

A modern, minimalist interior featuring a kitchen with light-colored cabinetry and a marble countertop on the left. A long, white island runs through the center. To the right is a dining area with a dark wood table, two wine glasses, and a loaf of bread on a wooden board. Large windows with grey curtains and a modern glass pendant light are in the background.

PERRY COOPER

PROPERTY MANAGEMENT

THE SMARTER WAY
TO LEASE PROPERTY



LEASE KIT

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Providing the
most sophisticated
real estate
experience on the
Sunshine Coast.



WHY CHOOSE PERRYCOOPER PROPERTY?

ABOUT PERRYCOOPER

PerryCooper Property is synonymous with excellence in real estate, establishing itself as the leading agency of choice. Retaining positive qualities, unique to a boutique agency, we pride ourselves on our professionalism, our highly personalised service, in depth market knowledge and an unwavering desire to achieve the most successful results possible. PerryCooper Property delivers a bespoke approach for each and every one of their clients.

Mother and daughter team, we are committed to providing the most sophisticated real estate experience on the Sunshine Coast. Built on the foundations of customer service, integrity, innovation, marketing and communication, PerryCooper Property is one team, working together to seek the very best outcome for our clients to buy, sell and rent their properties.

High quality marketing is something that shouldn't be compromised. Being powered by UrbanX, who employ a team of leading property marketing professionals, ensures that each and every property we list is presented at a consistently high standard.

With local knowledge that's unrivalled, we work closely with you to achieve a result that exceeds your expectations. We are a team with one clear goal – to get you the best possible result, every time.

AWARDS

2021 Agent of the Year Awards (Buderim)





OUR APPROACH IS DIFFERENT

Quality property management is more than just collecting rent; our focus is to provide peace of mind while ensuring we maximise the return on one of your biggest investments.

We're always looking for smarter, more effective ways to deliver exceptional service. Our processes, systems, marketing and advice are all approached with precision and research. We believe it is our meticulous attention to detail in every aspect of what we do that will give your investment property the advantage.

You can rest assured
that nobody else
will work more
diligently to deliver
a more rewarding
experience.



MAXIMISING
ON INVESTMENT

COMPHREHENSIVE
PROPERTY REPORTING



EXPERT
MARKETING

AREA
SPECIALISTS

PERSONALISED
PROPERTY MANAGEMENT

NO LOCK-IN
CONTRACTS



INNOVATIVE SYSTEMS
AND TECHNOLOGIES

ACTIVE TENANT
DATABASE





The steps to achieve
successful marketing,
leasing & management
of your property.

PREPARING YOUR PROPERTY

MAINTENANCE

SMOKE ALARMS
TESTED

TAX DEPRECIATION
SCHEDULE

GARDENING

PAINTING

EXTRA KEYS CUT

WATER EFFICIENCY
CERTIFICATE

CLEANING

POOL COMPLIANCE

ORGANISE EXTRA
GARAGE REMOTE



PROFESSIONAL PHOTOGRAPHY

When leasing your property, first impressions are paramount. The average amount of time spent browsing on realestate.com.au is 5.30 seconds, our professional photography will guarantee your property will stand out from the crowd.



STAND OUT
FROM THE CROWD

MAXIMISE
RETURN

MINIMISE
VACANCY

STRONG FIRST
IMPRESSION



DIGITAL MARKETING

PERRYCOOPER.COM.AU

Our site is one of the most popular real estate websites in the inner west. We know that there is a direct relationship between website traffic and foot-traffic through your door and with a high volume of page views per month, we consistently deliver for our clients.

REALESTATE.COM.AU

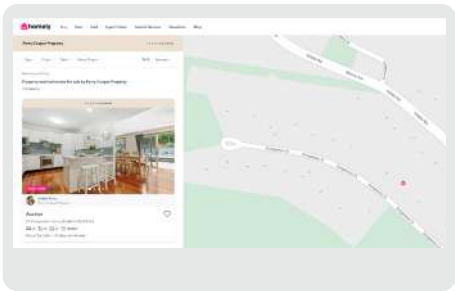
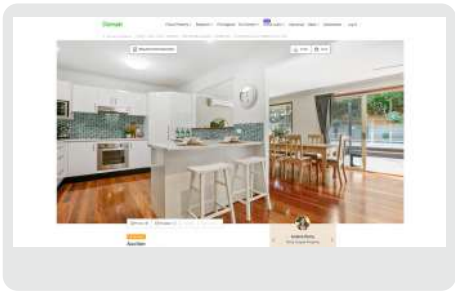
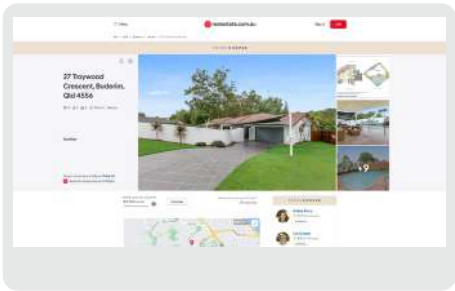
This is the no.1 property website in Australia with an audience of around 9.4 million visits each month to the rent section. With around 82% of its audience not visiting any other real estate website, your property needs to be found here.

DOMAIN.COM.AU

One of Australia’s leading destinations for property seekers with over 1.6 million unique property seekers per month. Around 63% of their audience do not visit any other real estate website.

HOMELY.COM.AU

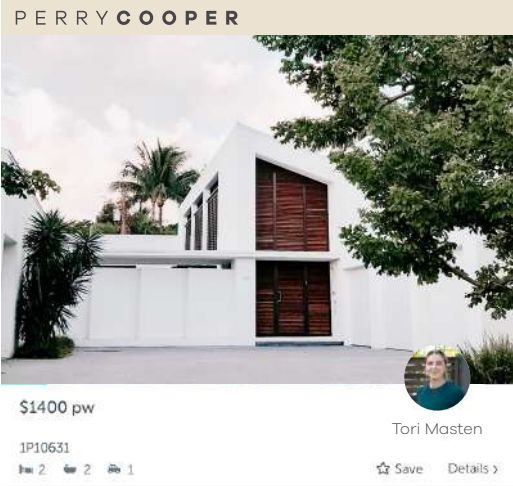
Homely operates one of Australia’s largest marketplaces of real estate to buy and rent. Hundreds of thousands of properties are accessible every day through Homely’s suite of products on desktop, mobile and apps.



REALESTATE.COM.AU ADVERTISING OPTIONS

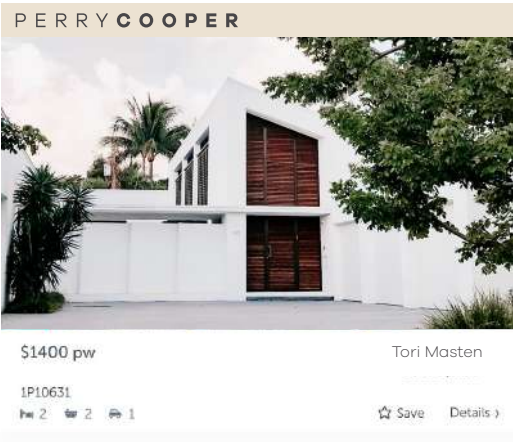
PREMIER PROPERTY

- A premiere property appears at the top of search results
- Largest ad and photos to get more attention
- Rotate back to the top of search results after 15 days



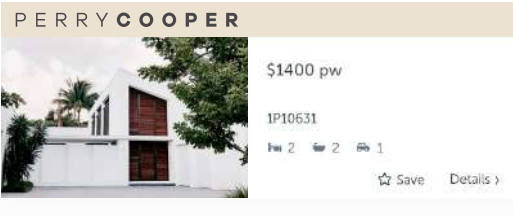
HIGHLIGHT PROPERTY

- Be seen when tenants first search, positioned before Feature and Standard ads
- Large ads and photos double the size of standard ads
- Rotate back to the top of the highlight listings after 15 days



FEATURE PROPERTY

- Be seen before all Standard ads in search results



STANDARD AD



REALESTATE.COM.AU STATISTICS

75% of tenants use realestate.com.au to search for property.

53% of people don't go past the first page.

SIGNBOARDS

Our boards are clearly identifiable for all who pass by. They are designed exclusively to get people talking and engaged with us - either online or in person.

STANDARD SIGNBOARD EXAMPLES

PERRYCOOPER

FOR
LEASE

AMBRE PERRY | 0438 162 520
LOU COOPER | 0419 021 514

PERRYCOOPER.COM.AU
Powered by **urbanX**

PERRYCOOPER

LEASED

AMBRE PERRY | 0438 162 520
LOU COOPER | 0419 021 514

PERRYCOOPER.COM.AU
Powered by **urbanX**



PERRYCOOPER INSPECTIONS

OUR PROCESS

PerryCooper have a large database of active tenants that are currently searching for the right property. We keep up to date with their needs and wants which then allows us to pro-actively match and make contact with suitable tenants for your property, resulting in less time on the market for your property.

REPORTING TO YOU

We promise to keep you fully informed in relation to the progress of your leasing campaign. In addition to receiving an email report after each inspection, we keep in touch via regular phone calls and provide a comprehensive weekly activity report outlining progress of your online campaign. We find that by keeping our clients well informed, they not only feel comfortable and relaxed about the process, but are also well prepared to make informed decisions..

P E R R Y C O O P E R

INSPECTION REPORT

Address	123, Example Street, Paddington		
	Date	27 May 2017	
	Time	12:40 PM - 12:55 PM	
	Inspector	Property Manager	
	Rent	\$475PW	

Group Inspection Report:

Six groups inspected the property and the feedback was positive, three of the groups showed a genuine interest in applying and 1 said they are definitely applying. I will follow all groups up on Monday.

Individual Inspection Report:

Name	Question	Answer
Raashi	Applying	☐
	Suitable	Not Disclosed
	Price	
	Comments	The prospective tenant is currently living in the complex, her lease is due to expire shortly and she is looking at her options.
Reid	Applying	☐
	Suitable	Not Disclosed
	Price	
	Comments	The prospective tenants are a couple plus 1 male friend. They showed genuine interest in applying for the property.
Christine	Applying	☒
	Suitable	Not Disclosed
	Price	
	Comments	The prospective tenants are a mother and son. They said the property fits their needs and they are definately applying.
Babu	Person did not attend the Inspection	

OUR TENANT APPLICATION CHECKLIST

We are passionate about clearly establishing both the character and credibility of our tenants through our comprehensive application process. We ensure the calibre of tenant we present to you matches that of the property.

TENANT CHECKLIST

- ✓ Tenant displays common courtesy and proves easy to deal with throughout the application process
- ✓ Application completed correctly and in full. A poorly completed application is an early indicator of the standard of the tenant and is used in the selection process
- ✓ 100 point ID check confirms who is really leasing the property
- ✓ Verification of current and previous rental history allows us to establish their track record
- ✓ Verification of current and previous employment including proof of income



Ongoing
Management

OUR SERVICES

RENT PROCESSING
& ACCOUNTING

INSURANCE
CLAIMS

COMPLIANCE

LEASE RENEWALS

REPAIRS &
MAINTENANCE

PRE-VACATE
APPOINTMENTS

REGULAR
INSPECTIONS &
DETAILED REPORTS

TENANT DISPUTE
RESOLUTION

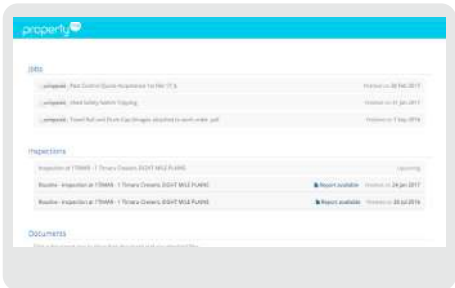
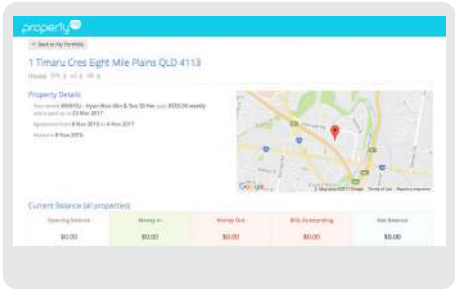


PROPERTY ME

OWNER PORTAL

The Property Me owner portal allows landlords to access live, up to date information on their rental property at any time. Some of the information landlords can access through the owner portal include:

- The current financial status of all properties
- All monthly EOFY statements and copies of attached invoices, that can be downloaded and printed
- All general scanned documents attached to the owner’s folio
- Photos and details for the property and tenancy
- Financial activity graph
- All current and previous maintenance jobs and property inspection reports



EXAMPLE OF MONTHLY STATEMENT

PERRY COOPER

Joe Bloggs
PO Box 123
Red Hill QLD 1234

3/237 Given Tce
Paddington QLD 4064
(w) 07 3854 1881
www.urbanproperty.com.au
pm@urbanproperty.com.au
ABN: 12163919104
License: 3631816

Tax Invoice
Statement #12
15 Mar 2017

Money In	\$1,368.34
Money Out	\$59.96
You Received	\$1,308.38

PROPERTIES

123 Smith St, Paddington, QLD 1234
Rented for \$555.00 per week
Tenant John Doe is paid to 23/03/2017

Details for Account OWN01234	Money Out	Money In
Balance brought forward		\$0.00
123 Smith St, Paddington QLD 1234		
Rent paid to 18/03/2017 with part payment of \$395.00 (previously paid to 4/03/2017 + \$415.00)		\$1,090.00
Water Usage - 05/09/16 to 02/12/16		\$278.34
Management Fee *	\$59.96	
Account Transactions		
Withdrawal by EFT to owner Joe Bloggs [EFT Transfer to: Joe Bloggs, (123456) - ***123]	\$1,308.38	
Balance remaining		\$0.00
Total Tax on agency fees (* includes Tax)	\$5.46	

FREQUENTLY ASKED QUESTIONS

WHO PAYS FOR THE WATER CHARGES?

If your property qualifies for a water efficiency certificate, you are able to pass on 100% of the water usage charges onto the tenant. In the event your property is not water efficient, you can only charge for use above 25kl. If your property is a unit and not individually metered, you are not able to pass on any water charges to the tenant.

WHO PAYS FOR THE OUTGOINGS ON THE PROPERTY?

The landlord is responsible for all council rates and building insurance (including public liability). Tenants are responsible for electricity, gas, any pay TV and Internet usage supplied to the property. Should a phone line not be in place when a tenant moves in, the owner is responsible for the cost of the connection to the home.

HOW MUCH BOND CAN I CHARGE?

If your property is being rented for \$700pw or less, the amount of bond you can charge is equal to four weeks rent. For properties rented over \$700pw, you are able to nominate a higher amount for bond.

HOW DO I ENSURE MY PROPERTY IS COMPLIANT?

We take care of all compliance requirements on your behalf; we arrange smoke alarm, blind cord and pool compliance certificates and we can also arrange for the property to be made water efficient.

HOW MUCH NOTICE DO I NEED TO GIVE TO THE TENANTS IF I WANT TO MOVE BACK INTO THE PROPERTY?

You are required to give two months notice to the tenant prior to the expiry of both fixed term and periodic tenancy agreements.

HOW MUCH NOTICE DOES THE TENANT NEED TO GIVE IF THEY WANT TO VACATE THE PROPERTY AT THE END OF THEIR LEASE?

The tenant is only required to give two weeks notice if they wish to vacate. We commence lease renewal negotiations approximately eight weeks prior to the expiry of the agreement and at this time we issue the tenant a notice to leave at the expiry of the lease. We do this to ensure that should the tenant not commit to signing a new lease in a timely manner we can commence advertising the property to minimise the risk of a vacancy period.

HOW OFTEN WILL MY PROPERTY BE INSPECTED?

Our initial inspection of the property occurs four weeks after tenants move in. We then perform a general inspection every 4 months.

CAN I SELL MY PROPERTY WITH A TENANT IN PLACE?

Yes you can, however, should you list the property for sale within the first two months of the commencement of the tenancy, the tenant can give two weeks notice to vacate and end the lease agreement without penalty.

P E R R Y C O O P E R

PerryCooper Property
Sunshine Coast Property Specialist
0438 162 520 | perrycooper.com.au

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