



Professional photography and your investment property



There has been a shift in the way Australian properties are presented for sale online and when it comes to renting there is absolutely no reason why this should not also be the case.

Property photographs are polished, sharp and appealing and every owner of a rental property should be following in the footsteps of vendors and investing in professional photography. For a minimum cost, the benefits are many.

Promote your property in its best light

Professional photography ensures that a listing looks sleek and presents well and can instantly be the difference between a listing that flies off the market or sits for weeks without a tenant.

Professional photos will draw more attention to the property than those taken with a mobile phone or iPad or on a handheld camera, all of which tend to suffer from insufficient lighting, poor quality and bad angles.

Use on a number of advertising platforms

Having professional photographs taken of an investment property allows for exposure on many advertising platforms.

Online internet listings, social media, and tenant email alerts are just some of the ways in which we can use photography to market a property, making the need for smart, quality photographs essential in attracting the right tenant for a property.

Don't lose rental income with a property that won't rent

Using professional images in a rental listing can ensure that a property does not remain vacant for a period of time, as properties with professional photographs tend to rent quicker than those without.

Another added bonus is that professional photos are timely and can be re-used when the property is re-leased. They are also tax deductible for the rental provider; two cost-effective reasons that will appeal to every savvy property investor.

First impressions count

First impressions do count, and it doesn't matter if your property is the worst in the street or the best in the street; quality photographs will jump right out and attract potential tenants and make them want to click through and explore a listing.

Greater listing enquiry and more inspection attendees will be generated plus professional photographs are also likely to attract a better-quality tenant, avoiding those who are likely to treat the property with disrespect. Pre-lease condition will also be evident and can be referred to at the end of a lease.



A stitch in time saves nine

The phrase “never put off for tomorrow what may be accomplished today” carries particular weight for landlords in spring.

Have you been putting off any maintenance jobs that you’ve been made aware of over the cooler months?

Now is the time to indulge your property in a little spring rejuvenation, an investment that will keep your property in tip-top leasing shape for years to come.

Attend to your garden before the heat of the summer comes – an essential maintenance factor if your property is in an area with high fire risk.

Have your gardener or handyman clear leaf matter and potential flammables from your yard, and make sure the gutters are spick and span.

Similarly, address any little issues which may present inside the property – mould spotting in the bathrooms, windows with cracks, leaky air conditioners, underperforming appliances and maintenance relating to the age of your investment.

By taking care of small problems before they become big ones, you save yourself the cost of larger reparations at a later date.



CHOOSE PLANTS THAT ARE NATIVE TO AUSTRALIA AS THESE ARE GOING TO BE ABLE TO THRIVE AND SURVIVE



A few **low-maintenance garden ideas** for your investment property

Anyone who has ever rented out a house knows the importance of having a low maintenance garden for their rental property.

After all, you’re entrusting your property to tenants that may not have the same enthusiasm or time for gardening that you would hope, which can lead to outdoor spaces that have been left in disarray and in desperate need of fixing once it comes time for your next tenants to move in.

To help you ensure that your property’s outdoor areas survive the test of time, let’s take a look at some ways to set up a low maintenance garden for your rental property.

Hedging

Simple, stunning, and a perfect way to add a little extra value to your property, hedges are as easy to take care of as they are a beautiful addition to your property.

Whilst occasional trimming is preferred to keep them looking their best, hedges are very durable and are unlikely to die off regardless of how much effort is put into their upkeep.

As an added bonus, hedges will also provide an extra boost in privacy, which is why they’re so popular for those living in lively areas or next to busy roads.

Pick Your Plants

Developing a low maintenance garden for your rental property is a balancing act between style and simplicity, and creating a high-impact, low-effort outdoor area can seem almost impossible given that many plants we associate with fantastic gardens require regular watering and care to survive in the unpredictable Australian climate.

However, for those that are willing to step slightly outside the usual garden picks, this couldn’t be further from the truth.

The trick is to choose low-maintenance plants that are native to Australia, as these are going to be able to thrive and survive for far longer than an introduced plant species.

Popular Australian plants to choose from include:

Philodendron Xanadu

Rhoeo

Grass Tree

Cardboard Plant

Most Succulents and Cacti

Dietes Grandiflora

This is by no means a definitive list, but it should get you started on your journey of exploring underrated low maintenance plants for your rental property.

