



PALM
PROPERTY MANAGEMENT

An exclusive property management
company that cares enough to do it right

Meet the owner and Principal Licensee

For Susan Property Management is a way of life. Starting her career in 2000, Susan worked for a highly successful company in London and loved Real Estate and Property Management from day dot. She was trained in Property Management and very soon moved up the ranks managing a portfolio of her own.

With a successful career firmly at the top of her agenda, Susan embarked on a degree while working full time and four years later achieved an Honours degree from the University of London.

Susan moved to Australia in 2010 where her sound training came to good use. She joined Australia's largest independently owned national property management company (with 24,000 properties under management) where she again moved up the ranks to take on the management of a large team of property managers.

Recognised for her attention to detail, uncompromising high standards and natural ability to lead, Susan was promoted within the organisation and took on the management of two offices in Queensland. With over 2000 properties and 15 members of staff under her direct management, Susan worked hard to ensure that the client experience remained at the top of her agenda.

A full Real Estate Licence holder, Susan has over the years completed courses in Business, Leadership and Management as well as Property Services. She is also a member of the Nationally recognized REIQ (Real Estate Institute of Queensland).

With close to twenty years' experience in property management and in-depth knowledge, a proven track record and glowing testimonials, Susan has decided to make her dream of running her own business come true.

Palm Property Management has been set up as a boutique agency providing an absolute premium service to a select number of clients on the Sunshine Coast. Susan is building a portfolio of properties which she will manage personally and will ensure that the properties under her management are compliant and well looked after, leaving her clients confident and with complete peace of mind.



How Would You Rate Your Property Management Company from 1 to 10?

Palm Property Management aspires for nothing less than 10 out of 10 from all our clients. Here's how we work at earning that rating from you.

The Palm Property Management Difference

- **Management Fees** – At Palm Property Management our fees are 6.5% + GST
- **No Additional Fees** – Our fees are all inclusive. We do not charge addition fees for monthly and end of financial year statements, postage and sundry, tribunal representation and TICA application fees.
- **Proactive Preventive Maintenance** – We stay informed and aware of the condition of your property. Our proactive approach protects your investment.
- **Consistences** – You will work with the same experienced property manager consistently
- **Experience** – Nearly 20 years international experience with over 2000 properties under own leadership management
- **Prompt Communication** – We call you back within a maximum of 4 hours, and reply to all emails within 24 hours this is a KPI we are proud to achieve.
- **Guaranteed On-Time Rent Reviews and Lease Renewals** – Our renewal process begins 3 months before expiration and is concluded at least 1 month before expiration so appropriate follow on action can be taken well in time
- **Zero Tolerance on Arrears** – Daily follow up and reporting. Action taken as necessary
- **Billing and Invoicing** – We stay on top of your water usage invoicing and bill payments so you are not out of pocket
- **Accreditation** - Palm Property Management has full REIQ accreditation

We offer an unbeatable service at an unbeatable price. And you can get it FREE for the first six months! We will earn a 10 out of 10 rating from you during that time.



Maximising Your Revenue by Minimising Your Vacancy

How We Market Your Investment Property

When Notice to Leave is issued, the clock starts ticking. Each day your property sits empty is one more day without revenue for you. We aim for the smallest possible vacancy period rates for all our clients.

Here's how we ensure your property generates maximum revenue:

1. Market your property as a Premier listing which puts your property right at the very top
2. Advertise your property on Social Media and other online platforms
3. Organize Professional Photography
4. Organise floor plans for higher value properties (optional with professional photography)
5. Advertisement board for local advertising (Optional)
6. Effective advertisement writing highlighting all features that will attract your ideal tenant
7. Combine optimized pricing and excellent presentation with close monitoring of advertising campaign
8. Be available all week to show your property to prospective tenants
9. Report to you each week on marketing progress

Once a prospective tenant emerges, we will:

1. Process their application quickly
2. Vet them using the National Tenancy Database, employment references and rental references
3. Present their application to you and seek instruction
4. Finalize contracts and collect first rent and bond; lodge with Bond Authority
5. Present you with the statement of account
6. Create Entry Condition Report with photos (average 300-500 photos for a 2-bedroom property)
7. Detailed sign up process at commencement of tenancy

We leave nothing out. We neglect no part of the process.

Our Goal

Maximise your revenue by finding the best possible tenant and acting quickly. Inform you of progress at all times. Protect your investment by being thorough.

Keeping You Informed, Represented, and Paid During The Tenancy

Want to know what proactive property management looks like? Here's what we'll be doing on your behalf while tenants live in your property:

Informed

- Thorough inspections with reports and preventive maintenance sent to you for instruction
- Up-to-the-minute updates available to you for rent arrears
- Maintenance reported to you when it happens, before and after photos provided where necessary

Represented

- Insurance claims lodged and resolved on your behalf at no extra cost
- Issues and management of breach notices to tenant, as necessary
- Protecting your interests with experienced tribunal representation when necessary
- Visiting property whenever necessary to resolve water leaks and other major issues
- Assuring 100% legislative compliance – smoke alarms, pool safety etc.

Paid

- 0% tolerance with rent arrears – Action taken as per legislation
- Annual rent reviews that keep the property at market value
- Guaranteed on-time lease renewals – tenants kept on fixed-term leases unless you advise otherwise
- Daily/Weekly/Fortnightly/Monthly rent disbursements – It's your choice
- No additional or hidden fees

We remain involved and active in your property throughout the tenant's use of it so we can protect your investment. Our experience is an absolute asset.

Exclusively Property Management

We are not in the business of Buying or Selling Real Estate. Our undivided attention remains focused on managing our clients' properties while maintaining the highest return on investment.

We represent your interest every step of the way and we take this very seriously.

First-Time Property Investors – We Want to Talk to You

If you're a new property investor, or are considering becoming one, we want to help you be successful in your new venture.

Rental property ownership is not a walk on the beach. While the long-term financial payoffs can be lucrative, the nitty gritty of managing investment properties can be a frustrating, burdensome, and exhausting experience if you venture in uninformed.

Owning a rental property requires many decisions about topics you may not have thought much about. Arrears? Insurance? Compliance? Repairs? Maintenance? Rent collection? Water on-charging? What if the tenant is being difficult?

A lot can go wrong which can cause you loss of income.

Although such information can be common knowledge in the industry, extra time is often not taken to talk it through with new investors like you.

Owning an investment property can also be extremely rewarding if managed correctly from the beginning.

Palm Property Management is happy to offer new investors a free, no obligation 30-minute discussion, by phone or in-person over coffee.

We will help you as a new investor to understand the process so that you can instruct with confidence and be empowered to make smart investment decisions.

Contact Palm Property Management and schedule your session today.



Testimonials

Susan possesses the ultimate 'can do' attitude while taking on all tasks with a positive energy and a friendly demeanor. She is efficient, detail-orientated and extremely competent. I have had no hesitation handing over my interstate property investment to Susan. I know without a doubt she will take on full management responsibilities of my investment property on the Sunshine Coast as though it were her own property.

Rachael, Interstate Investor

Susan has been extremely professional and has a wealth of knowledge of not only property management but also legislation and compliance. The properties under her management over the years have been looked after with utmost care and always with the client's best interest at heart.

She always strives for perfection and has gone beyond the call of duty and the success she has had in her career reflects this.

Loretta, Business owner, Sunshine Coast

A rarity in the Real estate Industry. Susan has earned the respect of both landlords and tenants thru her preparedness to pursue the most reasonable and fair outcome for both parties... Susan is a very approachable and hardworking individual who offers a tireless 100% effort and unwavering support which I have found to be nothing short of outstanding.

When considering your properties future management I would have absolutely no hesitation in recommending Ms Susan Henley in this role. It will be in your properties very best interests.

Christopher, Investor

Susan has extensive real estate industry experience, knowledge and skills. This experience combined with her dedication, energy and professionalism contributed to her being a rare talent in the property management industry. Susan is a person of incredible integrity and earns my highest recommendation.

Sarah, Real Estate Executive Queensland and Victoria

Susan delivers an exceptional service with an absolute focus on client experience and communication. She has had very successful relationships with my tenants and has been fair but firm in her dealings with them. I have found Susan to be honest, conscientious and very hardworking. I have had no hesitation whatsoever in handing the management of all my Sunshine Coast properties to her. I can now have peace of mind knowing that my properties are in safe hands and will be looked after with care and commitment.

Keith, Multi Property Investor

To protect the privacy of our clients and referees, full names and contact details have been removed. However, we confirm that all testimonials are authentic, and our referees have agreed to be contacted upon request.

Step-by-Step Process

PROPERTY CURRENTLY RENTED (Take over management)

- Property Management Agreement (Form 6) and Owner's instruction form signed
- Current Agents provided with 30 days' notice for transfer of management
- File is collected from current agents as per above date
- Management commences
- Property is set up in our system. Tenant is notified of change and provided our bank details for rent payment, smoke alarm and pool compliance is checked, next routine inspection is booked
- Rent is collected and disbursed to you

PROPERTY TO BE RENTED (Property to be marketed)

- Property Management Agreement (Form 6) and Owner's instruction form signed
- Cleaning/Maintenance/Compliance checks are completed
- Professional Photography is organised
- Property is listed on the internet and social media / Open for inspection is scheduled
- Tenancy Application is processed and presented to you
- Lease document executed and rent/bond collected
- Funds disbursed to you with statement of account
- Entry Condition report completed
- Tenancy commences



Marketing Campaign

Professional Photography

Capturing great images of your property is essential for first impression impact



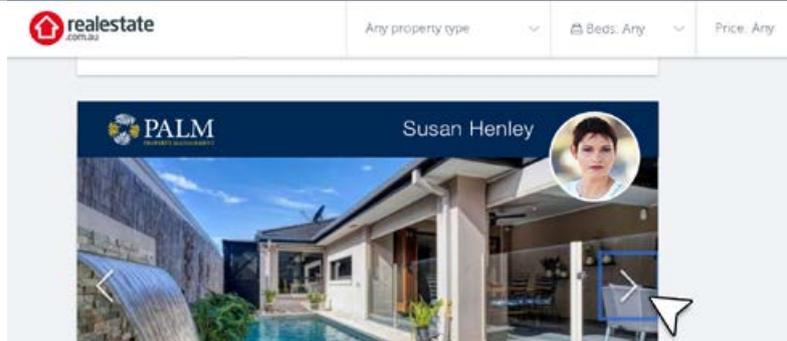
Signage

A For lease board can be erected to increase local interest



Internet Advertising

86% of tenants use the internet to find their next home. 56% of tenants do not search past the first 2 pages. **Premier listing** on **realestate.com.au** will ensure that your property is seen. Other websites include palmpropertymanagement.com, rent.com.au



Social Media Advertising

Millennials now make up 76% of the tenant market. Targeted campaigns can be created to reach this section of tenants



Open for inspections

State of the art software allows for tenants to book in to inspect your property at THEIR convenience



Schedule of Fees

LEASING FEE

1 week rent + GST	
Included in leasing fee	Open homes and private viewings Tenant vetting including TICA check execution of documentation collection of rent and bond, entry condition report, tenant sign up and key handover

MARKETING PACKAGE

Online Marketing (includes a free Premier upgrade)	\$135.00
Professional Photography	\$120.00
Sign Board Installation and removal (Optional)	\$66.00

MANAGEMENT FEE

TICA Application Fee	Complimentary
Tenancy Renewal Fee	Complimentary
Monthly Statement Fee	Complimentary
Monthly sundries and postage Fee	Complimentary
End of Financial Year statement Fee	Complimentary
Routine Inspection Reports	Complimentary
Lodging builders warranty claims	Complimentary
Preparing for and attending tribunal	Complimentary





Take advantage of our **1st** **6 months FREE** **Management Offer***

*The offer is here for a limited time and is subject to Terms and Conditions



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