



Attract and keep good tenants

Throughout the country, demand for rental properties by tenants usually outweighs the number of properties available.

This supply and demand does fluctuate and can be seasonal. December and January is an example as it seems to be when people are moving into or out of the area with their work.

However, no matter what the demand, we need to be attracting and keeping good tenants, as they are valuable assets to our property investment. At the end of the day, a consistent rental income is of upmost importance. Here are some things that we can do to keep good tenants:

REPAIRS – the biggest complaint tenants have is that of repairs not being done or not being conducted in a timely manner. Tenants believe that when they pay their rent, it entitles them to a property in a good state of repair. All state residential tenancies acts also support this, and obligate the landlord to ensure that the property is kept in good condition.

IMPROVEMENTS – why not consider improving the property and increasing the tenant's comfort and satisfaction in the property? Does the property need a verandah, pergola or carport? Does the air-conditioning or heating need upgrading? What about new carpets and flooring or installing a dishwasher? Don't forget to speak to your accountant on the tax depreciation available on capital works done on your property.

SECURITY – everyone wants to feel secure in their home! Do you need to upgrade the front and rear security doors, add window locks or even a security alarm? Depending on where the property is situated differing levels of security are to be considered. If a tenant feels secure, the desirability of the rental property increases and the less likely it will be that they will want to relocate sometime soon!



Repairs and maintenance

All homes will need upkeep from time-to-time. When routine inspections are performed, your property manager will identify any items which may need repair around your investment property.

Your tenant may also occasionally report items for repair during their lease, which is to be viewed as a positive sign of open communication – there's nothing worse than discovering a small problem (i.e. a crack in a wall or a window, mould build-up due to lack of ventilation in a shower) which has grown into a bigger problem due to inattention!

If an item breaks down in your property, it must be repaired in a reasonable time-frame. If a repair cannot be achieved, the item needs to be replaced.

As a time-saving measure, consider giving your property manager an authorised repairs budget so they may swiftly enact any repairs necessary to your investment property.

By being proactive in matters of maintenance and repair, you are helping to ensure that your investment remains in quality condition for many years to come.



YOU ARE HELPING TO ENSURE THAT YOUR INVESTMENT REMAINS IN QUALITY CONDITION FOR MANY YEARS TO COME



Professional marketing may get your property leased faster. Here's why...

Professional photographs of your listing will provide added emotional impact and engagement with a property which translates to quicker sales and less time on the market!

As is the case with properties listed for sale whereby well-marketed properties almost always sell faster than those that lack the marketing edge, the same is true for properties listed for lease.

Why? It's all about standing out from the competition and appealing to the right audience (buyers in the case of properties for sale and tenants in the case of properties for lease).

For example, featuring professional photos as part of your online marketing campaign will ensure your property stands out from all the other properties your potential tenant is comparing it against.

A floor plan is another addition we recommend to make your property ad stand out from the rest. A floor plan allows tenants to view the layout of your property, which enables

them to quickly determine their suitability for the property.

And last but not least, professional marketing should include well-written copy in which all the features of your property are comprehensively listed, ensuring potential tenants have all the information they need to make a decision. Full disclosure is best! Consider this option and reap the benefits.

In short, professional marketing that showcases your property's best features will capture the attention of more potential tenants so it really does pay to invest in it.

What's more, professional marketing not only helps minimise vacancy periods by getting your property leased faster, but experience tells us it may also help to generate a higher rental return.

All these advantages ensure that any additional marketing costs are quickly recovered.

