

PRD.



REAL ESTATE

Manage
Smarter
With PRD.



PRD.

We are working
smarter for you



Whether you have one property for rent or you're the proud owner of an extensive real estate portfolio, we have the expertise to service all your management requirements. After all, we've been in the business of property management since 1976 and span an international network of offices. And we're still growing!

Understanding investment property

We know there's no "one size fits all approach" when it comes to property management.

Learning more about your property is an important part of our process. Our in-depth knowledge of the current market allows us to effectively communicate with potential tenants, increasing the interest in your property.

We protect your investment

PRD property managers are confident in connecting the right tenant with your property. Applicants are fully and rigorously screened with references checked, including work references, previous tenancy and personal references. Of course, you'll always have final approval.

We know the industry

Property management isn't only about finding the right tenant. You also have to comply with complex legislation. Professional management of your property not only maximises capital returns but prevents costly mistakes.

A PRD property manager will save you a lot of time, headaches and financial risk. We want to take care of business for you and make the process as easy and enjoyable as possible.

We keep you in the loop

Communication issues are so frustrating, right? Rest assured that PRD keeps open communication lines and makes sure landlords are informed during the entire rental process.

Plus, being part of a franchise network ensures PRD property management teams have the unwavering support of an efficient and well-resourced brand.

We conduct regular inspections

Your property will be handled by a PRD office with in-depth local knowledge and skilled professionals on staff eager to assist you with all management services.

From the beginning of each tenancy, we keep a thorough Property Condition Report on file, which the tenant will have the opportunity to make comments on. This is followed up by periodic inspections, with a detailed report forwarded to you on each occasion.

Our inspections help to mitigate any future risk by letting the tenant highlight any potential maintenance issues. It also allows the property manager to check on the condition.

We're here for you

Ever feel unsure about our management services? We encourage you to ask questions at any time, so you can be confident your property is being managed the smarter way.

Open for inspection 24/7

*What's the secret to successful property marketing?
It's our winning combination of Manage Smarter tactics, and our
commitment to ensuring that your property is shown to every
potential tenant possible, day and night.
Smarter research*

Smarter Research

Our property managers are equipped with extensive local knowledge. They're also backed by PRD research analysts, whose job it is to understand the market inside out – where it's coming from, where it's moving to, and, most importantly, where your property sits in the mix.

We can help with:

- Understanding rental price structures
- Grasping the role of rate fluctuations in the market
- Interpreting historical data to you in a manner that makes sense
- Tenant behaviours and profiles

Smarter Technologies

With hundreds of thousands of visitors to the PRD website each month AND marketed on your local website, your property will always be open for inspection. Our databases integrate with the latest in national online real estate portals, and property platforms giving your property maximum exposure.

We're also at the forefront of evolving systems for social media, knowledge-sharing platforms and reporting tools – all critical to a smooth-running rental campaign.

Smarter Management

Our team is equipped with the experience that only comes with decades in the property management industry. We take pride in our level of service and believe that with PRD managing your property portfolio, you'll be free to commit your time and energy where it really counts.

Smarter Marketing

We'll craft a campaign that resonates with your tenants. Our powerful marketing tools include:

- Rental proposition development
- Professional photography and copywriting
- Targeted direct marketing
- Persuasive print advertising
- Online listings and cutting-edge virtual tours
- Social media

Smarter Leads

Our local property managers are able to tap into online property information that matches tenants and owners. That means we can give you data-backed insights into what people in your neighbourhood are looking for.

We place a big emphasis on relationship management, too. We work around the clock to maintain regular communication with qualified leads via mail outs, phone hookups, community involvement and sponsorships.

Smarter Care

Going one step further, we always make sure to check in with new tenants on your property. All our offices are well-staffed with property managers, ensuring high attention to detail.

We'll work hard to quickly resolve any problems or concerns that may arise. After all, we recognise this is one of your most precious assets, so we want to take care of it for you!



We believe property management is about helping you maximise value

At PRD, we aim to add value above and beyond the traditional functions of property management. We understand your chief objective is to maximise returns on your most valued investment.

That's why we'll always focus on the bigger picture when it comes to your investment – that means working with you to maximise the potential of your property portfolio.

We can help with:

- Understand how changes in the market will impact your investment
- Know the investment strategies available to you
- Identify how to improve the yield from your property
- Grow your confidence as an investor in real estate

As you know, an investment in property is subject to a range of financial dynamics like mortgage, yield and security. We'll help you get this balance right so you can effectively lower costs and maximise return on your property.



Your Manage Smarter Pre-leasing toolkit





Our experience has helped thousands of owners and investors prepare their properties for lease.

We'll support you each step of the way

Our property management team is on hand to discuss the presentation of your property. We know what it takes to achieve the best results!

First inspection day

First impressions last and potential tenants start forming an opinion even before they walk through your door. We know what tenants look for, so to achieve the best possible rental yields, we'll help you each step of the way to prepare your property for Inspection.

Your property presentation pocket guide

Indoors

- Paint and touch up interior walls
- Make necessary repairs/replacements
- Professionally clean carpets and polish floors
- Clean curtains, blinds and shutters
- Scrub bathrooms thoroughly, ensuring you remove mould and water stains

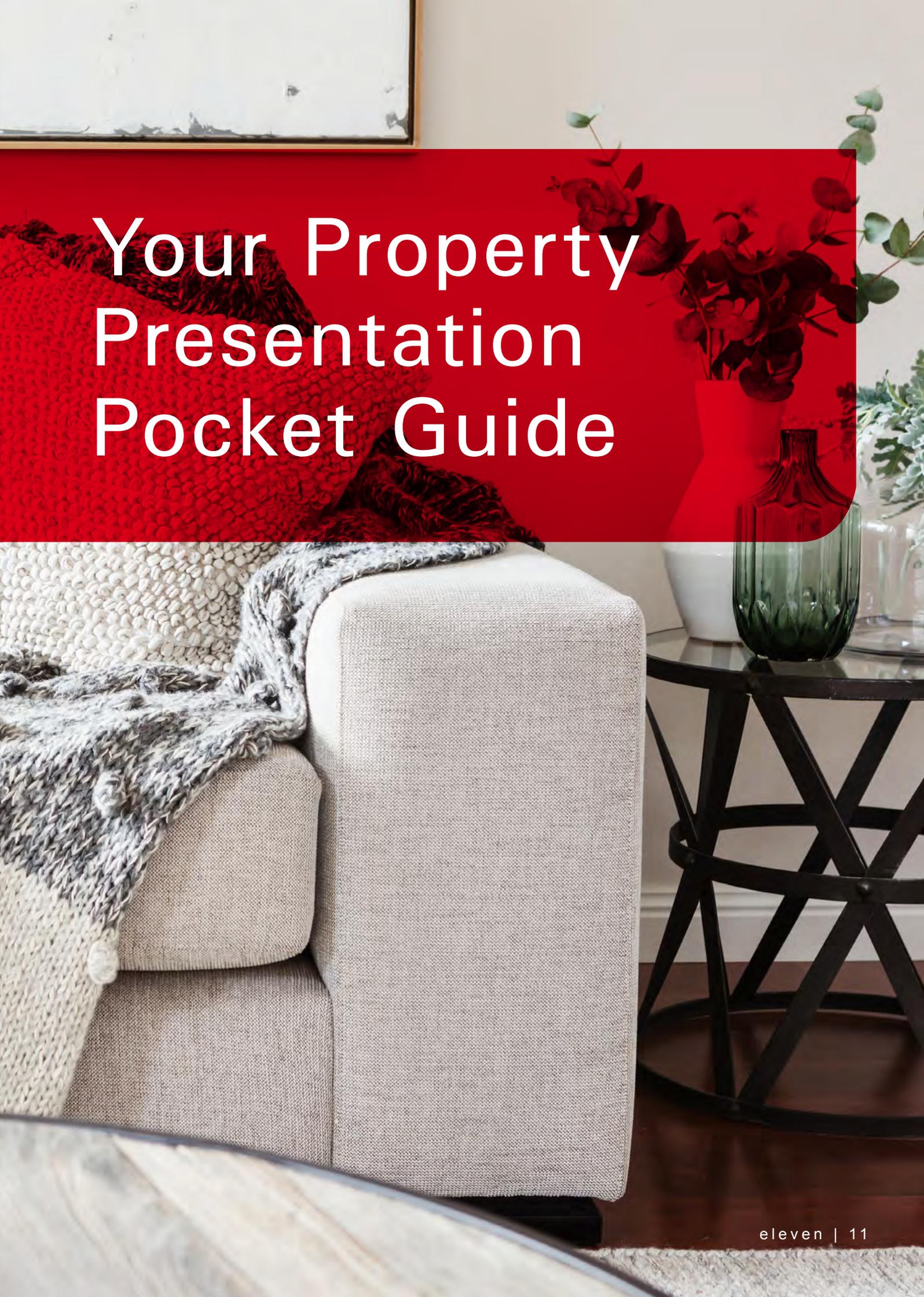
Outdoors

- Mow lawns and council strip
- Rake leaves and sweep paths
- Weed the garden
- Prune trees and shrubs
- Clear gutters and drains (paint if necessary)
- Clean windows and flyscreens
- Wash the exterior of the house and touch up paint where necessary
- Tidy doorways and replace the front doormat if required
- Clean your pool and outdoor living area
- Remove bins

Add your own

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Your Property Presentation Pocket Guide

Need more information?
Contact us today!



Thank you!
PRD.com.au

