

MAXIMISING YOUR INVESTMENT

What you can expect from Harcourts'
Property Management service.



WHO ARE WE? WE ARE HARCOURTS

Harcourts is a highly successful, multinational real estate franchise network founded in New Zealand, which has been providing industry-leading services since 1888. We have the best global, national and local connections for buying, selling and leasing real estate.

In addition to this we have the backing of advanced technology systems, comprehensive training and world-class marketing. These foundations have shaped the quality, culture and future of the Harcourts brand and our people.

We are proud to represent clients in **New Zealand, Australia, Fiji, South Africa, Canada, United States, Mexico, Indonesia, and China.**



That's the combined resources of thousands of consultants across nine countries. Then there's the advanced systems and training which allow our people to recognise every opportunity for their clients.

But there's something else that's been far more important for our success. It's you.

Where do you want to be? And what do you need from us to get you there? Our vision is to provide the finest experience in real estate and it's that commitment which results in success. We'll work with you to discover what you want to accomplish then work our hardest to achieve it for you.

This guide is intended for general information purposes only. The content does not take your personal circumstances into account. You should obtain independent legal and financial advice before undertaking any transaction involving real estate.

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Harcourts Maximising your Investment - v1.0 (NSW, ACT, QLD, SA, WA, TAS, NT)



WE ASSIST IN OPTIMISING YOUR INCOME POTENTIAL

This simple statement covers an often challenging and complicated process. Of course, the care of your property and optimising your return is what's important – and Harcourts utilises some unique strengths to accomplish this.

We ensure our people consistently operate above and beyond our competitors. It's a precise service-based mindset that only the best property management practitioners can deliver consistently.

We use sophisticated systems and technology to make certain your property can gain massive exposure. Our comprehensive databases enable us to match tenants with properties.

We connect with your audience of potential tenants. In our media-saturated society the average consumer is bombarded with hundreds of advertising messages every day.

Your investment property needs to stand out. Harcourts have redefined the role of property management within the real estate office – from a back office activity to an expert streamlined, systemised, customer-focused machine that today's market requires.

Before this machine is activated, we determine achievable rent, and specifically tailor marketing and letting techniques. No two properties are the same – so each marketing and letting proposal must be considered individually. We then move seamlessly into the ongoing care and management of your investment asset.

What to expect when you meet your Property Manager. With your permission, when we meet we'd like to:

- Tour your property to enable us to take detailed notes and make a reliable and accurate rental assessment.
- Discuss your needs and expectations and determine how we can help. It's important that all decision makers are available when we meet.
- Answer questions you may have about Harcourts, the service we will provide and any other real estate matters.
- Provide you with accurate market research and discuss a suitable marketing program to attract and secure the most suitable tenant.
- Enquire about recent maintenance of the property, any current warranties which may apply and your current insurance cover.
- Walk you through our Management Agreement and discuss our working partnership.
- Provide advice and guidance on how you can meet your responsibilities under the Residential Tenancies Act or equivalent state legislation.

Why us?

- We are specialists in Property Management, our people are dedicated professionals.
- Our business philosophy is based on “creating success” and four specific values that are communicated throughout the organisation.
 - **People first**
 - **Doing the right thing**
 - **Being courageous**
 - **Fun and laughter**
- Our local knowledge is backed by our global strength.
- We promote a company wide focus on the delivery of exceptional customer service.
- Our Harcourts Academy researches and provides expert training and coaching for our Property Managers who continue to remain at the forefront of Property Management legislative changes.
- Our offices are supported by a team of Property Management Operations Managers who are experts in their field and whose sole role is to support, train, problem solve and keep up to date with the latest innovations in the world of Property Management.
- We are at the forefront of Property Management technology. Our Property Managers enjoy a mix of mobile and web-based products for seamless management of the many administrative processes required.
- We accelerate the renting of your property to the right tenant through our focused marketing and tenant screening procedures.
- We maximise your investment by optimising your return.
- We guarantee that we will proactively communicate with you on all matters relating to your property.
- We offer a wide range of value added services to further enhance your investment.
- Industry leading systems and procedures and our philosophy of continuing innovation ensures you and your property are in the best hands.





WHY APPOINT A PROPERTY MANAGER

It's important to ask yourself: **“Do I have a thorough understanding of the Residential Tenancies Act and other associated statutes?”**

This is a highly specialised aspect of real estate and it is fraught with the danger of litigation in almost every task you undertake. A competent Property Manager not only possesses a strong understanding of their role, they continually increase their knowledge

of insurance requirements, changes to legislation and industry and market trends to ensure all clients receive the highest level of service at all times.

Property Managers are often engaged to pick up the pieces of poorly self-managed properties after it has cost the owner countless hours in trying to resolve conflicts with their tenant, not to mention the monetary cost.

Considering managing yourself?

If you are considering managing your own investment property then it's wise to consider the following:

- Do you possess a thorough understanding and knowledge of the Residential Tenancies Act or equivalent state legislation and all amendments in order to maintain a fair and professional relationship with your tenant? The tenant may be entitled to compensation if you inadvertently breach their rights.
 - Do you understand a Landlords' obligation under other acts affecting a tenancy? Discrimination, privacy, consumer protection, building and other statutes all impact a tenancy.
 - Are you confident that you know enough about the tenant selection process to ensure that you ask the right questions and receive the right answers before you place a tenant in your valuable asset? This can save untold heartache and frustration for you.
 - Do you know how to lodge your tenants' Bond money in accordance with the Residential Tenancies Act or equivalent state legislation requirements and within the required time frame? If you do not lodge the bond appropriately you may be liable for heavy penalties.
 - Do you know the right procedure when dealing with rental payment arrears? It is vital that the correct notices and service periods are used to prevent a notice from being compromised which would result in your having to reissue a notice, leading to financial loss and also a claim from a tenant that their rights have been breached with an associated claim for compensation.
- Do you have a concise knowledge of the Residential Tenancies Act or equivalent state legislation to effectively represent yourself at Tribunal/Court?
The procedure must be precise. If you are ill-prepared with non-compliant documentation, invalid notice periods or lack of evidence, justice may not fall on your side. Minor mistakes may cost you dearly!
 - Do you understand your obligations with regards to providing a tenant with the property's insurance information, what they can claim for and to what amount?
 - Do you know what constitutes an unlawful act in the Residential Tenancies Act or state legislation and what tier of infringement penalty you may be liable for if you commit an unlawful act?
 - Do you know the correct procedure when the tenant has absconded and abandoned goods remain at the property? The Residential Tenancies Act or state legislation has a range of procedures that must be followed when goods are left at the property. Additionally, if you enter the property when possession has not been handed back you risk any compensation you may have been entitled to; not to mention any penalties that may be imposed due to the breach of the Residential Tenancies Act or equivalent state legislation.

MARKETING YOUR PROPERTY

Local activity in our market

A clear understanding of the local market is crucial.

We can make the best decisions on the renting of your property by possessing the most comprehensive information possible.

While we have access to the very latest market statistics, these alone do not provide the necessary vision. A more important benefit is the ability to translate these statistics into a clear, accurate reading for an individual property.

Checking recent market movements in the area is also imperative. This information can then be used to draw a conclusion on the property's potential and uncover opportunities for marketing and customer targeting.

Understanding historical patterns, gauging both external and internal market dynamics and assessing the current competition for any property is vital. With knowledge, clear, decisive action can be taken.

Pricing your property

How do you achieve the best balance?

It's a big question. Too low and you miss out on the best return. Too high and you miss out on valuable income and a good tenant. Fortunately, there are a number of ways to lessen this risk.

Realistically priced properties generate more enquiry. This means higher levels of interest, more tenancy applications and a far greater chance of securing the perfect tenant and property match.

The time spent researching market conditions is invaluable here. It also helps to avoid putting any barriers in the way of potential tenants. One such barrier may be price – as many potential tenants disregard properties based on price alone.

You may be promised an unrealistically high rental return from some competitor companies. These promises can result in the property staying on the market vacant for extended periods of time costing you valuable income.

Remember, at around \$300 per week rent, a \$10 difference could take you 30 weeks to recover the cost of a week's vacancy.

Setting a realistic rental level is crucial, and this will need to be determined in conjunction with your Harcourts Property Manager.



Stand out with our marketing

Harcourts focus on highlighting the positive aspects of your property across a range of media to ensure we reach the widest number of potential tenants. We offer an extensive range of media options for presenting your property.

We work with you to develop an effective and cost efficient marketing plan including online options, giving your property the highest possible profile – obtaining an optimised return and the best property and tenant match.

Some of the **marketing tools** we offer include: property brochures, website property listings,

targeted mailings, office window cards, professional photography, signboards, existing client databases, email and SMS, vacancy lists and more.

Making certain your property is seen by one and all is a key strength of Harcourts. We accomplish this with a referral network that's second to none.

With over 780 offices internationally we have a multitude of Property Managers who are capable of accessing your property details to send qualified prospective tenants.

The Harcourts system allows this process to happen immediately, so your property is quickly seen by a huge number of people around the globe.

TRAINING, SYSTEMS & SERVICES

Specialist training

Your Harcourts Property Manager is part of a worldwide team, where continuous professional development is ongoing. Our Harcourts Academy researches and provides expert training and coaching. This ensures our people remain at the forefront of legislative changes. You can be confident your Harcourts Property Manager has the tools and knowledge to provide the next generation of property management services.

Industry-leading systems and tools

We have streamlined training, checklists, technology and people to make certain we can deliver on our promise to care for your investment.

In the care of your major asset, things may sometimes veer off track. Our people promote the value of effective communication. We urge you to contact us should you have any concerns or constructive comments which may assist us in continuously improving our levels of customer delight.

More options equals greater flexibility

Harcourts offers a range of extra services and trusted partners to help you maintain and optimise your investment potential.

Harcourts constantly research and team up with business partners to add to our suite of products and services which offer the most value to our client. We are proud of the relationship that we have with our partners as they offer exceptional value to our clients.

We can help with options to expand your investment portfolio through an independent mortgage brokering company who strive to always create the best possible options for our clients.

The ongoing management of your investment is supported by the latest in technology which provides the backbone for our property management departments. The most up-to-date software systems ensure your communications, revenue streams, repairs and maintenance are tracked and monitored with peak efficiency.





WE'RE ABOUT MORE THAN JUST PROPERTY.

Harcourts Foundation

At Harcourts we pride ourselves on giving back to the communities we work in. Our mindset of corporate social responsibility dictates that we owe it to ourselves to help grow and enrich society.

Since 1888 Harcourts has forged a history of charitable work. The company's considerable networking ability, combined with the individual determination of our people, means we have been highly effective in supporting a range of charities through the Harcourts Foundation.

Supported on an individual, office and company level, it's an incredible way to help enrich and grow the communities in which we live.

www.harcourtsfoundation.org



THE NEXT STEP

We are here to help

Renting and managing property is often a stressful time. That's why we pride ourselves on clear communication from the outset. We make sure we work with you – so you're always in control, from the initial renting process and throughout the ongoing care and management program of your property. So if you have any questions at any stage, please don't hesitate to ask.

Fees

If you are comparing agencies based on fees alone, ask your preferred agencies for a complete list of what they'll do for you in the process of managing your investment. Any extras may vary greatly and be costly in the long term.

Authorising a managing agent

Once you've decided to place your property under our management, we will need to complete the management agreement. The management agreement is the authority required for us to care for your investment. It clearly defines the obligations of all parties, the terms and conditions of management and the structure of management for the term outlined in the agreement.

Marketing plan

Our objective for your property is simple – gain the highest possible profile and exposure across the widest possible target audience. To achieve this, in consultation with you we will prepare a customised marketing plan to showcase your property effectively.



Find where you belong. [Harcourts](#)