



Jellis Craig Boroondara
PROPERTY MANAGEMENT

**Jellis
Craig**



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INTRODUCTION

Thank you for the opportunity to provide advice to you in relation to the potential leasing and management of your property. We appreciate that the ongoing management of your property is an important decision. To make the best choices you need to be informed and have a clear understanding of how the right agent, leasing process, marketing strategy, and ongoing management solutions can help you receive service of the highest level.

It is our responsibility to ensure your property has a clear advantage in a competitive marketplace and the right tenants are engaged. Our integrated marketing approach and exceptional service are key to the campaign and management solution that we have proposed in the attached document.

We have taken the liberty of providing additional information regarding the property management process, our award-winning marketing approach, preparing your home for lease and a few of our significant points of difference for your consideration. We hope this will assist with your final decision.

Again, we thank you for this opportunity and we welcome the possibility of managing your property. Please take the time to read over the enclosed recommendations and we will contact you soon to discuss the next steps. Please contact me if you have any questions.

Yours sincerely

Sophie Lyon
Director



THE RIGHT MARKETING SOLUTION FOR YOU

One of the first steps in optimising a result for the leasing of your property is with high quality marketing, we have outlined below some of the strategies we employ to ensure we obtain the best result possible.

Marketing Recommendations

Jellis Craig's high profile throughout the Melbourne along with our current low vacancy rate often means that we have a 'wait list' of tenants wishing to lease. Most have been sourced from our leasing division database, enquiries from our rent list and our internet sites including "Property Now". We will immediately introduce these prospective tenants to your property to provide early feedback and often an offer to lease could well be negotiated in the early stages.

Internet

Our award winning website is located at www.jelliscraig.com.au. Properties advertised through Jellis Craig enjoy the added benefit of listings on four of the large real estate sites at www.realestateview.com.au, www.realestate.com.au, www.domain.com.au and www.thehomepage.com.au with "priority placing" on realestate.com.au which ensures your property is placed on the first few pages of this site and our own Jellis Craig site with multiple photographs.

Jellis Craig's Property Listing

Jellis Craig's property list can be collected from any of our offices and has a full description of your property's features along with a colour photograph. The list contains information and advice on viewing properties and submitting a tenancy application.

Off-market Leasing

We are masters in negotiating off-market property transactions. With our expert market knowledge

and extensive client database, we will discreetly present your property to suitably screened parties through private appointments without any advertising or publicity. Time and again we have quickly, efficiently and successfully transacted outstanding results for off-market landlords.

Relocation Agencies

Jellis Craig has built a strong relationship with many corporate companies over the years based on our reputation for delivering excellent service and the number of executive properties managed by our network. We will target many corporate companies and relocation agencies to work on securing a corporate tenant to lease your property.

Leasing Inspections and Reporting

Private appointments are usually requested allowing 24 hours' notice where possible from Monday to Saturday. We always record the names and telephone numbers of all parties viewing the property, with your best interests of security and tenant matching in mind. We keep detailed reports at the end of the each day on each property inspection; suitability of property to tenant's needs, feedback or requests from prospective tenants and any applications/offers that will be submitted on the property. This feedback is then discussed with you to determine if there are any further recommendations regarding improvements or price adjustments that may secure the right tenant in the optimum time frame.

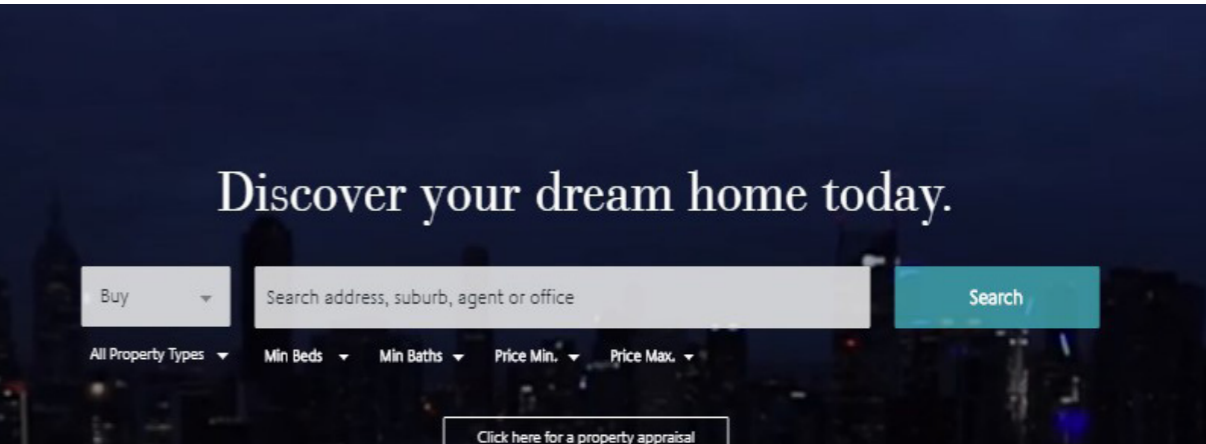


The real estate marketing landscape is constantly growing and changing. New technologies such as Smartphones and the comprehensive adoption of the Internet as an everyday tool means your marketing campaign is more sophisticated than ever.

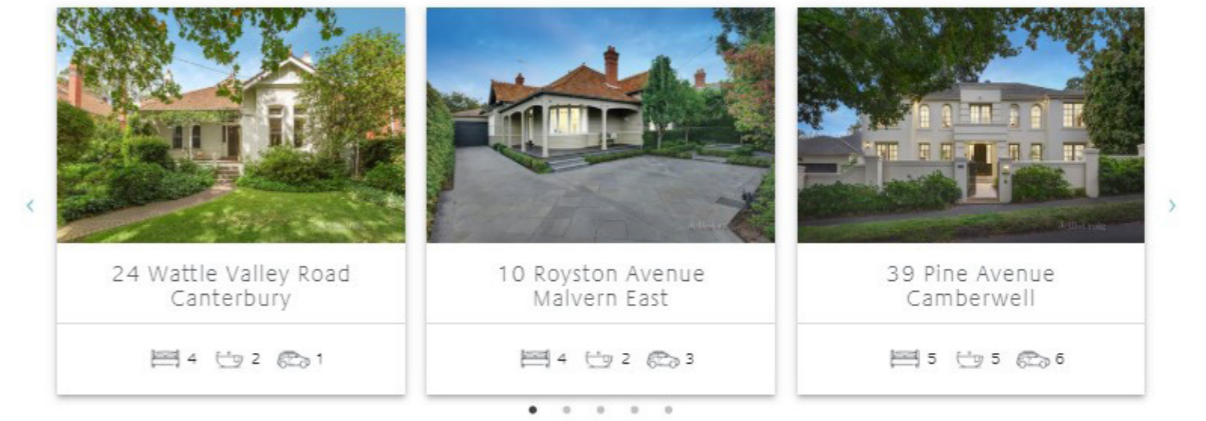
Jellis Craig embraces technology and takes a customised approach to every campaign to deliver industry-leading results.

When it comes to marketing, there is no such thing as ‘one size fits all’. Each property has unique features and we work in consultation with you to highlight your property’s individual attributes via multiple mediums. We match the quality of your property with the same high calibre marketing opportunities. This means potential tenants are seeing property profiles via a broad range of online marketing and traditional advertising vehicles that are rich in information and interactivity including quality photography and copywriting.

This gives all our clients an advantage because tenants arrive at property inspections with all the facts. They are ready to make informed decisions.



Places we love



The Jellis Craig
Property Management
team is backed by 26
strategically
located offices
consisting of 750
staff - including
350 Estate Agents
and Sales
Professionals



WHY CHOOSE JELLIS CRAIG?

Choosing the right agent to lease your home is paramount to the final outcome of your leasing campaign. At Jellis Craig, we believe there are several key attributes we can bring to the successful leasing of your property that ensure you enjoy the best possible experience while achieving a premium result.

An Unbeatable Team

When you invite Jellis Craig to lease your home, you are engaging one of the area's most dedicated and well-resourced property management teams. Our strong team of industry recognised professionals are intimately involved with the property management process – understanding your needs and focused on showcasing the key features that set your property apart. And let's not forget Jellis Craig's vast 'behind-the-scenes' team in administration and marketing. This level of resourcing for every property leads to significantly better results.

Local Expertise

Our success and market leadership is testament to our detailed knowledge of the local property market. The Jellis Craig Boroondara team 'lives and breathes' real estate. This intimate knowledge is used to provide quality advice and insight to our clients.

Prominent Office Location

Our office is ideally situated at 248 Burwood Road, Hawthorn. This prominent location provides easy access for the local community. We do not just operate in the local area; our team is present in the local area.

Integrity

We believe in transparency and clarity. Nothing should be 'hidden'. We share and discuss information such as price expectations and develop relationships built on trust. Our ethical approach underpins our consistent business growth, and high rate of referral and repeat business.

Multi Office Network

Advertising and promoting your property through our network of strategically located offices, will maximise your property's exposure throughout Melbourne's prime suburbs.

Property Now

Our Property Now feature on our award winning website sends emails the moment your property is listed to all prospective tenants that have registered interest in a property with the same criteria. As a result 95% of our properties are leased without the additional expense of print media advertising.

Database of Prospective Tenants

Our office keeps record of any active prospective tenants currently searching for a property similar to yours, as soon as your property is listed we contact any tenants who may be interested in your property. Jellis Craig have a proven track record of leasing properties in record time using this valuable resource.

Experienced Property Managers

To be employed with Jellis Craig and to ensure our brand and reputation is upheld our property managers must carry out continual training to ensure they are well versed in the current legislation and are able to provide you with clear information and guidance.

They are all well supported by our Managers, who each have 7 – 18 years property management experience, therefore ensuring your property is always in experienced expert care.

Regular Routine Inspections

We ensure a 3 monthly inspection is undertaken after all our tenants move in. This initial 3 month inspection helps proactively identify any potential problems before they arise. Routine Inspections are then carried out every 6 months thereafter. We will prepare a thorough written report with photos following each and every routine inspection or carry out a video walk through, according to your preference. Our office fully supports and has integrated the latest technology and iphone applications to ensure your reports are fully digital and the highest of quality. We also ensure owners are invited to attend routine inspections when they take place.

Annual Rental Reviews

We understand that it is extremely important to maximise the return on your investment and therefore our staff ensure that annual rental reviews are undertaken to ensure the best possible rental return is achieved on your property at all times.

Strict Arrears Policy

Our office has developed an extremely strict arrears policy to assist with ensuring tenants pay their monthly rental on time each and every month, therefore keeping rental arrears to an absolute minimum far below market averages.

Bi-Annual Sales Appraisals

Jellis Craig offers a unique service to the astute investor looking to maximise the return on their investment property, we offer a sales valuation on your property periodically as well as data on the current market for your perusal.

Thorough Condition Reports with Digital Photography

The most important document to ensure your property is returned to you in the same condition it was provided is the initial condition report completed prior to the tenancy commencement. Our office places utmost importance on this document and we ensure it is completed to the highest of standards and is supported by a large volume of photographs to ensure your most important asset is protected.

Accountability

The person you meet at the time your appraisal is undertaken is the same person you will deal with throughout the leasing process. We believe it is important to have continuity in who you deal with as this helps to create strong professional relationships.

Utilities Connections

Utility connections arranged by Your Porter ensures connection of all services (gas, electricity, internet, water and telephone) for our tenants. This service is free of charge and many clients have remarked on the time saved and the ease of using this service. Jellis Craig will arrange connection of tenant water usage assuming the property is separately metered to ensure a smooth transition when your property is leased.

SCHEDULE OF SERVICES

At Jellis Craig our offices function and communicate as one team - assuring our clients' receive consistent, proactive support and guidance at every stage of our association.

Our Personal Service Commitment Jellis Craig

Jellis Craig will agree to perform the following services for our Landlords, for agents fees as per the Exclusive/General Leasing and/or Managing Authority and Schedule of Fees & Charges sheet.

Marketing

- Marketing of your property on six internet sites:-
 - www.jelliscraig.com.au
 - www.realestateview.com.au
 - www.realestate.com.au
 - www.domain.com.au
 - www.thehomepage.com.au
 - www.reviewproperty.com.au
- Marketing of the property on Jellis Craig Rental List displayed in our offices and provide to prospective tenants and corporate relocation agencies.
- Conducting advertised "open for inspections" as necessary.
- Conducting private appointments with prospective tenants as required.
- Liaise with all suitable tenants registered on our prospective tenant database to advise them of your property's availability.

Tenant Selection

- Obtaining a fully completed tenancy application form from all interested parties.
- Processing and reference checking of all applications to verify details including past/present tenancy references and employment history. Including full Tenancy database search to establish each tenant's suitability.
- Tenant selection in consultation with the owner and negotiation of favorable lease terms, rent levels and special conditions if required with both tenant and landlord.
- Brief tenant on obligations under the tenancy agreement and obtaining first month's rent and bond to secure premises.

Preparation Of Documentation

- Preparation of lease documentation and adding special condition if required.
- Condition Report and internal & external photos documenting the condition on commencement of tenancy.
- Residential Tenancies Bond Lodgment Form (bond monies to be lodged to the RTBA within 10 days).
- Provide tenants with written statements advising after hours emergency contact numbers for urgent repairs and agent's authorised urgent repair limit as required by the Residential Tenancies Act.

Managing Your Property

- Collect monthly rental and provide Landlord with monthly statement/Tax Invoice (by email or mail) detailing all Income & Expenditure and electronically depositing of funds into nominated accounts. Payments of GST to Australian Tax Office as required. Email statements preferred.
- Pay all regular and authorised outgoings from rental such as rates, water, owners corporation, regular garden maintenance, etc.
- Arrange necessary repairs, maintenance and quotes using qualified and experienced tradespeople. Alternatively we can use your nominated tradespeople (Jellis Craig will only pay tradespeople who supply an ABN).
- Conduct regular routine inspections of the property each year and provide a written report on the cleanliness, presentation and recommended immediate and future maintenance required on the property.
- Negotiation of lease renewals and serving rent increase documentation for existing tenancies.
- Careful management of any rental arrears and service of VCAT notices within required time frame or as instructed by owner.
- Complete all documentation pertaining to a change of tenant during the course of a tenancy.
- Providing end of financial year statement detailing total Revenue and Expenses.

Finalising The Tenancy

- Conducting final inspection to ensure the property is in acceptable condition as reflected by the Condition Report with exception of normal "fair wear and tear" in accordance with the Residential Tenancies Act.
- Complete and lodge Bond claim form where both parties have agreed on disbursement.
- If a dispute arises in bond allocation at the end of the tenancy we will prepare all tribunal documentation and representation on behalf of owner at Victorian & Civil Administrative Tribunal if required.



Like so many things in life, when it comes to property presentation, it's the little things that count. Paying attention to detail and making selective improvements to your property will generate the most impact. The experienced Jellis Craig team is well placed to guide you through the process of successfully preparing your property for lease.

If you choose to have professional photography undertaken, Jellis Craig can arrange a complimentary consultation with your property manager who can spend time with you to discuss how to present your property at its best. The benefits of styling, such as the removal or moving of furniture, artwork placement and minor décor adjustments, will be evident in the quality of photography which showcases your property online and in print. It is also the key to providing the 'wow' factor when potential tenants evaluate your property during inspections.

Some final touches before your home is opened for inspection can make a big difference. Maximising light inside, placing a vase or two of fresh flowers and some gentle background music on the stereo are common but effective strategies that create a welcoming atmosphere.



Today, tenants are savvy and expect the property they are viewing to be looking its best. By taking the time to present your home beautifully, paying attention to detail and making selective improvements you are more likely to stir emotions and appeal to potential tenants, ultimately favouring a better leasing result. Furthermore, an improvement today can increase the life of an item for the whole tenancy.

When you choose to lease with us, you can be assured of professional and expert advice on presentation strategies that will work for your unique property. If you don't have time to put your property's best foot forward, we can help organise professionals and reputable tradespeople who are well versed in effective property presentation.

- Landscaping, fencing and gates
- External and internal paintwork
- Paving
- Flooring, clean floorboards, tiles and grout
- Pool cleaning
- Kitchen splashbacks and bench tops
- Bathroom tiles and grout
- Cracked glass and damaged plaster
- Clutter and personal belongings
- General clean



Since the company's inception in 1991, Jellis Craig has focused significant time, effort and resources into vital areas of the community and charity initiatives. This dedication to active community service is ingrained within the staff culture and led to the establishment of the Jellis Craig Foundation in 2013.

The Jellis Craig Foundation is a registered charity and organisation member of the Fundraising Institute of Australia (FIA). The Foundation's vision is to assist our charity partners with the implementation of sustainable programs and projects that improve access to investment, opportunity, and services to those in our communities.

As a successful and mindful Foundation, we will always be focused on giving at home in Australia. However, we understand that our donors and staff also have heartfelt connections with countries around the world so we extend a helping hand to the global community where possible.

We are proud to have formed partnerships with Very Special Kids, Hands Across the Water and headspace.

In addition to the contribution that comes from every property sold, we encourage our staff, clients, friends and the community to engage with the Jellis Craig Foundation, its charity partners and projects through active participation, fundraising, events and initiatives throughout the year.



THANK YOU



We appreciate that you are considering Jellis Craig to act as your real estate agent in the leasing and management of your property. We look forward to working with you to achieve the best possible result in line with our proven history of success.

If appointed, we commit to bringing expertise, energy and enthusiasm to the leasing and management of your investment. You have our promise that every care and professional courtesy will always be extended to you and to those interested in your property.

From the initial leasing through to the finalization of the tenancy, we will be there to guide you through every step of the process – leading, advising and supporting.

As your representative in one of the most significant financial transactions you'll ever make, it's our goal to deliver a brilliant result.

We look forward to hearing from you at your earliest convenience.