

**sydney***1*links

“Our first responsibility  
is always you”





## Property Management

The ins and outs of SydneyLinks' Property Management process:

- Pre-leasing
- During lease
- Our Goals AND
- Our Point Of Difference (**P.O.D.**)



# Property Management: Pre Leasing

## Pre-Leasing

### Stage 1. Pre-Marketing

- Inspect & Appraise Property
- Repairs if needed
- Styling if needed
- Professional photography

POD



Before & Afters >>>



Bedroom: Before



Bayswater Road



## Bedroom: After



Bayswater Road



Bathroom: Before







Bayswater Road

Kitchen: Before



Bayswater Road





Kitchen: After

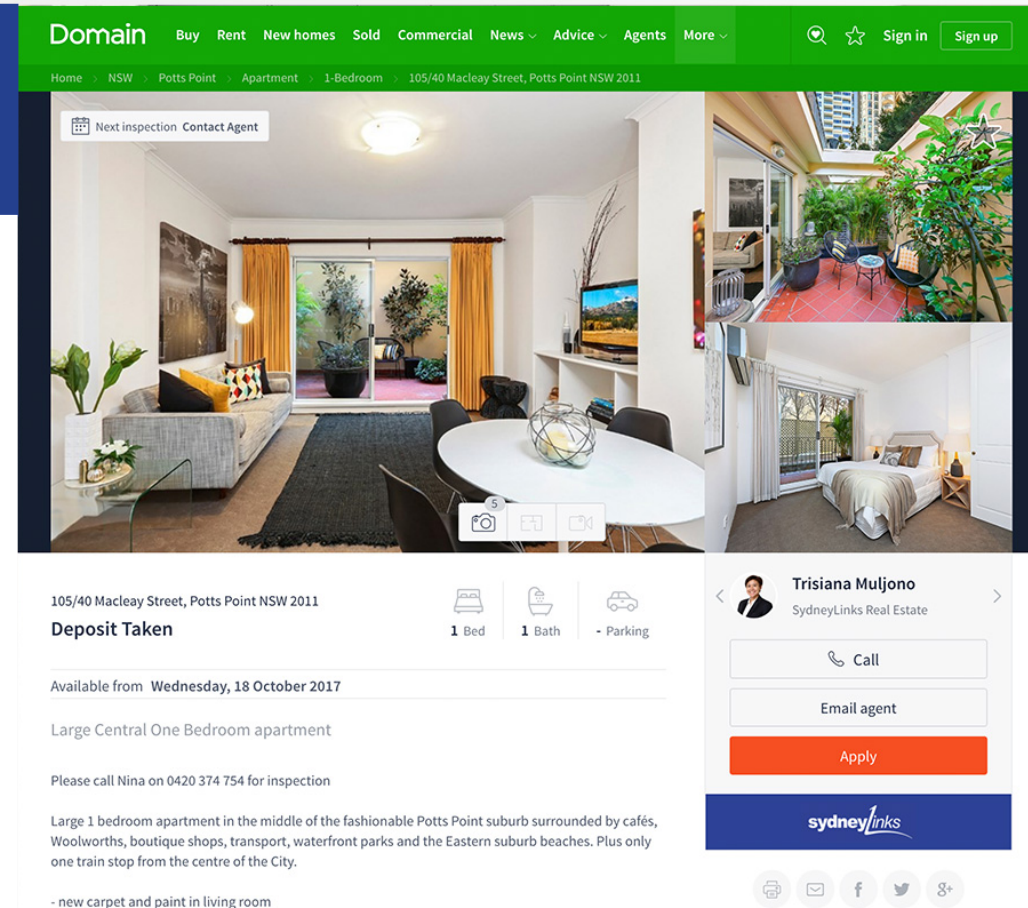


Bayswater Road

## Pre-Leasing

### Stage 2. Marketing via Internet

- sydneylinks.com.au
- domain.com.au
- realestate.com.au
- Google



**Domain** Buy Rent New homes Sold Commercial News Advice Agents More

Home > NSW > Potts Point > Apartment > 1-Bedroom > 105/40 Macleay Street, Potts Point NSW 2011

Next inspection Contact Agent

105/40 Macleay Street, Potts Point NSW 2011

**Deposit Taken**

Available from **Wednesday, 18 October 2017**

Large Central One Bedroom apartment

Please call Nina on 0420 374 754 for inspection

Large 1 bedroom apartment in the middle of the fashionable Potts Point suburb surrounded by cafés, Woolworths, boutique shops, transport, waterfront parks and the Eastern suburb beaches. Plus only one train stop from the centre of the City.

- new carpet and paint in living room

1 Bed 1 Bath - Parking

**Trisiana Muljono**  
SydneyLinks Real Estate

Call

Email agent

Apply

**sydneylinks**



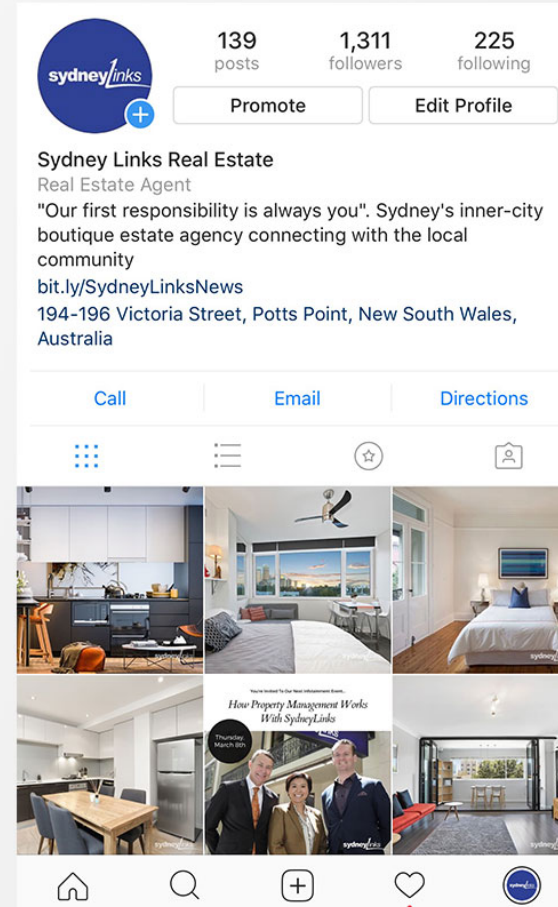
## Pre-Leasing Stage 3. Social Media Marketing

Dedicated team from Chris Rae Design working on social media, newsletter and blogs

- Shared to Instagram, 1300 followers
- Shared to Facebook, 340+ views a day
- Shared to LinkedIn, 100+ views a day
- Regular newsletter, 2300 database
- Regular blogs to website, 500+ readers monthly

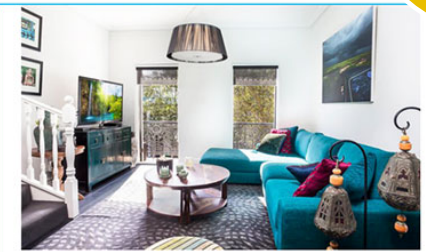
C H R I S R A E  
D E S I G N

### Instagram



### Newsletter

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#### Darlington Spotlight

*Lights on for investors*



## Pre-Leasing

### Stage 4. Showing Property to Renters

Our agents take pride in being:

- On time
- Professional at all times
- Being informed about the property and its features
- Being informative and friendly

Inspections are:

- Mid-week inspections
- Saturday open inspections
- By Appointment



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## Pre-Leasing

### Stage 5. Preparation for Tenant Move-In

- Prep lease document
- Inventory & Condition report
- Collect bond
- Photocopy keys for tenants

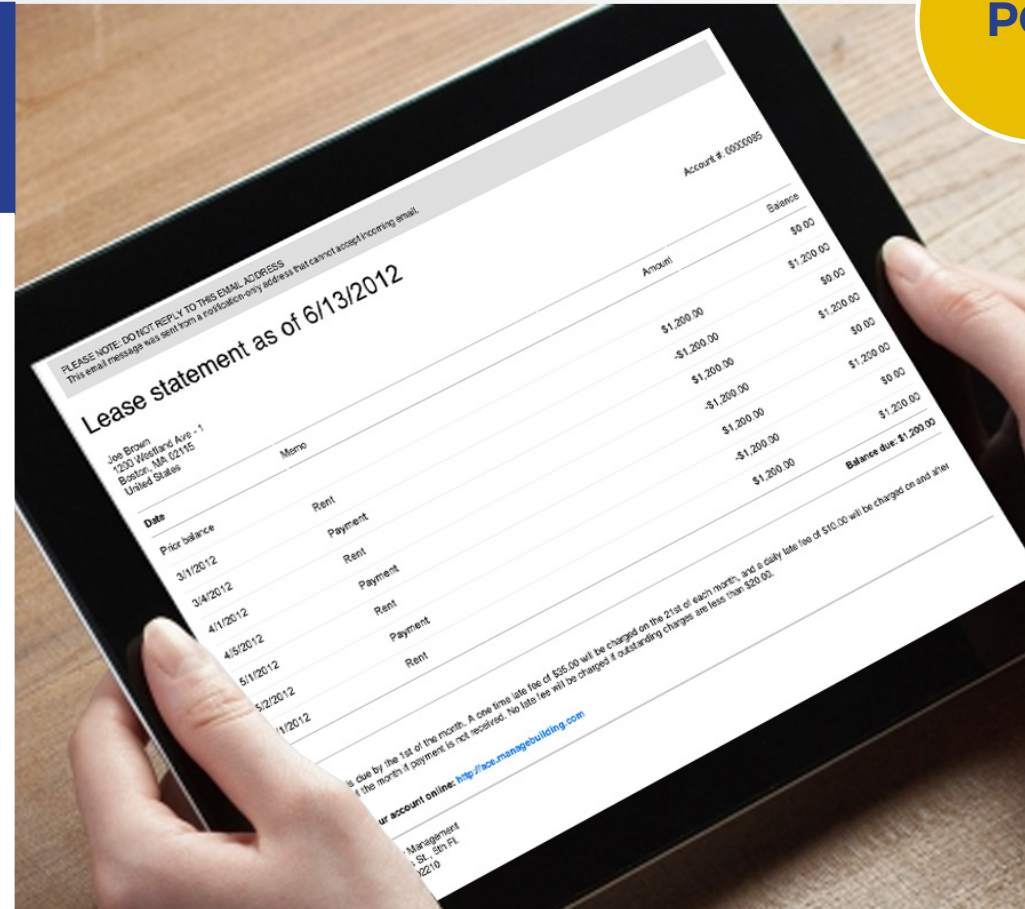


# Property Management: During Lease



## During Lease Finance & Setup

- All rents go directly to owners' bank statement and is emailed to the owner with invoices
- Provide end of financial statement for your accountant
- Tenant entered in to REST
- Rental payments monitored
- Regular disbursement of income
- Digital statements
- Automated payments
- EOFY expenses report



PLEASE NOTE: DO NOT REPLY TO THIS EMAIL ADDRESS  
This email message has been sent from a notification-only address that cannot accept incoming email.

Lease statement as of 6/13/2012

Joe Brown  
1200 Westland Ave - 1  
Boston, MA 02115  
United States

Account # 00000005

Date	Memo	Amount	Balance
Prior balance			\$0.00
3/1/2012	Rent	\$1,200.00	\$1,200.00
3/1/2012	Payment	-\$1,200.00	\$0.00
3/1/2012	Rent	\$1,200.00	\$1,200.00
3/1/2012	Payment	-\$1,200.00	\$0.00
4/1/2012	Rent	\$1,200.00	\$1,200.00
4/1/2012	Payment	-\$1,200.00	\$0.00
5/1/2012	Rent	\$1,200.00	\$1,200.00
5/1/2012	Payment	-\$1,200.00	\$0.00
6/1/2012	Rent	\$1,200.00	\$1,200.00
6/13/2012			Balance due: \$1,200.00

Due by the 1st of the month. A one time late fee of \$25.00 will be charged on the 21st of each month, and a daily late fee of \$10.00 will be charged on and after the month if payment is not received. No late fee will be charged if outstanding charges are less than \$20.00.

or account online: <http://ace.managebuilding.com>

Management  
St. 5th Fl.  
2210

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## During Lease Management & Communication

- Routine inspections
- Quick repairs
- Renovation proposals
- Tribunal attendance
- Thorough final inspections
- Monthly newsletter
- Accredited staff
- Review owners portfolio



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# Property Management: Our Goals

## Property Management

### Our Goals

- High return of investment
- Great property condition
- Improve property value
- Keep owners up-to-date with market
- Always communicating with owners
- Increase net worth



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# Wine Tasting: Rosé

## Wine Tasting

### The Marketing Success of Rosé

- Originally many wines were a rose colour
- The colour comes from the grape skins
- Wine growing areas closest to the Mediterranean in Spain and France have had international success with Rosé
- Outcome is, the best food matches for Rosé are salads and seafood.
- Tourism and marketing greatly influenced the success of Rosé





## Wine Tasting

### Rosé

- **Champagne, France (Sparkling):**  
Laurent-Perrier Cuvée Rosé
- **Anjou, Loire Valley, France (Light & Dry):**  
Pierre Brevin 'La Planchelière'  
Sparkling Rosé
- **Australian (Dry):** De Bortoli 'La Bohème'  
Act Two Pinot Noir Rosé, Yarra Valley,  
Victoria
- **Australian (Dry - Vintage):** 2017  
Dominique Portet Fontaine Rosé,  
Yarra Valley, Victoria
- **Cotes de Provence, France (Medium Dry):**  
2016 Miraval Rosé



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