

# Raine&Horne®



Your investment,  
Our Commitment

Investment **Property**  
**Management** Services





## Welcome to Raine & Horne

You learn a lot about property in Adelaide and in particular the southern suburbs after years in the real estate industry. Easing stress, moving fast, securing the best price; they're just a few of the important skills we've picked up in our time.

It's that experience that's earned our property management team their enviable reputation.

At Raine & Horne Blackwood your property will be rented at the best possible price, in the shortest possible time. With highly-specialised and tailored property management services, as well as help and advice through every stage of the process, you and your property get the attention they deserve.

With Raine & Horne Blackwood, you'll enjoy a seamless and stress-free property management experience from start to finish.

Over the next few pages, you'll learn how we get results & what sets us apart.

## It's the experience that matters.

Founded in 1883, the Raine & Horne brand has become synonymous with real estate both in Australia & internationally.

Over its history, the brand has flourished in ever changing markets and developed into an industry leading, full service real estate network with an enviable reputation for expertise and an unwavering commitment to excellence.

By teaming up with Raine & Horne Blackwood you're getting an experienced partner and a powerful friend in real estate to help you achieve your real estate dream.



## Raine & Horne Blackwood

Raine & Horne Blackwood has been one of the areas most highly respected real estate agencies for more than 25 years.

We offer a professional team of experienced agents and property managers who are renowned for their enthusiasm, integrity and expert negotiating skills.

Raine & Horne Blackwood is part of the extensive Raine & Horne network, which has over 350 offices worldwide, so when it comes to buying, selling or property management, no one can match our coverage. Our team offers over 100 years combined experience in real estate and our recent results are a testament to our success and dedication.

At Raine & Horne Blackwood achieving the best outcome for your property and making the whole process stress free is our ultimate aim.





# Our Difference

At Raine & Horne Blackwood, our Property Managers' ambition is to add value over and above the traditional functions of property management. We understand your property is a significant asset and that your chief objective is to maximise the return on your most valued investment.

We've invested in the best technology, systems and procedures to take care of collecting rent, co-ordinating repairs and maintenance as well as finding you the right tenant. Our team will also focus on the bigger picture when it comes to your investment – that means working with you to maximise the potential of your property portfolio.

- We are experienced & local – We hold a reputation and track record that's proven with over 100 years combined experience. Our team's strength and integrity provide peace of mind knowing you can trust a team that is well respected.
- We pride ourselves on working as a team, each of our property managers discusses your property with all members of the team arming everyone with valuable information which will help find a quality tenant for your property as soon as possible.

Our Investment Property Management team is dedicated to helping you:

- Understand how changes in the market will impact your investment
- Help give you an understanding of the investment strategies available to you
- Show how simple changes can help improve the yield from your property,
- Ensure you feel confident as an investor in real estate
- We have the best training – each of our staff members continues both in-house and external training which ensures we remain the most informed and professional group.
- We offer exceptional value for money, with cost-effective marketing options for every budget.
- Our premium office location – A prime position, large window display and lots of parking, ensures our office is appealing, inviting and easily accessible.

## We are with you every step of the way....

Property Management has become much more complex. Gone are the days when managing your investment was just about collecting the rent and checking on the gardens.

At Raine & Horne Blackwood we take care of your investment property, treating it as if it were our own.

As Property Management specialists you can rest easy knowing that your rental property is in safe hands, which ensures the protection of YOUR investment at all times.

“ We have created marketing solutions that provides maximum exposure to gain the highest possible rental return.”

## Making an impression

Better advertising is all about numbers and getting you the best possible price and terms. It really means more tenant inspections equals more applications to choose from.

Our directors have been hands on involved in marketing and promoting properties for decades and have developed systems to ensure a quality marketing campaign for your property. This includes advertising copy, key suburb highlights, professional photos and geo-targeted marketing for improved engagement and exposure.

## Staying ahead

We stay ahead of our competition, so you can too. Our state-of-the-art property management technology includes:

- Our SMS tenant arrears alert system
- Digital property condition reports, sent to you within minutes of an inspection
- Inspect Real Estate, a live, world-class tenant management system which markets your property to hundreds of prospective tenants
- Online landlord portal to access your info including tenant 'paid to' status 24/7

## Exposure is everything

Success and exposure go hand-in-hand in the rental market. At Raine & Horne Blackwood, we'll leverage your property against the consistently updating database of tenants in our area. Leveraging from one of the largest portfolios in the area, we have a consistent stream of potential tenants.

Before your property launches online, we'll notify our tenant community via email, generating in-house enquiries and interest quickly and efficiently.

## Our team is your team

When you join us, we join you. Our dedicated, senior property management team have 100+ years of combined experience. They're supported by our team of highly-focused industry specialists who've graduated through our world-class training and mentorship programs.

Throughout your time with Raine & Horne Blackwood, you'll have a professional Leasing Executive and a dedicated Property Manager assigned to your property.

## How do we get you the best rental price?

It may come as a surprise that rents aren't set in stone and are open to negotiation.

Market rent is based on competition for local rental properties, the range of amenities on offer and the popularity of a neighbourhood, and these factors can change.

Understanding the current rental trends, having knowledge of local property conditions and types along with a combination of a proven marketing campaign which makes use of:

- A database of potential tenants
- Strong local internet presence (where our premium placements attract 8 times more interest)
- Inspections times that are attractive to the most suitable tenants
- Professional photos and floor plans to make your property stand out above the competition.
- Signboards: Large bright signboards facing the street



This structured approach to marketing along with an understanding that your occupancy rate and good management are critical factors to your investments success. Not having your property occupied can mean a substantial dent in your income.

For example:

Weekly rental	Rental loss if vacant for 10 days
\$300	\$428.60
\$400	\$571.42
\$500	\$714.28

Your Raine & Horne Property Manager will advise and work with you on the best solution for your property to ensure that your property remains occupied and your income stream continues

## So, what's my property worth?

Our estimated leasing price is based on:

- Our detailed evaluation of your property
- Your property's unique features
- Recent relevant comparable rentals that have leased
- Similar competing properties currently on the market, the current state of the market & tenant demand.

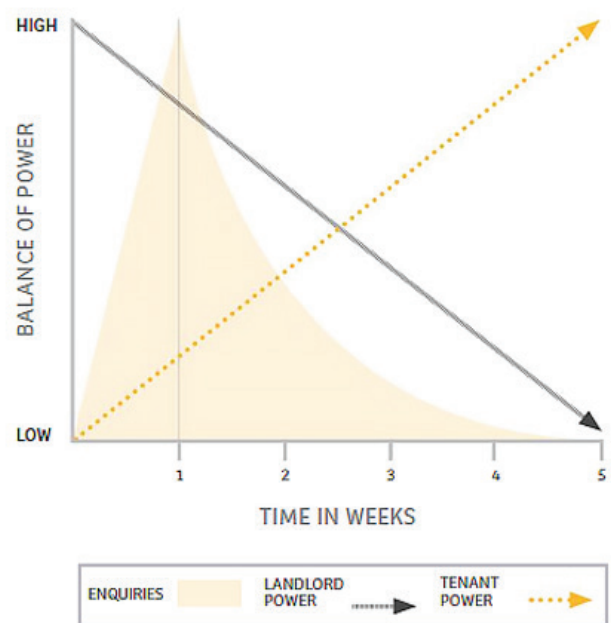
We provide our professional opinion expressly for your information and to help you lease your property; NOT for a third party. Although we take every care in arriving at this figure, we stress that it is an opinion of a reasonable and achievable rental price.

For the best experience we recommend an exclusive agency agreement where we handle all of your property management needs from start to finish. However, we can tailor a more specific agreement if you prefer.

## Hitting your peak

Once your property marketing 'goes live', enquiries will peak at around week one. This is when you, as the Landlord, hold the balance of power and you can negotiate the lease terms in your favour.

After week one, the enquiries start to decline and the balance of power swings in favour of the tenant. Ideally, you'll select a tenant within a week and the rental agreement will be signed and settled.



“Properly pricing your property can be the difference between having it let in 4 days or 4 weeks”

# Our Leasing process



## Breaking Down our Leasing Process

### Step 1 - Preparing your property & photographs

The first step is to maximise your property's potential, something our agents are naturally skilled at. Your property's unique features and benefits will be showcased with premium photography, providing potential tenants with a visually stunning walk-through.

### Step 2 - Marketing & advertising launch

Next, we focus on getting your property maximum exposure – that's the key to our success. We'll list your property online as a priority placement on realestate.com.au and Domain, and again gain further traction via selected websites and social media channels. Your property will reach an online audience of around 10,000 potential tenants a month, our high-end imagery and bespoke description capturing its very essence as it showcases the unique features and benefits on offer.

### Your Marketing Options

Our marketing philosophy is to maximise your property's exposure and thereby generate an increased number of inquiries. This results in greater competition, more efficient leasing and a better result. We target our marketing to ensure the greatest benefit from every advertisement.

#### World Wide Web

The Internet is a cost-effective way of promoting your property to the worldwide audience. Increasing number of buyers utilise the Internet to find a property. Your property will be placed on 14 websites.





At Raine & Horne Blackwood we launch your property as a Premier Property Listing on [www.realestate.com.au](http://www.realestate.com.au) and here is why:

- Premier property attracts 12 x more enquiries on [www.realestate.com.au](http://www.realestate.com.au)
- 85% of tenants use the internet as their main tool to search for properties
- Over 70,000 visits to [realestate.com.au](http://realestate.com.au) each month from prospective tenants
- 69% of prospective tenants don't go past page 1 of Rental Listings

These premium listings are included as a standard part of your marketing package. We'll also give your property 24/7 exposure to a wide tenant community, showcasing it on 14 websites, including:

- [raineandhorne.com.au](http://raineandhorne.com.au)
- [realestate.com.au](http://realestate.com.au)
- [domain.com.au](http://domain.com.au)
- [rentfind.com.au](http://rentfind.com.au)
- [rent.com.au](http://rent.com.au)
- [homesales.com.au](http://homesales.com.au)
- [allhomes.com.au](http://allhomes.com.au)
- [realestateview.com.au](http://realestateview.com.au)
- [homehound.com](http://homehound.com)
- [nestoria.com.au](http://nestoria.com.au)
- [onthehouse.com.au](http://onthehouse.com.au)
- [thehomepage.com.au](http://thehomepage.com.au)
- [inspectrealestate.com.au](http://inspectrealestate.com.au)
- [homely.com.au](http://homely.com.au)

## Social Media

Just as Internet advertising took the world by storm, the next revolution is Social Media. Marketing of your property through social media channels allows increased direct targeting of potential buyers.

## Floorplans

Where possible, we recommend Floor Plans that are generated professionally from accurate measurements taken at your property. This is

a great way for tenants to imagine furniture placement and start creating "ownership desire." which leads to longer term tenancies.

## Still & Video Photography

"A picture speaks a thousand words." That's right, and it's also why we employ the very best real estate photographers & videographers to ensure the most effective reproduction of your home. We can also offer premium twilight photography and/or videography to really allow your property to stand out! We can work with the current tenants to best present the properties in their current appearance.

## 3D Virtual Tours

3D Virtual Tours provide potential tenants with an interactive and highly engaging platform that visually displays your property accurately and in exquisite detail. Offering on average 80% increase in enquiries generated, with individuals spending around 50% more time on listings featuring the 3D tours, this is the premium tool for online marketing of your property.

## Press Advertising

Raine and Horne provide an option for your property to be advertised in the Advertiser and local Messenger newspaper.

## Rental Guide

The Raine & Horne property guide provides a reference to all homes marketed with us and features available rentals.

## Signboards

Our signboards are both visually distinctive and immediately identifiable. We take care to ensure they are meticulously maintained, promptly erected, accurately and attractively sign written, and well positioned for maximum exposure. They can feature impressive photographs of distinctive selling features of the property. 'Rental arrows' can also be erected if the property is situated on a corner or has an exceptionally large frontage.

### Step 3 - Attract quality tenants in-house

As well as getting your property out there, we tap into a deep internal database of potential tenants. Every week, more than 100 new tenants are added to our database.

We also work with a vast network of Relocation Agents which, when combined with our internal database, means reduced vacancy turn-around time of less than seven days on average between tenancies.

### Step 4 - Open for inspection

Open inspections are when our leasing department really shines. They'll also make sure your property is easy to find with signage. They'll make sure it is well presented with marketing material on display long before the first tenant arrives. Our leasing department follow up all potential tenants within one business day, capturing interest and feedback when it counts most, and providing you with valuable insights to help lease your property sooner.

### Step 5 - Identify the best tenant

To identify the very best tenants for your property, our property managers utilise our thorough screening process. This includes, but is not limited to:

- Multiple reference checks (including previous rental history)
- Employer and salary confirmation
- National Tenant Database search
- Facebook / Social Media Checks

Applications are processed within 24 hours of their submission and all applicant options will be presented for your consideration.

Once the application is processed, you will then be contacted to discuss applicants and consider the most desirable tenant. We will use our experience to help recommend our preference,

however the decision is ultimately yours.

### Step 6 - Negotiate the highest price & best lease terms for you

Our job is to make sure you're getting the best rental return for your property. Because we understand the rental market, we can negotiate rental prices and lease agreements that best suit you.

### Step 7 - Property documentation and lease preparation

When a tenant has been qualified and, most importantly, approved by you, we require the tenant to attend the office within 24 hours to execute a lease and pay their first two weeks rent along with the completed security bond for the property. This is a maximum of four weeks rent if the property is under \$250 per week or six weeks for any property over \$251 per week.

When the lease is due to start, the tenant will be supplied with a complete ingoing condition report on your property. This report, which is prepared by us contains photographs and a written description on the condition of the property, so that we can highlight any potential non-fair wear and tear, making sure your property is preserved. The tenant is required to return this report within 14 days with their comments. A copy of this report and your Residential Tenancies Agreement will be available to you on your private online portal.

### Step 8 - Ongoing service and maintenance management

We have formal agreements with a network of trustworthy, highly-skilled and professional tradespeople whom we trust to carry out quality work at the most competitive prices. At Raine and Horne we can organise multiple quotes when needed and supervise renovations between tenancies. We will trouble-shoot with tenants to avoid unnecessary call-outs and expenses.





## Ongoing **Property Management Services**

### **Payment of outgoings**

If you wish, we can manage all your outgoings including water rates, council rates, Revenue SA, strata levies and maintenance charges. These expenses will be detailed on your statements and invoices will be forwarded to you at the end of each month and retained in our archives.

### **Rental Payments**

We make it easy for tenants to pay their rent on time, which ensures arrears are kept at virtually nil.

- Our Electronic Funds Transfer (EFT) and credit card payment systems enable tenants to pay their rent online or over the phone 24/7
- Your rental income will be deposited to your bank account via EFT at the end of each month or twice monthly if you would prefer this.

### **Financial Reporting**

We will provide detailed financial reports including:

- Monthly statements by email, detailing all monies collected and disbursed
- End of financial year statements to give you a comprehensive picture of your asset's performance.

### **Compliance with the Residential Tenancies Act**

We keep across the ever-changing and ever-growing responsibility of keeping set with the Residential Tenancies Act 2010 including property compliance, a landlord's duty of care and responsibilities as well as enforcement of the rights and responsibilities of each party under this legislation, including but not limited to pool and spa compliance, fire protection, smoke detectors, water efficiency and other legislative requirements. Ultimately, we manage the risk and keep your property compliant.

### **Annual rental market reviews**

After your tenants initial lease term, our professional Property Managers will perform

regular property rent reviews and make a recommendation along with a comprehensive report of what comparable rentals have leased for in the area. Our aim is to ensure that you have the opportunity to achieve the maximum rental potential on your investment as well as retain your high-quality tenant.

### Routine inspections

Our team of mobile Property Managers will perform at least three physical property inspections and provide detailed reports to ensure that the tenant is upholding the lease conditions of the property. We will detail in the report our findings, any recommendations to enhance the property, and general comments about the condition of the property and overall property standard along with several photos taken at the inspection.

### Tribunal Hearings

If necessary we will prepare, lodge and present applications to the Residential; Tenancies Tribunal. We will attend any hearings on your behalf.

### Landlord Protection Insurance

It is recommended that all landlords have insurance to cover rental loss and malicious damage. In the event that a tenant defaults on their rental payments or causes damage to your property, it is beneficial to have insurance.

History has proven that a tenants life circumstances may change which ultimately affects their rental situation (e.g. loss of employment) & landlord insurance can help recover the loss. It is also vital to ensure that your policy will cover you in these situations. Many insurance companies use misleading terminology and property owners can get caught out. Your Raine & Horne Blackwood property manager can tell you if your cover is suitable.

### Technology leaders

At Raine & Horne Blackwood we're always evolving the way we manage your property. We couple our superior service with industry leading property management technology to keep us, and you, at the forefront of the industry.

Our fully integrated technology toolkit includes:

- Digital routine inspection reports with photos, sent to you same day as the inspection
- Online landlord and tenant portals, accessible 24/7
- Online maintenance management system which allows for quicker tracking and reporting of maintenance to respond to maintenance requests more promptly.







Dedicated tenant maintenance portal to drive quick and competitive maintenance responses

- Adaptive SMS arrears management system, that learns the behaviors of your tenant and adjusts follow up and prompts to help ensure better payment of your rent.
- Targeted marketing system to help find you prospective tenants faster
- Online tenancy application summary to help reduce vacancy periods.
- Automated compliance register to ensure your property smoke detector, swimming pool, etc remain compliant.
- Electronic renewal process to save you time and ensure your tenancy remains leased longer.

## Our promise...

- We will always answer the phone and if we can't, we will promptly return your calls
- We'll provide you with weekly advertising reports, same-day inspection feedback.
- We'll showcase your property to the highest standard with professional photography and advertising copy.

- We'll carry out regular rent reviews to keep in step with market improvements.
- We'll check all applications and references thoroughly.
- We'll conduct regular periodic inspections of your property and carry out frequent drive-by inspections.
- We'll provide value with all maintenance services and works performed.

## Delivering Total Satisfaction

Finally, the staff of Raine & Horne Property Management, Blackwood, hopes to deliver you total satisfaction in your property investment experience.

# Property Management

## Service Guarantee

Raine & Horne Blackwood is a full service real estate agency with a reputation for expertise and a commitment to excellence. We are also proud to be part of the Raine & Horne network, and pride ourselves on creating and maintaining a high level of service and professionalism, while we can generate interest in your property from an extensive list of resources.


We Promise that:

1. We will respond to your phone call within 24 hours & email within 24 – 48 hours.
2. Quality tradespeople will be engaged to carry out repairs and maintenance to your property and all reasonable steps will be taken to obtain the best pricing. All repair requests will be attended to within two working days while all urgent repairs will be arranged within 4 hours.
3. We will not proceed with any maintenance that exceeds your specific written instruction unless they are deemed to be an emergency that warrants immediate action.
4. All available funds will be paid to your nominated account twice monthly (upon request)
5. All authorised property outgoings will be paid on your behalf prior to the due date (subject to the availability of funds).
6. We will keep you informed with all relevant information at least once per week, while your property is advertised for lease.
7. We will thoroughly screen every tenancy application that we refer to you for final tenant selection.
8. Once the tenancy application has been approved, the Lease Agreement will be completed and executed as quickly as possible.
9. A signed copy of the Lease will be made available to you.
10. An ingoing inspection will be carried out prior to your tenants moving into the property. Its condition will be detailed in a comprehensive report along with multiple photos.
11. A routine inspection will be conducted a minimum of 3 times per year. We will provide you with a comprehensive report on its condition including photos.
12. We will make all efforts to collect the rent in full on or before the due date for payment, however, if payment has not been received by the due date, your tenants will be contacted via phone calls, sms, email and/or post. Every effort will be made to ensure that the rent is paid in full.
13. We will contact you a minimum of 60 days prior to the expiry of the lease Agreement to discuss its renewal. Market research will also be conducted at this time in order to review the rent amount and determine if an increase is warranted.
14. When the tenant informs us of their intention to vacate the property, you will be advised within one business day to seek your instructions regarding re-letting.
15. A comprehensive outgoing inspection will be carried out when your tenants have vacated the property. The condition of the property at the final inspection will be compared in detail to the ingoing inspection report and photos.

This guarantee does not apply in the event of a natural disaster, act of war or terrorism, or the interruption of any essential service providers such as electricity, telecommunications and internet or banking facilities. Business days are Monday to Friday, exclusive of Public Holidays and Banking Holidays.

A failure in this guarantee shall entitle you to a **3-month FREE Management Fee** of the property to which it relates.



A modern interior space featuring a light-colored sofa with a yellow and a patterned pillow. In the background, there is a staircase with a glass railing and a large window with a view of a building. The scene is brightly lit, suggesting a sunny day.

There's something fulfilling about having a positive impact. Whether its through great service and communication with customers, support for the local community, or by innovating and improving the way we work, making a positive impact is something we strive for every day.

**"It's about more than great results, it's the way we get them".**



# Raine&Horne®



**Blackwood**

**08 8370 3611**

[rh.com.au/blackwoodpm](http://rh.com.au/blackwoodpm)

RLA 44686