



ELEVATE
PROPERTY GROUP

***YOUR INVESTMENT.
OUR PRIORITY.***

elevatepg.com.au



MANAGING DIRECTOR AT ELEVATE PROPERTY GROUP

Daniel Bligh is Managing Director at Elevate Property Group. Working in the industry for 11+ years has taught him to appreciate the commitment and trust it takes when managing a client's Investment Property. Daniel himself owns Investment Properties and advocates the need for an experienced, professional and communicative Property Manager.

Not only is it one less burden in a person's life, but it is also a tax-deductible expense!

Daniel advocates the following areas where he believes Elevate can deliver quality service in managing your property:

1. Specialisation in Property Management
2. Quality and consistent communication
3. Competitive and transparent fee structure
4. A strategic, 'hand crafted' approach to individual circumstances
5. Compliance with the law – the health & safety of all stakeholders (and your property!)

Professional associations

- Member of Business Networking International Showcase Chapter (BNI FACE)
- Member of REINSW (90121)
- Chamber of Commerce Member (Sydney CBD)
- 5 year association with WhiteLion charity



WATCH OUR BRAND VIDEO

PROFESSIONAL PROFILE

DANIEL BLYGH

Qualifications

- Griffith University; Bachelor of Business (Marketing)
- Monash University (Media Sales)
- Licensed Real Estate Agent (LREA)
- Certificate IV – Property Services

Daniel's contact details

Lets chat.

0414 203 264
(02) 8315 2070
dbligh@elevatepg.com.au

Come visit.

Suite 608, Level 6, 250 Pitt Street
Sydney, NSW, 2000

PO Box A814
Sydney South, NSW, 1235

HELPING YOU EVERY STEP OF THE WAY

At Elevate Property Group we take a strategic and tailored approach to marketing your property for lease and thereafter, managing your property.

Your Investment.
Our Priority.

We have this for with a view to maximizing your returns, minimizing your costs, and alleviating the burden of managing your valued investment.

1. Discovery

More about you and your needs

2. Alignment

A bit about us (why should you choose us?)

3. Execution

Getting the most out of your property

4. Ongoing

How can we help further?



OUR PROVEN PROCESS

1. Discovery

A bit more about you

- What have you experienced before, the pros and the cons?
- Are you a hands on client?
- How much (if any) can we spend on your behalf?
- Do you prefer your own trades?
- How do you like to be communicated with? Is cost important to you?

2. Alignment

A bit about us

- We are a 'hand crafted' real estate agency
- We cover all of Sydney Metro, multiple property owners love this
- We choose the right people on your behalf (Equifax)
- We have the right trades – experienced, licenced, economical
- We have the right tools – software, subscriptions, staff & resources
- We are safe – we own our office outright, we don't pay franchise fees and you get to deal with the Owner of the business.

3. Execution

Getting the most out of your property

- Agree to terms and then...
- Sign a Managing Agent Agreement
- Set up Clients within our Agency – a 12 Stage internal process (don't worry we do the bulk of the work!)
- We contact all Stakeholders & begin Management

4. Ongoing

How can we help further?

- Advertise your property, negotiating with stakeholders
- Secure a Tenant. Sign Bond & Lease (and ideal lease terms)
- Check in about the first rental payment/statement
- Check in about the 1st routine inspection – Check in 70 days prior to the end of the lease
- Other referrals required? Feedback for us?

FAQ'S FROM LANDLORDS



With Property Management, every Owner is different, and we like to explore what works best for you.

In this section there are some Frequently Asked Questions we encounter on a daily basis.

They are separated with regards to:

- Leasing
- Property management.



LEASING

What is leasing?

This is the period in Residential Real Estate before the property is tenanted. i.e. The marketing, showcasing and vetting potential tenants to reside in the Investment Property.

What type of marketing do you use?

The internet primarily: 70% of our enquiry comes from domain.com.au, 25% from realestate.com.au and the remainder from social media – Facebook (we have a dedicated FB page, LinkedIn, Instagram) Existing database – over 2,000 contacts.

Newsletter: we run a periodic newsletter that is sent to relocation agents, current and past clients, buyers agents and existing tenants

Print: We think this an outdated, unnecessary and expensive exercise! There may be some unique circumstances required for high-end properties, but the internet for Return on Investment (ROI) is the place to be.

Signboard: This is your 24/7 advertisement and is great for busy streets and locals walking by. But can be wasteful in quiet lanes or individual circumstances.

How much rent will my property get?

This will depend on a variety of factors, including the following:

- Comparable properties in the building or street
- Supply and demand in an area
- Climate conditions (beachside suburbs are stronger in Summer)
- Furnished/unfurnished possibilities
- Length of the lease term offered
- Age of the property and its current condition



LEASING CONT.

How long will it take to lease out my property?

'Normally' within 1-3 weeks. It will come down to 4 main factors – presentation, promotion, price and the accurate & informed advice from your agent

- 1. Presentation:** This can be dictated by you, the owner. If tenants are already in place, a good relationship with them will go a long way.
- 2. Promotion:** Advertising on all the major portals, professional photography, floorplans and well written copy
- 3. Price:** Knowing the market and using comparable rents in the local area to adjudicate the best price will minimise vacancy period without compromising your bottom dollar.
- 4. Advice:** Don't be sold on Agents looking to win your business with the promise of high rent. Make sure you listen to their recommendations, comparable properties that have recently leased in the area and acknowledge market feedback when it comes in

What are your fees and charges?

We have 3 x options for our clients! Ranging from 5.0% + GST to 7.0% + GST (all transparent & inclusive), we are sure you will find a package that suits your needs.

Are there any other fees and charges?

No – Everything you see in the Elevate packages is inclusive. Unlike other agencies, we don't charge for postage and administration costs.

We are flexible in our approach and are happy to listen to what you are after.

Can we do a unique lease term?

Yes – Sometimes circumstances might be appropriate for a unique time, say 5 months, 9 months or 15 months. This can all be negotiated. We recommend leases to end in the summer months (especially in Beachside suburbs) to put yourself in a stronger to negotiate (supply vs. demand is always strong between Spring & Summer).



PROPERTY MANAGEMENT

What is property management?

This is the period after the tenant has signed the contractual agreement or the lease agreement provided by the Residential Tenancy Act, 2010 as part of NSW Legislation. Within this period the Property Manager collects rental payments, liaises with the Landlord on matters such as repairs, maintenance, quotes and an assortment of issues relating to the ongoing tenancy of the property and its occupants.

What tradespeople do you use?

We have experienced, licenced and insured tradespeople. We have 2-3 for each category as well. The most commonly used are handyman, electricians and plumbers. If you have existing relationships with any tradespersons, please let us know and we are happy to use them on your behalf, but we do require them to be insured and licenced.

How many times will you check to see if the property is being looked after?

Depending on your package chosen, we inspect 1, 2 or 3 per year. Legally 4 times is the maximum amount of times you are allowed to inspect per year for a 'routine inspection'.

If we are unhappy with the tenant's state of the presentation we will fit in another inspection to report back and ensure follow-up, and improvements adhere too.

How do we report back to you after we have inspected the property?

As part of our service we prepare a comprehensive document to our clients, included is a snapshot of the tenancy and the property. We can make recommendations and keep you thoroughly informed of the state of the tenancy and your investment. All this of course with thorough photographs, sometimes up to 100 - 200 if it is a larger property.

Will you pay all my regular bills on my behalf?

Yes. Please provide your Water meter number and any relevant Strata details for us to communicate with. We will also contact your local Council to inform them we will be managing your property. Please inform us whether you want this part of the service.



Will you consult me on expenditure?

After we have discussed terms for us to manage your property we provide an information sheet for you to fill out for any relevant details, questions about how you like to be communicated with and in this document you can set an upper limit of what we are permitted to spend money on your behalf for repairs and maintenance. Emergency repairs will be attended to ASAP through stipulations from the Office of Fair Trading.

Can I set an upper limit for repairs and maintenance?

Typically \$300 or some are at \$1,000. Depending on the level of work and the complexity required.

Should I take out Landlord insurance?

We would always recommend it, yes. Please ask us for any preferred suppliers.

What happens if the rent is not paid on time?

We have a rental arrears process – in addition to our software which alerts us on a daily basis what tenants are in arrears and by how much.

How much should I expect to pay in repairs and maintenance throughout the year?

A very tough question to answer!

Depending on the property age and quality of your last renovations, you should always keep a kitty on the side for any outstanding issues that come about.

Whether it be a hot water system, broken toilet seat, squeaky door hinge, a busted oven or future works including paint and re flooring, we believe it imperative to have the expectation that repairs, maintenance and future renovations are part and parcel of owning an investment property.

In our opinion a contribution of \$10 per week should be allocated to this fund with a base nest egg of \$2,500 as a continual level for this reason. Obviously with major renovations more would be required and planned accordingly.

When are rental payment made into our bank account?

Monthly, Fortnightly or even weekly we pay out both our tradespeople, creditors and landlords.

What if we aren't happy with the service?

We doubt it! But typically we require 30 days' notice to terminate a managing agent agreement.

What if we want to move back in or stop renting it out?

We are required to give the tenants due notice. Depending whether it a fixed lease or month to month lease the time varies from 30 - 90 days.

The minimum period of notice you can give the tenant to vacate is:

- **14 days** – if the tenant is 14 days or more behind with the rent or has committed some other breach of the tenancy agreement
- **30 days** – if the fixed term of the agreement is due to end
- **30 days** – if the premises have been sold after the fixed term has ended and vacant possession is required by the buyer under the terms of the sale contract
- **90 days** – if the fixed term period has expired and no new agreement has been signed.

Please look at Office of Fair Trading for further details: <http://www.fairtrading.nsw.gov.au/>

What else should a Landlord look out for?

- Undertaking a tax depreciation report – they can literally save you thousands of dollars over the course of your investment. Please ask us for any preferred suppliers.
- Is your home water efficient? You can get your tenants to pay for water usage if it is individually metered and a plumber's certificate to certify this.

How else can your Property Manager help you make more money from your investment?

A Property Manager can help in all these ways, plus more, however when it comes to increasing your bottom line, your financial support team should really be called upon. These can be accountants, mortgage brokers, financial planners and property investment experts.

We have contacts in this field who we deal with and we are happy to provide suitable contact upon request.

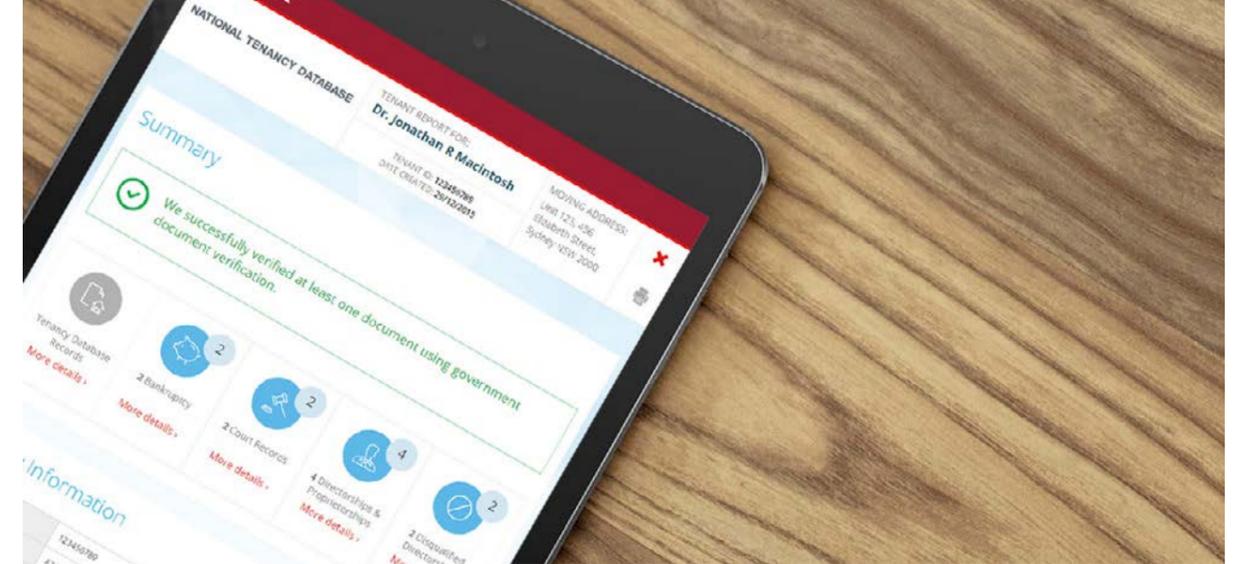
Lastly, we like to get our clients to fill out a Managing Agent Agreement to make the marketing and management of their property smooth as possible.

NATIONAL TENANCY DATABASE

We provide Australia's most comprehensive and highly endorsed tenancy evaluation service.

National Tenancy Database helps real estate agents across Australia to evaluate individuals and businesses who apply for rental properties quickly and easily.

With residential and commercial services available, NTD provides access to over 2 million individual tenancy files, 3 million public record files and 1 million commercial credit files held by Veda – the largest credit bureau in Australia.



Residential Services

Access to exclusive residential checks:

- **Identity Verification** – checks details against government data sources to verify your applicant's identity to help protect against identity fraud.
- **Individual Public Record Search** – review details of any bankruptcies, court writs or court judgements your applicant may have.
- **Tenancy Blacklist Check** – details of blacklisted tenants and tenancy history held on Australia's largest tenant database.
- **Visa Verification** – verify the prospective tenant's eligibility to work and live in Australia by validating the authenticity and duration of their visa.

The complete picture...

NTD is the most widely used tenancy screening service in Australia, providing additional checks which set us apart from traditional database screening systems. With thousands of agents contributing data every day, you can be sure that you're getting the complete picture when you screen your applicants.

Commercial Services

Company/Business Credit Check – Returns the credit history of a business or company, including any credit applications or credit defaults.

Company Extract – Returns ASIC registration details of a company or business as well as other public records such as director details, company type and industry.

Power Report – Veda's most powerful commercial report provides a comprehensive and in-depth view of a company or business and its directors. This report includes ASIC data, public record information and data from Veda's commercial credit bureau.

Industry First

The NTD service provides you with the full picture when screening your applicants. NTD is the first and only database operator to provide access to over 23 public, government and private databases to provide a complete and thorough tenancy check. Unlike other database operators, we don't rely on the membership of other real estate agents for our data. With NTD, you can be confident you've picked the right tenant.

WHAT MAKES A GOOD TENANT?

At Elevate we look at 5 key areas to determine what makes a quality tenant to put forward to our Owners.



FEES/PACKAGES DIAGRAM

* prices are exclusive of GST

DESCRIPTION	INVESTMENT	5%	6%	7%
		BASIC	ELEVATED	ULTIMATE
Letting fees	Estimated savings	Expense	Expense	Expense
Letting fee	1 Week Rent	1 Week Rent	1 Week Rent	1 Week Rent
Marketing/Leasing				
Advertising Copy	\$110	✓	✓	✓
Social Media (Facebook, Twitter, YouTube, Google+, LinkedIn)	\$110		✓	✓
Internet Marketing (realestate.com.au/domain.com.au/elevatepg.com.au)	\$220		✓	✓
Professional Photography	\$150			✓
Signboard (where appropriate)	\$190			✓
Floor Plan	\$150			✓
Property Management				
Routine Inspections	\$110/inspection	1 per year	2 per year	3 per year
Coordinate Repairs and Maintenance	\$60/Hour	✓	✓	✓
Payment of Property Expenses	\$60/Hour	✓	✓	✓
Administration and Banking Costs	\$5/Month	✓	✓	✓
Postage & Handling Costs	\$10/Month	✓	✓	✓
Owner Statements	\$10/Month	✓	✓	✓
Annual Market Update and Rent Review	\$80/Year	✓	✓	✓
Tenant Database Check (Equifax)	\$25/Lease		✓	✓
End of Year Financial Statements	\$50/Year		✓	✓
Lease Renewal	Half week letting fee			✓
Tribunal Preparation	\$90/Hour			✓
Tribunal Attendance (Min 2 hours)	\$90/Hour			✓
Insurance Claim	\$150 p/claim			✓



(02) 8315 2070 | admin@elevatepg.com.au

Suite 608, Level 6, 250 Pitt Street, Sydney, NSW, 2000 | PO Box A814, Sydney South, NSW, 1235

elevatepg.com.au