

# HOW WE BENEFIT YOU IN PROPERTY MANAGEMENT

THE  
888  
ADVANTAGE



**asset**  
**advantage**  
management

investment **property** specialists  
sydney | melbourne | brisbane

# INNOVATE

**“in-no-vate”** – to do something in a new way  
to have new ideas about how something can be done  
*Websters Dictionary.*

With innovative and outside the box thinking, Asset Advantage Management has a four pronged approach in achieving the most for your property investment, the aim of which is to increase the desirability and the rental yield of your property.

## RENTAL MAXIMISATION STRATEGY

We use a proven marketing strategy unique to Asset Advantage when advertising your property online.

Our advanced negotiation skills used when renewing leases achieve rental returns that are greater than the market medium. Our unique marketing strategy attracts more prospective tenants than our competitors. This allows us to select the best tenant, with the highest return for your investment.

### The strategy:

- Allows us to eliminate any price ceiling on the rental your property can return
- Allows us to provide a buffer when applicants negotiate
- Applicants to feel satisfied as they were able to negotiate in leasing the property
- Ensures our clients are satisfied with the outcome as it potentially reduces the vacancy period.

When we meet, all aspects of this strategy will be explained in detail.

## VACANCY MINIMISATION STRATEGY

At no additional cost to the landlord, should 1-week remain before tenants vacate, we will pay for feature listings and priority advertisements placed online to increase the number of enquiries. We will also pay to share the listing with two other agencies, to triple the resources, databases, agents, advertisements and inspections to ensure the property is leased as quickly as possible.

If your investment property is not leased 1 week prior to the tenant vacating, we will, at **no additional cost** to the landlord—Pay two further agencies to list your

property, thus tripling the resources, databases, agents, advertisements and inspections to ensure the property is leased as quickly as possible. This undertaking ensures that your investment property has the greatest possible exposure to attract the highest quality tenants. **This is a unique service no other agency provides**

## MAINTENANCE MINIMISATION STRATEGY

Asset Advantage manages an 80-unit portfolio for one of our clients, who receives a net rental figure every month from us. All maintenance expenses are wholly borne from our ‘own pocket’. To minimise these expenses, unlike other agencies who use local contractors for repairs and services, our agency has researched the best contractors who provide the highest quality of service at the most economical price. These distinct contractors are used for all our other landlords’ properties to save on maintenance costs.

## WE ARE ONE TEAM WITH A COMMON GOAL – LONG TERM CLIENT SATISFACTION

We work closely with our parent company, Key Property Solutions, who specializes in selling off-the-plan to investors. We pride ourselves on achieving above average rental returns for our clients. It is most important to our core business that we achieve solid rental returns for our clients as we are directly associated with the investment property company, financial planners and mortgage brokers who recommend our services.

As we are a member of the Key Property Solutions ‘extended’ family, you can rest assured we are there to do the best for you. **Our primary focus is to achieve long term client satisfaction.**



# RESONATE

**“res-o-nate”** – to affect or appeal to someone in a personal or emotional way; to relate harmoniously; to strike a chord; to evoke a feeling of shared emotion or belief;

*Websters Dictionary*

Our Team is what resonates most with owners and tenants. The directors have years of experience specialising in sales, rental and even strata... our strong market knowledge achieves exceptional results... but only with a cohesive team can we achieve long term customer satisfaction whilst maintaining professional and transparent customer service for all, with integrity playing a vital role.

The calibre of our agency is based on our people. Our team is comprised of lateral thinkers with many years experience in property management aged from late 30's upwards, so consistency, professionalism, integrity and transparency are the order of the day.

They are passionate and motivated in achieving the best results when letting and managing your property. This is their career of choice, which is vastly different from other companies whose young cadets or trainees generally use property management as a stepping stone to get into sales. Our Team approach is 'would I do this if it were my property', thus ensuring the best approach and most innovative strategy are at the forefront of their endeavours.

At all times, everything is overseen by the Principal Director, Colin Segal. He is available 24/7 and he is the sentinel of 'Our Peace of Mind Promise'. Flexibility to 'deliver without compromise' resonates wholeheartedly within Asset Advantage Management, where tailor-made customisation can be an option where possible.

Our commitment to you is

- **No inspection charges**
- **No fees for organising tradespeople**
- **No hidden costs**



# COMMUNICATE

**“Com-mu-ni-cate”** - to convey knowledge of or information about : make known; to transmit information, thought, or feeling so that it is satisfactorily received or understood

*Websters Dictionary*

Good communication is the core of contentment. Our flexible, outside the box, contrarian approach to maximise rental, minimise vacancy and expenses, is founded on sound principles of keeping the owner informed.

From pre-settlement inspections, which we conduct on your behalf at no charge, we maintain continual follow up until such stage as we have a contented owner and tenant whose needs are all met as per their tenancy agreement.

We will guide you through the transition process from purchase to property management, in the following seamless manner

- Pre-settlement inspection will be scheduled and the property manager can join you to take photos of all defects including photos for advertising.
  - The property manager will send a detailed report, including photos on your behalf to the developer, with a copy being sent to your solicitor.
  - Our experience and knowledge in the area of 'defect management' is second to none. This knowledge has been gained by many years of Strata Management experience.
- We have the advantage of being the preferred sales company for many developers, therefore ensuring that defect requests are addressed promptly where ever possible.
- To attract potential tenants, Expression of Interest adverting will begin before settlement, where possible. The list of prospective tenants will be contacted so as to take them for viewing immediately after settlement
  - On the settlement day, the property manager will collect the keys and settlement package on your behalf
  - Applications received after open house will be reference checked and the Property Manager will call you to discuss the details for final approval
  - The property manager will take care of the signing of the lease with the tenant, A tenant pack, keys and relevant documentation will be handed over at the start of the tenancy.
  - We recommend landlord's insurance to be taken out which the property manager will promptly do on signed authorisation from you.
  - The Property Manager will notify the relevant Utilities, Council and Owners Corporation that we are the managing agent. We will request that all accounts be forwarded to Asset Advantage on your behalf.
- These accounts will be paid in a timely manner or your behalf from rent received. Of course, you have the option to pay these accounts directly if you prefer.
- On a fortnightly or monthly basis, when the rent is received, our accounts department will deduct any invoices as well as our fees and disburse the balance to your chosen bank account at month end.

# ASSET ADVANTAGE

**Results, Integrity and Trust** are not just words to us -  
they are at the core of everything we do.

## OUR 'PEACE OF MIND' PROMISE

Asset Advantage Management Pty Ltd is a privately owned business and our primary focus is on you, the investor.

Our team of highly experienced property managers are focused on providing the level of service that will maximize the yield on your investment property, while communicating with you, the owner, and tenant to best achieve this result.

Client satisfaction is what makes a happy owner. We understand that as an investor you want to know that your investment is being professionally managed and cared for by an experienced property manager who will excel in the maximizing of rental, minimize vacancy periods and expenses whilst maintaining a happy tenant.

Continuity with your property manager, your one point of direct contact, is vital in fostering our business relationship with you where transparency is the order of the day.

## WE VALUE TALKING TO YOU PERSONALLY

**PLEASE CALL COLIN SEGAL NOW**  
**ON 0408 000 011**  
**OR 1300 277 382**

Or email [csegal@assetadvantage.com.au](mailto:csegal@assetadvantage.com.au)  
and Colin Segal will call you back

For 'Peace of Mind' in owning your investment property **CALL NOW** and  
appoint us to let and manage your property





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