

NATIONAL: 1300 853 857
GEELONG OFFICE: +61 3 5222 7325
LARA OFFICE: +61 3 5282 4351

release
PROPERTY MANAGEMENT

Your Property Management Guide

welcome...



Small Business Category



Award Winning Property Management

“Wanting to provide an exceptional property management service and employ the best staff was core to the motivation of creating Release.”

- Renee Reynolds, Director

Contents.

History	4
Meet the Team	5
Managing Your Investment	6-8
Fees	9
Advertising & Marketing Overview	10
Advertising & Marketing Packages	11-12
Testimonials	13
Celebrating Success	13

As the founder of Release Property Management and a previous tenant and landlord, Renee understands what is expected from a property manager.

At **Release**, we know our service is exceptional because even our *tenants* recommend our management services to their family and friends.

History.

The philosophy behind Release...



Release was established to bring a new level of service to the Property Management industry. As specialists in leasing and managing property, we *ensure* our clients assets are meticulously maintained, produce an optimum income and attract the highest quality tenant.

Our philosophy is to offer exceptional service by providing hands on attention to all of our properties. Renee Reynolds, Principal, Licensed Estate Agent, Past Chair & Current Vice Chair of the REIV Geelong Division, has been in the property management industry for over 17 years, **"I understand the demands and expertise required to be an outstanding property manager."**

Property management is known for its high turnover of staff and inexperience, at Release, our turnover is little to none and our staff are trained to high standards. We are passionate about managing your investment properties and have a thorough understanding of landlord needs and property requirements. We recognise and perform the ongoing management and care that is required for your property and make this our first priority.

Why Release?

- Proactive in managing your property
- Specialists in property management
- Focused on maximising your rental income
- Focused on minimising your vacancies
- Tenant selection process means reliable tenants

**Property Management is not a secondary service
at Release, it is our first and only service.**

Meet the Team.

Renee Reynolds - Licensed Estate Agent.



Director, Licensed Estate Agent, Vice and past Chair of the REIV Geelong Division, Renee has managed an exceptional number of properties throughout the years, covering Melbourne, Geelong, Surf Coast and Bellarine.

Renee's dynamic business style and relationship skills have ensured she is a well respected and sought after property professional. Through Release, Renee has created an exceptionally high level of service in property management, and remains committed to providing superior knowledge across all areas of Residential, Retail, Commercial and Industrial Management.

Tiffany Andrew - Lara Branch Manager.



Senior Property Manager and Lara Branch Manager, Tiffany forms an Integral part of the team at Release Property Management.

Tiffany's aim is to provide quality service and advice to our Landlords and tenants through her friendly and approachable nature. Tiffany's main focus is to ensure that each investment property is being efficiently managed, this includes all facets of leasing, inspections, rent arrears and maintenance.

A fully licensed real estate agent with over 10 years property management experience, Tiffany is very client focused and sincerely committed to going the extra mile for you.

2013 Geelong Division REIV Property Manager of the Year.

Sarah Hawkins - Reception & Administration.



Sarah is the friendly face at the Release Lara office. With an administration background, she is delighted to now be a part of the team where she looks forward to building a career in Real Estate.

Sarah is eager to increase her industry knowledge and oversee the running of the Lara office. With a friendly and professional attitude, along with a passion for delivering fantastic customer service, Sarah is excited for the challenges that lie ahead.

Managing Your Investment.

Appraising your Investment Property.

To understand your property and advise on current market worth, a Property Manager will conduct an inspection. We discuss how to market your property, ensure we maximise the rental value and aim to secure a suitable tenant with little to no vacancy in between occupants.

Transferring your Property with a Tenancy in Place.

Once we have your approval to commence management, including a signed authority, we will arrange everything for you. There are **no fees or charges** for changing agents and the transfer of documentation is handled by our office.

We approach the tenants with care and respect, we arrange a time to meet and reassure them of our policies and procedures and to ensure they have our banking details for payments.

We carry out our first routine inspection at the same time, advising you on the current condition of your property so that we can provide advice regarding what can be done to maximise your rental return with little input. We also review lease agreements and perform a rental review for any possible rent increases that may be warranted. The transition is smooth and easy and we believe you will notice an immediate change for the better.

Inspection Process.

We will never hand out keys to prospective tenants to view your property. All inspections are conducted personally on an appointment basis or by 'Open for Inspections.' This allows us to meet the potential applicants, discuss their requirements face-to-face and point out the features and benefits of your property.

Full details are obtained from the prospective tenant/s inspecting the property and follow-up is conducted for feedback if an application is not received within two days of the inspection. If the property leased is tenanted, we liaise with the vacating tenant to arrange inspection times weekly (i.e we do not wait for the tenant to vacate before conducting re-leasing inspections).

We always keep in regular contact with you to discuss the enquiries and feedback received.

Tenancy Selection Process.

Our objective is to find the very best tenant for you and your property. We will continue to conduct leasing inspections on the property and process as many applications as it takes to secure the right tenant/s for you.

From the moment an application is received, our office will commence carefully processing the application, including checking of rental history, employer checks and personal references.

Managing Your Investment.

Tenancy Approval.

As soon as a tenancy application is approved, we request a minimum payment of two weeks rent within 24 hours. Lease agreements are prepared to include any special conditions you may request. For all tenancies approved with pets, we include a pet clause in the agreement. Prior to signing the lease, a 20 minute appointment is scheduled with the tenant/s to explain their rights and responsibilities and any special conditions applicable.

Bond Collection & Condition Report.

Tenants are required to pay a bond (equivalent to one calendar month's rent) prior to the tenancy commencing and before any keys are handed out. This bond is held by the Residential Tenancy Bond Authority until the tenancy has ended. The tenant and Release each receive a receipt of this lodgement. A thorough condition report is conducted, and photographs are taken of the property prior to the tenancy commencement date. Tenants are required to sign the condition report and can make additional comments if required.

Inspections and Maintenance.

An initial 3-month routine inspection is completed to ensure the tenant/s have settled in well and ensures any issues that arise can be dealt with early.

Further inspections will be conducted at 6-month intervals in accordance with the Residential Tenancy Act. Our office will invite you to attend the inspections and advise of any suggested maintenance.

If maintenance is required, Release will advise you and attend to these requests as necessary. We use a qualified and reliable network of tradespeople and are flexible if you would like to use any of your own connections. If necessary, and with your instructions, Release will arrange quotes on your behalf. For any work performed on your property, we request detailed documents of qualifications and business registrations plus insurances from all tradespeople.

We also conduct a rent review at the 9-month routine inspection (or 3-months prior to the lease expiring). This enables us to advise of any possible or suggested increases in the rent.

Rent Arrears.

Release will not tolerate rent arrears. This is monitored daily and tenants are contacted immediately regarding any arrears due. Arrears letters are issued and any prescribed notices under the Residential Tenancy Act are also issued to the tenant. You will be updated regularly of the arrears. Professional representation is provided for you at the Residential Tenancies Tribunal (VCAT) where required.

Managing Your Investment.

Vacating Tenants.

Once a tenant has given the prescribed notice of their intention to vacate the property, we will contact you and with your approval, we will re-advertise the property immediately to commence securing another suitable tenant.

We answer any questions and offer support to you and the tenants to assist in the transition. Once keys are returned, we invite you to conduct a thorough vacating inspection with us. Should you be unavailable, we will conduct the inspection on your behalf and advise you accordingly. As we are extremely strict on having the property left in the condition it was when originally leased, (while allowing for lease term and fair wear and tear), should there be any issues, the tenant will be requested to return to the property and rectify relevant matters.

We will seek reimbursement of cost from the tenant or claim all associated costs from the tenants bond. We advise you of any maintenance required to maintain your investment property, or can advise on any improvements to the property to achieve a higher rent and property value. We provide professional representation for you at the Residential Tenancies Tribunal (VCAT) should there be any unresolved concerns at the end of the tenancy.

Payments to Landlords.

- Electronic banking facilities result in direct and prompt payment of rental monies monthly or twice a month
- Payment of outgoings, including council and water rates, insurances, body corporate fees, pool and garden maintenance, as requested
- Fully computerised management systems to ensure efficiency and accountability
- Establishment and maintenance of property rental records, preparation of consolidated annual revenue and expenditure statement for taxation purposes

Fees.

As a business we are hands-on, providing proactive and fast service to you and your tenant. All staff are expertly trained. We understand your needs and endeavor to protect your asset.

It is our aim to maximise your return on investment and we are committed to achieving optimum market yields for all rental properties we manage. We also give advice regarding the preparation of your property prior to leasing.

Management Fee.

Includes full management and payment of outgoings; rates, body corporate fees **8%** of gross monthly rental (+ GST). **Please note:** Fees can be reviewed for multiple properties.

Letting Fee (with full management).

1.5 Weeks (+ GST) includes:

- Property advertising campaign
- Property photographs for advertising
- Private inspections
- Open for inspections
- Internet advertising on our company website
- Office Rental List
- Application reference checks (unlimited)
- Tenancy TICA reference checks (unlimited)
- Lease preparation and signing
- Bond collection and lodgement
- Condition report completion
- Condition report photographs

Withdrawal of Property.

Should you withdraw your property from advertising there is a fee of 1-week rent (+ GST).

Re-leasing Fee.

For the preparation of another fixed term lease the re-leasing fee is \$88.00 (inc GST).

Banking & Statement Fees.

\$3.00 (+ GST): Emailed statement

\$4.00 (+ GST): Local postal statement

\$5.00 (+ GST): Overseas postage

\$20.00 (+ GST): Annual financial report

\$6.00 (+ GST): Registered post

Tribunal Fees.

VCAT Application For Rent Arrears: LARA - \$125.00 (+ GST) | Melbourne \$175.00 (+ GST)

VCAT Application For Other Matters: LARA - \$250.00 (+ GST) | Melbourne \$275.00 (+GST)

NB: This fee is subject to change from VCAT and includes photographs, hearing preparation for and attendance fees.

VCAT Warrant of Possessions: LARA \$250.00 (+ GST) | Melbourne \$350.00 (+ GST):).

NB: This fee is subject to change from VCAT and includes photographs and preparations to re-let the property.

Advertising & Marketing Overview.

Advertising and Marketing your Property.

At Release we are proactive in our efforts to lease your property.

After discussing your needs and long term plans for the property, we actively seek suitable tenant/s. We offer prospective tenants the opportunity to subscribe to our database, which can be found on our website. This database allows users to email our office with their personal requirements so that we can personally match them to the properties that are available for rent.

Release also uses an innovative online inspection booking system “Inspect Real Estate” which allows tenants to book their own inspection time, therefore increasing the chances of inspection attendance and lease signups.

We are actively online and frequently update our website, social media sites and 4 external websites with new available rental properties including photos and a description of the property.

We have found these systems to be excellent in reducing the property vacancy rates and accelerating the process of securing the right tenants.

Release also advertises in The Weekly Review, Geelong Advertiser and has a solid local marketing plan in place.

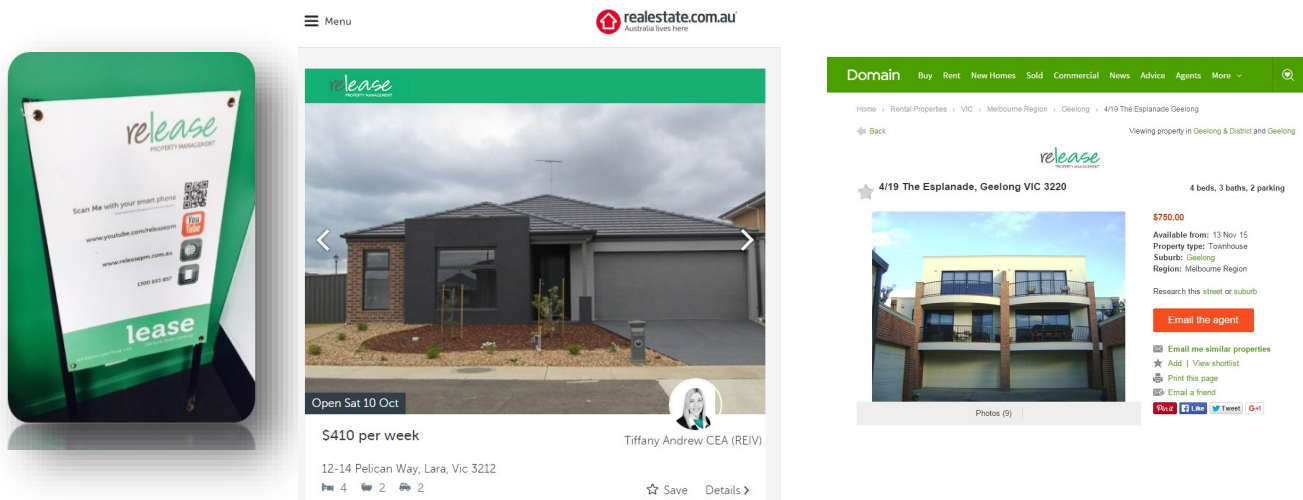


Advertising & Marketing Packages.

Package 1: Premiere includes:

- Premiere listing on realestate.com.au to find out more visit: <http://sellingguide.realestate.com.au/advertising/premiere-property/>
- Listings also on Domain.com.au | Homely.com.au | Rentfind.com.au
- Advertising on Release website www.releasepm.com.au
- Free Small Corflute 'For Lease' board at the property
- Other corporate Release Advertising such as print media

...\$175.00 (inc GST)

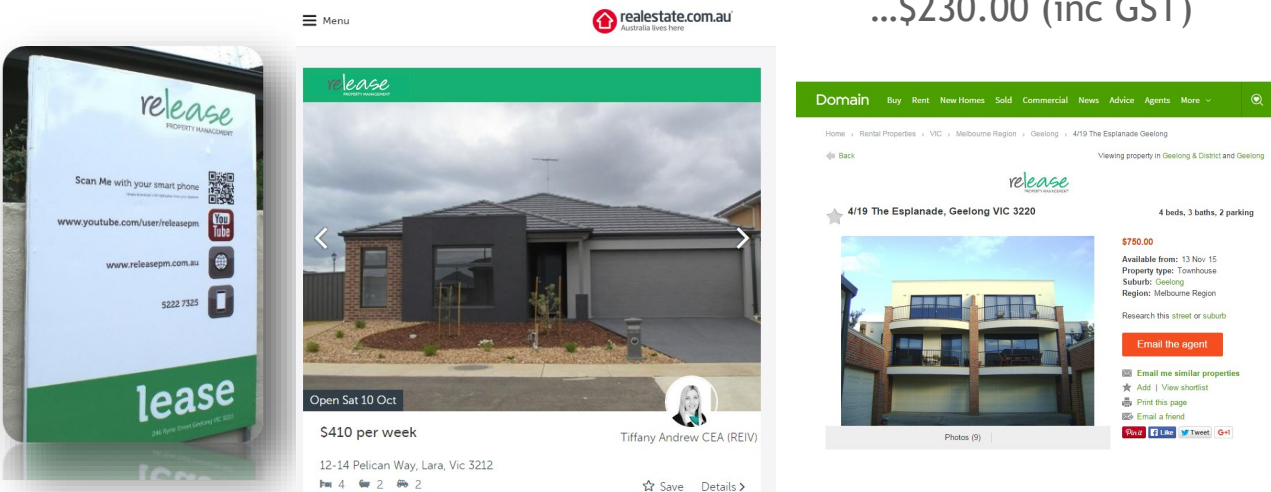


The collage shows three components of Package 1: a physical 'lease' board, a realestate.com.au listing for a property at 12-14 Pelican Way, Lara, Vic 3212, and a Domain.com.au listing for a townhouse at 4/19 The Esplanade, Geelong VIC 3220.

Package 2: Premiere plus Board includes:

- Premiere listing on realestate.com.au to find out more visit: <http://sellingguide.realestate.com.au/advertising/premiere-property/>
- Listings also on Domain.com.au | Homely.com.au | Rentfind.com.au
- Advertising on Release website www.releasepm.com.au
- Large 'For Lease' board at the property
- Other corporate Release Advertising such as print media

...\$230.00 (inc GST)



The collage shows three components of Package 2: a larger physical 'lease' board, a realestate.com.au listing for a property at 12-14 Pelican Way, Lara, Vic 3212, and a Domain.com.au listing for a townhouse at 4/19 The Esplanade, Geelong VIC 3220.

Advertising & Marketing Packages.

Package 3: Premiere plus Print

Package includes:

- Premiere listing on realestate.com.au to find out more visit: <http://sellingguide.realestate.com.au/advertising/premiere-property/>
 - Listings also on Domain.com.au | Homely.com.au | Rentfind.com.au
 - Advertising on Release website www.releasepm.com.au
 - Large 'For Lease' board at the property
 - Other corporate Release Advertising such as print media
 - Property Featured in the Geelong Advertiser or The Weekly Review (as part of Release ad)
- ...\$380.00 (inc GST)



Testimonials.

What Clients say about Release.

Many thanks Renee for your professional assistance and tireless efforts in resolving a multitude of property problems from my previous agent. It has been very much appreciated! ... *David, Landlord.*

Thank you so much for everything, to apply for a flat and to be advised the next day that I have been approved is a rare experience! ... *Monica, Tenant.*

Thank you for being so helpful! Of all the estate agents we contacted, you were the first to reply, and you were the only one who followed up our visit with a phone call. We were very impressed with your service. Well done!... *Keith, Tenant.*

Thanks heaps to Tiffany and team for finding a tenant so quickly for us, and from what I can see GREAT tenants. It really makes a difference using an agent that does care about their landlords... *Hayley, Landlord.*

Celebrating Success.

Award-Winning Property Management.

- 2014** REIV Medium Residential Agency of the Year Finalist
- 2013** REIA Small Residential Agency of the Year
- 2013** REIV Geelong Division 'Property Manager' of the Year
- 2013** Geelong Small Business of the Year, Geelong Business Excellence Awards
- 2012** REIV Victorian Finalist Small Residential Agency of the Year
- 2012** REIV Geelong Division Agency of the Year
- 2012** REIV Geelong Division 'Property Manager' of the Year
- 2011** REIV Geelong Division 'Property Manager' of the Year
- 2008** REIV Geelong Division 'Young Achiever' of the Year

