TENANT Client Journey

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MS Pre-Care

Tenant Timeline

Research
Customer researches suitable property for lease

Enquire
Customer contacts agency and makes enquiry on interested properties

OFI
Customer attends property inspections

Property Manager Action

- Advertises properties for lease in various online and offline channels
- Professional photos recommended
- Inspection details included
- Sell the benefits, not the features
- Use ActivePipe predictive data analytics to profile prospective tenants and send them relevant information

- Respond to enquiries in a timely manner
- Property Manager is helpful and attentive to details
- May even suggest alternative property recommendations that are more relevant to customer (based on enquiry)
- Qualify prospective tenant needs/requirements

- Arrive early for all appointments
- Set up an area with all your collateral ready to provide to prospective tenants. This should include moving home service brochures and relevant forms
- Request contact details of customers viewing the property
- Be professional and engaged by creating conversations
- Pro-actively ask questions that determine what is important to customer (e.g. budget constraints, proximity to work and/or public transport, property features, available parking on-site, where customer currently lives, why customer is moving)
- Provide tenancy application forms on site which include inserts for moving home services. If you do not offer a moving home service, speak to Connectnow
- Add contact to BusinessBase regardless of source (e.g. Domain, REA) for follow-up
- Provide tenancy application forms on-site
- Feedback provided to investor
- If no applications received, call back all parties who viewed the property

MS Intra-Care

Tenant Timeline

Application
Customer submits tenancy application

Selection
Customer waits to find out if application is successful

Rent
Customer signs lease agreement

Property Management
Customer receives regular communication around rent payment, repairs and maintenance and inspections

Property Manager Action

- Thoroughly check all tenancy applications ensuring data is complete
- Check references and check on national tenancy BusinessBase
- If messages left, notify applicants for follow-up
- Ensure all parties have signed tenancy agreement, especially privacy
- Ensure that the tenancy application form provided has mentions of moving home services or provide the referral form to complete

- After screening all applications, Property Manager recommends tenant(s) to investor
- Tenancy application outcome and decision communicated with both investor and successful tenant within one working day of receipt of application
- Property Manager continually seeks relevant properties for lease to unsuccessful applicants
- Confirm lease terms in writing to all parties
  - Rent
  - Commencement date
  - Special terms
  - Money required:
  - Holding deposit
  - Bond
  - Rent in advance
- Property Manager send out email about moving home services provided

- Upon selection of successful tenant, lease agreement is drawn up and signed with agreed rental amount
- Bond payment and rent payment is requested at signing
- Keys are cut and property condition report prepared
- Property Manager contacts new tenant
- Property Manager or Leasing Manager to arrange tenant and welcome gift
- Both tenant and investor receive copies of the signed lease (Property Manager scans and files agency copy)
- Mention to the successful tenant during signing if they received the email about moving home services. If not suggest moving home services, provide application form/information on service
- Offer contents insurance through EBM

- Process rent on time ensuring immediate communication around rent arrears to both tenant and investor
- Manage urgent and non-urgent repairs and maintenance in a timely manner (within 4 hour/ within 24 hours) in accordance with investor instructions and approval
- Conduct periodic inspection at least once a year with detailed report sent to investor
- Review of lease agreement and rent payable 90 days prior to expiration and communicated between investor and tenant
- Property Manager and Leasing Manager make "WOW" calls to ensure tenants are happily settled into property

MS Post-Care

Tenant Timeline

Vacate or Renewal
Customer will either terminate lease agreement or continue/extend

Property Manager Action

- Property Manager receives notice of intention to terminate lease agreement

Yes
- Call tenant to confirm and ask if any assistance is required for their next journey
- Property Manager contacts outgoing tenant - mention to the tenant if they require any vacating services or if they need to arrange disconnections Moving services can provide assistance

No Change
- Property Manager send anniversary card and gift
- Maintain ongoing support, communication and commitment to tenant
- Sign lease renewal (tenant and agency keep originals, copy sent to investor)

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THE POWER OF AN IDEA IS IN ITS IMPLEMENTATION