Congratulations on your purchase! As Geocon's preferred partner for property management, we have set out an overview of our approach to tenanting the precinct, with a goal to minimise vacancy, maximise your return and secure quality tenants for you.

Here at The Property Collective, our mission is simple – we want to help you thrive through property, and put you, our client, at the centre of the experience. 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-marketing research	Marketing preperation	Marketing pre- launch	Marketing launch	Weekly feedback summary	Application follow up	Tenant approval	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, as well as private viewings.	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.	On receipt of applications, we will thoroughly vet and qualify prospective tenants. Suitable tenants will be shortlisted and allocated to an apartment based on their preference.	On approving a suitable tenant, we will send you a summary of the tenancy for your records.	Your tenant will sign remotely and once completed, we'll send you a copy of the Tenancy Agreement and related documents.	We will meet your tenant at our office to talk them through their keys, access and answer any questions they may have.	We give your tenant a call to check the move has gone well and remind them to return their condition report.
We can provide a rental letter if required. You should be arranging your finance at this time.		At this point, we are not showing the apartments or amenity, but are capturing interest. At the same time, we will also be recording inventory and condition reports for each apartment.				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.			
		You'll find the ads on allhomes, realestate.com.au, Domain and The Property Collective website.							