

SOUTHWELL

PROPERTY

INVESTOR GUIDE

How to Choose the Right Property Manager

Choosing the right property manager is one of the most important decisions you'll make as a landlord. The right manager protects your asset, maximises your return and reduces stress. The wrong one can cost you thousands.

Here's what to look for:

1. LOCAL MARKET KNOWLEDGE

A strong property manager understands:

- Current rental demand
- Vacancy rates
- Achievable rental prices
- Tenant expectations
- Suburb-specific trends

They should confidently provide a rental appraisal backed by comparable properties – not guesswork.

Ask:

- How do you determine rental price?
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2. CLEAR COMMUNICATION

Your property manager should:

- Respond promptly
- Keep you informed
- Provide regular inspection reports
- Be proactive with maintenance updates

Ask:

- How often will I receive updates? Who will be my direct contact?
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3. STRONG TENANT SELECTION PROCESS

The quality of your tenant determines the quality of your investment experience.

A good agency will:

- Thoroughly screen applications
- Check references and rental history
- Verify employment
- Assess affordability

Ask:

- What is your tenant screening process?

4. ARREARS & RISK MANAGEMENT

Late rent and compliance issues must be handled quickly and professionally.

Ask:

- How do you manage rent arrears?
- What is your process for breach notices?
- How do you ensure legislation compliance?

Experience matters here.

5. MAINTENANCE & ASSET PROTECTION

The right manager doesn't just fix problems – they protect the long-term value of your asset.

Look for:

- Trusted local trades
- Fast response times
- Clear communication before large repairs
- Detailed entry & routine condition reports

Ask:

- How do you approve and manage maintenance?
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6. TRANSPARENT FEES (NOT JUST THE CHEAPEST)

The cheapest management fee often costs more in the long run.

Compare:

- Management percentage
- Letting fees
- Lease renewal fees
- Marketing costs
- Admin charges

What matters most is value, not just price.

Final Thought

Your investment property is a significant financial asset. Choose a property manager who treats it like their own.

AT SOUTHWELL PROPERTY, WE FOCUS ON:

- ✓ Strategic rental pricing
- ✓ Exceptional tenant screening
- ✓ Clear, consistent communication
- ✓ Proactive asset management

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