

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



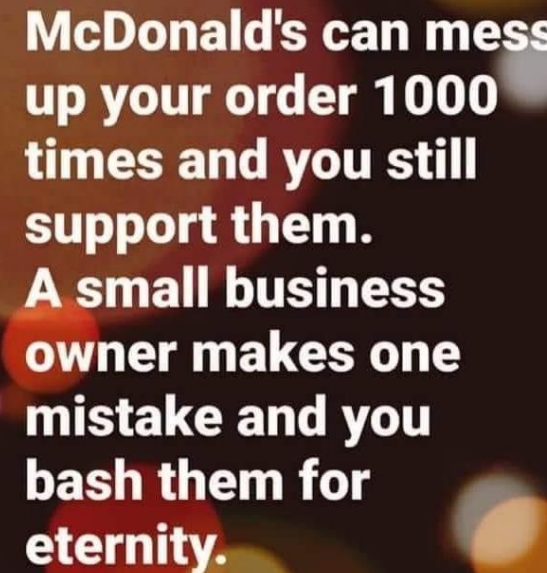
My 2021 Vision Board

**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.

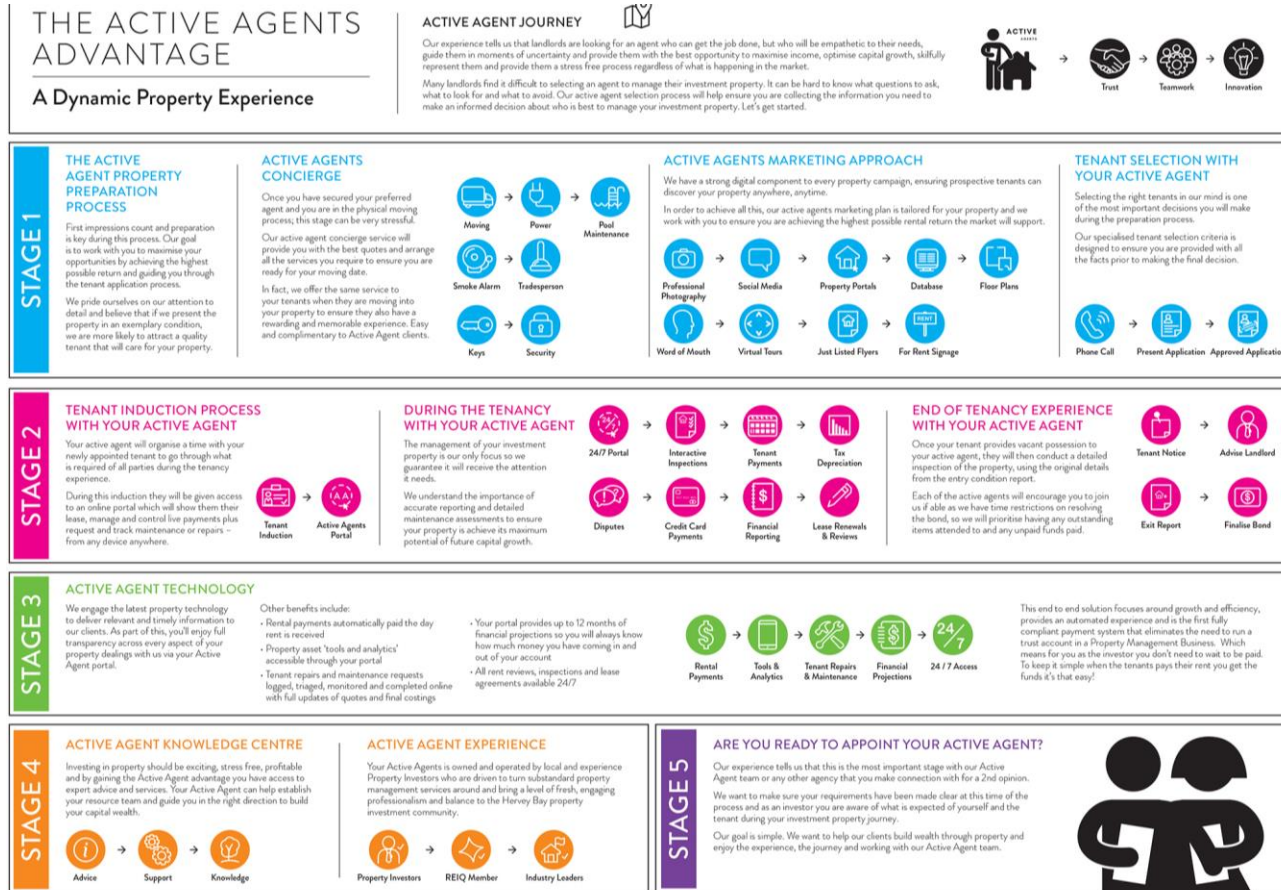
@fitwitbritt504

Client Expectations

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

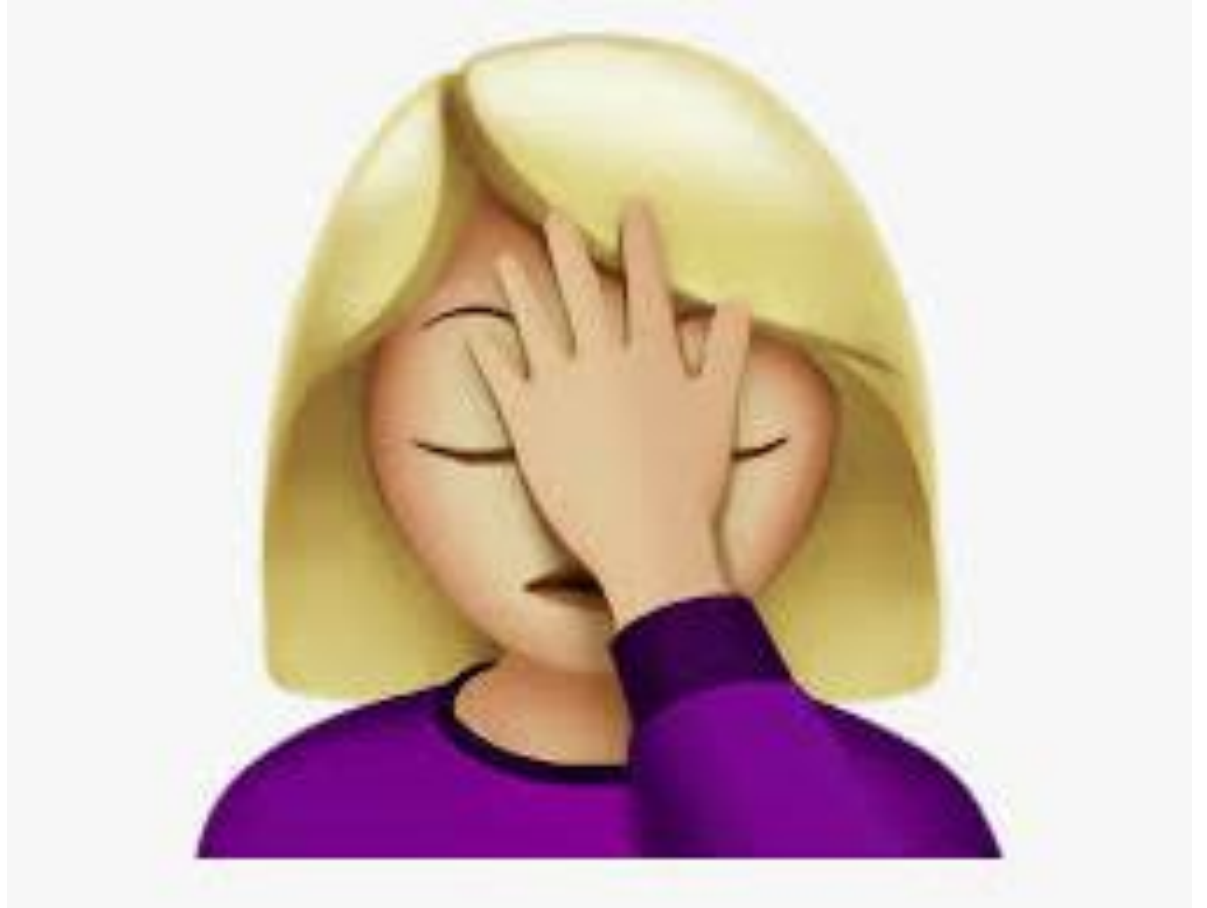


A Dynamic Property Experience (Since April 2019)



- 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”**



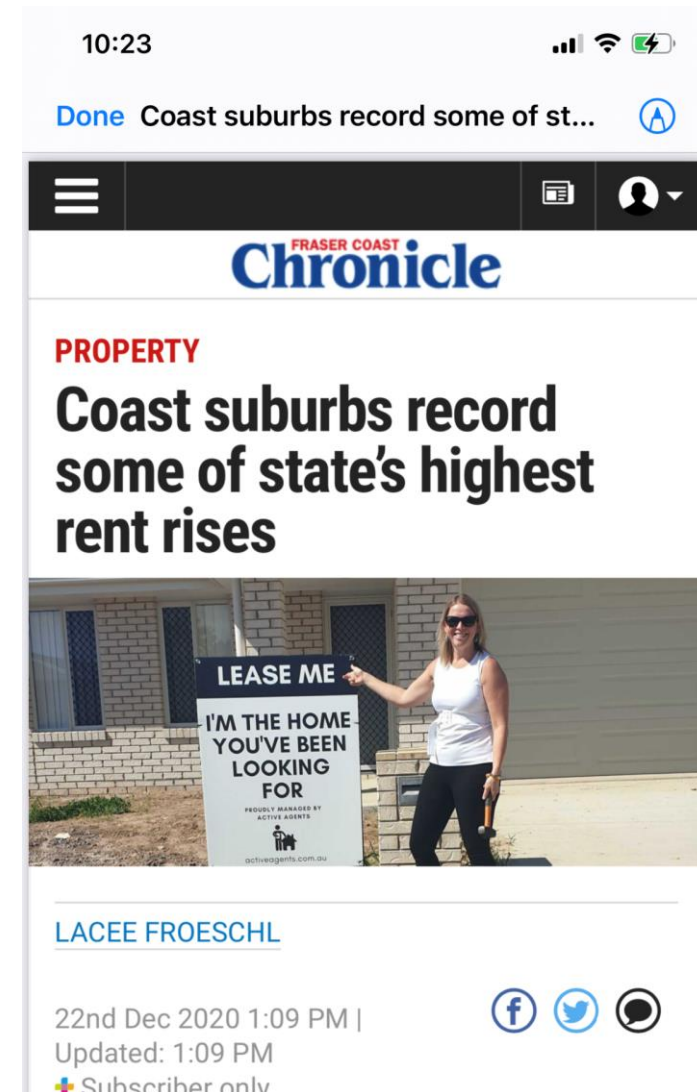
From 2011 to 2021

- 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 Chronicle (online newspaper)
- 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.



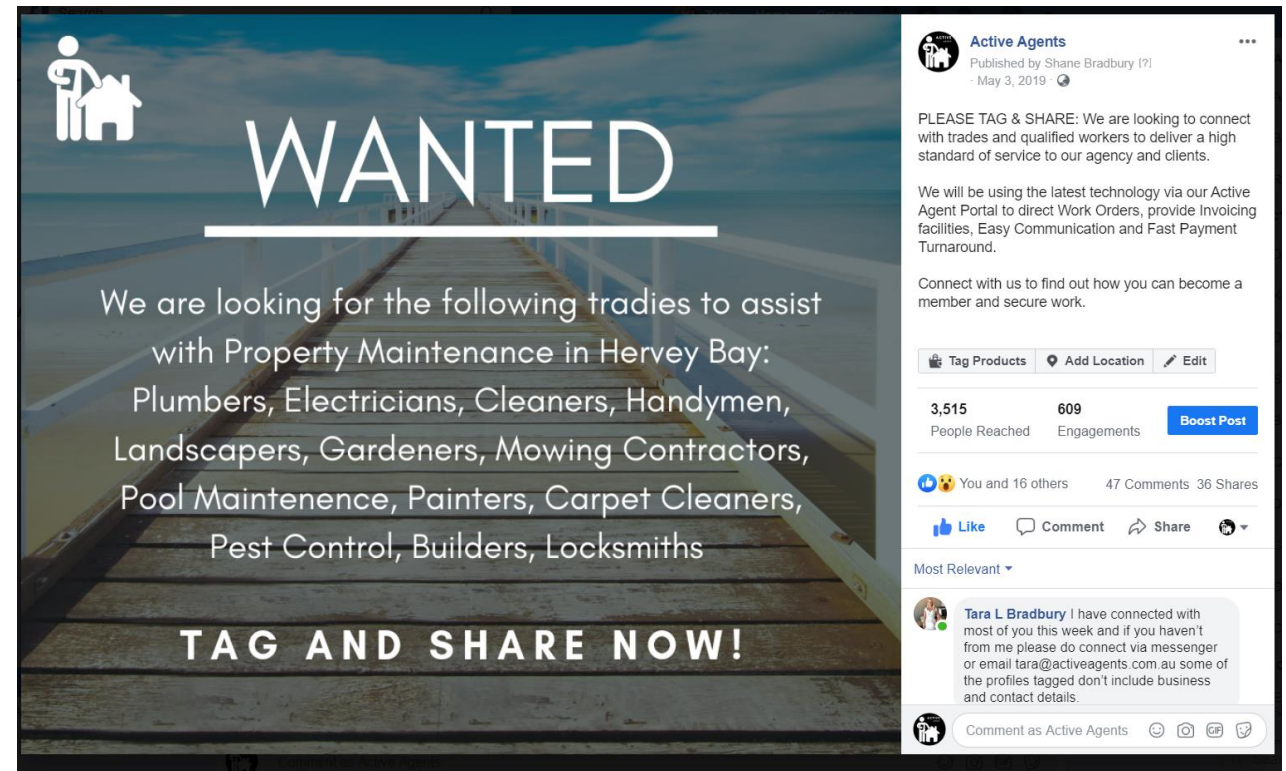
Annual Christmas Card

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



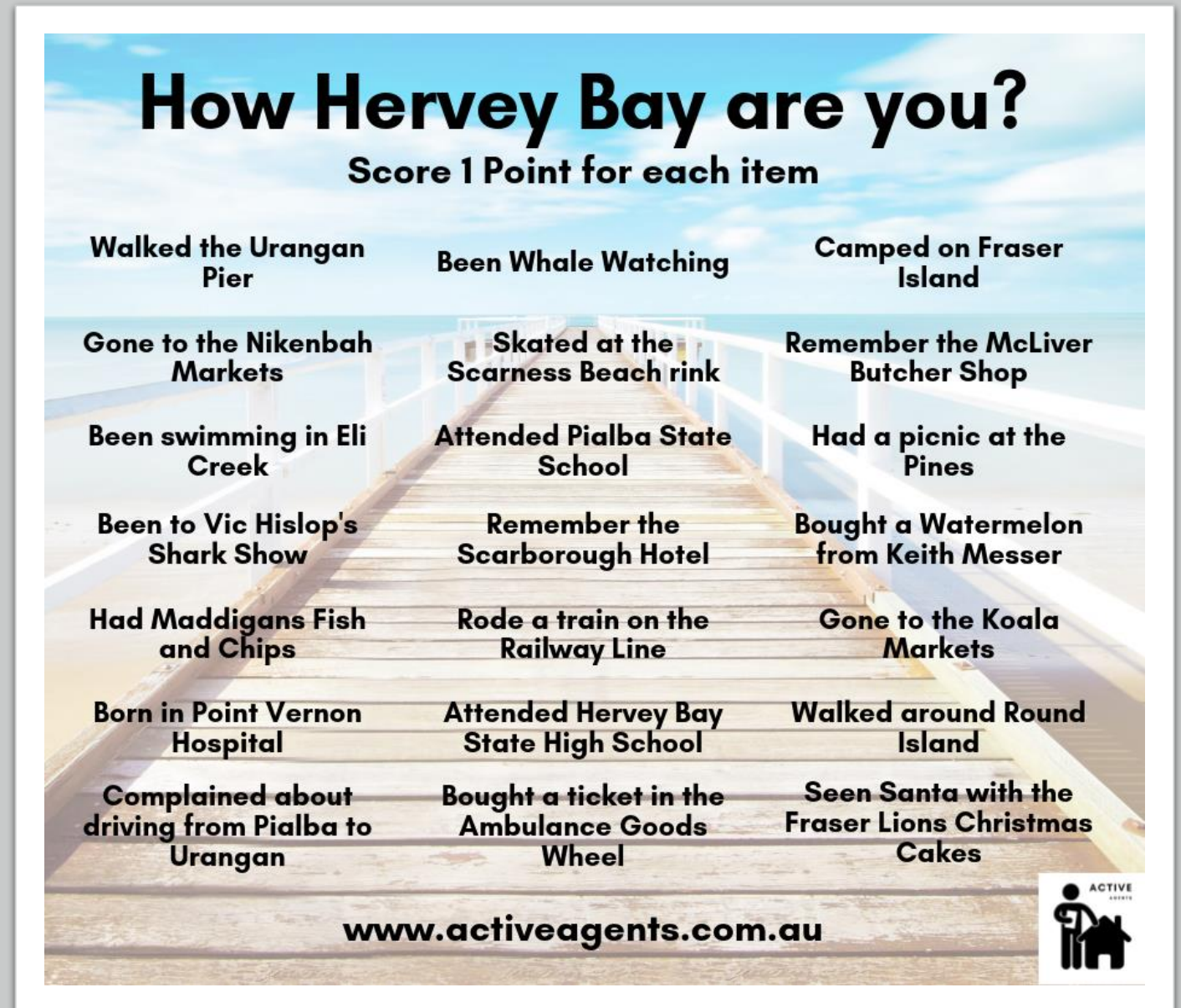
Active Agents Hervey Bay

- 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



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!

