

# epm

## ELITE PROPERTY MANAGER

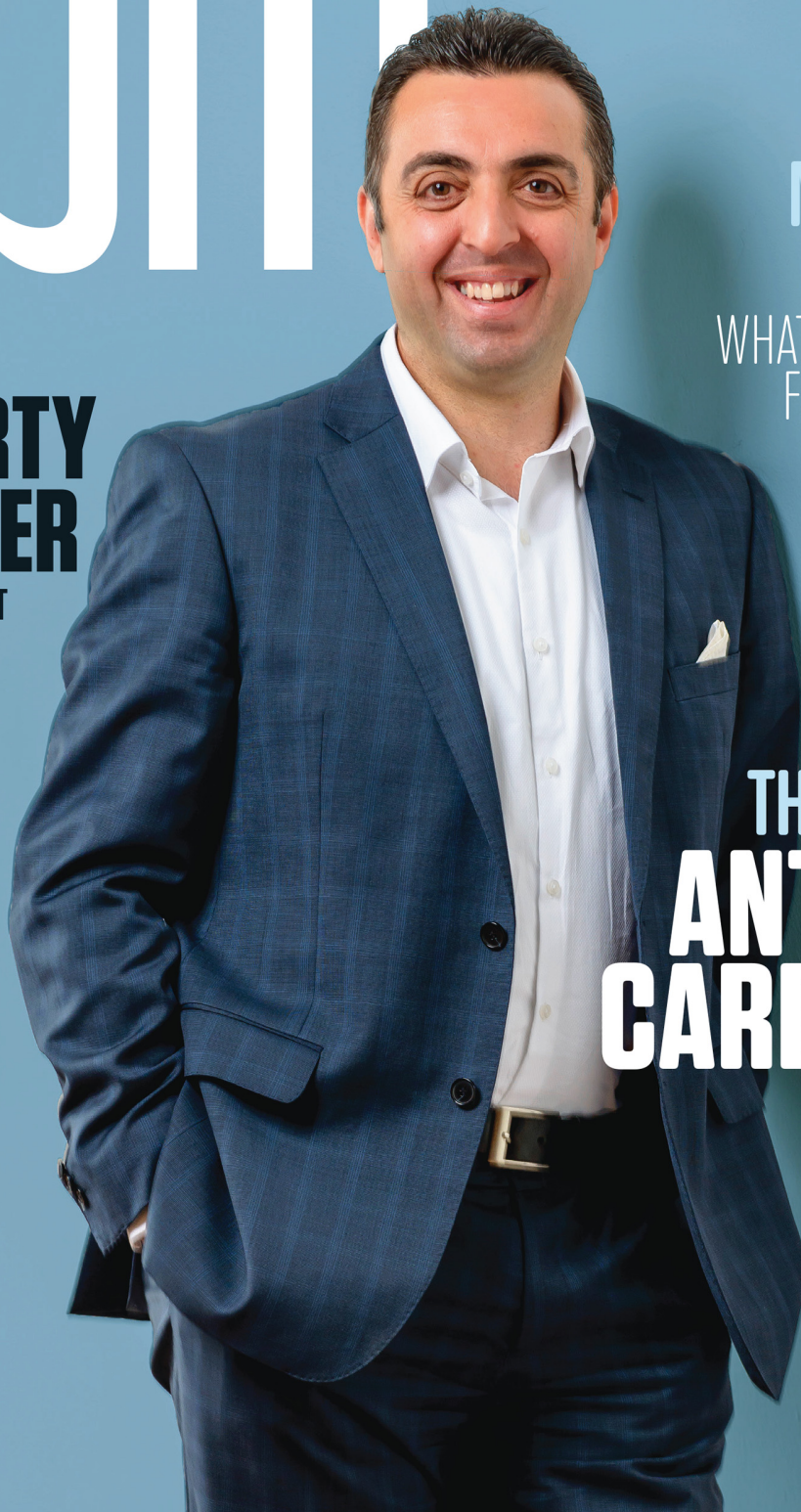
LEARN FROM THE BEST

#03 DEC/JAN 2016  
AU\$13.50

THE FOUR  
PILLARS OF  
PERSONAL  
BRANDING

EXTREME  
PROPERTY  
MANAGEMENT

OVERCOMING  
OWNER  
OBJECTIONS



MARKETING  
SPECIAL

WHAT REALLY WORKS  
FOR SUCCESSFUL  
PM MARKETERS

2016: READY,  
SET, GOAL!

THE EXTRA 1%  
**ANTHONY  
CARDINALE**

HOW THE APRA  
CHANGES MAY BE  
AFFECTING YOUR  
LANDLORDS

Dedicated to rental property

Now on the ASX, discover our services, plans & FREE listings

rent.  
com.au

will be seen by renters every time your suburb is searched, with the added bonus of capturing additional landlord eyeballs as they also search by suburb.

Rent.com.au has made good on its ambition to become the website of choice for renters and landlords, with traffic surging past 500,000 individual renters during the month of October. Proof of rent.com.au's strengthening position in the rental space is that 54 per cent of the audience haven't visited realestate.com.au, and 68 per cent haven't visited domain.com.au

With half a million visitors to the site each month, you can be at the top of every search in your key suburb, where renters and landlords come to view homes for rent as well as to research agencies in order to obtain property management information and costings.

This also provides your agency with a strong point of difference when pitching for new managements. Featuring your properties through Exclusive Top

Listing specifically targets a tenant and landlord audience looking in your chosen suburb. This means your rentals are guaranteed quality visits. So renters and landlords who are looking for the best choice of agency see that you stand out from the crowd for all the right reasons.

Make Exclusive Top Listing work for you. Showcase your property of choice, or a selection of the listings you have in the suburb.

Who doesn't want additional managements to grow their rent roll? It's simple. Lock in your Exclusive Top Listing suburb today before your competitors do and, in combination with your Feature Listing upgrades, really dominate your key suburb.

Exclusive Top Listing comes on a first in, first served basis, so secure your suburb today and lock it in for the next 12 months before your competitors do.

When combined with Feature Listings your agency will really dominate your key suburb.

For more info email [agents@rent.com.au](mailto:agents@rent.com.au) or call 1300 736 810.



## WHY YOU CAN'T AFFORD TO MISS PMC2016

It's that time of year again! Time to get your tickets to the biggest property management conference in this part of the world, PMC2016 (formerly the Wealth Conference). As well as 30 sessions with key industry figures, you can take part in profit benchmarking workshops, a tribunal moot court, a BDM competition and a study tour.

Apmasphere's Property Management conference has always been about improving a whole agency as well as each professional in it. This year it will focus on three core themes: growth, innovation and culture.

In relation to growth, you can be among the first to receive Apmasphere's new book, *Numbers Game*, which sets out a vision for how to identify and go after your growth potential. In addition, the new platform, Halo will be unveiled. Halo is a new approach to an old set of problems and empowers you to expect more from your software.

If you would like to be among the very first users of Halo and want to be kept in the loop, put your name on the list at [epm.apmasphere.com](http://epm.apmasphere.com). Apmasphere's insightful (and hilarious) blogging team, including *Elite Property Manager's* very own Samantha McLean, will keep you up to date with Halo, PMC2016 and all things property management.

Apmasphere takes the conference gala party just as seriously as they take their property management and you'll get major FOMO if you miss out (last time there was a boa constrictor, baby crocodiles and fire breathers). The conference is on from 16 to 19 April 2016 and, for *Elite Property Manager* readers, the early bird deal has been extended.

Visit [pmc2016.com/epm](http://pmc2016.com/epm) to find out more and take advantage of this offer.

# NUMBER CRUNCH RENTER FEEDBACK

RENT.COM.AU NOVEMBER 2015  
PROPERTY LISTING SURVEY

**The number of renters who**

Search for a property based on whether it has air-conditioning

**65%**

Click on a property based on price

**66%**

Want photos to show a clean property

**76%**

Are turned off by a lack of photos

**44%**

Want to see lease duration listed

**73%**

Select properties based on the number of beds

**79%**

**rent.**  
com.au



# 9 TIPS TO POST A SUCCESSFUL PROPERTY LISTING

**HOW DO YOU** give a listing everything it needs to make sure you get short listed good tenants? Here is a guide from the experts at rent.com.au.



C/22 Monument Street, Mosman Park  
\$550 pw  
3 2 2  
Penthouse for rent. Available now.  
Modern style 3 bedroom split level townhouse features include open kitchen with spacious dining room, separate lounge room, air conditioning, built ins, neat and tidy kitchen with stainless steel appliances, balcony, 2nd toilet downstairs, single lock up garage with internal access and small court yard to the rear. All these great features located with in walking distance to stations, shops and schools.

Jane Bloggs  
Contact  
ACME REAL ESTATE

## 1. SHOW OFF YOUR BEST FEATURES

Feature descriptions are where the real fun begins. Words do an amazing job of marketing your rental. There is serious value in your ability to write well, so tell prospective tenants about anything you think will help in their search; 57 per cent of our customers tell us that they click on a property based on features and 35 per cent value proper written descriptions above other listing features. Property listings on rent.com.au that receive the highest level of enquiry regularly include a list of features such as pets (30.7%), location (12.5%) and a pool (3.65%).

## 2. BE GENEROUS AND PROVIDE EXTRA PHOTOS

A great listing requires great photos. Where possible, use perspective to highlight the depth (and/or width) of the property. Our customers tell us that photos are their most valued feature in any listing. The average click-through on properties with one photo or less was 14%, which shows a lack of photos can be a key deterrent against tenant enquiry.

## 3. PHOTO QUALITY IS KEY

On initial impression, your key image is a powerful selling point. The first thing people see is vital to convince them to read

## COMMAND ATTENTION WITH A BOLD, INFORMATIVE HEADLINE.

on. Before you take a photo, get as much light into the room as possible. Our insights tell us people looking for a home respond better to sunny and bright rooms, and are deterred by blurry and dark images, often taken without a flash. Our statistics show that renters look for photos showing cleanliness (31 per cent), design (22 per cent), and property features before anything else. Whatever you do, don't forget photos that show size (20 per cent), the kitchen (11 per cent) and the bathroom (8 per cent).

## 4. STOP TRYING TO LOOK LIKE EVERYONE ELSE

They say imitation is the sincerest form of flattery, but it's not always the case in this industry. Try not to mimic other agents' listings – being different will make yours stand out from the rest. Keep your copy interesting with descriptive imagery and tantalising adjectives. An easy way to enhance your copy is to use synonyms. Rather than using 'spacious,' why not opt

for 'roomy,' 'ample' or 'sizeable'? Renters say listings that don't show the full picture of the property (24 per cent), or forget to mention whether pets are allowed (10.5 per cent), are quickly skipped over.

## 5. LEAD WITH A COMPELLING HEADLINE

Command attention with a bold, informative headline. Some basic guidelines: If you must use an exclamation mark, stick to just one. And where possible, don't write in caps. Is your headline going to grab someone's attention? Does it stand out from its listing neighbours? It's not rocket science. Give renters a reason to click on your listing – even if it's out of sheer curiosity.

## 6. DON'T FORGET THE ESSENTIALS

This is key. We know renters will start their search by inputting basic criteria to narrow down their options. Based on our surveys, renters say they sort by number of beds (46 per cent), the type of property (25 per cent), the number of bathrooms (13 per cent), and a weekly price (11 per cent). When filtering, they are most interested in extra features such as air-conditioning, the lease period, the property's location in a suburb and whether there are amenities nearby.

## 7. SHOW PEOPLE WHO THEY'RE TALKING TO

Personalise your property listing and show prospective renters who they're talking to. In a world of social engagement, including an clear photo showing the property manager or agency contact exhibits a level of trust and accountability. Another plus? It's good for business development and adds a personal touch to your listing.

## 8. KEEP YOUR LOCAL AREA IN MIND

Your task is to convince the renter that they want not only the house, but the accompanying lifestyle. Give them a clear idea of what living in this property would be like. Mention the nearby schools and the property's proximity to public transport and supermarkets. It's tricky to know what each renter is after, so cover your bases.

## 9. AVOID TOO MANY CLICHÉS

Location, location, location! Yawn. We've all seen this. Listings featuring this phrase could be scrolled straight past. Diagnosis? A likely case of cliché fatigue. Where possible, try to avoid their overuse. Moreover, don't exaggerate. Renters are more likely to trust you if they know they can trust your ads. 'Splendid,' 'conveniently located,' and 'hidden gem' – find a new way to say it, no matter how true it is. ■

# Special EPM Reader Offer

Sign up to any of our Feature plans by 11<sup>th</sup> December and **choose your BONUS**

Double  
Feature Listing  
credits for  
12 months

or

Exclusive  
Top Listing  
for  
12 months

or

Agent Spotlight  
for 12 months  
+  
12 extra Feature  
Listing credits

VALUED  
UP TO  
**\$3,600**

VALUED  
**\$1,800**

VALUED  
**\$1,680**

Plus **FREE** **rentquotes** leads for 12 months!

To find out more details about this offer get in touch now

Go to  
[rent.com.au/eliteoffer](https://rent.com.au/eliteoffer)

Call us  
1300 736 810

Email us  
[agents@rent.com.au](mailto:agents@rent.com.au)

# The **perfect way** to increase your management leads



“ I own RentPro Property Solutions in Bunbury, Western Australia. I recently signed up with rent.com.au and immediately received a RentQuotes lead, which resulted in signing a new management for my business.

This one lead instantly paid for my annual subscription to rent.com.au

Their professional and prompt service has been nothing but exceptional. ”

**Debbie Hastie**  
RentPro Property Solutions

Find out more about our plans and **rentquotes**

Go to  
[rent.com.au/agents](https://rent.com.au/agents)

Call us  
1300 736 810

Email us  
[agents@rent.com.au](mailto:agents@rent.com.au)