Metropol LEASING STRATEGY

Congratulations on your purchase at Metropol!

It's important to understand the process that will be undertaken to secure a suitable tenant for your investment. We take a comprehensive and holistic approach to tenanting new developments with a 10-step strategy.



01	02	03	04	05	06	07	- 08	09	-10
Pre-market research	Marketing preperation	Marketing pre- launch	Marketing launch	Weekly feedback summary	Settlement	Application follow up	Tenant sign up	Tenant on- boarding/move	14-day check in call
Thorough market research is undertaken to understand pricing and demand	We design a comprehensive strategy in collaboration with Geocon to get the highest rate of enquiry from prospective tenants. This may include on site signage, social and/or print media, portal advertising, letterbox drops and paid advertorials	 Generic advertising prior to availability enables us to capture enquiry and interest levels from prospective tenants. 	Advertising will ramp up when we start showing prospective tenants through the development. We still advertise by unit type, rather than every single unit. This helps preserve asking prices and uphold the value of the precinct which benefits you. Mid-week and weekend exhibitions will be held. Not every unit will be shown, but	A weekly feedback email will be sent showing outcomes for the week. It's important to understand the performance of the precinct as well as your own apartment as it will show demand levels and pricing trends	If you don't have a tenant lined up, we'll convert to an individual ad for your apartment once you settle.	 On receipt of applications, we will thoroughly vet and qualify prospective tenants. 	 Your tenant will sign remotely and once completed, we'll send you a copy of the Tenancy Agreement and related documents. 	amenity and where	well and remind them to return their condition report.
We can provide a rental letter if required		 At this point, we are not showing the apartments or amenity, but are just capturing interest. At the same time, we will also be recording inventory and condition reports for each apartment. You'll find the ads on allhomes. 			We'll collect your keys from Geocon.	will be shortlisted and presented to you for approval. It's important of ensure you have had blinds estalled prior to the tenant moving in — we can assist foou'd like a hand			
You should be arranging your finance at this time.					It's important to ensure you have had blinds installed prior to the tenant moving in – we can assist if you'd like a hand to arrange this.				

rather a sample of each floor plan type.



THE PROPERTY COLLECTIVE