



first national
REAL ESTATE
Coastside Shellharbour

Asset...
Management
Proposal



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About Us

Today, First National Real Estate is Australia's most advanced real estate network and the trademark 'Swash' is the country's most recognised symbol for real estate. We have over 300 offices throughout Australia, New Zealand, Vanuatu, and New Caledonia.

Locally, we have offices in Shellharbour, Albion Park, Kiama, Gerringong, Nowra, and Wollongong.

First National Real Estate Coastside Shellharbour provides our customers with a great team who share a common vision, to provide our customers with the best possible service and to treat each and every property as if it were our own.

With over 60 years of combined experience in all facets of Real Estate, along with the latest technology and highest standard of processes, the team at First National Coastside Shellharbour are perfectly positioned to help you achieve the maximum outcome for your asset.



Every bit counts



We're very excited to announce that First National Foundation's major sponsorship for 2024 is Kids Helpline.

Kids Helpline is Australia's only free, private and confidential 24/7 phone and online counselling service for young people aged 5 to 25. For 30 years Australia's kids and young people have been turning to Kids Helpline's professional, specialised counsellors, no matter who they are, where they live or what they want to talk about.

Over this time, Kids Helpline has responded to over 8 million contacts. For some young people, connecting with Kids Helpline has been a life-saving experience, while for others it's about practical help and emotional support at the critical moment they need someone to listen.

A lot has changed in 30 years.

Our communities have changed, the issues kids face have changed, and the ways our counsellors engage with and help young people have changed.

What hasn't changed is that Helplines make a difference to the emotional wellbeing and lives of our kids every single day — ensuring young people know they are not alone.

first national 
foundation



kids helpline
anytime.anyreason.

Community Support & Involvement

 **first national**
REAL ESTATE
Coastside Shellharbour



Why hire our Team

- 1) We have a thorough understanding of the management process and legal model.
- 2) We have an unrivalled track record in delivering outstanding results for our clients, achieving above market values in a timely manner.
- 3) We will personally consult with you throughout the process to give you the best advice to achieve your goals.
- 4) We are an experienced team who will work to deliver to your expectations.
- 5) Our brand is well respected in the market and attracts many potential tenants.
- 6) We utilise the latest digital and traditional marketing tools to build excitement in your property.
- 7) We will communicate via phone, email, SMS and in person to keep you fully informed at all times.
- 8) We will always ensure we are available to advise you on any questions you may have throughout the process.
- 9) We will work tirelessly until we deliver the ideal outcome for you on the management of your asset.



Reward and Recognition



Read about us on
Google



First National Real Estate Coastside Shellharbour

4.9 ★★★★★ 154 Google reviews

Real estate agency in New South Wales

16+ years in business

Service options: Online appointments · On-site services

Address: 18/23 Addison St, Shellharbour NSW 2529

"Their customer service is excellent, and they are very prompt at following up any queries and offering their advice" - Jess

"Quality Service and Outstanding Support. Rachel and her team have provided nothing but the highest level of support and professionalism through the rental of our property" - Daniel

"Fast, effective and friendly. It took less than two weeks from enquiring to securing a tenant. Very fast with photography and a listing put up. Very friendly team of people. Couldn't recommend enough!" - Andrew

"Great customer service. Really happy with the whole team. Very organised and great communication. Moving in to my rental property was a seamless process. Thank you!" - Dona

"Professional, efficient, informative office served with a genuine smile. Impressed from the very first initial phone enquiry to book an inspection" - Di

"Sam has made renting again all the more easier. Always a phone call, or email away for anything required. Amazing real estate to do business with" - Larni

Asset Value

As with selling a home, your property must meet the market and be competitive with other properties being offered for rent.

Similar properties and their weekly rents should be carefully compared. This may be difficult to do, given that you may not know the condition of the competing property and internal improvements.

Our experienced property managers provide a market analysis of comparable properties that have been leased, including similar properties currently under our management.

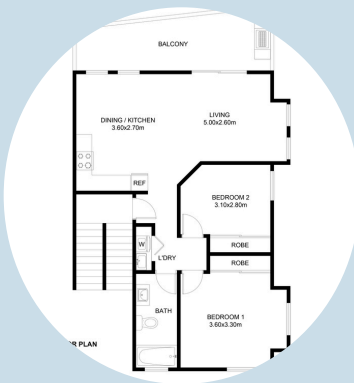
Because we are aware of the local rental market, we are able to set a rent which will help your property to be rented at the earliest possible opportunity, whilst also ensuring you will get the best return for your investment.



Let it Shine



Professional Photography, Drone Photography, Signage, Open House & Private Inspections



With the emphasis on Internet marketing, professional photography is vital to attracting quality prospective tenants. We utilise HDR photography to highlight every aspect of our listings.



For Lease signs are a wonderful way to keep neighbours informed about who they can contact for any assistance or questions!

Digital Platforms



The value of the internet as a marketing component is now beyond question.

Our main partners include:



Social Media



It is important to promote your property on as many 'platforms' as possible. On top of our 2000 strong Facebook and Instagram followers, we strongly encourage our landlords to share their property to their own networks in order to increase exposure to a wider community of potential tenants.

The Right Tenant



Selecting a suitable tenant for your property is extremely important.

You need to select someone who you believe will look after your investment and be in a position to pay the rent reliably. Our experienced property managers undertake the following in order to select the best tenant for your property:

Application Process

Prospective tenants will be accompanied on all pre-tenancy inspections, and preferably where possible, this will be conducted on a "one-on-one" basis. No application will be finalised unless they have been pre-screened at an inspection.

To assist in reducing the vacancy time, we encourage prospective tenants to apply online prior to inspection to allow initial checks & down selection to be completed.

In the search for the most suitable tenant for your property, the following is considered:

- Stability in employment
- A proven history of regular rental payments
- A proven history of maintaining a rented property

All applications are thoroughly screened and checked with a tenant database, comprehensive searches are carried out for any bankruptcy, tenancy issues, hire purchase issues as well any criminal history.

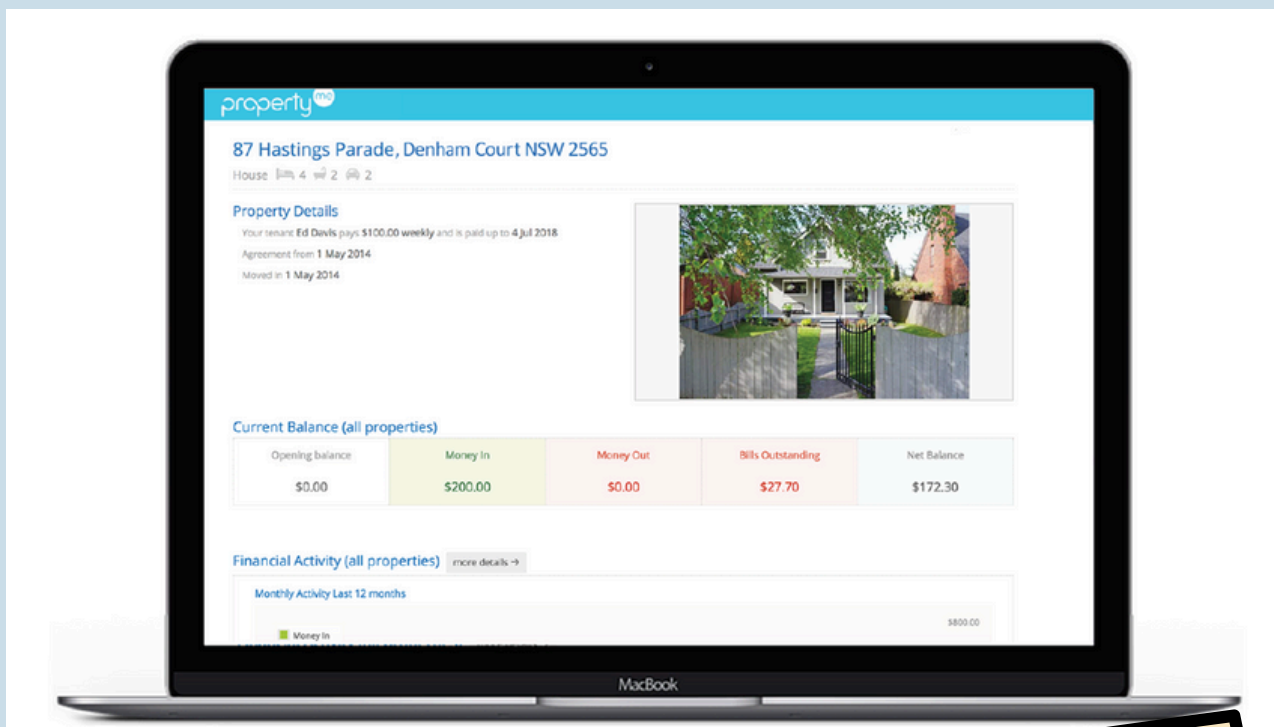
All shortlisted applications are verified through contacting the listed references, including previous real estate agents where applicable.

Once the above steps have been undertaken we will discuss suitable options with the landlord in order to seek final approval.

When a suitable tenant is found for your property, we will arrange for the preparation and signing of the Tenancy Agreement, payment of appropriate bond, completion of ingoing condition report, and handing over of keys.

Property Tracking

property  me



First National Coastside Shellharbour has invested in state of the art cloud-based property management software that provides you with 24 hour access to your property information.

As a landlord, you can:

- See the current financial status of your property
- View photos and details of the property and tenancy
 - Drill into financial activity
- Download historical statements, bills and documents
 - Keep track of jobs and inspections

Reporting Back

Regular inspections, thorough reporting and effective communication are the cornerstones of a successful tenancy for the landlord, tenant and managing agent. We place great emphasis on ensuring this aspect of managing your property is completed effectively as it often prevents any potential issues becoming actual issues.

Ingoing Condition Report

A thorough Ingoing condition report (including extensive photography) will be completed at the commencement of each tenancy. This report is extremely important as it will be referred to continuously throughout the tenancy.

Routine Inspection Report

We are legally permitted to conduct four inspections within a twelve month period. Two scheduled routine inspections will occur, with two more to be conducted if required.

Landlords are welcome to attend each routine inspection, which we conduct using advanced technology. Within 48 hours of the inspection you will receive a detailed written report, complete with photos, to ensure that your property is being well maintained.

Outgoing Condition Report

At the end of each tenancy, the property will be inspected to ensure that it has been left in similar condition as it was found at the beginning of the tenancy, allowing for reasonable wear and tear. Reference will be made to the Ingoing report and photos.

No bond will be released until the final inspection has occurred and both the landlord and property manager are satisfied that everything is in order.

Rent Default Process



Stage 1
Arrears: 1 - 5 days
Contact tenant daily by SMS
and email.



Stage 2
Arrears: 6 - 14 days
Contact tenant by phone &
door knock if no reply
Contact landlord by phone



Stage 4
Arrears: 15+ days
Contact tenant by phone &
SMS
Contact landlord by phone
Note: Termination notice is
issued.



Stage 5
Arrears: Application to NCAT
When arrears breach not remedied
by the vacant possession date as
specified on the termination notice.
Contact tenant by phone & email
Contact landlord by phone and
email.

When tenants default on their rental payment, it's important to understand that the managing real estate agent must follow a legislated process and corrective action can take time.

Our processes are designed around preventing arrears in the first place, but where action is required, this process is undertaken in order to achieve the best outcome for our landlords.

Maintaining the Asset



Repairs and maintenance can be arranged based on your initial instructions on the Management Agency Agreement. Should a repair of an urgent nature be reported, such as no hot water or a severe plumbing or electrical fault, we will arrange for this to be attended to as soon as possible as it is an essential safety consideration. In any situation, every effort will be made to contact you. We have a strong network of loyal and affordable trades to assist with all types of repairs many of whom we have been using for many years.

In most general situations, all repairs will be referred to you for instructions. Accounts for work carried out are paid from rent monies and the original accounts are forwarded to you with your mid and end of month statements.



Distribution of Funds

Statements are prepared mid-month and end of month, with rent monies electronically transferred to your account following both the mid month and end of month processing.

Should you wish, we can arrange to pay your Council Rates, Strata Rates (where applicable), and Water Rates. The water usage component of the Water Rates can be recouped from tenants with an applicable water compliance certification in place.

End of financial year statements are also issued and will provide you with a breakdown of monies received, fees paid, as well as any bills that have been paid on your behalf, according to your instructions.



Value for Money

We are pleased to be able to offer you the following rates for our property management services:

Standard Management Fee:	7.7% (includes GST)
Tenancy Letting Fee:	One weeks rent plus GST
Monthly Administration Fee:	\$12.50 per month
Lease Preparation Fee:	\$88.00 (includes GST)
Marketing Contribution Fee:	\$377.00 (includes GST)

Other charges you may incur will be in the event that we attend an NCAT hearing on your behalf. Currently, this rate is \$70 per hour (includes GST). Any hearing lodgement fees or costs that may be incurred in preparation for the hearing are also chargeable.

Our Commitment to You

- ✓ To **LISTEN** to your needs & expectations
- ✓ To **SUPPORT** you with valuable real estate industry expertise and advice
- ✓ To **ENGAGE** our entire team in the achievement of your goals
- ✓ To **UTILISE** the most sophisticated & up to date marketing tools available
- ✓ To **COMMUNICATE** with you throughout the leasing process to ensure you have the information to make optimum decisions
- ✓ To **ACT** with honesty & integrity with your interest in the foremost of our minds at all times
- ✓ To **RECOMMEND** any changes to the strategy based on the ongoing feedback from the market
- ✓ To **ENSURE** the leasing process is smooth and stress-free for you
- ✓ To **WORK** tirelessly throughout the entire leasing process to deliver the best result possible for you

We look forward to
working with you!

