

Is your Rental Ready “For Rent” ?



WORTH
REAL ESTATE

FOR RENT

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So you're ready to get started!

Congratulations, you're on your way to ensuring your property investment is a home ready for someone to love.... But before letting commences there are certain things you want to check are in place, to ensure your property is presenting at its best and has standards for new tenants to follow.

Remember, to achieve the best dollar return on your investment in today's market, you need to ensure your property meets the needs of the market. The price you achieve will be a reflection of how well your property has met those needs. Other factors come into to play, such as supply and demand at time of actual letting. However, a property that has met more of the markets needs than others will always be a tenant's choice above the rest.

To start with, the first thing we want to understand is what do tenants look for in a home? Understanding the tenant's needs will allow you to investigate and ensure your property is doing its best to meet as many needs as practical. Now, no property can meet every single need, because every person needs are different. You can ensure you do everything possible to meet those needs and in turn maximise your properties potential of being leased by a suitable tenant, all while achieving the best dollar return for today's market. (Today's market, not yesterday or tomorrow's but today's)

What do prospective tenants look for?

“Everyone has a checklist, and the more ticks your property gets the better chance you have of ensuring your property is leased and remains leased”

- ✓ **Location** – *Proximity and access to local facilities and public transport, Local catchment area for schools*
- ✓ **Value for money** – *Is it priced within the market and competitive with other properties*
- ✓ **Presentation & Cleanliness** – *Is the home clean, and in good working order. A clean property is more appealing and provides a feeling of freshness - First Impression is everything!!!*
- ✓ **Pets** – *Will the premises permit pets*
- ✓ **Bedrooms & Size** – *Are they sizeable rooms to have Queen and king size beds? Do they have wardrobes? Are they carpeted?*

- ✓ **Wardrobes** – Floor to ceiling built in and walk in robes
- ✓ **Bathrooms & Bath** – Families with children usually choose homes with Baths and second bathrooms
- ✓ **Dishwasher** - All most a must for every household, Especially if encouraging families into a home
- ✓ **Climate Control** – Just about every Queenslanders is after air conditioning/heating in as many rooms as possible, ceiling fans is a bonus for air-flow and should be installed at a bare minimum.
- ✓ **Cooking Facilities** – Good order, clean condition, seal intact. Gas is highly desirable
- ✓ **Car Accommodation** – Lock up garages, under cover parking; some form of protection for a vehicle, Remote operated garages are an advantage
- ✓ **Storage Facilities** – Large walk in pantries, linen press, shelving in garages all prove attractive; people love to store items, so having places where it can be conveniently stored but easily retrievable helps make any property attractive.
- ✓ **Fly Screens** – Are the screens working or torn with holes
- ✓ **Security** – More emphasis is being placed on security, installing items such deadlocks, security screens and motion detectors are attractive to the right tenant
- ✓ **Lighting** – Does the home provide natural lighting, how does the home position to the sun? Is exterior security lighting present?
- ✓ **Everything Operational** – This includes no leaking taps, stiff sliding doors, non-operational hotplates etc. Owners must ensure everything included with the property is safe and working properly.
- ✓ **External Entertaining Areas** – Is there room to have a BBQ and table & chairs; undercover is usually a preference for wet weather and sun protection
- ✓ **Fencing** – Is the premises fenced & secure
- ✓ **Low Maintenance** – Timber/ceramic floors and an easy-to care for gardens. High-maintenance garden might be neglected and regular maintenance should be considered inclusive in the price of the weekly rent.
- ✓ **Peace & Quiet** – A property in a quiet street is likely to attract higher rent than one in a noisy location.
- ✓ **Neighbors** – Are their yards overgrown and old cars out of rego lying out the front?

Other things of Influence....

- ✓ Is the owner selling the property
- ✓ Length of lease available

Where to Start?

“Presentation, Presentation, and Presentation”... It is the most crucial aspect that will impact the most. When a prospective tenant drives by to view your property for the first time we want to make sure they have a positive reaction. Ideally “Wow” or “Very Nice”, then followed with “I can't wait to see inside”

Outside

- ✔ What you see from the roadside is the key; it must look good from here! So, step out the front and check it out. Could you landscape, lay fresh bark, plants, trim hedges, remove dead plants and mow the lawn or even a house wash?
- ✔ How's the letterbox? If it's old, rusty and hanging on the side, remove and replace it. Or, perhaps it just needs a coat of paint to match the house. This is a small detail but it can make a big impression!
- ✔ Do the fences need replacing or painting? Although this could prove expensive, the right type could dramatically improve the street appeal.
- ✔ Remove any rubbish lying around, mow, edge and tidy the lawns.
- ✔ Do the fly screens look tired and worn? Holes and tears are not appealing; they should be replaced with a quality mesh.
- ✔ Does the driveway or paths need a pressure clean to remove oil or mould? Don't put a tenant off with big yucky oil stains, remember first impressions count.
- ✔ How about the gutters? Are they all intact? Do they need to be cleaned, branches removed?
- ✔ How are the step treads and handrails? Are they safe and secure?
- ✔ Do the verandahs and decks need cleaning from nasty's such as bird dropping or dirt build up from the weather?

Well, I think you get the picture. Don't turn a good tenant away before they get to the front door.

Inside

- ✔ How's the carpet? Loose threads, ripples, holes & tears are hazardous.
- ✔ How's the cleaning; the property as a whole should be clean and well-presented.
- ✔ Is the interior paintwork in good condition? Is a new coat needed? Again, expensive, but the right colours can dramatically improve the appeal.

- 📌 Is there any mould in wet areas? Remove if so, this is not only unsightly but also hazardous. Mould is very serious and should be taken seriously. Be sure to get checked by a professional if it has been an ongoing problem.
- 📌 Are there dripping taps? They should be fixed as its money literally going down the drain.
- 📌 How are the cooking appliances? Remember, people use food in this area and they can be very picky if dirty and greasy.
- 📌 Are windows & glass free from dirt and cracks? Dirty windows can block light.
- 📌 Do the curtains all match? Are they clean, working, do they block out light in the bedrooms? No point in having a curtain in a bedroom that does not do its job.

Again, remember. First impressions count! A helpful exercise can be to put you in the shoes of a renter. Ask yourself, would you live here? Does it suit your needs? If no, ask yourself why not? What would it need to meet your needs? This exercise can be really helpful to take you away from the illusion owners can have of seeing their property as being perfect and not needing any changes.

Simple Ideas to Make Your Home More Welcoming

It may seem obvious, but many people fail to recognize that a home that feels, looks, and smells welcoming and homey will more likely raise a person's interest when they come for a showing. Of course, you think your home is pretty comfortable and welcoming already, but there are a few things you can do to make others feel right at home from the moment they walk in the door.

📌 *Lead with the Nose*

If your home smells good, it will make others want to stick around longer. The sense of smell is the strongest of all the five senses in its connection to our emotions. Certain smells simply make us feel comfortable and at home no matter where we are. There are a few smells that are almost universal. Try a flameless scented burner that is safe but releases a wonderful fragrance in your home. Choose scents like vanilla or spices, smells that remind people of home cooking and sweet treats.

Be sure your fragrance isn't overwhelming, however, and don't use it to mask other odors like cat litter or food smells. People will know right away you are trying to hide something!

Let the Light Shine In

Clean your windows and open all of the blinds and curtains to let the sunshine into the home. The warm feeling will make potential applicants want to settle in and bask in the glow. A brightly lit home looks bigger too, while a dark home will appear smaller.

Be sure you replace burnt out light bulbs so your home will be fully lit and have a welcoming glow even in the evening or on a cloudy day.

Create the Illusion of a Larger Space

Did you know that mirrors can actually give the illusion of a larger room? Even if your house is small, you can open it up with a few strategically placed mirrors. Horizontal designs are some of the best and they can offer a look that turns a small room into an open and airy spot.

Create Appeal by Maximizing Space and Minimizing Clutter

-  Create the illusion of space by rearranging the furniture. Try different combinations or remove and store pieces that make it feel crowded.
-  Arrange the furniture in living areas into intimate groupings that suggest entertaining and ideal conversational settings.
-  Add decorative pillows and slipcovers in warm neutral tones to hide flaws and make pieces blend.
-  Eliminate clutter. Store or get rid of appliances, gadgets, newspapers, mail or anything that takes up space or distracts attention.
-  Keeping rooms simple, modern and tasteful. Also be sure that each room has a clear purpose and that everything in the room fits that purpose.
-  De-personalize your home so renters can imagine living in it. Store pictures, awards, trophies, collectibles and other personal keepsakes.
-  Paint walls in inviting neutral colors to cover flaws and freshen rooms.
-  Add small luxurious touches to bathrooms and bedrooms. Think plush towels, fresh flowers, high-end bed linens, and pretty bath soaps.
-  Plants add an aura of softness and warmth to any room.
-  Don't forget to organize closets and drawers tenants look everywhere!

Renting a Vacant Property

If you have already moved out of the house you are about to rent, you generally have two choices. You can let the house be shown empty or you can add furniture and additional touches to create a homely feel. Creating a homely feel will more likely raise a person's interest when they come for a showing. Things to consider:

A Blank Slate

When a renter comes into an empty home, it is easier to visualize their own items in the home. They can picture just where their couch will fit, where they will fit the big screen TV and which wall will best showcase their favorite painting. The blank slate that is provided by an empty home lets the imagination of the renter take over, allowing them to see the house as they would make it and not as you have made it.

Less To Worry About

There is nothing to steal or damage in an empty home, so you don't have to worry about anything being ruined during an open house or a showing. You can also rest easy knowing that there is no real reason for anyone to break into a home that is standing empty.

A Cost Savings

Professional home staging can be expensive. Leaving the home empty saves you all of those potential costs. However, if you can add furniture and additional touches at no cost by utilizing your own items, this will save you initial outlay. Remember, home staging is a marketing strategy that encourages you to make your home as presentable as it can be to renters by dressing the interior and exterior of your house so that it looks more like a **model home**. Avoid furniture that makes it look like a second hand shop or garage sale.

While many experts will recommend home staging as a method of making the home more attractive, it isn't always a necessity to get your home rented and is more often seen in homes for sale. Consider the possible benefits of an empty home, and then make a choice as to whether or not staging is right for you. Remember that you can always bring staging in if you are having no luck renting the home while it is empty.

Clean Is Key

The most important tip to remember when preparing your home for re-let is to make it clean, clean, and clean. The last thing a potential renter will want to see is a sink full of dishes or a grimy tub. This may seem like a simple task, but the cleaner it looks the more interest it will receive.



Now that you know what's really important in getting potential renters interested in making it their home. It's time to get busy and start sprucing up your space. After all, it's often those finishing touches that make a house into a home.

“Making Dreams Possible”

At Worth Real Estate, we know that if you want potential home renters to fall in love with your house, they first have to know it's for rent. This is where a strong marketing plan comes into play, which not only publicises your property but gives people a preview of your home before they get there.

A Picture Is Worth a Thousand Words

Regardless of whether your home is to be featured online, in a real estate agents publication or a paid advertisement, quality photos are a must. We must capture your home's best qualities in each image. Photos will need to be taken of the front and back of the home, along with interior photos of every room. We will take various angle shots and in different lighting situations, this allowing the opportunity to choose the best shots.

When photographing any part of your home, we need to make sure that it's spotless. Renters, especially those with children or pets, would love to see a yard. If your house has a lot of room to run around, we will showcase it in photos. If you live in a unit or townhouse, we will place emphasis on the nearby activities that offer family fun. This may include a swimming pool, recreation center, tennis court, etc. If a renter likes the photos, their next step will be to schedule a tour of the home. Hence, the right photos are invaluable when renting in real estate.

Sign Here

Believe it or not, one of the best marketing strategies is free. By placing a sign in your yard, you will let anyone driving by know that your home is for rent. Even if you live in an area that does not get a lot of traffic, a passerby may notice the sign and tell someone they know who is in the market for a new home. The sign should be placed in a visible area of your lawn. If you live in a unit or townhouse permission may be required from body corporate for this type of sign.

You can expect a 900x1200mm, Full Gloss Curvature Worth Real Estate branded For Rent Sign to be installed at your Rental Property.

Internet Advertising

According to realestate.com.au, 82% of tenants head online to look for a home to rent. Online advertising is all about helping your property be seen by prospective tenants. You can be pleased to know, when Worth Real Estate advertises your home for rent; you can find an eye catching advertisement on the following sites.

- ✓ www.worthrealestate.com.au
- ✓ www.domain.com.au
- ✓ www.homehound.com.au
- ✓ www.realestate.com.au.
- ✓ www.rent.com.au

Holding Open Homes & Private Viewings

An open house allows for anyone to tour the home, with or without an appointment. The open house is usually held for 15 – 30 min. Depending on demand of properties available, enquiry received and size of home.

If you are still living in the home, the date and time should be convenient for you, but also a day and time that would be convenient for others. For most, the weekend is ideal or during lunch and after work weekdays.

Corporate Re-Location Agents

Corporate relocation agents assist people who are moving interstate within Australia or moving from overseas. Majority of their clients are high end executives who are being transferred at the expense of their employer. More often than not, their employer will be paying the rent on an ongoing basis. With this in mind, these companies are perfect associates to keep in communication with as they are continually looking for high end properties. Therefore, when suitable rental properties come available we are sure to

provide them with all the details for consideration. They too notify us of properties they require.

Things to Consider

- ☑ Has the property had an annual Pest Control completed?
- ☑ Has a Building & Pest Inspection been completed and scheduled annually?
- ☑ Have the gutters been cleaned
- ☑ Have the carpets been professionally cleaned?
- ☑ Are all the locks in working order?

Is the Property Compliant?

- ☑ The property must have a fitted & working Safety Switch installed
- ☑ The property must have Smoke Alarms installed
- ☑ The Smoke Alarms must be compliant with the Fire and Rescue Service amendment Act 2006
- ☑ Swimming pools must comply with safety legislation and have a valid pool safety certificate
- ☑ The property must be clean and tidy, safe and ready for entry
- ☑ Water Efficiency Standards must be met to charge tenants water; Plumbers Report or Home Water Wise Services paperwork required as proof

ELECTRICAL SAFETY SWITCH

Section 80A of the Electrical Safety Regulations 2002

Under Queensland Law, all residential premises (rented and owner-occupied) must be fitted with a working safety switch. For more information, contact the Department of Justice and Attorney-General, or visit the website www.justice.qld.gov.au