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PREMIERE ISSUE

ELITE PROPERTY MANAGER

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THRIVING
IN A TOUGH
LEASING
MARKET

A GUIDE TO
THE ULTIMATE
BRAINSTORM

FIVE TACTICS TO
ACHIEVE AND
MAINTAIN ZERO
ARREARS

BEYOND
BUSINESS
DEVELOPMENT

**HANNAH
GILL**

EXCLUSIVE
INTERVIEW WITH
RENT.COM.AU
CEO MARK
WOSCHNAK

Dedicated to rental property

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Be aware but not alarmed

As disturbing instances of tragic house fires continue to rise, property managers should remain well versed in national smoke alarm legislation and relevant updates, and how these requirements can affect them and their landlords.

Smoke Alarm Solutions, the nation's leading smoke alarm provider, carry out more than 1,800 inspections each weekday and regularly witness risks posed, not only to occupants by way of inadequate fire detection devices, but to property managers and landlords whose properties are not compliant with current state and federal legislation.

"It is frightening to think what may happen in a home without appropriate fire alarms," said Adam Graham, Smoke Alarm Solutions' National Field Operations Manager. "It is not just a matter of financial or legal ramifications – people's lives are at stake."

Property managers acting on behalf of a landlord hold a duty of care to ensure ongoing smoke alarm maintenance obligations are met. This is usually a state-based requirement. It is also best practice for property managers to familiarise themselves with updates to national legislation which could implicate their landlords, such as the recent introduction of the requirement to interconnect smoke alarms in properties built after May 1, 2014.

Smoke Alarm Solutions invites you to visit their booth at this year's ARPM Conference to assist you to better understand your responsibilities. They are also more than happy to organise an educational presentation for you and your colleagues at your convenience.

For additional information visit smokealarmsolutions.com.au.

REIQ SUMMIT WILL CHANGE THE WAY YOU THINK

The REIQ Summit is a two-day conference that no property manager can afford to miss, featuring an array of spectacular speakers who will inspire, provoke and galvanise.

The first day of the conference replaces the annual REIQ PM conference and offers something for every property manager, regardless of their level of experience and career goals.

REIQ CEO Antonia Mercorella said the PM conference was one of the most popular events on the real estate calendar and this year promised to be even bigger and better. "We've got people who will inspire, who will teach and who will offer valuable guidance specifically for property managers," Ms Mercorella said.

"Headlining the day will be the incredible Matthew Ames, whose personal story is so uplifting that you will be moved. No matter how bad your worst day is, Matthew's day was probably tougher. He is resilient and has much to share about rising above personal challenges, and those lessons translate well to the professional world," she said.

Dr Anne Purcell, a Harvard-educated psychology expert, will reveal

techniques to help property managers deal with difficult people.

"Property managers face challenging personalities every day of the week and this session will equip them with the tools and the skills for turning those encounters into successful interactions," Ms Mercorella said.

When meeting a potential new client for the first time, that all-important first impression is crucial. Maree Clancy will show you how to shine every time. "Maree's strategies are critical to success and everyone will find her tips useful in their professional and personal life," Ms Mercorella said.

Malcolm Riley, a well-respected industry icon, will offer guidance on how to take your business to the next level, with a practical checklist of things to do in order to succeed.

Principals will not want to miss Annie Gregg, who will reveal the key traits all good leaders have and teach you how to incorporate those qualities into your own leadership style. Become influential within your business and minimise conflict, inspiring staff loyalty and improving staff retention.

"These are just a few of our speakers and they are guaranteed to inspire, with many more lined up – there are too many to mention!" Ms Mercorella said.

NUMBER CRUNCH RENTER FEEDBACK

RENT.COM.AU JUNE 2015 SURVEY

Five biggest issues for renters when looking for a home

Finding a place that allows pets

45%

Agents not responding to enquiries

37%

Coming up with the bond money

31%

Unable to inspect properties at times I want

48%

Finding a property with specific features (eg double garage or decent kitchen)

44%

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A BIGGER HOME FOR RENTERS IN AUSTRALIA

THE RECENT ASX listing for Rent.com.au Ltd (RENT) has propelled the company into a dynamic phase of growth as it moves a step closer to its goal of becoming the 'Home for Renters in Australia'. CEO and Founder Mark Woschnak shares some insights into the company's seven-year journey and future vision.

▶ **Rent.com.au has just listed on the Australian Securities Exchange (ASX).**

What opportunities does this listing provide for you, and for the property management industry in Australia?

The listing represents a significant milestone in that it enables us to take the next step towards achieving our vision of becoming the 'Home for Renters' in Australia. Our listing in June, and the associated capital raising, reflects progressive and sustained growth over the past seven years and consolidates our market-leading position in the dedicated national rental sector.

Since the commencement of operations in 2007, we've focused solely on the rental market and have been driven by the strong belief that the rental market in Australia is under-serviced. The renting population of Australia is going to continue to increase and the business is strategically poised to move directly into this dynamic growth phase.

Having now built the IT, infrastructure, product service and mobile platforms required, we can now shift our focus towards a commercial phase and create a household consumer brand that adds value at a broader community level.

To date, our level of national traffic has provided strong enquiries and results for agents in many areas, but a very low response in others. This was a function of our growth and we now look forward to raising our brand awareness and increasing the level of enquiries across the nation, targeting over 500,000 unique visitors monthly over the next year, and over one million in time. This is just renters, of course, not homebuyers. Our goal is to leverage our online position to deliver consistently a high volume of timely and relevant renter and landlord leads to all property managers who use our site.



"RENTING IS BECOMING A CONSCIOUS LIFESTYLE AND INVESTMENT CHOICE, WITH OUR SURVEYS SHOWING AN INCREASING PERCENTAGE OF RENTERS WHO HAVE NO DESIRE TO OWN A PROPERTY."

The team at RENT is passionate and committed to this unique opportunity. The new capital also allows us to respond immediately to market needs by employing around 30 more staff members to deliver a broader range of products and services, and provide even more customer service to property managers and the wider community.

We look forward to working with all industry participants to make a positive and sustainable difference to the Australian property management industry.

How are you creating the rental marketplace?

Looking at global benchmarks, we see that creating a 'marketplace of rentals' is crucial to providing renters with a first-class search service with the widest possible range of rentals via agent and private landlord listings.

We've grown substantially over the past six months alone, with over 6,150 individual agencies registered to rent.com.au (representing approximately 80 per cent of all agent rental listings nationally). This growth means that nearly 30 per cent of all renters in Australia used rent.com.au over the past financial year to help find their rental property.

Through the provision of comprehensive information and innovative service solutions, such as our new mobile responsive design, plus add-on services like RentCheck and unique RentBond products, we are constantly improving the level of excellence and search experience for renters.

What growth do you see in rentals?

We think the rental industry is extremely under-serviced relative to the property-for-sale environment. This alone provides a great opportunity for improvement, but we believe that the most significant growth in rentals will come from the sheer volume and shift of the current 30 per cent of the population who currently rent to a much higher percentage of the market, and this is starting now.

Many commentators, government and other statistical agencies suggest that our capital cities are likely to follow the trend of most other major capital cities in the world, whereby 50 per cent or more of the population rent, and that we could reach these figures within a decade.

While the average in Australia is about 30 per cent across the nation, this trend is already evidenced by many of our capital cities, especially Darwin at 47 per cent, Sydney at 35 per cent and Brisbane at 34 per cent. We see this is a growing trend, with the other capital cities following suit over time.

This current and forecast growth is not just due to housing affordability issues, but because renting is becoming a conscious lifestyle and investment choice by many and work trends are changing, with our surveys showing an increasing percentage of renters who have no desire to own a property.

What does this mean for property managers?

As the first ASX-listed property portal dedicated solely to property management, we see a lot of growth ahead and a great opportunity to partner with the agent industry to provide better services and more knowledge to property managers.

The type of renter growth anticipated means that there will be a significant and increasing emphasis on rental marketing, rental services, rent rolls and focus on property investors in the years ahead. This is the beginning of a significant, long-term growth phase for the property management profession.

As the process of managing a rental becomes more regulated, we see enormous opportunity for property managers to target and convert the 'non-agent managed' rental market share of approximately 46 per cent to 'agency managed'. This doesn't just include a typical private landlord, but also the other non-agent property owners such as corporates, builders/developers, charity groups and government agencies, who will require increasing levels of property management services.

RENT allows all property managers to benefit, as it offers a free listings service as well as the opportunity to take up a range of paid subscription services which provide greater benefits. Many of our services are provided on a 'first-in basis', so now is a very good time to subscribe to RENT as we gear up for our expansion objectives.

Our marketplace at rent.com.au not only provides better letting results to a wider and unique audience of renters (about 50 per cent of whom do not go to REA or Domain), but also to agents, with huge opportunities to market their professional services to this large non-agent market share, representing approximately 1.2 million rental properties. We deliver a range of localised services that provide agents with business development opportunities and leads from private landlords looking to appoint a property manager.

What are the benefits for property management businesses to use a portal which is dedicated only to property management?

The most significant benefit for the industry comes out of our pure focus on rentals. This allows us to look deeper into the processes, from a whole of market viewpoint, and work proactively to create

innovative solutions and provide better products and services for property managers.

We actively work with franchise groups, independents, trainers, educators, software and product suppliers to ensure that the focus of property management continues to the levels it deserves.

By creating a portal that focuses solely on the rental process, we can eliminate time-wasting and frustration experienced by renters and more accurately address their needs and those of the wider industry.

OUR FOCUS WILL CONTINUE TO BE ON CONSUMER BRANDING AND THE QUALITY AND DEPTH OF SERVICES IN THE RENTING MARKETPLACE FOR THE BENEFIT OF ALL PARTICIPANTS.

For property managers, we are acutely aware of providing excellent value for money, and this is represented in our low pricing model, subscription packages, listing upgrades and reports. An example includes our 'RentBond' product that allows renters to have their bond paid upfront to agents, and up to six months to pay it off without any deposit paid or interest charged.

As we significantly increase our marketing and branding of the site by creating this central marketplace, we can facilitate greater economies of scale for property managers in getting enquiries and services at lower costs.

What are some of the add-on services that rent.com.au will be providing in the next 12 months?

We will continue to focus on building the marketplace for renters, property managers and private landlords. We have identified dozens of new services that we are working on, including quotes for services that renters need when moving, such as cleaning, removals, storage and insurance.

For property managers, the next range of additional services relates to better qualification of renters, inspection services, easier appraisals and more connectivity with after-letting functions such as utilities

connections. There is also a worldwide trend towards the use of much more video in all aspects of property management, and we aim to provide our first range of these services.

What are some of your other goals for rent.com.au in the next 12 months?

Our most important goal is to raise the awareness of RENT and to target over 500,000 renters to the site every month. In developing and facilitating the fast growth of the www.rent.com.au marketplace, we will be using our other supporting assets of rentalproperty.com.au, propertymanager.com.au and lease.com.au, and are in the process of redeveloping these.

There are some analysts saying it's possible that rent.com.au could be the next realestate.com.au. What are your thoughts on that?

We have a clear and sole focus on rentals and have no plans to become a general portal or property-for-sale portal. We don't see ourselves as competition to REA or Domain; instead, we will focus on the under-serviced rental sector, and therefore represent an important complementary addition to the online marketing mix for any agent. The business of renting is very different to that of property for sale, with different functions, different services, timing and demographic audiences. The size and scale of REA is enormous and very successful in the sector they operate in, so we are not making direct comparisons of our business against REA or any other.

Our focus will continue to be on consumer branding and the quality and depth of services in the renting marketplace for the benefit of all participants.

Can agents be a part of the ASX listing opportunity?

Many agency principals, property managers and industry service providers have asked us this question. The answer is yes, and many have invested already as shareholders.

Anyone can buy shares via a broker and we think now is a good time to invest because the business is at the beginning of its marketing and product development growth phase. As a business that is solely focused on the property management industry, many investors from the industry take comfort in this because they understand the market, and know first-hand the opportunity that lies ahead.



Now listed on the ASX

We look forward to the next phase of growth with you

More site traffic

More content for renters

More products and services

See why over 6,150 real estate agencies now use rent.com.au

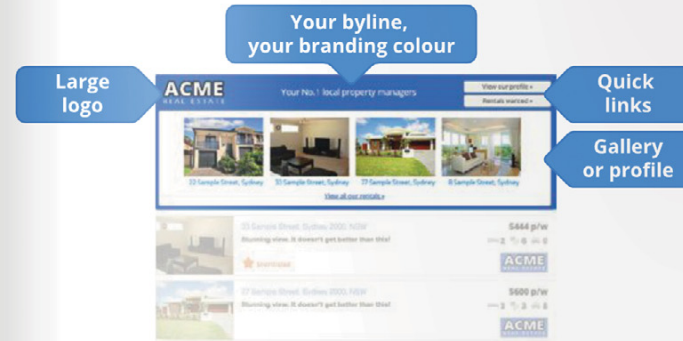
- ✓ Reach more renters
- ✓ 100% dedicated to rentals
- ✓ 45% haven't visited realestate.com.au
- ✓ Get more management leads and access to landlords
- ✓ 60% haven't visited domain.com.au
- ✓ It's FREE to list all your rentals

(Source: AC Nielsen Market Intelligence Duplication Report May 2015)

For more information

rent.com.au/agents agents@rent.com.au 1300 736 810

Get awesome brand exposure with the 'Agency Spotlight'



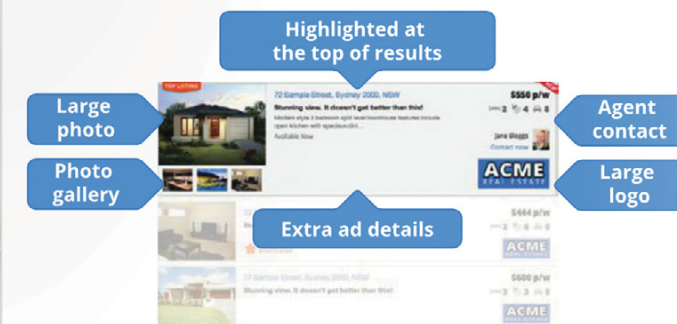
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