



Property Agents and Managers

10 Things that Impress an Investor

Why Impress an Investor?

REAL ESTATE



"We want a cozy, secluded 20-acre farm surrounded by hills, trees, and streams, within walking distance of shops, restaurants, schools, theaters, and hot night spots."

SO much easier to deal with Investors ...

Investors are usually:

- Less Emotional
- Know what they want
- Buy more often
- Sell more often
- Need property management more often

That equals better leverage of your time

Why Rachel Barnes can help you...

MANAGING YOUR INVESTMENT PROPERTY

The Essential Guide to Property Management in Australia and New Zealand for:

- DIY Landlords
- Investors using a Property Manager
- Investors wanting to maximize their returns



RACHEL BARNES & GEOFF DOIDGE
propertywomen.com *The Reno Kings*


INVESTOR FRIENDLY AGENTS

- International Property Investor :
Purchased 75 Rentals
in 64 Months
Sold 30 rentals in ~ 30 months
- Co-Author of 5 Books
- Presenter & Interviewer
propertywomen.com.au
- Coach, Mentor, Trainer
- Entrepreneur





10 Things that Impress an Investor

An Agent who calls them back!

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- a. It's common courtesy – just rude not to!
- b. If time's a problem – just send a quick SMS
- c. If you don't treat an Investor with respect, they'll probably treat you the same way
- d. You miss one call – back ... you could be missing out on \$000's



An Agent who asks what their Strategy is

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- a) One size doesn't fit all – There's half a dozen different strategies they could be using
- b) Your expectation of what an Investor wants could be way off and lose you credibility as well as numerous rental or sales deals



An Agent who *listens* to what an Investor wants

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- a. When you listen to what an investor wants, you show respect
- b. You can then give them the right selling / renting options
- c. Or you are more likely to know if you have anything or recognize it when it comes across your desk
- d. Then the investor knows that you'll only contact them with relevant listings ... otherwise they'll unsubscribe if they get properties which are of no interest to them.



An Agent who understands what your Strategy is when you tell them

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- a. For example, many agents have no idea what makes up a positive cash flow property
- b. Many don't know how to calculate a gross yield
- c. Many don't understand some of the added benefits that would entice an Investor to pay a little more for a property, or sell it for a little less, or pay more for management



We can help you... Find out how

www.investorfriendlyagents.com.au

An Agent who treats you with respect

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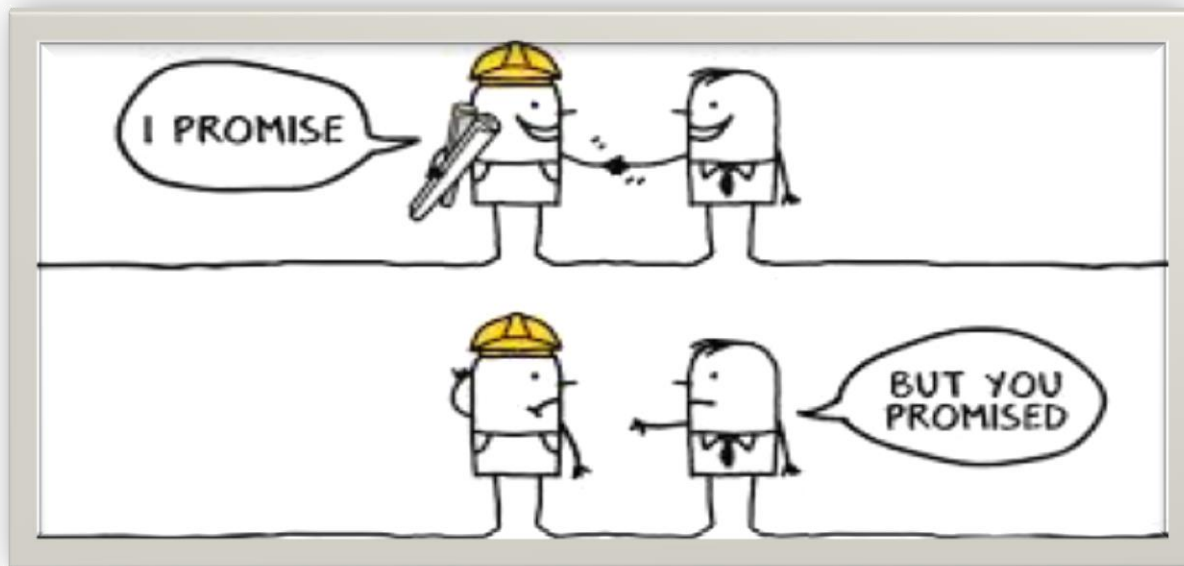
- a. Never talk down to Investors
- b. They may have a tall order but don't assume they'll never get what they want / Discuss CMA's / Standard Rental Returns, and find out what's negotiable and what's not... find the common ground to work with



An Agent with Integrity

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- a. Be honest and not misleading
- b. Doesn't overpromise and under-deliver
- c. Doesn't over-quote Rentals, Listings or under-quote Sales



An Agent who is great on all levels...

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- A Sales Agent who is great with *Buyers* as well as Sellers
- A Property Manager who is great with Landlords as well as Tenants (and Tradies)



An Agent who can think outside the square

8

- a. Do what others don't think about
- b. Suggests ideas for improving rental income
- c. Doesn't argue – Adds value!



An Agent who is good at Negotiation

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- a. Sells the benefits - not the features
- b. Doesn't get beaten down on commission



An Agent with a long term relationship - not short term sales focus

10

Proactive / Exceeds Expectation / Sees the BIG picture ...

Eg. If an Agent see a property on the market with another agent but still refer the investor to it.

Eg. If a Property Manager provide rental estimates / suggestions for a landlord even if they're not a customer of yours.... Yet!



Do you understand the difference this can make to you?

- How much *extra commission* would you make from just *one more sale* a year?



- How much *extra commission* would you make from *one more rental* property per year... or *per month*?
- How much *extra value* would just one more rental property add to your *rent roll* asset

Imagine if that were one extra property *per month*

NOW - Write that amount down...

- On average the extra commission I could make from just *one more sale* per month = \$ pa
- On average the extra income I would make from *one more rental* property per month = \$ pa
- The added value to my rent roll asset with one more rental property per month = \$ pa

Now write down your GOAL for WHEN you'll achieve it ...

We can help you with the HOW...

Invitation to become an Accredited Investor Friendly Agent

- We want Investors to have the choice of selected Agents and Property Managers across the country.
- We're looking for the cream of the crop!
- You must have integrity and be willing to learn and apply your training
- We will train any Agents and Property Managers
 - **BUT** Accreditation only applies to those who meet this criteria



Contact us to request personalised in-house team training – email:

rachel@investorfriendlyagents.com.au



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