



Landlord Guide

HOW TO LEASE YOUR PROPERTY FASTER



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Proactive with a Capital 'P'

Choosing the right Property Manager

To ensure your property takes full advantage of the current rental market, your Property Manager must have a proactive approach in their marketing. This includes attention to detail in presenting your property, through to securing the right tenant at the highest rent possible.

At the initial appraisal, your Property Manager should confidently define the market demographic to which your property will appeal. Then support that with current market comparisons and advice on how best to attract this market.

Finally, you must provide a fast response to market enquiries and open times that are convenient for prospective tenants.



First Impressions Count

Preparing your property

If your property is presented in a neat and tidy manner during the marketing period, you will have a far better opportunity for a strong market response, attracting a higher calibre of tenant and potentially a higher rent.

The successful tenant is also more inclined to take pride in the care of your property, as well as extend their renting period.

It also sets the standard for tenants to maintain the property during and at the end of their tenancy.



Top 10 Tips

Getting ready for marketing

1. Make sure your property looks inviting. The last thing you want is for prospective tenants to drive by your property ... and keep driving! Cut and edge the lawn, weed the garden and paths, clean the gutters and the windows.
2. Painting definitely lifts the appearance of a property. Attend to any peeling window sills or verandas.
3. If you decide to paint inside, by keeping the colour scheme neutral you will create more of an open and clean feel, as well as satisfy both the male and female market.
4. Attend to maintenance issues like torn fly screens, dripping taps, broken light fittings, leaking gutters etc.
5. If the property is near a main road or train line, make sure to let your Property Manager know the quietest times to show through prospective Tenants. If you are cleaning the carpet, make sure you get them deodorised. It's important that the property smells as good as it looks, especially if there is a chance of cigarette or pet smells.
6. If the property is vacant, make sure the power is connected, light globes are working and curtains are open. A light and bright appearance will make the property feel more spacious and inviting.
7. Make sure your Property Manager gives at least 24 hours-notice for open inspections. You will want the opportunity to ensure your property is clean and tidy throughout.
8. Ensure the pool, spa and surrounding area is clean and tidy. They need to be seen as an asset, not a liability.
9. Ensure all items included with the property are in working order. If you're not planning to fix or replace something (i.e. air-conditioner), it's important to let your Property Manager know so they can exclude it from the lease, and market appropriately.
10. Ensure your Building Insurance Policy covers any risk of a prospective tenant injuring themselves whilst viewing the property. A good Landlord Insurance should include this cover and can be organised prior to a tenant being found.





Marketing Your Property

Poor images = poor results

The internet will attract the majority, if not all, of your market enquiries. In particular realestate.com.au

Offering 24 hour / 7 day a week advertising, it is also cost effective, as long as it is done correctly!

Your Property Manager MUST pay attention to the detail of the images taken, showing the features and benefits of your property.





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Before the Tenant Moves In

The final cleaning checklist

KITCHEN

- Oven & stove top, griller and drip trays to be oil / food remnant free - recommend the use of oven cleaner.
- Exhaust fan / range hood - remove filters / covers and wash in warm soapy water, to be grease free. Refrigerator (if applicable) - to be defrosted & cleaned (free of marks & any food remnants).
- Dishwasher (if applicable) - to be cleaned and wiped out (free of marks & any food remnants).
- Cupboards – clean the inside & outside of cupboards. Remove personal belongings.

BATHROOM

- Tiles & screens - remove mould / soap scum from tiles. Recommend use of Liquid Bam.
- Exhaust fan / lights - remove filters / covers and wash in warm soapy water (Liquid Bam) to be dust-free.
- Basin, bath & floor - remove mould and soap scum. Recommend use of Liquid Bam.
- Particular attention should be paid to bathrooms, toilets and bathroom cabinets.
- Shower recess to be scrubbed and all grouting and soap dishes to be free of all soap, residue and mildew. Shower screens to be washed. Shower curtains to be replaced with new ones.

GENERAL INSIDE

- Walls & skirtings - recommend diluted Liquid Bam or Sugar Soap, to be dust & free from marks on the ceilings, vents and cornices. Remove cobwebs and dust.
- Mirrors, windows & window sills - to be cleaned inside & outside (where possible), to be free from dust & marks.
- Flyscreens - to be removed & washed, or vacuumed if not removable.
- Net curtains - to be taken down and washed on 'gentle' or 'hand wash' cycle, with 'drip dry' option.
- Venetian blinds - to be free from dirt & dust.
- Drapes - if marked or stained, to be washed or dry-cleaned according to fabric instructions.
- Light fittings & globes - to be cleaned & replaced if needed.
- Hard floors to be swept & mopped thoroughly, carpets to be professionally steam cleaned throughout.

GENERAL OUTSIDE

- Flower beds and path areas to be weeded, with dead plants removed or replaced.
- All rubbish to be removed from property prior to inspection. This includes garden refuse.
- Driveways, carports and all concrete areas to be free from oil, grease stains and weeds.

Before the Tenant Moves In

A gentle reminder

ALLOW UP TO 4 TO 10 WORKING DAYS FOR:

Disconnection of utilities, including:

- Gas
- Electricity
- Internet
- Phone

Redirection of mail, including:

- Council Rates
- Water Accounts
- Emergency Services Levy
- Strata Accounts

ENSURE YOU HAVE PROVIDED YOUR PROPERTY MANAGER WITH:

- The postage address for landlord statements and/or correspondence.
- All phone numbers & email addresses, as well as an emergency contact
- Bank details for transfer of rent payments
- Keys (2 copies for the tenant, 1 copy for property management access)
- Remotes for car parking (ensure batteries are replaced with new ones & there is one remote per car park)
- Security access card / disc (1 for each tenant, 1 for property management access)
- Instruction manuals and warranties for all appliances





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