types of technology available in property management, so with the privilege of a somewhat 'helicopter view' of the industry, I thought I'd share some observations that come from years of focusing on the rental process and PM teams, working with over 6,400 agencies, about 60 portal and software uploaders, dozens of service providers and feedback from over 350,000 renters every month.

From my own perspective, I started Rent.com.au over seven years ago and, like any growing business, have had to deal with the impact of technology, its efficiency in one place and its social and commercial impacts in another. Having had all the challenges faced by a growing small business, I

can say the most important thing I've learned is to fit the use and adoption of new technology to suit the stage of business you're in at any time. In the past 12 months we've experienced a 250 per cent growth in traffic, people and services, and again I am reminded about the fine balance of people and technology.

It's clear the property management world today recognises a need to improve efficiency. A number of new technologies are being introduced to achieve this, including Property Condition Reports, Maintenance Programs and Inspection Management Systems, which will continue to improve in ease of use and flexibility.

Our recent market feedback indicates that the great

majority of property managers want to embrace new technology, but not even half (44 per cent) believe technology makes their life easier. Video and digital floorplans are emerging, but over 80 per cent of the industry is incorporating this new product-related technology in less than 25 per cent of their listings.

The verdict is out: we all want better technology, but more than half the industry has not capitalised on the opportunity these mediums present. It's a classic case of the 80/20 rule, where some adaptive and IT-progressive agencies are making headway, and most agencies are catching up in their implementation because there are real issues of cost and training.

Trends also show that core technology tools, such as iPads and smartphones, are fast being used to improve presentations and referral programs. We're also seeing a move towards services and applications shifting to the increasing flexibility of cloud-based computing.

Moving forward, I can see a renewed focus on the modern renter and how they interact with websites. Their expectations when looking at a property are undoubtedly going to increase in line with faster internet. 3D virtual tours, which a renter can conduct from the comfort of their own home, are one such example. Further to that, I think the ability for an agent and tenant to interact through a video feed has enormous potential, offering the opportunity for remote inspections.

Other likely outcomes of technological advancement will be the further automation of paperwork processing, end to end. We'd be looking at advancements such as digital signatures and a better identification system to make that possible.

Services and portals dedicated to the renting process, such as Rent.com.au, will also improve the way properties are showcased to renters. There'll be better ways for renters to filter and find what they're looking for, with more intuitive searching.

Rent.com.au was started because I saw huge growth and opportunity in property management, the unaddressed needs of the renter and landlord, and that as an industry overall it lacks the empowerment it deserves. As such, this magazine is fantastic and we look forward to continuing to raise the recognition of and support all property managers, and of course renters, for whom renting is becoming more of a long-term lifestyle choice.

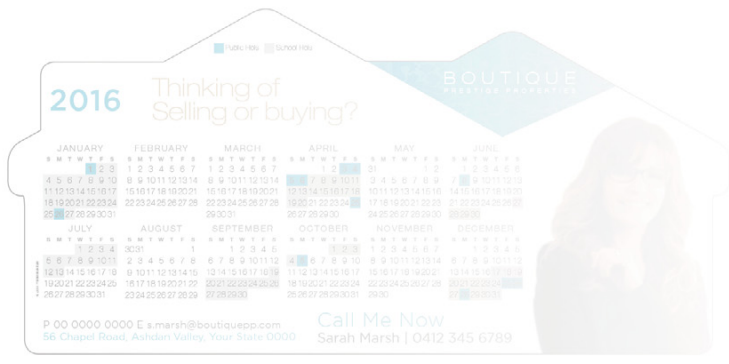
Technology and its rapidly changing landscape will continue to grow, inspire and shape the industry. It's exciting and dynamic – but at the end of the day it will always be the people and the quality of our relationships that make all the difference.

It's all about finding your place and the right balance between technology and people skills as differentiators. There are many stories that pay tribute to this, and we should all stop to celebrate the achievements in property management along the way.

Enjoy the read.



Congrats Sam!



Fridge Calendars – promote your profile all year round

In an increasingly competitive and fluctuating market, the need for agents to build their profiles within their community is more prevalent than ever. Whilst technology and social media have changed the way consumers shop, it is often a faceless medium and most agents would agree that printed media is still the most effective way of building your profile.

Fridge calendars are a fantastic, cost-effective way to promote yourself and will literally stick around all year round. What better way to build your profile than to have your face or your logo sitting in pride of place on a fridge, 24/7 every day of the year. The kitchen is the hub of any home and the fridge in particular is a point of constant access. Fridge calendars are a proven method of instilling your brand into a consumer, making you top of mind when they need the services of a good agent. Fridge calendars have a unique utility as a promotional tool, having a functional purpose in any home or office, and being visible to multiple people over a sustained period.

Printforce offers the largest range of fridge calendars for real estate agents in Australia, in a choice of card calendars with a magnet attached to the back, or as total magnet calendars featuring a heavy duty, fully magnetic back.

With a variety of styles, shapes, sizes and quantity options to suit every agency, every agent, every location and every budget, Printforce calendars are uniquely designed and manufactured in Australia, meaning local quality assurance and much faster turn-around times.

For more information visit printforce.com.au.



NUMBER CRUNCH PM FEEDBACK

RENT.COM.AU AUGUST 2015 SURVEY

Number of property managers who:

Want their office to embrace new technologies

95%

Are using floor plans on the majority of their online listings

5%

Say technology is making their life much easier as a property manager

45%

Use a property condition report tool

52%

Make use of an inspection management system

55%

Have no interest in embracing new technologies

5%



ALPPPS summit offers game changing leadership strategies

Jam-packed with gamechangers, ALPPPS™ is a two-day property management leadership summit exclusively for principals, PM team leaders and career property managers who want to raise the bar in their business or career.



Taking place on 3-4 March 2016 on the Gold Coast, day one is headlined by the winner of season one's *The Apprentice Australia* and Head of Business Development at Yellow Brick Road, gamechanger Andrew Morello.

Founding his first business at age 15, Morello now works alongside Yellow Brick Road's Executive Chairman, Mark Bouris, and is shaking up the property industry.

ireviloution Managing Director and ALPPPS™ Founder, Jo-Anne Oliveri, said Morello will teach delegates the power of zigging when others zag.

"Never be afraid to do things differently. Morello is an expert risk-taker and delegates will come away feeling inspired and empowered by his business and leadership strategies that go against the grain," Ms Oliveri said.

Day two of the summit will see international social media speaker and gamechanger, Adam Franklin, teach delegates cutting-edge ways to use social media to build their online brand and attract more clients.

Co-author of Amazon No. 1 bestseller *Web Marketing That Works* and co-founder of web marketing firm Bluewire Media, Franklin's No. 1-ranked Australian business blog is shaking up the way businesses use social media.

"A trailblazer in his field, Adam's innovative and powerful technology strategies will show delegates how they can use social media to take their business and career to the next level," Ms Oliveri said.

Other gamechangers speaking at ALPPPS™ include one of America's top motivational speakers, Richard Flint, international business coach Jacob Aldridge, Principal of ManageMe Peter Gibson, and many more.

Early bird tickets are on sale now at alppps.com.

The name's Bond... RentBond

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.

Needing to find money for a bond at the same time as moving house is often a big issue for renters. That's where RentBond comes in. Offered exclusively through rent.com.au, RentBond is a revolutionary new bond payment plan designed to take the stress away from renters and make your job easier.

Your tenants will love you for this. If they haven't received their bond back yet, you can provide a smooth and helpful solution to this issue. And best of all? This service comes at no cost to you.

It's a smarter way for tenants to pay their bond. As a rent.com.au property manager, you have exclusive access to this product. A dedicated 'admin centre' will assist you. It's security for you – because once a renter uses RentBond, the payment is 100 per cent guaranteed. It gives renters an option to spread their payment over three to six months under a fully managed



RentBond scheme. You will still receive the full bond payment upfront.

It's a win-win situation, offering a seamless transition for renters moving from one property to the next. Renters can get up to \$2,500, and there is no interest ever to be paid.

Your tenants can apply for RentBond online by visiting rent.com.au.

So now, your tenants have more cash to pay their rent – and you? A martini shaken, not stirred, of course!

Find out more at rent.com.au/agents/rentbond.

CONVERT SALES ENQUIRIES INTO MANAGERMENTS WITH REALESTATEBOOKINGS.COM

Growing the rent roll just got easier. Realestatebookings.com enables business development managers (BDMs) to source fresh investor opportunities on a daily basis, providing more opportunity to convert them into landlords and power your rent roll growth.

For many years Realestatebookings.com' residential sales lead platform has been available to investors who make property enquiries online. But smart BDMs are using this as a total office lead engagement platform where they can follow up on any fresh investor opportunities that are captured into the realestatebookings.com database.

Even if the investor buys an investment property through another agent, building relationships with investors can generate good business; they may still be keen for your agency to manage any properties purchased if their initial enquiry is handled well. You can develop rapport by assisting the investor on investment

decisions such as location, market appraisal, and rates of return.

The BDM platform enables your staff to nurture investors through the life cycle – from enquiry to sign-up. An automatically created investor database becomes a valuable digital asset for your office which can be used to keep in touch with them via market updates, investor newsletters and seminars.

According to Managing Director of Realestatebookings.com, Greg McCutcheon, when an investor inquires on a property their information is usually bundled with all other enquiries and pushed through a sales process.

"Unfortunately these valuable opportunities may never make it over to the BDM in the property management department. This potential lead can then sit in the salesperson's inbox and may go stale. Our system allows these leads to be sent to other departments, providing easier collaboration between teams."

Visit realestatebookings.com.



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330,000 monthly unique visitors to site

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✓ Reach more renters

51% haven't visited realestate.com.au
67% haven't visited domain.com.au
(Source: AC Nielsen Market Intelligence Duplication Report July 2015)

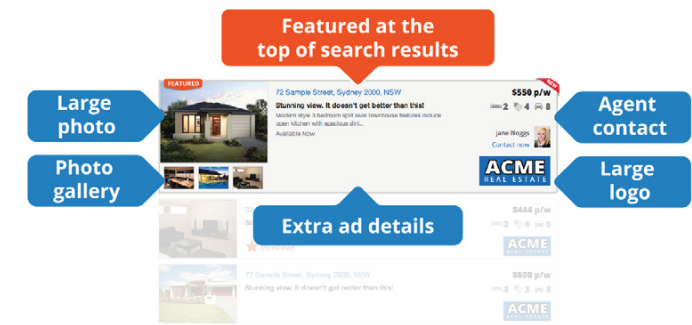
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