

fruit[®]

The logo features the word "fruit" in a bold, lowercase, green sans-serif font. Above the letter "i", there is a stylized orange fruit with a single green leaf. A registered trademark symbol (®) is located at the bottom right of the word.



The rewarding way to manage your property

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What is Fruit?

Fruit is a fresh approach to real estate transactions. Our vision is to generate the highest levels of satisfaction in the management of your property.

Fruit understands that successful Residential Portfolio Management is all about maintaining consistent financial returns that protect your investment. We also understand that you require skilled personnel who will communicate with you at every step of the way.

We will provide accredited and dedicated Residential Portfolio Managers committed to delivering you a fresh level of service. That is Fruit's commitment to you.



Marketing your property



Your property is your investment

Fruit will manage your property to ensure that it is a rewarding experience for you. Fruit aims to maximise your net returns whilst maintaining and enhancing the capital value of your property.

The Fruit Residential Portfolio Management Team is a group of qualified and highly experienced professionals who have the training and knowledge to achieve these aims, using the latest information technology, data bases and financial services systems.

Marketing your property

A well planned and executed marketing strategy is critical to achieving a rewarding return on your investment. The Fruit Residential Portfolio Management Team can determine the best methods to suit you and to promote your property. It is no surprise that a well presented property will provide the best selection of prospective tenants. Fruit will assist you in ensuring that your property is publicly presented in the best possible light.

Fruit will expose your property in the following ways:

- On the Internet using multiple websites linked to our property page
- Regular newspaper advertisements – depending upon your instructions
- Brochures which feature the best aspect of your property will always be available at the front desk for those walk in inquiries
- Upcoming vacant property lists will be circulated to Fruit's corporate and Government client base
- Open home signage is available on request depending on property's suitability for such exposure

Marketing your property



Preparing your property

The team at Fruit has many years experience in working with our clients to present outstanding properties. It is our aim to assist you to achieve a result that is beyond your expectation. Experience tells us that sprucing up your home is well worth the effort and usually has a positive impact on the price you can ask.

There are many small, inexpensive ways of making your home more appealing to the potential tenant.

The Exterior

- Cast a critical eye over the entrance to make sure it says 'Welcome'
- Invest in a new doormat
- Dust and wash the front door
- Freshen exterior paintwork
- Repair broken windows
- Clean out gutters and downpipes
- Dust and wash window sills
- Remove cobwebs
- Clean windows
- Wash spouting and fascias
- Check exterior lights to make sure they're all operating, cobweb-free and clean
- Wash the garage door, check that it operates properly and ensure the garage is tidy
- Ensure all outdoor areas are well presented and weed free

Marketing your property



Inside Your Home

- Steam clean the carpets
- Replace any faulty light globes
- Attend to minor repairs such as dripping taps, creaking doors and sticking windows
- Make sure all appliances are clean and operating efficiently
- Clean bathrooms and toilets
- Ensure all tiling and grouting is clean and in good condition
- Clean flyscreens and fireplaces
- Make sure curtain tracks are gliding properly – if not use silicone spray, soap or candle wax on them
- Check that all doors open and close freely – oil them if necessary
- Clean mirrors, windows, exhaust fans and range hoods

Marketing your property



In the Garden

Your garden doesn't have to be a horticultural paradise but if it's tidy and well kept it will create a favourable impression on prospective tenants

- Mow the lawns
- Trim all the edges
- Turn over the soil and weed garden beds
- Sweep paths and the driveway
- Trim any trees and shrubs covering windows to let in maximum light
- Remove oil spills from the driveway
- Repair, straighten or repaint fences
- Ensure your letterbox is secure and in good condition
- Remove pet droppings



Getting the best return on your investment

Fruit's Residential Portfolio Managers will advise you on the best achievable return for your property based on their familiarity with the market and knowledge of the performance of similar properties in the same area. Rental levels are tracked in different suburbs, even down to particular streets in a single suburb. Recent property sale prices, investment returns, market demand and vacancy levels are scrutinised in order to give you accurate, up to date advice.

Setting a realistic rental at the commencement of a tenancy is of paramount importance. The aim is to maximise the continuity and length of occupancy, resulting in the best financial return over time. As rentals are reassessed and adjusted – as the market warrants – your investment will continue to give rewarding results. (The amended Residential Tenancy Act, 1997 will clearly indicate when rents may be increased.)



Only the best will do

The key to a trouble free tenancy is ensuring that the best possible tenant is the one who signs the lease. Working within the recent review of the Privacy Act, Fruit ensures that all possible checks are carried out with current and past agents, landlords, employers and nominated referees. The many years experience that Fruit's Residential Portfolio Management Team have is invaluable in establishing a trusting relationship when interviewing a prospective tenant and building upon that relationship throughout the tenancy.

Fruit goes that extra mile to ensure that our recommendations are based on dependable information. Your confirmation of our selection is obtained prior to signing up a tenant.



Lease documentation

Tenants are required to sign the approved Residential Tenancy Agreement, which clearly defines the obligations and rights for both the landlord and the tenant in accordance with the Residential Tenancy Act 1997.

Any amendments or additional clauses can be added to the agreement, and signed off by both parties. There are often important personal requirements in the letting of your property that must be covered at the time of signing any documentation.

Together with the lease, it is of paramount importance that a detailed Property Condition Report is prepared. Two copies are given to the tenant at the commencement of the tenancy, one of which is returned within three working days. Any disputes as to the accuracy of the report are then dealt with quickly. The owner would be given a copy of the Condition Report with signatures from both the agent and the tenant.



Maintaining the capital value of your asset

At the commencement of any new management, a portfolio of digital photographs are prepared and kept on file. Fruit takes the time to get to know your property and we are committed to ensuring it is properly maintained. We will liaise with you to ensure that the capital value of your asset does not diminish. By providing information and advice, we work with you to maintain and grow your investment.

Fruit provides you with a detailed Property Condition Report at the commencement of the tenancy, followed up with 4 monthly routine inspections. You will always receive a written report on the outcome of interim inspections, designed to keep you informed of the general maintenance of your property as well as the manner in which the tenant is looking after it. Should any major maintenance be necessary, an additional inspection may be carried out to check on the satisfactory completion and workmanship prior to the payment of any invoices on your behalf.

Financial Records

Paying rent for the tenant has never been easier with the various payment options we offer at Fruit. Our up to the minute computerised accounting and trust account system pays out the rent on the last working day of each month direct to your bank account. This system can also be adapted to your needs. The rental statement – a fully compliant Tax Invoice – will provide you with all the relevant property and tenant details, the date the rent is paid to, any authorised deductions and the balance paid into your account. Multiple owners can be issued with separate statements.

Arrears – Managing Tardy Tenants

Unfortunately, not all tenants have the same interest in paying their rent as the owner has in receiving it. Fruit consistently keep on top of wayward tenants in the following ways:

- (a) 2 days overdue – a phone call
- (b) 5 days overdue – a formal courtesy reminder
- (c) 10 days overdue – a letter of demand
- (d) 14 days overdue – a Notice to Vacate is prepared and delivered to the tenant giving 14 days to pay all outstanding arrears
- (e) If, after 14 days the tenant still has not paid, a Court Order for Vacant Possession is sought through the Magistrates Court.

As legal action for any breach of the Lease costs money, we recommend you seek the knowledge of your insurance broker who will advise you on the range of Landlord Protection Insurance packages available in the marketplace. Reforms to the Financial Services Act prohibit Fruit staff from advising you further on insurance matters.



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