



Office News

We would like to welcome Peter Le Fevre and Monica Antel to our sales team.

We are on the lookout for new managements

Do you have another investment property? Or do you know of an investor that requires a professional property management service?

If so, please do not overlook the services of our property management department. We pride ourselves on the skilled and professional service that we can bring to you.

Are you planning a holiday?

If you are planning a holiday and will be un-contactable during that time, please let our office know. It is important that you appoint a suitable person for our office to contact in your absence, should an emergency occur with your property. Wishing you a happy holiday!

Do we have your mobile number and email address?

Have you changed your contact details? To enable our office to keep in contact with you, please ensure that we have your current mobile number and email address. We are finding that these two forms of contact are the most preferred choices for our owners.

If you would like your monthly statements emailed, please contact andrea@pmmrealestate.com.au and she will arrange it for you.

Service to Clients

Our goal each day is to work towards delighting you with our service. If you feel that you are not receiving the attention and level of professionalism you deserve, please contact our office. We want to be known as a company that is full of solutions, not excuses!

Owners 13 Greatest Mistakes in Property Rental



Mistake number 3 - Asking for a Fixed Rent

Of all the mistakes, this is the worst. Without any doubt the worst way to rent a property is to put a fixed price on it. No one knows exactly what rent a property will achieve. Real estate is market driven just like the stock market. In other words it is dictated by supply and demand. Using a fixed rent is not only fraught with danger, but it is made worse when you take into account fluctuating market conditions.

When the vacancy rate is rising you will under-rent even if you think you are asking more than the expected rent. The simple fact is: **You will never be offered more than the fixed rent you ask.** On the other hand, when the vacancy rate is high asking a fixed rent leaves you high and dry without a tenant. Naturally,

after a period of time, you will reduce the rent but all you are doing is following the market down and the new lower rent you are now asking will still be too high because the market has decreased further. Tragically you follow the market down and get much less than you probably would have achieved had you chosen a different strategy.

Why? The fixed rent asked is always based on historical evidence and the goal-posts have now changed. As rents fall, the gap between your asking rent and the probable rent becomes wider.

So what is the answer? You have another option to rent your property: **Rent Ranged.** This New Age Renting strategy offers you a total solution to the renting price problem.

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