

managing *your*
investment property
is more than just a
numbers game

sydneyone property
one-on-one

as **one** thing is certain
– no two investors are
the same

My promise to clients

If I went looking for a managing agent I'd want someone who can advise me as to the best way to maximise the return on my property investments. I'd also want someone who operated efficiently and promptly with a minimum of fuss and minimum interruption to my daily life.

To fulfil such a role, that agent needs experience, maturity, financial nous – *and* a willingness to set aside the time to develop a sound and customised plan for every property. I know none of our clients would settle for anything less.



The problem is that it's hard to access and establish an ongoing and personal relationship with such senior operators. That's because most managing agents try to maximise their turnover to generate bigger profit. The result is that clients are too often assigned to junior staff who lack the motivation and acumen to service their needs properly. Unfortunately you've probably experienced this sort of thing I'm talking about.

Sydneyone Property has a very different business model. Our aim is to build a business based on securing long term relationships with clients rather than on size. How? By providing our clients with superior results via one-to-one service. And we understand we can only do that by satisfying your needs to a high level and so add value to our relationship.

I'm the MD of our company and I'm the person on the ground. Of course we have backroom staff, but I'm the person you'll be dealing with – promise. So give me a call and we'll explore what Sydneyone Property can do for you.

Charlie Mellino MD

...and no **two** properties are either!

Good communication

True, your managing agent has to be able to easily communicate with you – to listen, understand and action your requirements. A good agent must also be able to listen to – and negotiate – with tenants just as well.

Keep outgoings down

We keep a close eye on outgoings to minimise costs. At Sydneyone Property superior servicing doesn't necessarily mean higher costs – be it cleaners, gardeners, trades or builders. We know the best people and what's a fair price for their services.

which is why we believe in providing a *one-on-one* service...


Personalised plans

We suggest developing separate strategies for every property for three reasons.

- No two investors have exactly the same needs
- Every property has its own characteristics – its own plusses and minuses
- The marketing environment varies widely both between, and often, within a suburb/locality. No two markets are exactly the same.

A one-plan-fits all approach usually turns out to be a second rate solution.





rather than a **one**
size fits all!

Selling?

Effective marketing skills are a must in today's market. Our customised campaigns work. The proof that Sydneyone Property delivers to promise when it comes time to sell is reflected in our superior sales/auction clearance rates.

Anonymity? Confidential off-market sales can be arranged for clients who wish to keep a low profile.

Keeping you up to date

Through our website and monthly newsletters, we keep you abreast of what's going on, whether it's changes to the tax laws or the Residential Tenancy Act.

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