



port macquarie

property management

where service + integrity meet

Property Management Proposal

Mission Statement

To offer a professional yet personal approach to the management of your property based on honesty, integrity and superior service whilst achieving the maximum return for you by maintaining your investment at a high standard in order to attract the best possible tenant.

Meet the Principals of Port Property Management

Allison Brennan

Licensee in charge



Born and raised in the small country town of Wellington NSW, I was blessed with an upbringing that encompassed honesty, integrity and lasting relationships. My family were motel proprietors which gave me the opportunity to learn first hand from a very young age what true customer service involved. After meeting my now husband John and raising our two beautiful children, the only career for me was in real estate. I set out to complete my Certificate IV in Business, Real Estate Sales and Property Management and did so with Distinctions, which was a definite confirmation I was headed in the right direction. Upon completion of my studies I commenced employment at Samuels Real Estate in Dubbo NSW. This is where I was given the most thorough grounding in all aspects of property management. Due to the sale of this rent roll, I was then employed as a Property Manager by Raine & Horne Dubbo for many years, working my way to Senior Management level of one of the largest rent rolls in country NSW. Upon our final holiday here, John and I decided we were no longer happy to just visit once a year. We then relocated here to the magnificent Mid North Coast almost 3 years ago. I have been actively employed within the industry here in Port Macquarie which provides me with a good knowledge of the rental property market, this coupled with almost 10 years training, knowledge and experience gives me great confidence heading up a Port Macquarie's Premium Property Management Service.

John Brennan

Property Manager



Originally I come from country Victoria. Upon meeting my wife Allison we settled in the Central West of New south Wales, Dubbo. There I enjoyed a very full and satisfying career in the welfare industry for many years and we raised our two beautiful children. The country lifestyle was great until a few years ago when the coast started calling. We then made the sea change and along with that came my career change. I entered the Real Estate Industry some two years ago after completing my certificate in Real Estate Practice with the Real Estate Institute of NSW. I consider myself to be quite versatile in nature, and do sincerely love helping people. I am excited to be a part of this new venture with my wife and we look forward to offering high quality of service to both landlords and tenants for many years to come.

Why choose Port Macquarie Property Management?

- **Property Management is ALL we do!**
It's what we specialise in and focus on, therefore making rental property our **number one priority**.
- We offer a **Lower Property per Property Manager Ratio**. Ensuring your investment gets the attention it deserves and you are paying for. Ask the question – **"How many properties does your current Property Manager Manage?"**
- We use an established **prospective tenant database** which gives us a distinct advantage in the prompt letting of your property.
- We can offer you a service that only comes when the **Principals of the agency deal hands on** with the management of your property.
- We appreciate our clients time is important and as your Property Managers **will do our utmost to assist first time you call**.
- We are an **independent stand alone office**, specifically trained to efficiently and effectively manage your property.
- We use innovative marketing to maximize exposure of your property and the possibility of finding a quality tenant fast. Not only do we offer our agency website **portpropertymanagement.com.au**, but also **rent.com.au**, which is a new **website specifically tailored to rental property & prospective tenants**.
- We take great care throughout the tenant qualification and selection process. Utilising the services of default tenant databases such as **T.I.C.A. (Tenancy Information Centre of Australasia)**.
- We are committed to a **high level of professional, personalised service** which we believe to be **unmatched** in the field of Residential Property Management in the Port Macquarie area.
- As the **experienced professionals, industry trained** to manage your investment, we are also members of the **Real Estate Institute of NSW**.
- We implement fully documented detailed **policies and procedures** to ensure consistency and a streamlined management service.
- We will **communicate** with you regularly and keep you fully informed on all important matters relating to the leasing and management of your property.

- We are **contactable 24hrs a day** in the event of an emergency at your property on our after hours mobile.

**While we are quietly busy doing what we do well,
the real results do the talking.**

Our clients are say,

Warrick Betts Port Macquarie NSW

As a landlord of 19 years I have recently examined the future of residential rentals in the light of an extremely tough environment in which to be a happy long term residential landlord in Port Macquarie. Negative returns are all too common in the market over the last few years. Property management is extremely vital to successful property investment. When John and Allison opened Port Property Management I investigated how they might operate for me. I needed the property management to be 100% right. Well, haven't my expectations been exceeded!!

The breath of fresh air they have brought for me has seen happy tenants, tremendous leads and complete honesty and integrity in their dealings with me. I look forward to becoming a customer for life.

Lynne Helyar Condobolin NSW

I own a unit in Port Macquarie which had been previously leased as a holiday rental but I wanted it leased on a permanent basis. Mr John Brennan from Port Macquarie Property Management was recommended to me as a suitable agent to handle this property. As I live in the middle of NSW I needed someone reliable and responsible to organise this for me. I found Mr Brennan to be extremely helpful and obliging, he would contact me every couple of days to keep me up to date with what was happening and he maintained an active and close supervision of my unit. I would like to compliment Mr Brennan and his staff in their courteous dealings with me as a client. I felt completely at ease that the unit was well cared for and suitable tenants were placed within a couple of weeks.

Rob & Sue Davis Port Macquarie NSW

The team at Port Macquarie Property Management went out of their way to assist us with our needs. We secured a new home within 24hrs the professionalism & the quality of service provided John, Tammy & Allison was above & beyond our expectations. Thank you,

Peter Mooney Port Macquarie NSW

John, Allison and Tammy recognized that we had specific needs in a rental property; these were sympathetically understood. Thankyou for your personalized service while inspecting potential rentals. This individual service is a rare commodity in today's tight rental market. Your property inspections were thorough and fair – well above the industry norm. Congratulations on a great start in business.

Helen

Due to the fact that my employment requires me to frequently travel at various times of the day out of the area, I had over a considerable length of time, found it extremely difficult to gain inspections of rental properties that could be arranged around the timeframe, suitable to my commitments. I requested to view one of their advertised properties just listed and upon explaining the problems I faced; I was afforded an opportunity to inspect the property within the timeframe with which I had to work.

Since occupying my new home, I have found Port Macquarie Property Management to effectively deal with any issue raised.

I wish to commend John, Alison and Tammy on their professional, prompt and efficient service and thank them for their assistance.

So like these satisfied clients,

“Join the move & experience the difference!”

We deliver by offering an achievable yet optimal rental appraisal of your investment property in order to maximise your return.

We use the following tools when **assessing the market rental** value of property

1. **Market conditions**
2. **Comparable property rents**
3. **Vacancy factors**
4. **General condition of the property**
5. **Tenant quality and the length of tenancy**

Our **personalised and positive approach**, teamed with our **solid industry experience** will actively sell your property to prospective tenants.

We deliver by using a high impact marketing campaign to find quality tenants promptly.

As a vital marketing tool we utilize a **large prospective tenant database**. Upon receipt of your signed Management Agency Agreement, we immediately begin contacting prospective tenants.

We will promote your property on **our agency website** www.portpropertymanagement.com.au making it open for inspection 24hours 7 days a week.

We will also promote your property on www.rent.com.au which is an innovative new web site specifically tailored to rental property to **optimize your properties exposure nationwide**.

We have designed our **newspaper advertisements** appearing in **The Port Macquarie Express** and the **new realestateworld.com.au magazine** to be high impact and to attract maximum attention to your property.

We distribute copies of our **rental list** to prospective tenants and executive leasing clients throughout the local area and interstate on a daily basis.

We also create a **window card specifically designed for your property** featuring a photo and detailed description, in order to further maximize exposure of your property.

We deliver by offering a thorough and careful tenant qualification and selection process.

All prospective tenants are thoroughly screened using our **5 stage screening process**.

1. **Identification** - Photo preferred (Drivers Licence / Passport / Proof of Age Card / Pensioner Card / Birth Certificate)
2. **Income Verification** (Payslips / Letter from employer / Bank Statement / Centrelink Statement)
3. National tenancy database search (**TICA**).
4. Comprehensive tenancy history and or personal **reference checks**.
5. Finally prospective tenants are approved or disapproved by you as the owner of the property. **You have the final say**. You will always be contacted prior to tenancy approval.

We deliver by communicating regularly to keep you fully informed

- We will send you an easy to understand **monthly rent statement** and upon request we can provide these statements via email also.
- Our **monthly newsletter** will help you keep in touch with the important issues that may affect you as a property owner and investor.
- We are now fully web enabled www.portpropertymanagement.com.au so you quickly gain access to how well your property is be marketed.

We deliver by doing things the right way

- We have highly detailed **policies and procedures** that are followed by all members of staff to ensure a high level of consistent service.
- We are dedicated to a **prompt, personalized and professional** service.
- We are dedicated to our **core values of trust, integrity and honesty**.
- Our **service extends beyond our office**, we are constantly working in the field networking to assist our owners prospects.

- We will **communicate with you regularly** to ensure you are constantly aware of the status of your property, your account and your tenancy.

Areas of priority throughout the management process

- **Leasing** – To ensure the prompt letting of your property to a tenant that has been thoroughly screened and qualified for your property.
- **Ingoing inspections** - to accurately record the condition of your property at tenancy commencement to avoid confusion and or disputes at the end of tenancy.
- **Routine Inspections** - to ensure the condition of your property is being maintained by your tenant.
- **Outgoing/Bond Inspection** - to protect the quality of your property by ensuring the property is returned in the same condition as at tenancy commence, fair wear and tear accepted.
- **Accounts** - to monitor the ingoings and outgoings of your property account to ensure this record is maintained as it should be for an investment property.
- **Arrears** - to monitor any rental arrears to ensure tenants are paying rent under their obligations of their Residential Tenancies Agreement.
- **Maintenance and Repairs** - to coordinate and manage maintenance/repairs and ensure any works carried out at your property are performed by fully qualified and competent trade's people that also carry appropriate insurances.
- **Consumer, Trader & Tenancy Tribunal** - to ensure you are effectively and legally represented. We will always endeavor to negotiate an agreement between parties in the event of a dispute, but should the need arise, members of our team have a proven track record in this field and have the ability to offer you the best possible representation.

We deliver as we are a qualified team of professionals providing a superior service.

All our members of staff are **Certified Professionals – Registered** with the Department of Fair Trading to work within this industry.

Our office is a Firm Member of the **Real Estate Institute of NSW** and all members of staff are individual members of this organization. The advantage of this membership means we are kept abreast of industry changes and legislation that governs the way we manage your investment. The REI also offers advice, support and training to assist in the competent management of your property.

Services included in your management fee and letting fee of no additional charge

- Erecting a "For Lease" signboard on your property (subject to authorization)
- Unlimited personally escorted inspections of your property with prospective tenants
- Extensive marketing of your property on both our agency website and rent.com.au
- The development and design of descriptive copy for the marketing your property
- Thorough screening and qualification of prospective tenants
- Preparation of a highly detailed ingoing Property Condition Report
- The supervision of all signing of all tenancy documentation by tenants
- The collection, banking and processing of all initial payments by tenants
- The lodgment of the Rental Bond with the Office of Fair Trading
- Perform a highly detailed and thorough Outgoing Property Condition Report
- The processing of the tenant's rental bond after vacating
- Regular Routine Inspection Reports of your property as required
- Regular rent reviews based on current market comparables
- Rent collection, offering the option of Rentpay/Bpay rent payments to tenants
- Electronic banking of the rent collected into your nominated account monthly
- Constant monitoring of tenant rent payment status and rent arrears control
- Intermittent external drive by inspections of your property to intercept problems

How to lease you property faster

First, decide what type of tenant you are targeting?

- There are tenants who want to save money and are happy to live in a property that is not in first class condition. There are others, such as professional people, who are happy to pay top rent, but expect the property to present at its absolute best.
- There is no doubt that well presented properties achieve top rents and usually attract the best quality tenants. That adds up to a higher investment return, together with fewer headaches and shorter vacancy periods.

Valuable Presentation Tips

- Tend the gardens, mow the lawns, and clean the windows, paths, gutters and outside paintwork. These are all the things are seen from the street, and you don't want prospective tenants to dismiss the property before getting to the front door.
- Repair or replace leaking taps, sticking doors, broken light fittings, door handles, rotten floorboards, leaking gutters and torn fly screens.
- If you are thinking of painting, only paint those areas that really need it unless you plan to do the lot. New paint may only make those areas left unpainted look even shabbier. Use light, neutral colours as strong colours may not be to the tenants liking.
- Get rid of odours that you may not notice but prospective tenants will, such as pet smells. You should look at getting carpets professionally cleaned prior to tenancy commencement, it is not a legal requirement that the tenant have this done again upon vacate, but if it is done for them it is easier to enforce.
- Open all curtains and blinds to allow natural light into the premises as no one likes a dark house, and the view will make the rooms appear bigger.
- Have the property clean, tidy and uncluttered at all inspection times.
- If your property has a pool, ensure the pool and the surrounds are sparkling clean. You want your prospective tenants to think of it as an asset, not a burden. If the filter or the pool needs professional repairs, it is better to do it now rather than putting it off. The repairs are usually tax deductible.
- Ensure all electrical wiring and power points are safe. This includes any electrical appliances to be included with the property.
- Ensure all glass in the premises, such as shower screens, balcony sliding doors, windows etc are all compliant with current safety standards and requirement.
- Insurance cover on the property which includes public liability should assist in the event of an accident should a prospective tenant who become injured whilst inspecting the property for future rental.

Extra protection for your valuable investment

Landlord Insurance is something we suggest you consider, but something we hope you will never need to use. You just don't know when a good tenant may face difficult times or their circumstances may change – but it's good to know you won't too.

Some Landlord Insurance policies cover such things as:-

- Accidental and malicious damage by the tenant
- Theft of items by the tenant
- Loss of rent
- Legal expenses
- Public Liability
- Damage to the building and contents caused by fire, storm, water damage and various other events (depending on the policy taken).

Property Management should really be left to the experts – A few of the reasons why!

There are heavy penalties for Landlords that act unknowingly under New South Wales legislation, following are just a few examples:-

1. Entering residential premises with the intention of recovering possession \$20,000.
2. Taking possession of a property without an order of the Consumer, Trader & Tenancy Tribunal \$20,000.
3. Attempting to contract out of the provisions of the Residential Tenancies Act \$2,000.
4. Failure to give the tenant a copy of the Residential Tenancy Agreement at or before the time of signing and a copy of the Residential Tenancy Agreement signed by both the Landlord and the Tenant as soon as reasonably possible \$500.
5. Failure to provide the Tenant with quiet enjoyment of the property \$500.
6. Requiring a Tenant pay rent by post dated cheque \$500.
7. Failure to keep proper rent receipts \$500.
8. Unlawfully disclosing information \$500.
9. Removal of a lock or security device at the property \$200.

10. Failure to give the Tenant a written statement of costs relating to the Residential Tenancy Agreement prior to signing that Agreement \$200.