



Landlord Information



Hello from our Managing Director

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Professionals Ryder Real Estate Melton hold the responsibility of looking after your most valuable asset in the highest regard and will continually work towards providing you the ultimate real estate service experience.

We thank you for considering us. Our results, ethics, service and achievements stand us apart from our competitors. We are committed to working with you to achieve the best result. We have helped thousands of Property Investors manage their biggest investment. What's more, we can do the same for you.

This is one of the biggest decisions you'll ever make and can be an emotional time in your life. Our property management department works in the absolute best interest of all our owners. They are equipped with experience, knowledge and all the tools needed to effectively manage Investment Properties.

Our website has been designed to supply valuable information to anyone buying, selling or renting in the Melton district. This is an ongoing improvement process and we would welcome your comments on the content and value to you of our site.

While our past record has been impressive, nothing is ever taken for granted. We have a plan for the future and are constantly reinvesting in our staff and resources, keeping up to date with the latest technology and programs.

We believe that offering the community an alternative style and high level of customer service is what people continue to ask for from Real Estate Agents. At Ryder Real Estate, we treat people with respect and understanding. The community deserves an Agent who can deliver honesty, integrity and complete competency.

I have been a licensed Estate Agent and Auctioneer since 2001. After commencing work for the Professionals office in Bacchus Marsh in 1993, I went on to become the Sales Manager in 2000. In 2003, I moved into property Management to complete my experience levels across all the functions of a successful practice. After spending several years in Melbourne and the inner suburbs managing the property Management departments of some of the larger Real Estate businesses, I felt ready to take the ultimate next step. In April of 2009, I took over as the Professionals Real Estate Group representative in Melton. This had previously been held by Mullan Real Estate Family who had successfully operated in Melton for over 33 years.

I take a personal interest in every aspect of the business, Handling Sales and Rentals, whilst running a successful business. The Property Management Department is my main focus and achieving the highest levels of customer service and customer satisfaction is my commitment.

About Professionals Ryder Real Estate

Before selecting a Property Manager to represent you, ask them the following 10 questions;

1. How many properties does the agency lease per month on average?
2. How will the agency market my investment property?
3. What systems are in place for property management?
4. What is the process for dealing with rental arrears?
5. What systems are in place for dealing with repairs and maintenance?
6. What experience does that property manager have that will be managing my investment property?
7. What can I do to maximize my rental return?
8. Can you send monthly or weekly statements via email and deposit the money into my nominated bank account electronically?
9. What testimonials do you have from satisfied investors?
10. What is the frequency that the agency will communicate with me and what form will it be in?

Our office is situated in a prominent position on 319-321 High Street, Melton and is one of the largest Real Estate offices in Melton. With our prominent corner position and state of the art technology, Professionals Ryder Real Estate will continue to provide the Melton community with excellent service and the best possible Real Estate experience. Serving the Melton Community longer than any other Real Estate Brand, Trust Professionals, the longest serving Real Estate name in Melton.

Our staff are specialists in their roles to capitalise on the quality of service. Your Investment will be managed by our experienced, dedicated and committed team of Property Managers & Director, Jayson Ryder. Our team undergoes a structured training and self-development program to ensure they are always at the peak of the industry. The Property Management Department has meticulous policy and procedure systems that are followed by all our team members to ensure high standards of consistent service Property Investors and Tenants expect. We communicate with you on a regular basis to ensure that you are informed of all important matters of your Investment Property, Account and Tenant.

Our mission is to be the Real Estate Agency of choice in the area. Professionals Melton always provides effective service with honest attention to each transaction. We have built an energetic, diverse and successful team of people who strive to provide quality service for their clients. We have absolute commitment to providing the best value and to maintain a culture of belonging and servicing our community. We are a company that you can trust. We value your business and guarantee the highest level of service for every transaction we handle for every client. This is our service guarantee. We are a young, dynamic team, with various expertise who have achieved a number of state and national and international awards for Sales, Property Management and Customer Service.

Our company is independently owned and operated, the phone after hours is on divert which means we are contactable 24 hours a day, 7 days a week.

Why Choose Us?

Choosing the right Property Manager to manage your Investment is one of the most important decision you will possibly ever make. The Agent you select will be representing you in all aspects of the management process.

Regardless of the market conditions, there are always tenants looking for a home. To give yourself the best opportunity of leasing your home in the shortest possible time frame and at the best price, you need to select a qualified Property Manager with the knowledge, experience and skills to do a great job for you. The presentation and communication skills of a Property Manager are vital in leasing your home to qualified tenants.

The benefit of using a reliable, reputable Agent will not only ensure that your rent achieved is in line with market conditions, but also ensure that the property is on the market for fewer days. The management of an Investment Property is among one of the most stressful things you will ever do in your lifetime. Minimise the stress by selecting a reputable and experienced Property Manager so that you can carry onto the next chapter of your life.



A foundation for success

Professionals core set of values are integral to how our agents conduct business and help you achieve your property dreams. They guide everything we do and everything we stand for.



WE THINK
CUSTOMER



WE DELIVER
REMARKABLE SERVICE



WE STRIVE FOR
EXCELLENCE



WE CHALLENGE THE
STATUS QUO



TOGETHER WE CREATE
MEANINGFUL IMPACT



We deliver high impact marketing

Our marketing campaign is high impact and innovated, proven to find tenants in the shortest possible time frame.

Once you've made the decision to assign Professionals Melton as your managing agent our marketing campaign commences immediately.

The marketing campaign consists of the following

- A photo and write up on our rental list
- Professional photo shoot
- For lease sign board
- Advertisement on our rental websites

ryderrealestate.com.au
realestate.com.au
domain.com.au
rent.com.au
realestateview.com.au
homesales.com.au
rentfind.com.au
homely.com.au
ratemyagent.com.au

We also have a tenancy database of pre-referenced tenants looking for a rental property that are notified when a new property becomes available.

A woman with dark hair and glasses, smiling and looking upwards. She is holding a white folder or clipboard. The image is slightly faded and serves as a background for the text on the left side of the page.

Tenant Selection Process

We pride ourselves on our reputation and referral base business; therefore, we have a unique tenant application process.

We try to always take potential tenants out to properties whenever they are free. Because most of all good tenants work, and may not be able to get to an open time, inspecting by appointment means easier for the potential tenant. It also gives our staff a chance to have one on one time with the potential tenant to see what they are like in person.

Under no circumstances will we issue out keys to your vacant investment property.

Once an application is received, we thoroughly check their 100 points of ID along with confirming employment details. If the applicant has a rental history, we contact their previous property manager or landlord to discuss their tenancy.

We then contact their current employment company and all references.

Our office is also a member of Tenancies Information Centre of Australasia (TICA) a comprehensive database of defaulting tenants. This database is an imperative tool when it comes to selecting a tenant.

You as the landlord will have final decision on who we select to put into your property.

Arrears Management Process

We have a strict arrears management procedure that is always adhered to regardless of the tenants reasoning behind late payment and is always checked and actioned daily.

This procedure is to ensure effective management of arrears to protect your investment.

Following is a sample of our arrears process;

- 2 Days in Arrears - Reminder Phone Call, Email, SMS text message
- 4 Days in Arrears - Reminder letter asking to bring the account up to date ASAP, Follow up SMS text and emails are also sent
- 7 Days in Arrears - Follow up phone call to remedy the breach and a courtesy phone call to the landlord to advise them of the situation if required
- 10 Days in Arrears - Letter issued advising that a notice to vacate will be issued for non-payment if not paid immediately
- 14 Days in Arrears - Notice to Vacate is issued and following application to the tribunal will be sent by registered post in accordance with legislation requirements. A copy will also be sent to the landlord

Property Inspections

In order to monitor and ensure that your investment is being well maintained at the highest possible standard, inspections are both a priority and responsibility of investment management.

Entry Condition Report

Prior to the tenant moving into your investment property an in-depth and detailed condition report will be completed by your property manager which covers both the internal and external property.

Periodic Inspections

The first inspection will be conducted Three months into the tenancy and then once every six months. Following each inspection a comprehensive report on the overall condition including photos along with any recommended repairs and maintenance will be sent to you. The Landlord is always invited along to attend the inspections, and is always given plenty of notice.

Exit Condition Report

Once the tenant has vacated the property and handed in all of the keys to our office, an in-depth and detailed exit report is completed and cross referenced with the initial entry report to ensure that the property is left in the same condition as when the tenants moved in given fair wear and tear.

Lease Agreements

Once a tenant has been approved to lease your Investment Property and they are ready to move in, they are required to enter into a binding Residential Tenancy Agreement and pay a holding deposit.

The Property Manager will prepare the Residential Tenancy Agreement along with supporting documentation such as leases, data entry, condition reports, pet authority form, water usage forms, photocopy of the keys being provided and Bond Lodgment forms.

At the appointment to sign the Residential Tenancy Agreement, the Property Manager will ensure that the tenant is fully informed of the terms of the agreement and their responsibilities together with the payment of upfront rent and bond.

A Rental Bond equivalent of one calendar Month's rent is collected and disbursed to the Residential Tenancies Bond Authority for the duration of the tenancy.

Repairs and Maintenance

Ensuring that your investment property is in a well maintained condition will attract not only a satisfied tenant but also a steady capital appreciation. Should any repairs or maintenance come to light during the tenancy, one of our Property Managers will contact you to discuss how you would like to proceed and obtain quotes if necessary. Some owners do prefer to attend to maintenance at their Investment Property or engage their own preferred tradesman.

Should you elect for our office to look after the repairs or quotes our office has a portfolio of preferred qualified tradesman that we work with on a regular basis.

All tradesmen that we appoint for repairs and maintenance must provide the following documents to our office;

- Current workers compensation insurance
- Current public liability insurance
- Current licenses for their trade
- Competitive rates
- ABN registration

Once an invoice is issued for any repairs and maintenance, payment can be made from your rental account so that all expenses for your property will appear on your end of financial year summary making tax time much easier.



Accounting

Our office has a complete computerised accounting system to alleviate errors and confusion.

Payments are made directly into your nominated bank account weekly, fortnightly or monthly at your request and in line with payments from your tenant.

A detailed statement summary of all transactions will be posted or emailed to you every time a payment is processed into your nominated bank account.

We can also pay a range of invoices that relate to your property such as Council Rates, Water Rates, Strata Levies, Owners Corporation Fees, Tradesman invoices and Insurance premiums.

An additional 'income and expenditure' statement will be prepared for you at the end of each financial year for your investment property tax return.

Landlord Insurance

Landlord insurance is for Residential Investment Property. Landlord Insurance can provide protection for your property and rental income as well as providing legal liability relating to injuries or damage resulting from management or ownership of the property.

It is imperative that you do have Landlord Insurance. Depending on the policy that you decided to go with, it can cover you for Rent Default, Loss of Rent, Damage by Tenants, Contents Cover, Legal Costs and Public Liability.





Why Cheaper is not Better

The familiar saying 'you get what you pay for' is true, and in property management there is a vast difference amongst the service and quality that is given, which is as varied and different as the levels of fees that are charged.

However we need to understand that should we as an Agent give cheap fees, we also need to understand that we must expect this action will convert eventually into low and dissatisfactory service levels and cannot be sustained.

How is this so? Here is a simple step by step analysis of how cheap fees convert to poor service levels.

1. It starts with cheap fees- To get new business some Agents say that they must 'do whatever it takes' to get that business. Therefore when challenged about their fee, they are quick to drop by 1-2 % off their standard management rate, or even waive other fees altogether like letting and lease renewal fees.

2. The Property Manager is overloaded with properties- because the Agency now has a much lower revenue base to work from because of their cheaper fees, the Property Manager assigned the property has far more properties to manage than what is responsible and feasible.

3. Burnout and resignation- the overload of managements causes the Property Manager to not cope causing 'burnout', lowering service levels and most likely resulting in a resignation. Usually with a discount Agency, the Principal is also disinterested and mainly sales focused, hence the reason why they de-valued the fees in the first place. This also adds to burnout as the Property Manager feels de-valued and 'discounted'.

4. In-experienced Property Manager employed- The agency must then employ a new Property Manager. It is likely that a well experienced Property Manager is hard to find therefore resulting in the employment of a low or inexperienced Property Manager. Even if a good Property Manager was located, they may not want to take on the role because they know they will be too overloaded with work. The overload of properties is too much for the new Property Manager to deal with. Low revenue levels also result in little to no training and the new Property Manager is likely 'thrown into the position' and a resignation quickly ensues. The cycle of high staff turnover is the result.

6. Poor service levels- due to high staff turnover staff are untrained, inexperienced and overloaded. This results in poor service levels, and dissatisfied clients. Every time a dissatisfied Tenant moves on, the owner faces re-letting charges and possible loss of rent due to vacancy.

7. The Principal lets others know- the principal now disillusioned by their 'poorly performing' Property Management department tells others how difficult Property Management is, reinforcing the popular notion that the Property Management department is still 'second best' to sales in a Real Estate Company.



The Real Estate Industry has been inundated by Agents prepared to work for low fees. On the surface this looks like a great deal, but getting a good deal on the leasing of your property with a great tenant relies on more than just a low commission. Some landlords make the mistake of selecting a Property Manager offering the lowest commission or promising the highest leasing price for the home. This often misses the market of potential qualified tenants and the best possible price. This can mean your property takes longer to be rented or undesirable tenants applying for the property because the Agent does not have enough invested in leasing the property or has the property priced outside of the market. Property Management is a Professional Service. Selecting a Real Estate Agency who offers the lowest fee can be costly to your Investment return. In your decision to select a Real Estate Agency to manage your Investment Property, it is imperative that all the staff are experienced in applying all lawful procedures, have a keen attention to detail and have the systems in place to maximise the return on your asset along with managing your property as though it was their own.

We need to understand that discounting fees is a point of difference, and one that is the most easily copied by our competitors. There are so many other points of difference that set us apart from our competitors. Superior levels of Customer Service and efficiency are certainly things our Landlords are happy to pay a few extra dollars for. Let's keep property management at high levels of professionalism and value for money.

What are our fees?

To discuss our fee structure, please contact our office for an in depth discussion and management plan.

Testimonials

"Thanks Jayson. I must say I DO truly APPRECIATE and VALUE what you do. Your thoroughness and follow up is to be commended."

Landlord: Maria Yun

2 Ramona Place, Melton West

"Good day to you...

Re: Landlord Online Portals

Thank you so much for all the good things that you are always bringing in to us and I admire your vision for improvements on all aspects.

I haven't tried the service yet, but rest assured that I will shortly. Thanking you and kind regards to all your professional team."

Landlord: Naseer Zeorob

294 Centenary Avenue, Melton West

"We want to thank you for the very professional service you have provided us this far with regards to our property, 4 Kevin Court Melton South.

From signing the leasing authority with you on 6th December 2010, you have secured us a good tenant, the tenant has moved in, we have received the tenancy agreement, conditions report and our first payment has been deposited into our bank account. In between this process, you have consistently been in communication with us, not "leaving us in the dark," and kept us informed regularly with any updates regarding our property.

We sincerely appreciate all your hard work and feel confident our property is being well looked after. You have put in the effort to ensure that our custom was important to you and that we were not just another number on your books. You have provided sound advice and made yourself readily available.

Thanking you and regards,"

Landlord: Kyle and Joanne Bracher





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ryderrealestate.com.au