



## **MAKING THE RIGHT CHOICES**

The Roberts Real Estate Advantage – Property Investor’s Handbook



THE BEST JOURNEY  
*always takes us* HOME



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## In safe hands

What started as a family-owned business in 1865 has now grown to a dedicated network of offices uniquely positioned to provide the finest real estate services across Tasmania.

With local knowledge that's unrivalled, our team of experienced real estate professionals will work diligently with you to achieve a result that strives to exceed your expectations at all times.

We've learnt a lot over 150 years and are driven by a desire to always be a step ahead when it comes to marketing, service and support. This is reflected in our innovative approach to all facets of the real estate process and our commitment to developing strong relationships built on honesty and trust.

We are a member of the Real Estate Institute of Tasmania (REIT) and have in place very high levels of governance and compliance that underpins all aspects of our business.



## Why Roberts?

Roberts Real Estate is a proud and iconic commercial entity established in Tasmania in 1865. It has forged a unique place in the history of Tasmania and today continues to employ over 100 Tasmanians across 14 dedicated office locations statewide.

Although Roberts & Co. was involved in the transaction of real estate from its inception, it was in 1979 Roberts Real Estate was formally constituted with a full-fledged entry into residential property sales and property management. During this time we have been involved in the transaction of tens of thousands of properties and have built a property management business currently entrusted with the management of some 2,500 rental properties statewide.

Roberts Real Estate also maintains its own home finance department providing expert advice and assistance to prospective purchasers and existing home-owners looking to refinance.

“Roberts Real Estate is a proud and iconic commercial entity established in Tasmania in 1865”

We value you and your custom. We understand that every customer contact is an opportunity to win your support and we constantly strive to delight you.

We value performance, accountability and reliability. Our people deliver on their promises and take responsibility for fulfilling their commitments to you. We are proud of our heritage, founded on integrity, ethics and respect.

## Property Management success

Whether you are a first-time property investor, temporarily leasing out your family home or growing a portfolio of investment properties, having a rental property should be rewarding. It should also be a stress-free and profitable process where risk is minimised, trust is earned and you are provided with a sense of confidence at all times.

Roberts Real Estate have developed a very successful platform of proprietary systems in order to maximise your rental potential and ensure your best interests are served in accordance with legislative requirements in Tasmania.

Selecting the right Property Manager makes all the difference and our team members have the knowledge, skills and experience to help you select the right tenant, maximise your rental income and ensure your property is being well maintained at all times.

Our commitment is to provide unsurpassed property management services to our clients, underpinned by our commitment to effective, customised communication in order to deliver you the highest level of risk management and maximum return on your investment.

“Our Portfolio Managers are expertly trained and are able to provide you with accurate advice on market fluctuations and trends relevant to your property.”



## Marketing your property

First impressions count. From the moment your property enters the rental market it needs to look its best. We have a reputation for presenting property to its fullest potential, drawing on its features and making it stand out from the 'crowd'. Put simply, our job is to create genuine interest in your property and to attract the best tenant we can.

In regards to marketing your property Roberts Real Estate is able to provide you with marketing materials and strategies second to none. Our experience and knowledge of various advertising options allows us to suggest the best promotional solutions to market your property.

We are also able to use our significant corporate advertising spend to your advantage to negotiate with our key suppliers across both print and

electronic marketing platforms. This has enabled us to secure the best possible marketing rates available in Tasmania.

Our marketing packages represent the most flexible and competitive in Tasmania and are tailored to provide your property with exposure to the highest number of prospective tenants.

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## Open for inspection

'Open For Inspection' appointments are usually conducted during weekday business hours, but can be arranged at other times when necessary. We are able to arrange viewing times of your property via a very effective online booking system.

When your property is open to the general public for viewing, your Property Portfolio Manager will be at the property throughout the open home to answer any questions and receive feedback. We are security conscious and electronically record the name and contact details of anyone who inspects your property.

Every time we conduct an inspection you will be provided with timely updates on interest levels and feedback received, together with regular updates on progress between showings.

“When your property is open to the general public for viewing, your Property Portfolio Manager will be at the property throughout the open home to answer any questions and receive feedback.”





## Selecting your tenant

We take pride in selecting the best tenants for your property and carry out a personal inspection with potential applicants to identify their suitability.

The quality of your tenant is vital to maintain the condition and value of your property.

Once tenants are identified as being potentially suited to your property we carry out extensive background research (including current Personal Information Report) to ensure information provided is accurate and up to date and to gauge their overall reliability and suitability.

After the checks are completed we provide you with the

best possible applications for your consideration. Whilst we will gladly give you our recommendations, the final decision will always be yours.

Part of our responsibility to you as your Property Manager is to minimise risk to your property and potential loss of rental income. Protecting you and your investment is our number one priority. We can provide advice in relation to the type of landlord insurance cover you may require. Although, we take every possible measure to ensure the right tenant is selected sometimes circumstances change which can lead to tenancy issues. We will be delighted to share with you our experience and knowledge regarding this type of risk management.

## Property inspections and maintenance

The most critical element of property management is attention to detail, particularly in relation to property condition reports, inspections and tenant selection. The future of your investment depends on how thorough your Property Portfolio Manager is when handling these key areas.

At Roberts Real Estate we have very effective systems in place to ensure that the standard of reporting you receive, including in-going/out-going condition reports and periodic routine inspections, is of the highest possible standard and provided to you in a timely fashion. These reports will be provided to you in both written and photographic formats.

To protect your asset we will ensure that your maintenance obligations are communicated to you in a clear and timely manner and also that your tenants will be monitored to ensure that they understand and adhere to their maintenance responsibilities.'



## Client services

We care! Our values guide our actions in everything we do and outline who we aspire to be, as individuals and as real estate agency. Rest assured when choosing Roberts Real Estate our team members will have your best interests at heart.

Everything we do is aimed at achieving the best result possible for you, whilst at the same time extending all rights and courtesy to your tenant. We understand the importance of sound advice and guidance being provided in an accessible manner so that all parties have a clear understanding of the process involved and their obligations as both property owner and tenant. We will be there when you need us, and pride ourselves on the quality and punctuality of our feedback and the accuracy of our reporting. We have rigorous systems in place to immediately action any potential issues regarding bond payments/disputes, rent arrears and property maintenance requirements.

## As part of our service we promise:

- Endeavour to provide you with the best possible tenancy result in the quickest possible time.
- Maximise your return and minimise your risk
- Be diligent with our feedback and reporting.
- Provide a fully collaborative approach as property owner.
- Remain alert to rental market activity and be proactive in acting to your advantage.
- Value your input at all times.

We are confident that you will make the right choice in entrusting Roberts Real Estate to manage your investment property. We are excited to be embarking on this journey with you and look forward to achieving the best possible result.



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