

HUGO ALEXANDER

PROPERTY GROUP



THE PROFITABLE INVESTOR'S GUIDE

MAXIMISE YOUR RENTAL INCOME & GROWTH

A MESSAGE FROM OUR PRINCIPAL

At Hugo Alexander Property Group, we believe it is the great Australian dream to own your own home, one or more investment properties and to set yourself up for a satisfying retirement. As a property investor myself, I understand the sacrifice and commitment landlords make when owning an investment property. With a trustworthy and skilled property management team you can enjoy the benefits of increasing your passive income, growing the value of your asset base, and getting more time back to enjoy your life. All of this can be done without the hassle, making property investment a financially and emotionally rewarding experience.

The frustration of being unable to find the right property manager, motivated me to launch our own dedicated property management services for you. We've created the team, processes and culture to provide exceptional service in every important way.

With us, you'll receive the focus, attention, and know how to create multi-generational wealth. We will be your proactive partner to manage your property portfolio like a business. You will have a partner to receive higher rental income and capital value from your properties. A tailored plan will help grow your wealth over time. As fellow investors, experienced marketers and skilled negotiators, we've got the right skillset and attitude to serve you.

Our results speak for themselves with 100% client retention, being in the top 1% of agencies nationally for lowest vacancy periods, industry leading tenant selection process, a track record for the fastest average days from advertising a property for rent to approving a tenant and a reputation of achieving the highest possible rents in the marketplace

Protect, Grow & Profit is what we help our clients do and we would love the opportunity to be your property manager. Thanks so much for the opportunity to show you and your family how much better being a property investor is about to become.



Yours in property,

A handwritten signature in black ink, appearing to read 'Adam Nobel'.

ADAM NOBEL
Principal

WHAT YOU ACHIEVE WITH US

We treat your investment like the business it is. We deliver:

PROTECTION

We protect the value of your property, so it never goes backwards. We do so through regular maintenance and growth inspections, through industry leading tenant screening and selection, insurance, maintenance, repairs and advice. This protects you and your property's best interests.

GROWTH

Our focus is on increasing your capital value and rental income. By having quality tenants and no vacancies, your rental income pays off your mortgage. This provides more disposable income for you. For any planned enhancements and upgrades, we engage our network of quality trades people to do improvements to add substantial value to your property, which keeps your rent higher while maximising your capital value.

PROFIT

We aim to create wealth for you, with a medium to long-term outlook. The increased value of your property let's you enjoy a greater lifestyle, release equity to grow your property portfolio or diversify your investments for greater financial freedom.

Your rental income is creating extra cash flow so you have time to do the things you love most.

Our network of trusted financial advisors, mortgage brokers and builders are here to support you, along with us, every step of the way.

WHAT WE STAND FOR

Our clients are our number one priority. The driving force behind every decision we make is our clients' growth, peace of mind, and success. Whether we are helping you save money, grow your portfolio, or give you more time back, we are always thinking about what is best for you. Our aim is to partner with you to create multi-generational wealth for you and your family. This is reflected in our values of care, transparency and growth.

CARE:

We care for and respect you. We get to know you on a personal level. We are your loyal and relationship-focused partner for the long-run.

TRANSPARENCY:

We think, act and communicate proactively. We anticipate your needs and keep you in the loop every step of the way. You will never be left wondering what is happening.

GROWTH:

We help you increase your rental income and your property value faster. Every piece of advice we give is with the purpose of creating multi-generational wealth for you and every one of our clients.



WHY CHOOSE US?

SATISFACTION GUARANTEED:

Since starting our agency, we have had almost 100% client retention. We work hard and smart to make sure you are satisfied at every stage.

THE EXPERIENCE YOU DESERVE:

We are investors ourselves and understand the importance of treating your property like a business. We continuously improve our processes, systems and ways of working, to keep innovating and delivering for you.

Our Principal has a Masters Degree in Advertising and has worked for the largest advertising agencies and brands globally. We leverage his experience of making products stand out and sell for more. This results in our landlords' properties achieving higher rents in faster time.

FAST RESPONSE AND RESOLUTION TIMES:

We promise to get back to all calls and emails within the same day. We resolve every issue with speed and quality. You can also access all your property records online, from anywhere and at any time.

YOUR PROPERTY WON'T BE SITTING VACANT:

Every day that your property is not rented is costing you money. We have the lowest vacancy periods and fastest letting times nationwide. This makes our landlords more profitable.

HIGHER RENTS:

Our marketing expertise is setting the standard for achieving premium rents for our landlords. Our proven formula leads to more applications to choose from. This means better tenants, faster let times, and higher weekly rents.

10 YEAR MAINTENANCE & GROWTH PLAN:

We are proactive. We work with you to design a tailored plan that protects and grows your rental income and property value over a rolling ten year outlook.

With us you will grow your wealth faster.

We specialise in helping our clients protect and enhance the value of their property at every interaction and with every action we take on their behalf.

We make sure you are in the best position to never have a vacant property and that your property will always be attractive to tenants. We inspect your property at least three times a year and keep your personalised Maintenance & Growth Plan up-to-date, and stay aligned with you, to execute the plan on your behalf.

TROUBLESHOOTING FIRST:

We will always try to fix things ourselves for you, before spending money on tradespeople for repairs or maintenance. We are investors ourselves and understand that every dollar counts.

STRESS RELIEF FOR YOU:

We have not had a single tenant default on their rent. Yes, that's right!

For any upgrades or maintenance on your property, we will get you competitive quotes and oversee the work to ensure it's completed to the highest standard.

Also, we give you direct access to our carefully built network of trusted partners, who are builders, mortgage brokers and financial advisors, who offer the most market-competitive rates to our clients. We have service level agreements with all our partners to ensure that the excellent service you receive from us extends to the service you receive from them.

SUPERIOR SELLING AND NEGOTIATION SKILLS:

We don't just open doors. We sell the benefits of your property, handle objections and negotiate the best outcomes for you and your family.

NO HIDDEN FEES:

We have a fully inclusive management fee that has no hidden fees, no monthly account fees or statement fees. There are no surprises. Our fully inclusive fee structure also includes payment of all property-related invoices, insurance claims, lease renewals, maintenance fees & our detailed routine inspection reports. When we secure a tenant our simple success fee of 1 weeks' rent + GST applies.

WE GENUINELY LOOK AFTER YOU AND YOUR TENANTS:

If either you or your tenants ever need anything at all, we will be there. Whether it's helping with attending a property to meet Energex or Telstra, or if a tenant has gone away for the weekend and they think they have left the door open. We will be there. It's what we do.

YOUR TEAM



CATHY ELIAS | HEAD OF PROPERTY MANAGEMENT

Cathy brings with her over 18 years experience in the real estate industry having also worked as a Body Corporate Manager. As a fully licensed agent, she has been recognized with a number of industry awards. As a Senior property manager, Cathy is responsible for identifying risks and providing up to date advice on the current market.

Cathy believes in providing an empathetic service to her clients and takes pride in all owners assets as if they are her own. As a problem solver, Cathy is always able to think quickly and keep up to date with current legislation, as well as ensuring that all checks are thoroughly met to best meet her clients needs regardless of the situation. She believes in communicating a number of key messages to tenants including their rights, the seriousness of late payments and the expectations associated with the upkeep of the property in order to eliminate any issues arising. Cathy also understands that many landlords aren't familiar with the importance of landlord insurance, which aims to protect their asset. This is something that is always discussed thoroughly with Cathy.



KAREN RICHARDSON | SENIOR ASSET MANAGER

Karen has been a Senior Asset manager or head of department since 2007. Having been a business owner in the past, Karen prides herself on thinking and acting like an owner at every interaction. With a formal background in business administration, Karen is highly regarded for her attention to detail, follow up and her genuine care for clients. Karen loves the relationships built with owners and tenants and feels it's a privilege looking after people's investments.

As a property investor of both residential and commercial real estate she understands how a property should be managed for maximum profitability. She also has experience as a committee member on different body corporates.

When Karen is not helping our clients and tenants she loves spending time with her grandchildren, keeping fit and going out to dinner with her husband and friends.



LISA ADAWAY | SENIOR ASSET MANAGER

With a decade of experience in real estate, Lisa is a Senior Asset Manager who has built a reputation for providing consistently exceptional service. Clients regularly comment that Lisa has excellent attention to detail, can always be relied upon, is solutions focused, friendly and a great communicator. Lisa works closely with all of the team in implementing your growth plan and ensuring that action is taken at every opportunity to protect and enhance the value of your property.

Outside of Property Management, Lisa loves entertaining, going to the gym, walks, coffee, travel, beach time, and spending time with her partner, Son Hugo, and dog Roman.



JOHN GRAHAM | LEASING AND BUSINESS DEVELOPMENT MANAGER

With an extensive background in both property and family business, John has an appreciation and understanding of how much work goes into owning an investment property. He also has the skillset to help our clients maximise the profitability of their investment. Clever marketing to ensure you get maximum dollars, excellent communication, low to no vacancy days, and high quality tenant selection is what you can expect from John during the leasing process.

Being the ultimate family man, when John is not busy breaking record rental prices he is enjoying quality time with his wife and three kids.



TRENT MCDERMOTT | OFFICE MANAGER

Trent ensures that our clients are cared for throughout every step of their property journey. Adam and he take an active role in ensuring maximum client satisfaction across our Sales & Property Management divisions. Trent comes from a military background and brings a loyal, hardworking, and systematic approach to serving our clients. Trent is extremely solutions-oriented and both tenants and landlords often comment about his enthusiastic and calm nature when effortlessly solving challenges.

In his free time, Trent is on the hunt to find Brisbane's best burger and live music venues. He also loves playing with his two enormous dogs, Whiskey & Tido.



ADAM NOBEL | CEO & PRINCIPAL

Adam Nobel is our Chief Executive and Principal and works closely with all of our property management department on a daily basis. With over 17 years of agency experience and over 22 years of property investing experience, Adam's knowledge and implementation of cut through advertising and his passion for service delivery gives our clients the edge to achieve more growth and more care through their property journey. Since 2007, every single year, Adam has had a listing to sale success rate of over 98% and has done so with an average time on market of under 30 days. This sees him ranked in the top 1% of agents nationally. Our unique approach to marketing and the fact that we are investors ourselves has seen our Property Management business also ranked in the top 1% nationwide for lowest vacancy periods, fastest let times, and highest rents achieved.

In addition to real estate, Adam's main love are his two boys Hugo and Alexander. Other passions include travel, coffee, music, AFL, Soccer, beach time, and creating change towards a more professional real estate industry through his role as Chairman of Real Estate Reform Queensland.

PROBLEMS WE SOLVE

Before launching Hugo Alexander Property Management, we interviewed over 500 landlords to find out what their biggest problems have been when using a property manager. We found 5 core problems that landlords typically face and have built our client services, products, systems and staff training and coaching, to address each problem proactively.

1. YOUR PROPERTY IS VACANT AND COSTING YOU MONEY

Every day that your property is vacant is costing you money. We understand that you need to cover the mortgage shortfall. We take that very seriously. To minimise this risk you need a great marketing campaign to attract the best tenants as quickly as possible. You also need a dedicated and skilled agent to ensure the right tenant is vetted and approved with urgency.

Properties typically sit vacant for the following reasons:

- Your agent lacks skill, knowledge, support, experience, or care
- Your photos and copywriting fail to capture the most desirable features and benefits of the home
- Your photographs look awful because your property is not maintained, cleaned or presented properly
- You haven't got a premiere listing on the main real estate portal
- Your agent hasn't delivered any electronic brochures via realestate.com.au
- Lack of understanding of who the target market is
- Not having floor plans
- Your property is not advertised in the peak renting season
- Incorrect pricing strategy
- Your property manager is not conducting enough open homes or inspections
- No inspection times listed online
- Your property manager is not an expert in advertising or negotiation and has no support from their principal
- Your property manager is managing too many properties and hasn't got the time to properly service your property

2. YOUR PROPERTY IS RENTED FOR LESS THAN IT'S WORTH

Under-renting can also cost you thousands of dollars in lost income. If you're not maximising your rental return, then your property investment is going to waste. Typically, rent reductions occur because the agent is not able to secure a tenant and you are under pressure to lower the rent to avoid a lengthy vacancy. Our belief is that if you invest in better quality management, better communication with tenants, and better presentation and advertising, then you won't need to lower your price.

Properties are typically under rented for the following reasons:

- Your current agent lacks skill, knowledge, support, experience, or care
- Your agent has not effectively communicated the best features and benefits of your property in the advertising
- Your not advertised as a Premiere listing
- The standard of photography is poor and unattractive
- No open home or inspection times are listed when advertising
- No floor plan
- Lack of knowledge about the market in your area
- Your tenant's lease has not been negotiated to expire in a peak time
- There is a lack of urgency and effort shown by your agent

3. YOUR PROPERTY MANAGER IS LAZY

A lazy property manager can cost you thousands of dollars in lost revenue and repairs. If your property manager doesn't demonstrate attention to detail

when it comes to tenant selection, thorough entry and exit reports, maintenance and repairs, and smart upgrades to your property, then it's likely that they don't have your best interests in mind.

Lazy agents typically behave in the following ways:

- They overlook damage that is more than wear and tear on exit reports
- They don't conduct enough open homes and inspections when attempting to rent your property
- They don't communicate effectively or often enough
- They don't tidy up your property before taking photos
- They don't obtain enough quotes on maintenance or repairs
- They don't check on works carried out
- They don't call after inspection to tell you how it went
- They don't proactively look for ways to improve your properties value
- They don't suggest organising a depreciation schedule
- They fail to suggest a maintenance plan that allows you to budget while also increasing your equity position and rental return
- Your property manager is managing too many properties and can't give you the time and dedication you deserve

An enthusiastic, proactive property manager will look for ways to limit tenant vacancy, increase rental rental, and increase the value of your investment.

4. YOUR CURRENT AGENCY IS NOT FOCUSED ON PROPERTY MANAGEMENT

Most Real Estate businesses are heavily focused on sales. They recommend a professional marketing campaign when selling, but don't take the same level of professionalism towards renting. All of their attention is often on themselves and the sales team.

The support from the sales team often doesn't flow 'out the back' where the property managers are sitting and trying to do their best with a lack of support, education and resources. This means you and your property are not looked after properly because you don't have the very best people or necessary leadership to successfully manage your property.

5. YOU HAVEN'T SECURED THE RIGHT TENANT

If your tenant is constantly paying rent late, not paying at all, has damaged your property, or is refusing to leave, this can be the greatest cause of stress when owning an investment property.

While things can go wrong in any case, there are measures that you can take to lower the risk of having to deal with tenant issues. A thorough tenancy selection process including in-depth interviews, strict arrears policy, regular communication, strategic negotiation, thorough routine inspections and exit reports, and a genuine protection of the landlords' best interest at all times are essential.



HOW WE HELP OUR CLIENTS SUCCEED

REDUCED VACANCY PERIODS & HIGHER RENTAL RETURNS

We achieve the maximum rental return for your property and we take proactive measures to ensure your vacancy periods are limited.

We have a proven formula for attracting better tenants. We take the time to ensure that your property is presented online in immaculate condition, so that it appeals to the best tenants. During tenancies we conduct regular inspections and in between tenancies we help implement strategic upgrades and enhancements (if necessary) that reap fast returns on investment. We create a bespoke plan for your property every time it's approaching vacancy and conduct professional open homes that attract the most suitable tenants.

We make sure your lease expires in peak time - January to January or January to June. If we are taking over the lease and somebody wants to sign on we will add or subtract months to ensure that you fall within the peak time. Ensuring that leases expire during peak times reduces your vacancy time and ensures higher demand and, therefore, higher rental returns.

MAINTENANCE AND IMPROVEMENT PLANNING THAT INCREASES YOUR ASSET VALUE AND REDUCES YOUR RISK

We aren't just managing your property for today, we are managing it for the future. When we start managing your investment, we put together a thorough plan, allowing you to budget for items in the event that you need to make repairs.

We also suggest improvements you can make to the property to increase the value of your investment.

You can access your personalised "Maintenance & Growth Plan" for your property online, which outlines prioritised recommendations with a ten-year outlook. We continue to update the document while we manage the property to ensure that your

property remains in the best possible condition, and that you don't miss out on any opportunities for growth. This enables you to rent, sell or release equity at any time.

Tenants expect items like air conditioning or security screens and fans and a dishwasher, but items like exhaust fans in the bathroom, wardrobes, the rear deck, fully fencing the yard, internal painting, or modernising taps can be a great way to improve the rentability of the property.

We will also look at bigger items like modernising the kitchen, bathrooms, roof painting and new driveways to ensure you have a full understanding of what is the best option to attract the best tenants and increase the value of your asset.

A HIGHER STANDARD OF PROPERTY MANAGEMENT

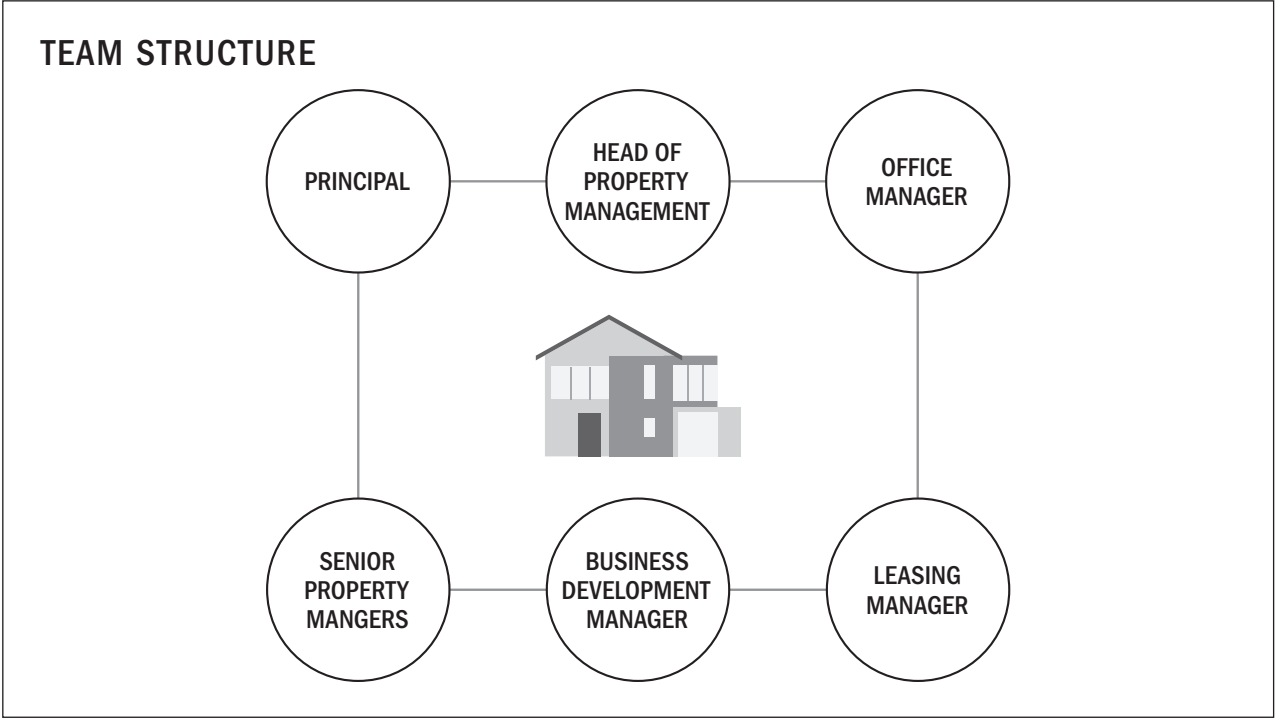
Our clients are the centre of our universe. Our number one priority is to serve our clients with the highest level of service, while building strong relationships with genuine care and measurable results for you and your investment.

We know that landlords just want someone to be accountable and committed to serving their best interests and that's what we are here for.

Our approach is people-centric, to serve landlords and tenants. Our property managers are passionate and dedicated, and our leadership team works closely with each property manager to ensure that the best possible service is delivered.

Our communications are transparent and responsive, and you'll be kept in the loop every step of the way. Your property records are kept up-to-date online for your easy access, so that you always know what's going on.

Our recommendations aim to retain tenants, and increase your rental income and capital gains. We are your partner in protecting your property and making you more profitable.



Our Property Manager, Leasing Manager and Principal work closely together to apply their collective expertise to deliver the best outcomes for you.

ADVERTISING THAT PUTS MORE MONEY IN YOUR POCKET

For you to get the highest rent possible, we leverage our award-winning marketing knowledge and experience.

Our Principal, Adam Nobel, has a Masters Degree in Business majoring in Advertising, and has worked on campaigns for some of the biggest consumer brands in the world. Adam's marketing expertise is unique to the property industry, and this allows him to design and build advertising campaigns that position your property as a premium product that's always in high demand.

Professional photographs and your property's floor plan are the foundation of the marketing campaign, along with highly professional and targeted copywriting. We specialise in high quality advertising campaigns that lead to greater exposure online, more groups through inspections, and better quality tenants. This ensures vacancy days are kept as close to zero as possible and that the maximum rental price is achieved.

Most property management companies have a property manager that takes photos with an iPhone or office camera with poor lighting, no editing, no preparation and no real thought into what features and benefits of the property should be displayed. Others use a so called "professional" however there is a substantial difference in quality. Poor presentation and poor quality photos can end up costing you thousands in lost income. The best tenants will quickly remove your property from their shortlist if they see a lack of information, no floor plan, and poor imagery online.

If you don't have professional quality photos, we recommend that in between tenancies, or when the property is vacant, you invest in professional photographs and insert virtual furniture. High end professional photos and a floor plan are a one-off expense and can be used for the entire time you own the property.

We also recommend advertising on realestate.com.au and domain.com.au, e-brochures, floor plans, professional copy, social media campaign, letterbox drops and highly visible signage.

The way we plan and execute our marketing campaigns gives our clients a distinct edge over the competition.

We start by reviewing your existing advertising collateral to see whether we need to adjust it so that you have successful outcomes on an ongoing basis or whether it's more than adequate as it is. In terms of advertising costs, you only pay for what you need. The average investment is between \$200 to \$600 for the very best exposure and quality of advertising.

NO HIDDEN FEES WHATSOEVER

We only have three fees. We have a management fee, let fee and technology fee that ensures your property attracts and retains the very best tenants. We have no hidden fees whatsoever. And if you sign up three or more properties with

us, you will benefit from our property portfolio discount. Make sure you check your current or others' offerings carefully. Many companies charge \$5.50 monthly administration fee or postage fee, lease preparation fee of \$33 or more, lease renewal fee of \$220, routine inspection fees of \$90 per inspection, \$150 QCAT lodgement fee, up to \$100 an hour for QCAT tribunal hearing attendance, and some companies even charge for repairs and maintenance quoting. We don't charge any of those fees. When you sign up with us, and are looking for new tenants, we will create the marketing materials, including photographs, virtual furniture if needed and a floor plan for you, so that you can rent your property out at a premium, to reliable tenants. If your property already has tenants, then we will introduce ourselves warmly to them, inspect your property, update the property records and then manage your property and the relationship with you to a higher standard than you've ever known.



SECURING THE BEST TENANTS AND RENT PAID ON TIME

STRICT TENANT SELECTION PROCESS & RENT ARREARS POLICY

We don't rush through open homes. We take the time to understand a prospective tenants needs, ask questions to see that they will be the right tenant, and also highlight the benefits of your property to them. When an application is received, we review their 100 points of identification, which includes utility bills, address details and payslips. Using our real estate tools and databases, we then cross check the address with the agent or owner and ensure we are receiving a reference from the right person. We also have the highest level technology that checks if a prospective tenant has any outstanding court hearings or credit issues. Once we receive the written reference we will call the agent to ensure there isn't anything else that we should know. We then complete social media checks, google searches and phone number checks. These simple but important checks uncover items like the pet that didn't make it onto the application or smoking inside a property. After we present all applications to you we will make recommendations based on our expert knowledge. We will guide you through the process and answer any questions you may have. Once each tenant has been approved we will take care of everything, including issuing the General Tenancy Agreement, Bond Lodgement Forms.

RENT ARREARS

We take a proactive approach to rent arrears management. During the initial tenants meeting, we discuss our rent arrears process and explain the legislation so the tenants fully understand their obligations.

We monitor the rent arrears process daily. It forms part of our daily and weekly checklists and should a tenant fall behind, we will immediately make contact via phone, following up with an email and SMS. If we are unable to make contact within 24 hours, we will contact the tenant's emergency

contact listed on their application.

Once we've spoken with the tenant, we ensure that we fully understand the reason for the rent arrears. Our team has established a strong referral network with several local support and government agencies that offer assistance in these instances along with advice on what they should do to bring their rent up to date.

We continue to follow up with the tenant daily until the rent is received in our trust account.

Even with the very best tenant selection, people's circumstances can change and things can go off track. The most common change is loss of employment, relationship breakdown, illness, or death. At these times, people's priorities can shift.

At the commencement of a tenancy, we spend 45 minutes explaining the legal documents and tenancy rules to your tenant. We emphasise the importance of protecting their financial integrity and creating an excellent rental reference. We explain to every tenant that if at any time they are experiencing any type of financial hardship they should be in communication with our office as soon as possible.

OUR RENT ARREARS PROCESS

Day 1	Call tenant to advise rent arrears
Day 2	Call, SMS & Email Rent arrears
Day 3	Call, SMS & Email Rent arrears
Day 4	Call tenant to advise rent arrears
Day 5	Call, SMS & Email Rent arrears
Day 6	Call, SMS & Email Rent arrears
Day 7	Call to tenant to advise we will issue a Notice to remedy breach tomorrow
Day 8	Call tenant to advise Notice to remedy breach issued giving them 7 days to remedy breach
Days 9 - 16	Call, SMS & Email Rent arrears
Day 17	Notice to leave issued to tenant giving them 7 days to vacate
Day 18	Preparations begin for insurance claim documents, prepare listing ready to advertise

ATTENTION TO DETAIL AT EVERY INSPECTION

Attention to detail is essential when conducting an entry and exit condition report, as well as routine inspections. We conduct thorough forensic entry and exit reports and three routine inspections every year to ensure your asset is being protected.

FORENSIC ENTRY AND EXIT REPORTS:

Our expert property managers will complete a detailed and thorough Entry Condition Report before tenancy commences. In addition to the in-depth description, we also include high resolution photographs for your reference.

Our Exit Condition Reports are completed with the same meticulous detail. We are methodical in our approach, taking our time to ensure the property inspection is completed thoroughly. We then compare the Exit Condition Report against the Entry Condition Report to ensure that we don't miss any damage or maintenance.

Poor quality Exit Condition Reports cost owners thousands in damages and outstanding maintenance every year. Unfortunately, rushed reports, poor attention to detail, and lazy property managers are commonplace amongst property managers in South East Queensland. Many property managers either miss or simply don't bother bringing damaged items to the tenant's attention, leaving you to foot the bill.

FINDING THE RIGHT TENANT

Quality always rents. Everything rents at a price. These are two very different approaches to marketing your property. A quality property with the inclusions that are in demand with tenants will create greater competition and provide you with better tenants as well as a higher return on your investment.

Professional photographs and floor plans are essential when presenting your property to the

rental market. A well laid out floor plan can not only increase your weekly rent, but also the rentability of your property. We make sure any repairs, maintenance, and minor upgrades are completed while the current tenants are in the property to minimise vacancy.

If you are living in the home, we will provide you with our guide on *How to Maintain and Prepare Your Home for Maximum Profit*. This guide will show you how to present your property for photo shoots and inspections to ensure you achieve the highest possible rent in the shortest time.

You need to know if your current presentation could be costing you money and what should be adjusted.

Our precise formula for furniture positioning, lighting, styling, enhancing the best features of your property, and time of day for inspections are proven strategies for generating the highest rental return. Our expert team will provide you with proven advice on how to attract the best quality tenants and the highest rent.

PROVEN PRICING STRATEGY FOR MAXIMUM RENTAL RETURN

There are several key factors that our team look at when setting the weekly rent for your property. Time of year, comparable properties, vacancy rates, days on the market for other properties, recently achieved rents, and property inclusions are all factors that we consider. We will provide you with a detailed rental appraisal and a yearly sales appraisal so you can make an informed decision.

OUR CULTURE IS BUILT ON COMMUNICATION

Our team pride themselves on exceptional service, looking after our clients, and setting the benchmark for property management in South East Queensland. Our agency is built on the fundamental belief that if we support our staff, they will go above and beyond to care for you and your property.

We strive for open and constant communication and leave no stone unturned to ensure our clients achieve the maximum return from their investment property while enjoying a stress-free experience.

You will receive regular updates so you know exactly what to expect as we move through the process. We will contact you via your preferred method of communication after each open home and inspection, and we will follow up with a detailed report with feedback and suggested next steps.

BETTER TRADE PARTNERS:

We only partner with the best and most reliable trade services in South East Queensland. We have invested a lot of time and effort to ensure that they provide the best possible service at an affordable price. Our trade partners also provide insight into

the condition of properties outside of the standard routine inspections, and although informal, they provide invaluable information on who is likely to be liable for damage or items that fall outside the standard wear and tear responsibility of the landlord.

We complete a full range of checks from insurances and public liability, GST compliance, reliability, communication & delivering exceptional service. We've worked with our trade partners for a number of years and we trust their professional opinion. In fact, most of our trade partners have completed work on our own properties.

In addition to completing routine maintenance, our trusted trade partners are available 24 hours a day, seven days a week in the event of an emergency. We will personally inspect any work that exceeds \$1,000 and provide photographs to you prior to the payment of the invoice to ensure the satisfactory completion of work.



OUR SERVICES: CHECKLIST

Below you will find a checklist that outlines the level of service we provide for our clients.

VACANT PROPERTIES

Our full service includes everything from marketing your property through to securing an amazing tenant and managing the property.

Here is a summary of the work that we do behind the scenes:

Provide you with an informed and well researched estimate of your rental income potential	✓	Accompany all prospective tenants at property inspections – we do not hand out keys;	✓
Recommend ways to maximise the property's appeal to tenants	✓	Contact you with regular feedback and provide a detailed inspection & marketing performance report weekly;	✓
Provide regular reports to you on prospective tenant interest	✓	Notify you within 1 hour of receiving a tenancy application;	✓
Conduct property inspections (both private and open house inspections)	✓	Complete thorough tenant reference checks including tenant database enquiries within 24 hours of receiving a tenancy application;	✓
Process tenant applications and conduct thorough application checks	✓	Interview all prospective tenants before the approval of the tenancy application;	✓
Submit tenant offers to you	✓	Present you with completed tenancy applications for approval immediately upon completion of the verification process;	✓
Prepare the extensive property Condition Report	✓	Prepare Tenancy Agreement and ancillary documents and execute contract signing with approved tenants within 48 hours of approval;	✓
Prepare a Furnished Inventory List (where the property is furnished)	✓	Educate tenants on their responsibilities and obligations during their tenancy;	✓
Prepare and execute the Lease Agreement	✓	Receive initial payment towards bond immediately upon signing of Tenancy Agreement;	✓
Lodge bonds and process bond claims with the RTA.	✓	Provide you with a copy of the completed Tenancy Agreement within two business days;	✓
Respond to telephone calls and emails within four business hours;	✓	Prepare a detailed Entry Condition Report and inventory with supporting photos on the approved form within 48 hours before tenancy commencement;	✓
Advertise for tenants online on all popular websites with a high exposure package;	✓	Ensure full rental bond and applicable rent is received before releasing keys and Entry Condition Report to the tenant; and	✓
Provide photography, advertising copy and use high quality internal photos and floorplans for marketing;	✓	Provide you with a copy of the completed Entry Condition Report within two business days.	✓
Erect a "For Rent" sign when applicable within two business days;	✓		
Promote your property directly via email or SMS notification to all 'matched tenants' in our prospective tenant database within 1 hour of listing the property online;	✓		
Provide availability to show your property seven days a week;	✓		

ONCE YOUR PROPERTY IS UNDER OUR MANAGEMENT

Monitor, collect and disburse rental payments	✓	Conduct comparative market review three months before the expiration of a fixed tenancy and 6-monthly for a periodic tenancy	✓
Process creditor and trade Invoices and disbursements	✓	Seek your tenancy instruction based on our recommendation	✓
Carry out periodic inspections and provide extensive reporting to you	✓	Administer necessary tenancy documentation & keep you informed of the process to a conclusion	✓
Arrange repairs as required	✓	Provide the fully signed Tenancy Agreement renewal to you within two business days	✓
Coordinate routine maintenance and arrange quotes	✓	Notify you within eight business hours if the tenant elects to vacate the property and seek confirmation of your reletting instructions	✓
Prepare and serve Residential Tenancies and Rooming Accommodation (RTRA) Act notices	✓	Initiate marketing process as outlined above	✓
Monitor expiry of leases and provide advice to you on renewals	✓	Monitor rent payments daily and contact tenant once payment is two days overdue	✓
Conduct rent reviews and regular market updates	✓	If payment is seven clear days in arrears, we will provide you with a copy of the formal Breach Notice issued to the tenant	✓
Liaise with tenants in conducting inspections	✓	Contact you should payment remain outstanding for your instructions	✓
Conduct final inspections at lease end and provide extensive reporting	✓	Invoice water consumption periodically throughout tenancies as requested	✓
Process the bond claim and manage any necessary repairs or cleaning	✓	Administer all funds through an audited trust account	✓
Re-advertising and re-leasing of the property.	✓	Disburse rental funds from our trust account in accordance with your instructions as scheduled per our Disbursement Calendar	✓
Provide representation at tribunal and prepare associated paperwork	✓	Provide a detailed statement with each disbursement	✓
Coordinate insurance claims as required	✓	Provide a Financial Year Statement at the end of June annually	✓
Liaise with Authorities and Owners Corporations on your behalf	✓	Conduct a pre-exit inspection with your tenants one week before they move out	✓
Maintain and provide you with accurate records and Financial Statements for taxation and accounting purposes	✓	Conduct a final handover inspection within three days of a tenant vacating & provide a written report	✓
Respond to telephone calls, emails and faxes within four business hours	✓	Advise you of the final inspection result within eight business hours	✓
Carry out routine inspections a maximum of 4 times a year (as applicable)	✓	Correctly administer the rental bond	✓
Provide tenants with written feedback at the time of the inspection	✓	Mediate tenancy disputes and represent you at Queensland Civil & Administrative Tribunal hearings if required	✓
Provide a detailed inspection report to you within two business days	✓	Facilitate landlord insurance claims	✓
Address emergency repairs immediately	✓	Share monthly informative newsletters	✓
Notify you of all repairs and maintenance reported to our office and noted by our team within eight business hours	✓	Always deliver expert advice regarding the application of relevant legislation; and	✓
Arrange quotes & repairs for maintenance in accordance with your instructions	✓	Supply free sales advice and written market appraisal upon request	✓
Inspect any work where the invoice value is over \$1,000 before approving payment in accordance with your instructions	✓		
Provide 24 hour on call landlord and tenant assistance	✓		

WHEN IS THE BEST TIME TO SWITCH PROPERTY MANAGERS?

The most common misconception landlords have is thinking that the best time to switch property managers is when a tenant has decided not to renew their lease or once the tenant has moved out. They often wait because they think changing will upset the tenants. The truth is if you're not receiving great service, chances are neither is the tenant.

The team at Hugo Alexander Property Group take extra steps to ensure all owners and tenants receive exceptional service. We have found that the more the tenant likes their property manager, the more likely they are to stay on and pay the same or higher rent.

During a transfer of management to our company we will not only keep you up to date during the process but we also make sure that your tenant is well updated as well. Tenants love the additional attention and we often find that there are outstanding maintenance items or requests which have not been responded to.

WHY IT'S A BAD IDEA TO WAIT FOR YOUR TENANTS TO LEAVE BEFORE CHANGING AGENTS.

Waiting for your tenants to leave before changing agents not only slows down the re-let process but ultimately can cost you money. The process to secure a new tenant should start 21 - 30 days prior to the tenant vacating. Conducting private inspections and open homes whilst the current tenant is in place will often allow our office to secure a tenant prior to the current tenant vacating.

Our higher standard of targeted advertising leads to better rents achieved and in less time. The sooner we can handle the process of getting you the best quality photography, copy and floor plans, the lower your vacancy period will be and the better your odds are of securing a premium rent and desirable tenant.

WHEN TO CHANGE

We would recommend that you change agents at any point that you're not 100% happy. We pride

ourselves on our proactive management. By taking over the management during the tenancy, this will allow us to ensure the end of the fixed term falls in the best possible time of the year and that we can create a strategy to keep your tenant, or secure an even better one who will pay the highest amount possible in the shortest time possible. Just as importantly we will also make sure you receive our industry leading forensic level vacate inspection, ensuring that any damage is raised and rectified with the current tenant.

The best time to switch managers is now! With our Easy Transfer System, you complete one form online and we take care of the rest. There is often a 30 day notice period to the previous agent. This is where we start to prepare for your property. We will review your property and ensure items like Landlord Insurance, Tax Depreciation Schedules and a proper Maintenance Plan is in place. We will make contact with the agent and ensure the transfer of your documents, tenant & property information is provided to our office. We will then meet with your tenants and discuss the increased level of communication and discuss any outstanding maintenance items or concerns they may have.

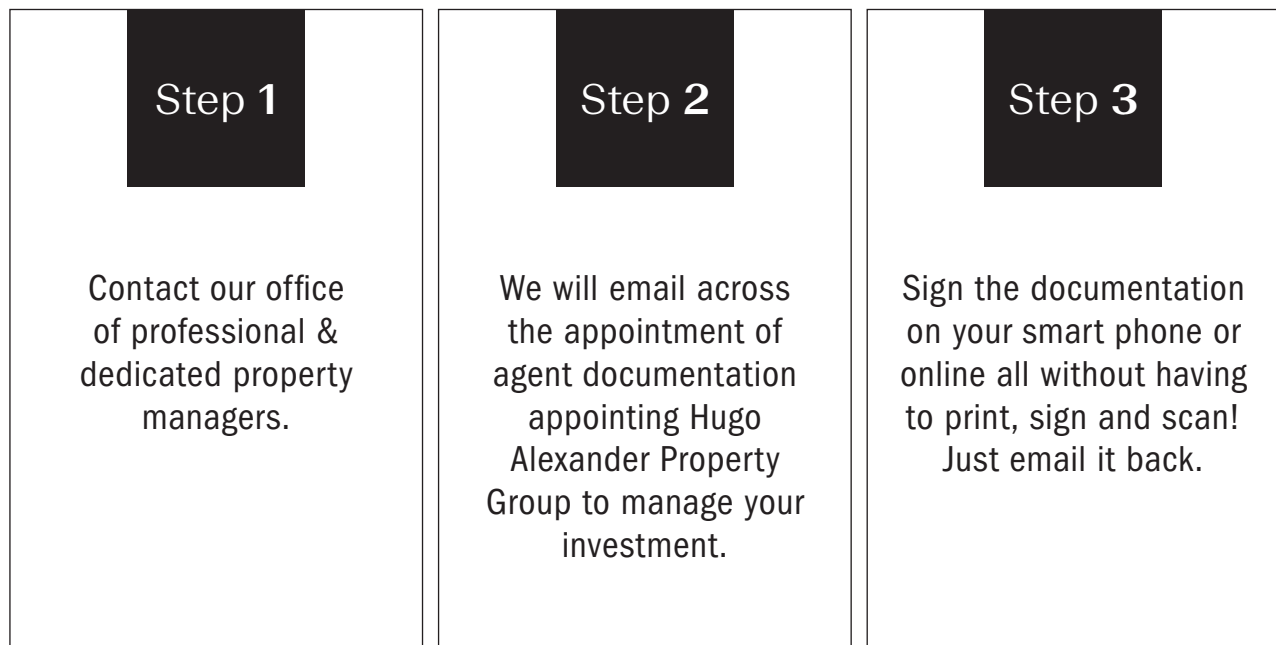
WHAT IF THERE ARE OUTSTANDING MAINTENANCE ITEMS?

This is a great time to change property managers. Fresh eyes on the concern and discussions with our trusted trade partners will allow us to provide the best possible advice to you. We will then be able to provide you detailed information on what maintenance is required, finding the best possible solution for you and your property.

HOW DO YOU GET STARTED?

Switching has never been easier with our industry leading Easy Transfer Form.

Simply contact our team of professional, dedicated property managers and let us take care of the transfer of your property and tenant.



WE WILL:

- Make contact with your current property manager and arrange the property file to be ready for our office to collect.
- Collect the entire property file from your current agent including sets of keys, entry condition reports, professional photographs, floor plans, and all details pertaining to the current tenancy.
- Notify the Residential Tenancies Authority that our agency acts on your behalf for the property bond
- Carry out outstanding repairs and maintenance
- Carry out overdue routine inspections
- Carry out lease renewals and rent reviews
- Start building a productive and professional relationship with your tenant
- Keep you updated of any concerns and ensure we rectify them swiftly

We look forward to welcoming you to a less stressful and more profitable property journey ahead.

GET IN TOUCH



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 Hugo Alexander Property Group

 adamnobel

NOTES



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