

# Property Managers – Growing Your Portfolio



**Authored by Gary Lay – Consultant Business Broker/Licensed Estate Agent, Wollermann Business Brokers. Contact (03) 9888 6488 or 0407 526 431**

There are many ways to be proactive about growing your rent roll, whether you're an experienced property manager or starting out in the industry. It's about building a brand, marketing and establishing relationships with your clients (existing or potential). Successful property managers need to be continually thinking about growing the portfolio and increasing your income.

Over the years some of the industries very best property managers have shared with me their ideas on how they grew their portfolio. As agencies move to capture opportunities created by rising markets, you need to focus on the essentials of good business. In particular, property management. By building the property management side of the business you not only create a sustainable income stream, but also increase profitability, reduce risk and fuel better sales growth in low volume markets.

It is irrespective matter whether you are part of a team or a sole operator, the following ideas shared with me may be the catalyst to establishing a 'Point of Difference' with your competitors, but more importantly, will grow your rent roll and improve profitability.

## **1. Work your Existing Networks**

Conduct a brief analysis of your existing networks and how they may be a source of new managements:

### **1.1. Landlords**

Maintain regular communication with landlords. Discuss whether or not they have other properties they're looking to have managed.

### **1.2. Tenants**

Industry sources suggest approximately 15 per cent of tenants also own investment properties. Communicating with tenants will ensure you're front of mind.

### **1.3. Tradesmen**

Get to know your tradesmen, ask them whether or not they have any investment properties you can assist them with.

### **1.4. Friends**

Don't be afraid of asking friends. This can be a very good arrangement for everyone, they engage someone they trust and you get a new client.

### **1.5. Professionals (Accountants, Lawyers, Project Managers, Finance Brokers, Financial Planners, Buyers' Advocates, Real Estate Agents – Sales Only, Strata Managers etc. etc.)**

There can be many people involved in the process of buying an investment property. Often these professionals will make recommendations on who to speak to when looking for property management services.

### **1.6. Referral Program**

A commission may help to motivate people to refer business to you.

## **2. Implement an Email Marketing Program**

Develop an email data base from your existing contacts. You will need to share things of value with your subscribers, rather than asking "Do you want me to manage your property?"

By sharing valuable content with them, you will establish yourself as an industry expert, build trust and raise the profile of you and your property management business, so at a later time, when you reach out, they are much more receptive to your approach.

## **3. Develop a Social Media Presence**

Online communities such as Facebook, Twitter & LinkedIn can provide great information on current issues and provides an opportunity to share your knowledge and raise your profile.

A strong social media presence as a business or an individual is the perfect place to build up an audience by sharing interesting articles, news updates, and other content. LinkedIn allows you to post long form written content for your network to read and share. It's a great way to position yourself as a leader in your industry!

## **4. Incentivise your Sales Team**

Offer your sales team cash or gifts for securing rental properties. They are perfectly positioned to qualify Purchasers to determine whether or not they are in need of property management services. This can be a great way to grow the number of rental properties managed and build team morale.

## **5. Client Retention**

The primary focus of any business is your existing customers. It is much cheaper to keep a customer than it is to find a new one. Keep them happy, listen to their needs, respond to their needs in a timely manner and you'll have a client for life. A satisfied customer can be an excellent source of new business.

## **6. Property Inspections**

A genuine smile and friendly conversation will go a long way in being remembered as “that friendly real estate agent”. Property inspections allow you to collect people’s details.

Don’t file them away, keep in touch with as many contacts as you can. You never know when a purchaser will need an agent to manage their new purchase.

A good first impression will ensure you are front of mind when it comes time to rent out their property.

## **7. Buy rent rolls**

As a business broker specialising in rent rolls this is my favourite. This strategy can be particularly useful if you’re just starting out in property management or looking to build a substantial foot print in the industry.

Purchasing a rent roll can be a great way to get a head start and establish a sustainable income stream. Managed properly, this will increase profitability, reduce risk and fuel sales growth.

After more than 16 years of business broking, I have been taught many lessons – but there is always one underlying tenet:

***“There is no substitute for integrity, honesty and experience in this business”***

I love helping people achieve their business goals and I’m genuinely committed to helping you get the very best result.

When you are considering buying or selling your business, call me for a preliminary and confidential chat about your plans, aspirations and goals.