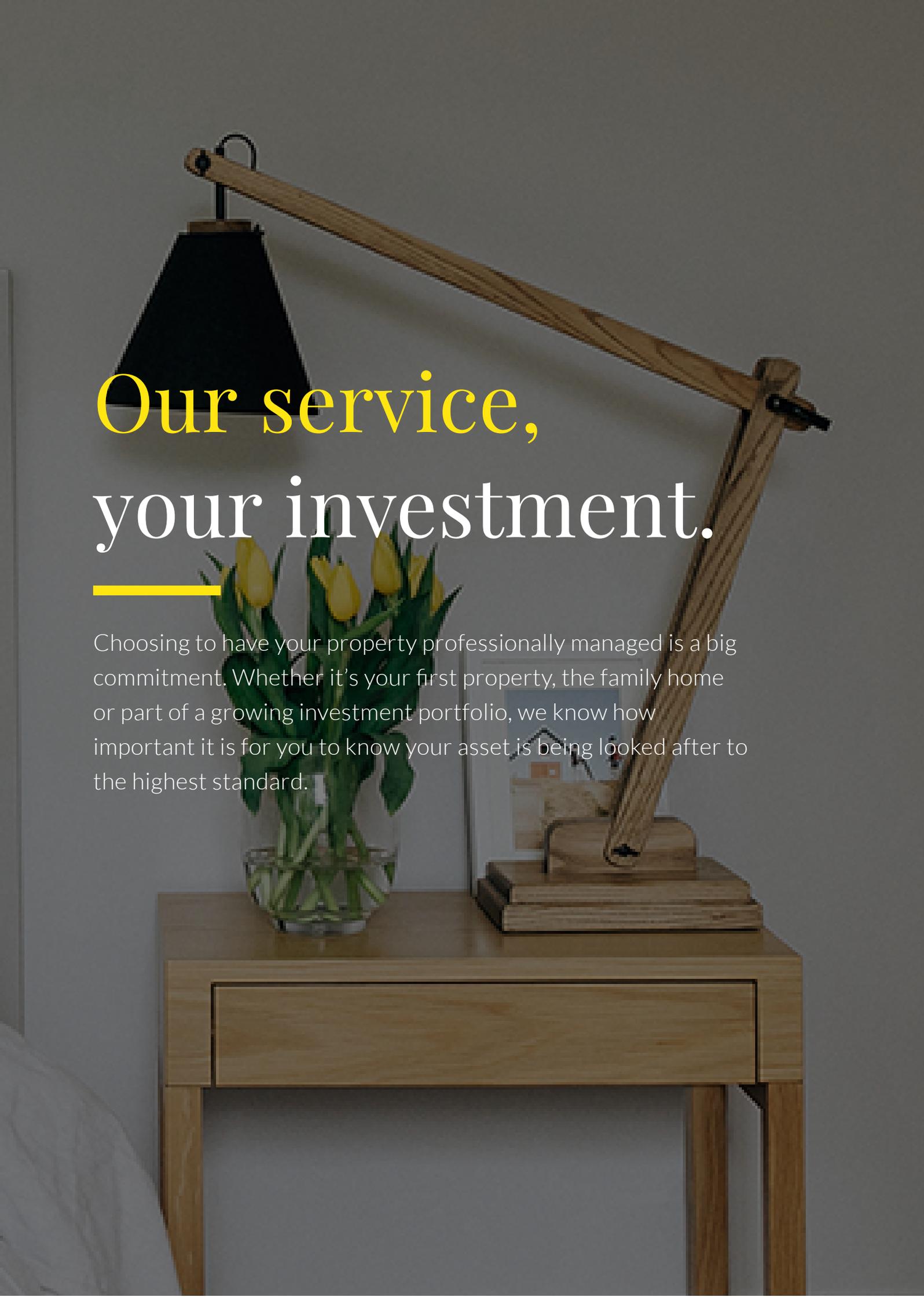


**RayWhite**

# Ray White Springwood QLD Property management

Knowledge. Skill. Experience.

4

A wooden desk lamp with a black shade, a vase of yellow tulips, and a framed picture on a wooden table.

# Our service, your investment.

---

Choosing to have your property professionally managed is a big commitment. Whether it's your first property, the family home or part of a growing investment portfolio, we know how important it is for you to know your asset is being looked after to the highest standard.

# Thank you



## Chris Guy

0414421725

chris.guy@raywhite.com

---

## Ray White Springwood QLD

Shop 24, Springwood Shopping Mall,  
34 Fitzgerald Avenue  
Springwood

As real estate industry experts, our agents at Ray White Springwood & Shailer Park are well aware that for investors, time is money.

After all, you want to ensure you get the maximum return on your investment – and accomplish this as efficiently as possible.

The scope of property management well and truly exceeds the traditional task list of securing tenants, collecting rent and managing maintenance. Let us take you on a journey to discover how Ray White Springwood & Shailer Park will maximise your return and assist you reach your investment goals.



Business Development Manager

# What is most important to you?

---

Every investor has different investment strategies and reasons for investing - we'd like to understand this scope so we can achieve the best result and work towards this with you. These are questions to consider prior to in depth discussions with us:

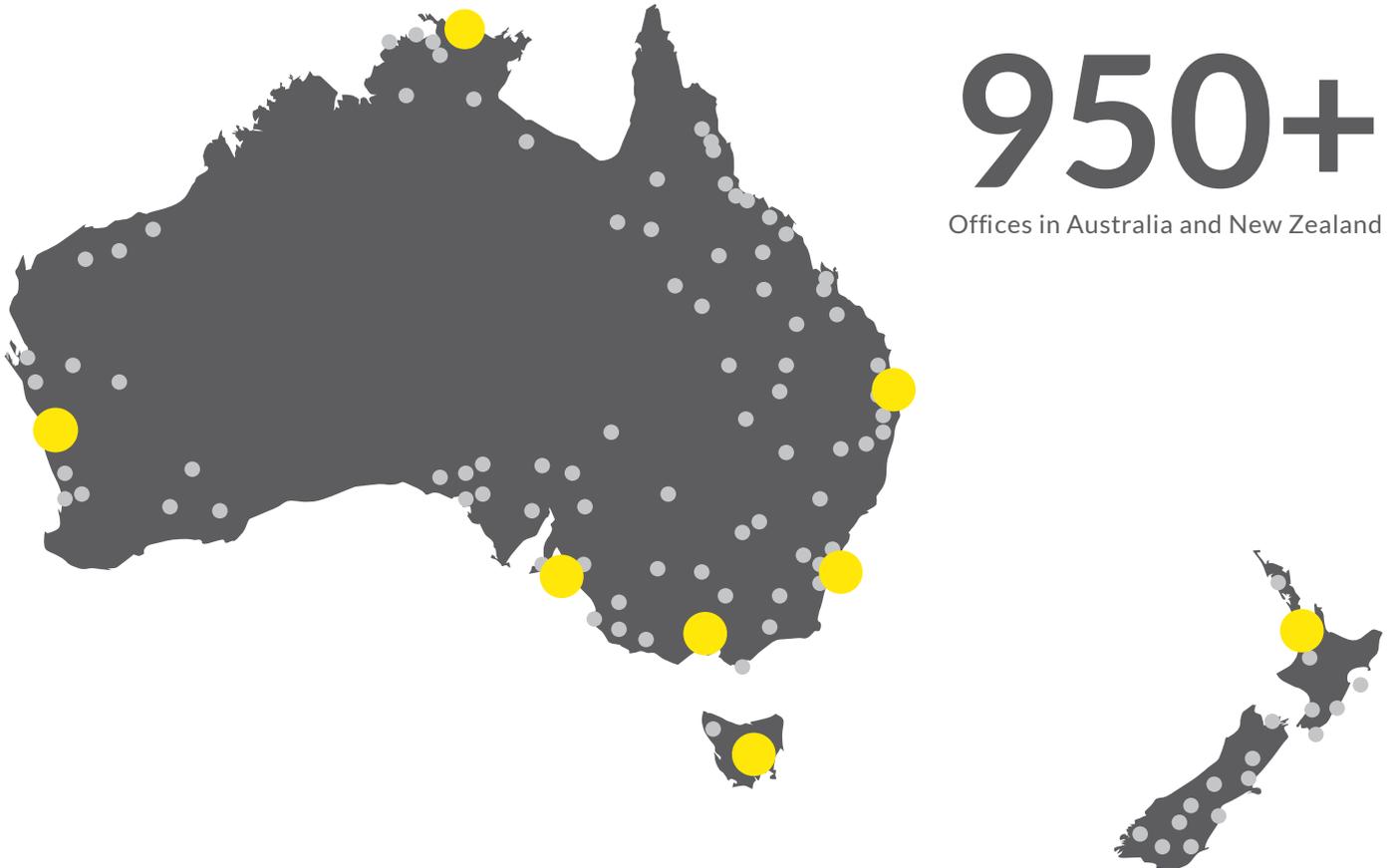
- Q. How did this property become part of your investment portfolio?
- Q. What are two key elements of property management that are important to you?
- Q. What is your investment strategy for this particular property?
- Q. What are you looking for in an agent?

## AUSTRALIA AND NEW ZEALAND

# We've got family almost everywhere

# 950+

Offices in Australia and New Zealand



---

From a country town, Ray White has grown to become the largest real estate agency across Australia and New Zealand

Not too many other brands can pinpoint exactly where it started. Ray White can. It was in a tin shed at Crows Nest, in rural Queensland that Ray started in 1902.

In 2017 alone, we welcomed 106 new business owners to our Australian network and 28 new businesses in New Zealand.

Ray White has the highest market share in Australasia at 10.68 per cent. We are very proud that one in ten houses in Australia is sold by a Ray White agent.

The Ray White brand helps the 1000 across Australasia list and sell more residential, commercial and rural property, and aims to deliver an exceptional customer experience, every time.

# Our international network



- We're just around the corner with around **1000** offices across **six** countries.
- Ray White helps over **196,800** investors across Australia manage their property.
- In the 20/21 financial year, we sold over **\$68.52 billion** worth of property across our networks

---

## Australasia's largest real estate brand

As the largest real estate network in Australasia, we're able to offer our clients significant advantages. Every property we list has access to our extensive world wide database of buyers and that's something no other agency can match.

The invaluable local, national and international exposure ensures that we find the right buyer and secure the maximum possible price for your home.

Our network shares information, ideas and a desire to be the very best.

## WHO WE ARE

# Local experts, working for you.

Knowledge. Skill. Experience. It's how our agents maximise the value of your property. And it's how we've sold more properties in Australasia than any other real estate group.

### Ray White Springwood & Shailer Park

It's time to raise the bar in property management.

Exceptional property management equals confidence for property investors.

It is also the security of knowing that your requests will be met every time and your property managers are fully equipped with the skills and systems required to manage your investment.

As a property investor, these details are the key to achieving maximum financial returns.

- Zero tolerance policy towards rent arrears
- Competitive loan and insurance opportunities
- Priority access to market intelligence

- Detailed reporting on inspections and maintenance
- Industry-best training, education and resources

Property management is more than coordinating tenancies and rental payments – it's about helping you achieve your financial goals.

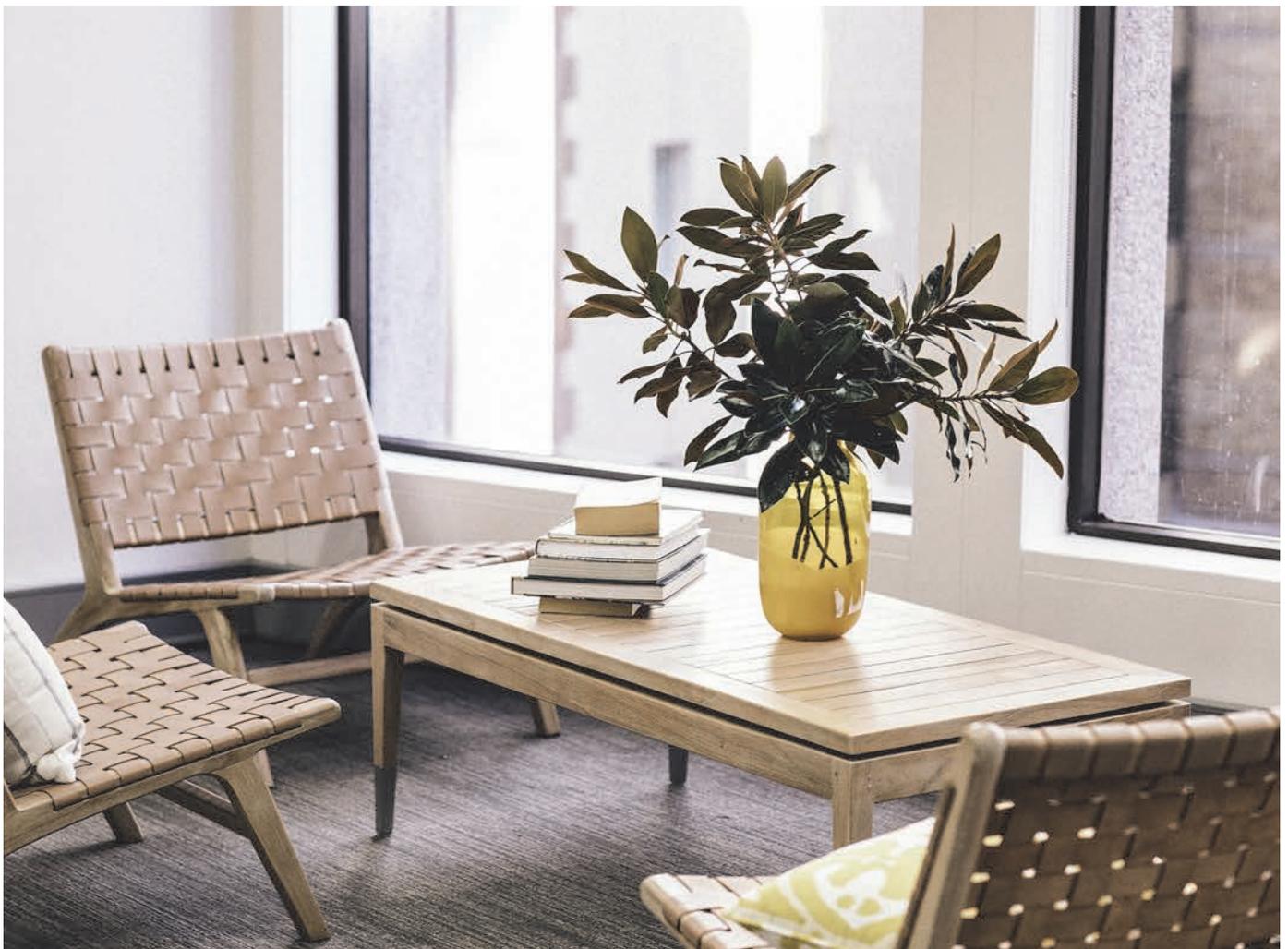
Tap into the strength of the Ray White Group and benefit from competitive loans, insurance and the unrivalled market intelligence that will help maximise returns on your investment property.

We believe in creating wealth for our clients.

In property management, numbers count for everything.

When it comes to managing your property portfolio, nothing is more powerful than experience.

As a Ray White client you will benefit from 108 years of market insight and the collective strength of 700 offices in the network. With numbers like these, it's no wonder the Ray White name is synonymous with property management in Australia.



WHO WE ARE

# Local experts, working for you.



**Lindsay Battley**  
Principal



**Chris Guy**  
Business Development Manager



**Kimberlee Dhillon**  
Office & Accounts Manager



**Leisa Dixon**  
Senior Property Manager



**Louise Jones**  
Senior Property Manager



**Josh Jensen**  
Executive Assistant to Lindsay Battley



**Tiarne Blanch**  
Administration

Ray White Springwood QLD

Shop 24, Springwood Shopping Mall, 34 Fitzgerald Avenue |  
Springwood, QLD 4127

**(07) 3137 9790**

**[raywhitespringwood.com.au](http://raywhitespringwood.com.au)**

MEET YOUR AGENT

# Chris Guy

Property Management

"I'm passionate about helping property investors feel empowered with the service, support, and inspiration they need to achieve their investment property goals."

As a long term Business Development Manager who has worked in the real estate industry since 2003, I'm dedicated to finding opportunities to maximise our investor's rental returns to grow their future wealth.

I specialise in digital and social media marketing, so I help achieve better results by delivering modern, engaging, and

targeted campaigns to attract the right quality and qualified long-term tenants for the property.

Ensuring my investor's most valuable asset is compliant and their best interests are protected is also an essential element of my service.

I'm always humbled by the feedback from my clients that they appreciate my common-sense view of market trends and my collaborative approach to supporting their requests and best interests.

"I'm proud of the results I have achieved in my 20-year real estate career where I've helped over five hundred customers reach their property investment goals"

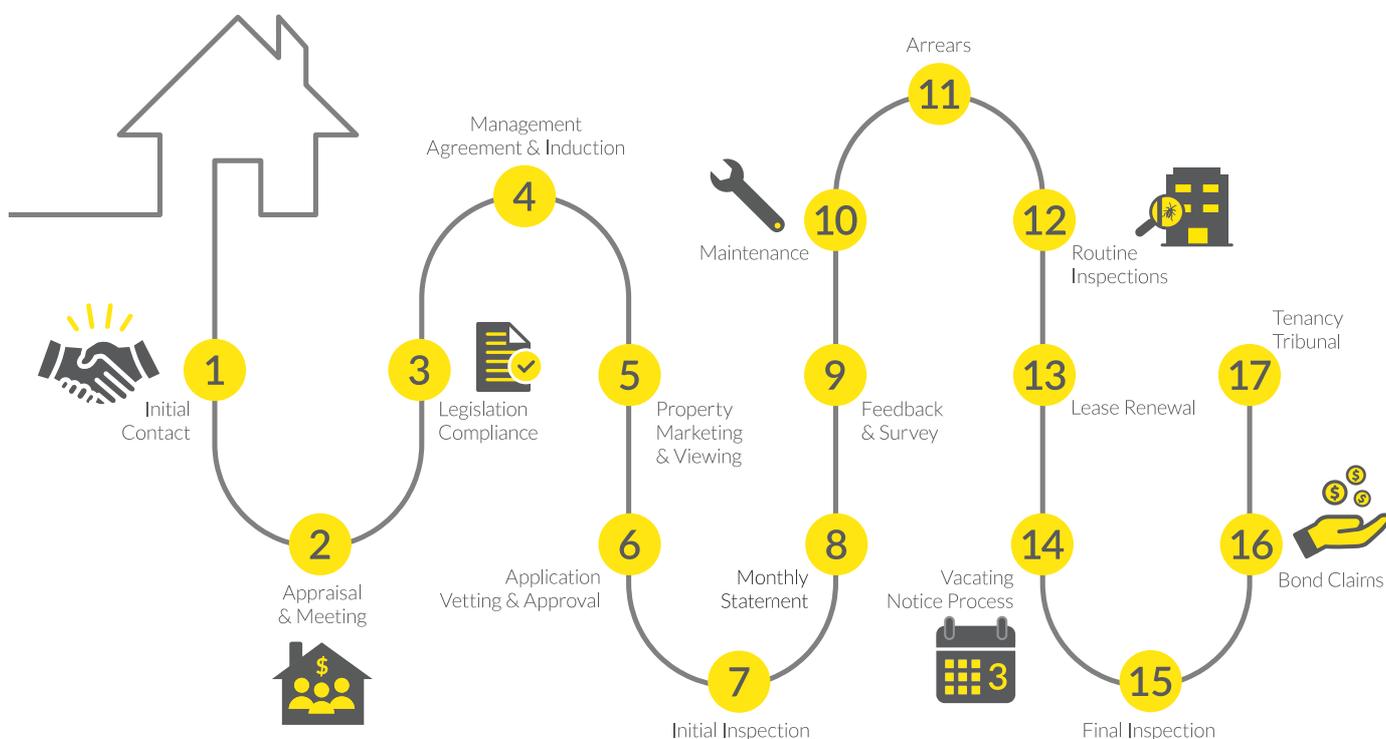


# Your landlord journey

There are many steps involved in your future journey as a landlord with us. Our goal is to ensure you have full transparency around what happens throughout this journey and when it occurs.

Clear communication and setting the right expectations is a key element to our successful relationship, so we encourage you to ask questions and let us know if there is anything you're unsure of. It is a long and varied journey for each investor and as such, we will continue to educate you at each step along the way.

This outline details these key steps and the difference between Ray White and our competitors is that throughout the journey, the following ethos is applied at every stage.



**Investment management** - We know that no two investments are the same and our management style reflects this. We manage your investment as if it were our own or a family member's.



**Wealth creation** - This investment may be a business for you or an emotional investment that holds a lot of sentiment. Regardless as to why you have invested, it is our role to maximise wealth creation by generating high rent returns, minimising vacancies and spending money wisely and when needed.



**Education** - We are proud real estate industry experts and professionals. It is our job to make sure you understand your obligations as a landlord and we don't simply act as the message bearers or middle men - we are educators and asset managers.



**Tenant experience** - We also know that without tenants, the investment cycle does not exist. Whilst we work for you as our client, the tenant experience is at our forefront. Happier tenants are more likely to stay long term, which increases the success of your investment strategy.

# WELCOME TO THE NEW WORLD OF PROPERTY MANAGEMENT

Introducing Ailo, a world-first app designed to give you more transparency and choice over how your property is managed.

## UNPRECEDENTED VISIBILITY 24/7

See upcoming rent payments, repairs and expenses in the palm of your hand.



## GET PAID FASTER

Don't wait until end of month to get your rental income – get paid as soon as rent is paid.



## YOU DON'T HAVE TO SHOUT TO BE HEARD

Live chat with your property manager for faster responses and updates.



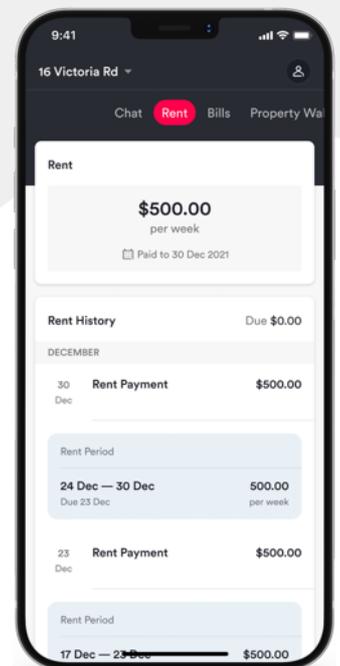
## WE MAKE IT EASIER FOR YOUR TENANTS TO PAY ON TIME

Your tenants can autopay rent, receive reminders and have the ability to pay rent with a debit or credit card.



## MAKE YOUR MONEY WORK HARDER

You don't need to keep rental income sitting dormant, not earning interest and waiting for a bill anymore. Autopay expenses with rent when due or use a credit card to boost rewards points.



**Ailo**

Founded in 2017, Ailo is a world-class app that has helped more than 100,000 property managers, property investors and renters work better together.

[ailo.io](https://ailo.io)

# Presenting your home for the best result.

---

## OUR TOP 5 TIPS:

### Spring clean

Do a thorough clean from the inside, out including walls, windows, skirting boards and every nook and cranny.

### De-clutter

Your buyer needs to imagine living in the property. Removing clutter visibly increases the room size and better showcases the space.

### Faultless

Buyers notice everything. Fix anything that doesn't work, including doors, windows, light bulbs and taps.

### Create atmosphere

Pay attention to the temperature and make prospective buyers feel comfortable.

### Neutral environment

Decoration tastes are highly personal and we recommend taking a safe, neutral approach to styling.



# Protecting your investment

---



## 1. Legislation and compliance

Over the last few years, the Federal and State Government have introduced legislation into our industry that require landlords and tenants to comply with statutory laws. This is an ever changing landscape and as such, we must ensure that you remain compliant and your tenants remain safe. These laws require us to engage the services of licensed tradespeople to undertake, monitor and service these particular areas:

- Smoke alarm servicing
- Blind cord compliance
- Water efficiency certificate
- Pool and spa safety



## 2. Tenant selection and zero tolerance

We are the competition creators - driving strong marketing campaigns between tenancies drives higher prices and more tenants. When using Ray White technology, we process every single application that is submitted for your property. This translates to better tenant selection and higher standards.

We also adopt a zero tolerance policy to all facets of property management. We don't tolerate arrears, poor upkeep, poor conditions and poor relationships. We educate for the end and tenants know this from the get-go.



## 3. Insurance

Having insurance on your property is not only a requirement for us to manage your property, but also essential to help protect you from risk.

No matter how strict the tenant screening processes are, there's never a guarantee that things can't go wrong. This is where landlord and building insurances come in. Whilst any malicious damage is communicated to investors immediately, this is so insurance companies can be notified and you can lodge your claim.



## 4. Repairs and maintenance

Providing ongoing care and maintenance to a property is in everyone's best interest.

If a property is kept in a good condition then it is simply a matter of maintaining and refurbishing. Once it falls into disrepair then it can be much more costly to bring back to life. Our team will act quickly and proactively to protect and maintain your investment.

# Maximising your investment

Leverage from the largest real estate group and maximise the return on your investment. We have a suite of businesses associated with Ray White to make your investment experience positive and rewarding.

## Ray White Concierge

C O N C I E R G E.

Ray White Concierge assists with the client experience - for landlords and tenants. They will assist with onboarding tenants and organising utility connections, removalists and insurance - taking the stress out of organising finer details for a move.

Ray White Concierge can also connect you with BMT Tax Depreciation quantity Surveyors to offer you a tax depreciation schedule review. Your investment property may be eligible for some tax benefit for depreciation. It's an area often misunderstood but one where investors can make the biggest saving.



## Loan Market

Loan Market now employs more than 500 mortgage brokers throughout Australia ... so they've likely got someone just around the corner that's ready to help you maximise the return on your investment.

Through Loan Market, your property manager can provide you with free financial health checks, advice on a home loan structure to best suit your requirements and the ability to help grow your portfolio and provide you with real wealth creation.

You can compare mortgage rates, fees and charges from over 30 of Australia's biggest banks and lenders - see how much you could save.

# Why talking to an expert counts.

If you don't have the time or the expertise to get a handle on all the different home loans on offer, it pays to talk to someone who does.

Over the past 26 years we've built relationships with more than 60 of the country's most respected lenders. We talk to each one, daily, to find out their latest rates and special offers. And because we apply for hundreds of loans every week on behalf of our customers, we know who is approving quickly and the information they're looking for. It means you don't just get to choose from a huge range of rates and products. You also get a head start on other buyers in the market.

Over 60 lenders you **know and trust, in one place.**

Our relationships with all of the brands you see here gives you confidence that we can find the right lender for your unique situation.



Correct as of November 2020



**Contact your local Loan Market broker.**

**Lindsay Sanderson**

**Finance Consultant**

M: 0417 639 368 | P: 07 3801 2620

[lindsay.sanderson@lonamarket.com.au](mailto:lindsay.sanderson@lonamarket.com.au)

<https://broker.loanmarket.com.au/lindsay-sanderson/>

# What's the real value of a great tenancy?

We understand how important your property investment is and we make it our goal to identify what this means for you and we will help you find the right tenant who will make your property their home. To achieve the best return on investment possible in the current market and reduce your vacancy time our key objective is to get as many high quality applicants as possible. We'll market your property to our own network and online to find the right tenant.

## Digital advertising

Advertising your property online allows us to reach potential tenants on a 24/7 basis. Furthermore, we are able to display your property almost immediately, maximising exposure to the market and minimising vacancy periods for our investors.

Your investment will be promoted through the following sites:

Realestate.com.au  
Domain.com.au  
Raywhite.com  
Raywhite.com (local office website)

## Tenant databases

We ensure the details of any high quality applicants are kept and added to a prospective tenant database so when a new property becomes available a tenant and property can be matched immediately. By having access to a prospective tenant database, we ensure consistently

tenanted properties and vacancy periods that are kept to a minimum.

## Power of the network

The size of our national network and our reputation in the marketplace means we receive a large number of walk-in enquiries to our various locations. Prospective tenants can easily speak with a property manager in person, who can suggest a suitable rental property. If the property manager does not have a fitting match, they can easily contact another Ray White office close by to arrange a suitable placement. For our investors, this means a greater reach of prospective tenants branching out much further than just one individual office.

Finding the best possible tenant in the shortest amounts of time.

We know first impressions count and there is no second chance on a first impression. Properties need to be presented in the best possible light in order for us to secure the best quality house-proud tenants and give you the maximum rental return.

We'll advise you on improvements, and presentation to attract high quality tenants including the recommendation that properties be professionally cleaned before presentation, to achieve greater returns.

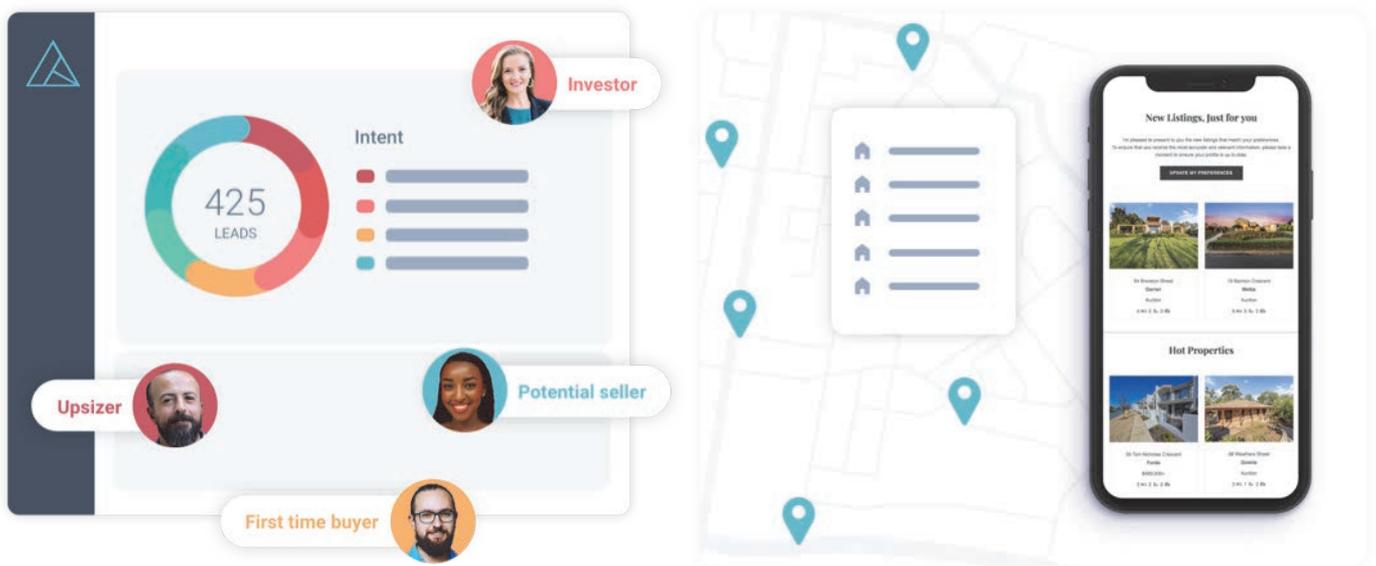
We ask that investors take into account the following questions when considering leasing your investment property:

- **Does the property meet the expectations of the market?**
- **Will the tenant have full use of the property?**
- **Are all aspects of the property clean, and in good working order?**
- **What are the minimum standards as per the residential tenancies act?**
- **Should we include pool and lawn maintenance to ensure grounds are maintained well?**

# Targeted database marketing

Cutting edge technology that takes Ray White databases to another level, delivering real value to existing and prospective clients. On a weekly basis, ActivePipe reports on more than just clicks and emails - it has the ability to measure customer engagement on each property and actively service and prospect these enquiries. ActivePipe is an industry-leading e-marketing platform and just one of many technology offerings we have here at Ray White to ensure your property is seen by as many potential buyers as possible.

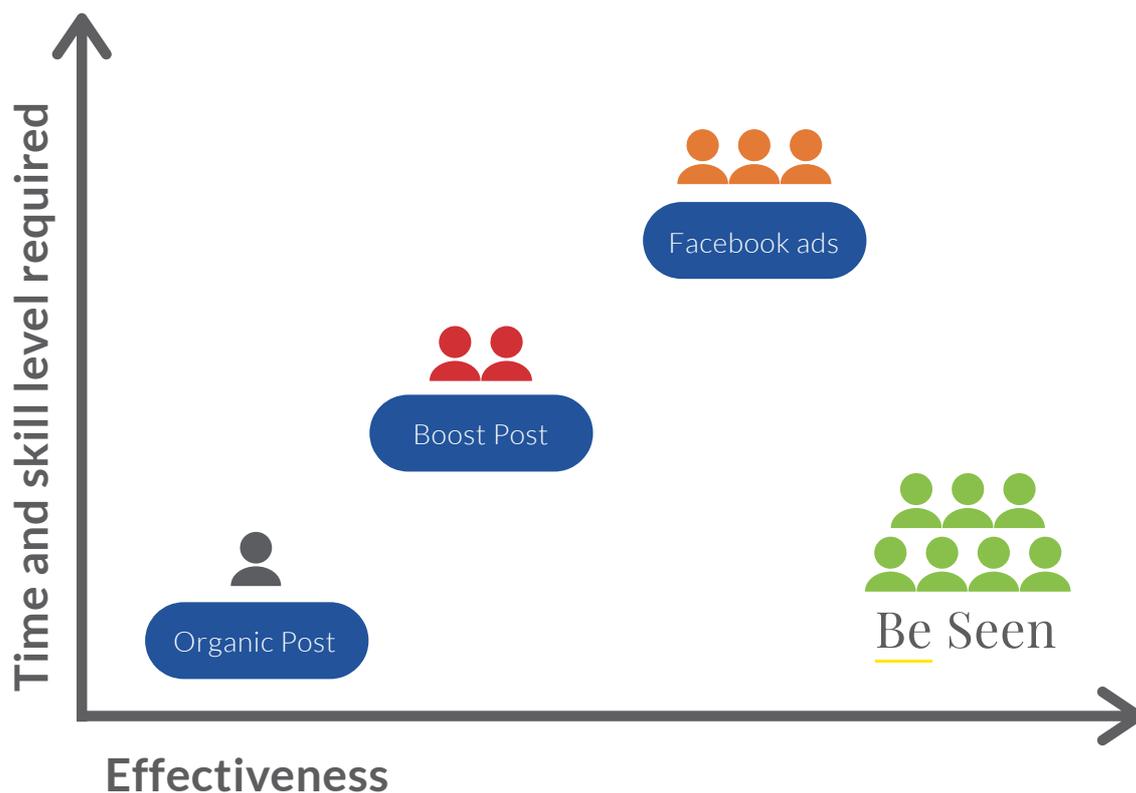
ActivePipe IGNITE will make sure your property is seen by the right people. Having built profiles on every buyer that's shown through or enquiries on a property, ActivePipe will register those requirements and match your property against the profiles best suited. Automated threads will ensure that the audience sees the property, and is even invited to the open at just the right time. Be it investors, upsizers, downsizers or first home buyers, ActivePipe will showcase your home and more importantly, allow your agent to track and build on their engagement.



# Be Seen on social media

Social media began as a way for people to connect with others but over time has evolved into a key platform for brands to connect with customers and influence their purchasing decisions. The real estate industry is no exception to this. Paid social media marketing allows us to reach the right people at a low cost.

It's important that your property has the best opportunity to be shown to those more likely to be interested in purchasing. As a result, we've partnered with Be Seen, a leading social media advertising solution in the real estate industry.



With a custom audience across the Ray White group of over 5 million people, each property will have the greatest opportunity to be delivered to those most likely to be interested in purchasing, based off of their own individual and unique social media activities.

# Be Seen on social media

---

## Property re-targeting



Take advantage of your Ray White office, and the Ray White Group's database to tailor a campaign and reach those most likely to be interested in your specific property. With a national audience of 5.2 million. We can guarantee your property will land in front of the right people.

## Live Vendor Reporting

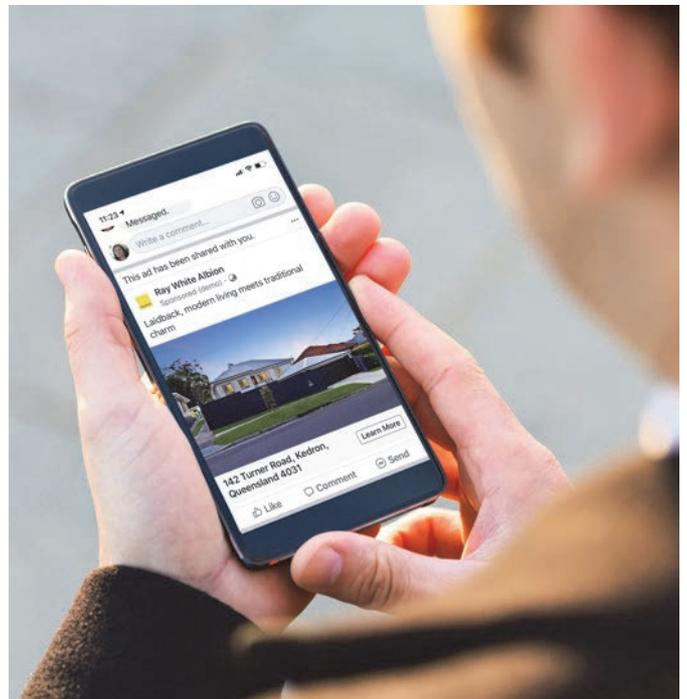


Never miss a beat on the success of your property's social media campaign with real time vendor reporting. A link provided to you via email or phone will grant you access to up to date reporting on critical social media analytics like the number of people who see the ad and click-throughs to your online property listing.

## Variety of ad formats



Maximise the visits to your property's web page with a 'Click Maximiser' campaign. This campaign intelligently learns which photo performs best on Facebook pushing it out to a larger audience. Alternatively, keep more eyes on your ad with a video, taking viewers on a digital tour through your property without ever leaving Facebook.



Thank you.



Ray White Springwood QLD  
(07) 3137 9790  
[raywhitespringwood.com.au](http://raywhitespringwood.com.au)