# 2011 vs 2021 Rent Roll Growth

With Tara Bradbury





### In this session I will share:

- How expectations have changed in both landlords and tenants
- Some of the growth strategies I have employed that consistently delivered results
- How technology and social media can help you build your personal brand in a short period of time



My 2021 Vision Board

Restore the shine and sort out your cracks



## **Active Agents Approach**

Are we solving a problem?Are we adding

value?

McDonald's can mess up your order 1000 times and you still support them. A small business owner makes one mistake and you bash them for eternity. @fitwitbritt504

### **Client Expectations**

- Tenants
- Tradespeople
- Your community
- Referral Partners
- Team members
- Your family
- Landlords



## A Dynamic Property Experience (Since April 2019)

### THE ACTIVE AGENTS ADVANTAGE

A Dynamic Property Experience

### **ACTIVE AGENT JOURNEY**

Our experience tells us that landlords are looking for an agent who can get the job done, but who will be empathetic to their needs, guide them in moments of uncertainty and provide them with the best opportunity to maximise income, optimise capital growth, skilfully ent them and provide them a stress free process regardless of what is happening in the market.

Many landlords find it difficult to selecting an agent to manage their investment property. It can be hard to know what questions to ask, what to look for and what to avoid. Our active agent selection process will help ensure you are collecting the information you need to make an informed decision about his less to manage you investment property. Let's get started.











### AGENT PROPERTY PREPARATION

is key during this process. Our goal is to work with you to maximise you opportunities by achieving the highes possible return and guiding you through the tenant application process.

We pride ourselves on our attention t detail and believe that if we present the property in an exemplary condition. enant that will care for your property.

### **ACTIVE AGENTS** CONCIERGE

agent and you are in the physical moving ocess; this stage can be very stressful.

rovide you with the best quotes and arrange all the services you require to ensure you ar ready for your moving date.

In fact, we offer the same service to your tenants when they are moving into your property to ensure they also have a rewarding and memorable experience. East and complimentary to Active Agent client









ACTIVE AGENTS MARKETING APPROACH



In order to achieve all this, our active agents marketing plan is tailored for your property and w



### TENANT SELECTION WITH YOUR ACTIVE AGENT

of the most important decisions you will make during the preparation process.

Our specialised tenant selection criteria in the facts prior to making the final decision.

















### TENANT INDUCTION PROCESS WITH YOUR ACTIVE AGENT

Your active agent will organise a time with your newly appointed tenant to go through what is required of all parties during the tenancy

to an online portal which will show them their ease, manage and control live payments plus request and track maintenance or repairs -









### DURING THE TENANCY WITH YOUR ACTIVE AGENT

The management of your investment property is our only focus so we guarantee it will receive the attention

We understand the importance of accurate reporting and detailed your property is achieve its maximum potential of future capital growth.











### WITH YOUR ACTIVE AGENT

your active agent, they will then conduct a detailed inspection of the property, using the original details from the entry condition report. Each of the active agents will encourage you to join

END OF TENANCY EXPERIENCE

us if able as we have time restrictions of the bond, so we will prioritise having any outst items attended to and any unpaid funds paid.







### ACTIVE AGENT TECHNOLOGY

We engage the latest property technology our clients. As part of this, you'll enjoy full transparency across every aspect of your property dealings with us via your Active

- Rental payments automatically paid the day rent is received
- accessible through your portal
- Tenant repairs and maintenance request logged, triaged, monitored and completed online with full updates of quotes and final costings

· Your portal provides up to 12 months of how much money you have coming in and

agreements available 24/7











This end to end solution focuses around growth and efficiency, provides an automated experience and is the first fully compliant payment system that eliminates the need to run a trust account in a Property Management Business. Which neans for you as the investor you don't need to wait to be paid To keep it simple when the tenants pays their rent you get the

### ACTIVE AGENT KNOWLEDGE CENTRE

Investing in property should be exciting, stress free, profitable and by gaining the Active Agent advantage you have access to expert advice and services. Your Active Agent can help establish











**ACTIVE AGENT EXPERIENCE** 

Your Active Agents is owned and operated by local and experience

management services around and bring a level of fresh, engaging

ssionalism and balance to the Hervey Bay property





### ARE YOU READY TO APPOINT YOUR ACTIVE AGENT?

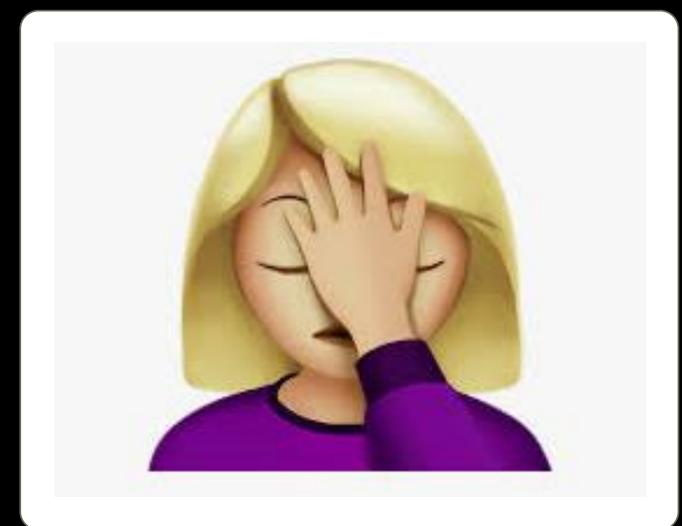
Our experience tells us that this is the most important stage with our Active Agent team or any other agency that you make connection with for a 2nd opinion process and as an investor you are aware of what is expected of yourself and the enant during your investment property journey.

Our goal is simple. We want to help our clients build wealth through property and enjoy the experience, the journey and working with our Active Agent team



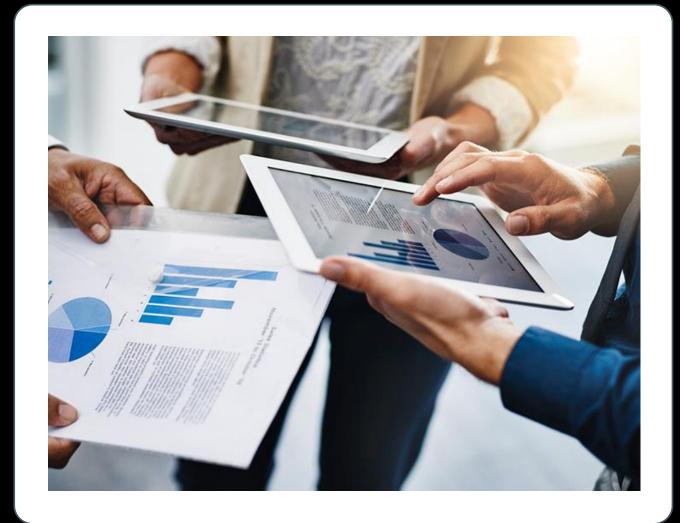
- **Prospective Landlord Gift**
- Story behind the brand
- **Active Agents Marketing Approach**
- Paperless
- Simplified fee structure approach
- Active Agents Concierge
- Move in meeting with your tenant
- Knowledge Centre
- Our experience
- When things don't go to plan

"Hi Tara, we have had a chat about the house tonight and have decided it's just not for us. We sincerely apologies for the inconvenience"



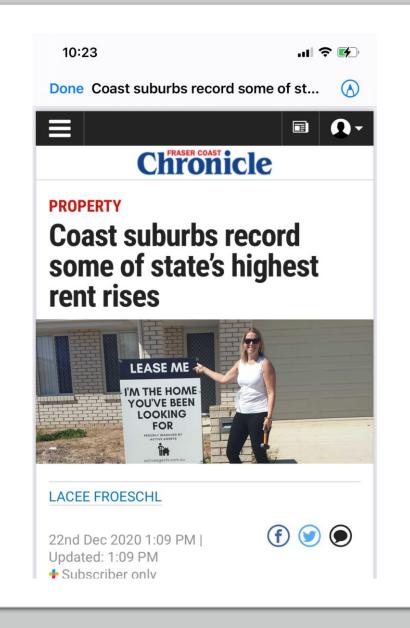
### From 2011 to 2021

- Relationship building with salespeople
- Community connection face to face and in the digital space
- Signage on your rental properties For Lease and Rented
- Local Media Contacts
- From social media to your website then they can book an appointment with you.
- Just keep asking & sharing what you do



## Profile and digital exposure

- Fraser Coast Chroncile (online new paper)
- Shared through our story post.
- Was shared in the Hervey Bay Community Page.
- Called at 9:00am by 9:30am the interview was finished, and photo sent through.
- Worked in 2011 and still working in 2021.



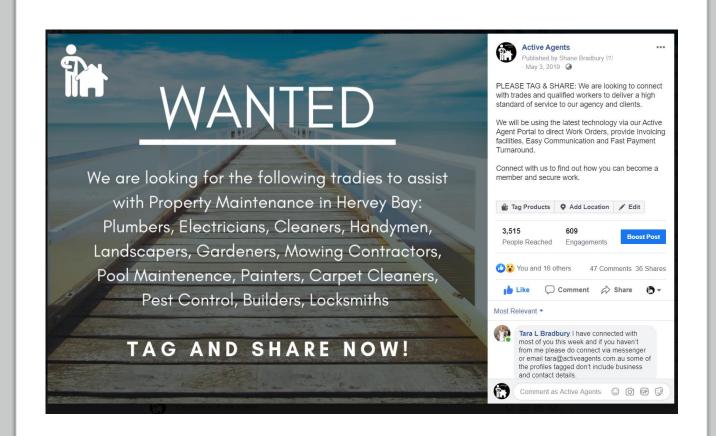
## Annual Christmas Card

- Took at least 20 photos
- Sent out 500 Christmas cards
- Landlords, tenants, tradespeople, prosects and referral partners.
- Scratchy & coffee voucher.
- Worked in 2011 and still working in 2021.



## **Active Agents Hervey Bay**

- Our first request post on Facebook
- With in a week, I had at least 2 trades return maintenance contractor's agreements across the list in each profession
- Worked in 2011 and still working in 2021.



## Our highest level of engagement to date

- 31 likes
- 148 comments
- 68 shares
- Over 20,000 in reach
- Has also been saved and shared on our local community page
- Worked in 2011 and still working in 2021

## How Hervey Bay are you?

Score 1 Point for each item

Walked the Urangan Pier	Been Whale Watching	Camped on Fraser Island
Gone to the Nikenbah	Skated at the	Remember the McLiver
Markets	Scarness Beach rink	Butcher Shop
Been swimming in Eli	Attended Pialba State	Had a picnic at the
Creek	School	Pines
Been to Vic Hislop's	Remember the	Bought a Watermelon
Shark Show	Scarborough Hotel	from Keith Messer
Had Maddigans Fish	Rode a train on the	Gone to the Koala
and Chips	Railway Line	Markets
Born in Point Vernon	Attended Hervey Bay	Walked around Round
Hospital	State High School	Island
Complained about	Bought a ticket in the	Seen Santa with the
driving from Pialba to	Ambulance Goods	Fraser Lions Christmas
Urangan	Wheel	Cakes

www.activeagents.com.au



## Our highest level of engagement to date

- Our first stop is our tenant database
- Then we go to Facebook
- Homley (free property portals)
- realestate.com.au
- Worked in 2011 and still works in 2021









### Thank you!

- www.activeagents.com.au
- Facebook
- Instagram
- Linked In
- You Tube
- Tik Tok
- Get social and have fun!

