



## Property Management News

February 2019

### PROFESSIONAL MARKETING MAY GET YOUR PROPERTY LEASED FASTER. HERE'S WHY...



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.

## THE SUPPLY OF APPLIANCES IN A RENTAL PROPERTY



When leasing out your property, appliances like air-conditioning, gas heaters, dishwashers and sometimes fridges are often made available for use by tenants.

Should these appliances be supplied, some simple rules need to be understood as to avoid any surprises down the track.

Should an appliance break down, it will need to be repaired or replaced as soon as possible. Failing to do so can result in compensation being owed to the tenant.

Sometimes a property is supplied with an appliance that may not be in the best of repair (like a dishwasher). The owner might instruct that the tenants can use it but if it breaks down, it won't be replaced.

This statement does come across as generous or as a bonus to the tenant, however, whatever is supplied for tenancy must be repaired or replaced should it break down! Therefore if it is supplied, it must be there as a permanent appliance.

Also, ensure that you have arranged a Tax Depreciation report to ensure you get not only the best tax depreciation deductions on your appliances but also on the rest of the property and fixtures.

## IS YOUR INVESTMENT PROPERTY THE BEST FIT FOR ITS LOCATION?

Doing your research on the area in which you're planning to invest is paramount to maximising your return and enjoying reduced transactions and stress.

Some of the questions you might ask a professional property manager include:

1. What type of property has the highest demand in the market?
2. Which properties see the lowest turnover of tenants?
3. Which times of year see the highest enquiry rates?
4. What is the demographic of the majority of tenant enquiries?
5. What are the key property attributes they are looking for?

It's important to know this information when either investing or considering renovations so you can make better decisions as to where, when and how you invest your money.

For example, 2 bedroom units might have the highest demand and lease the fastest in a given area, however they might also have the highest turnover of tenants, which in turn creates more vacancies and potentially additional wear and tear on your property.

If you're planning to purchase an investment property or renovate, have a chat with our property manager, who can give you the best tips on what features local tenants value most, the best yielding properties, average tenancy tenures, and the best time to bring your property to market.

# R&W

Gong Xi Fa Cai

Thank you for your association and this New Year we wish you luck, prosperity and health and look forward to continue serving you.



Happy Chinese New Year 2019

**Hendra Wijaya**  
Principal

### Recent Rentals

10A Strachan Street, Kingsford  
1 bed 1 bath \$380

105/717 Anzac Parade, Maroubra  
1 bed + study 1 bath 1 parking \$550

804/97 Brompton Road, Kensington  
2 bed 2 bath 1 parking \$800

A34/15 Green Street, Maroubra  
2 bed 2 bath 2 parking \$660

### Sales Listings



102/220 Coward St,  
Mascot  
2 Bed, 2 Bath, 1 Car



3 Cunningham St,  
Matraville  
DA Approved for 4 Bed + study



3/88 Duncan St,  
Maroubra  
2 Bed, 2 Bath, 1 Car

## The best reputation in real estate

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