

## SPECIALISING IN OUTSTANDING SERVICE



## RESIDENTIAL PROPERTY MANAGEMENT



# SPECIALISING IN OUTSTANDING SERVICE

The key benefits Watson Property Management offers to clients are:

**... the brand ...**

We are a locally owned and operated family company with a commitment to provide the highest level of service at all times.

**... people ...**

Ultimately, our people are our key point of difference. Our Residential Property Management team focus on being 'brilliant at the basics' with a commitment to staff training, resources and innovation, while never losing sight of the fact that communication with both property owners and tenants is the key to growing our clientele.

**... business retention ...**

Watson Property Management is rewarded with a high level of business retention as a result of the service we provide to our customers. We aim for owners to be our happy clients with a long term focus on their needs.

**... partnership ...**

The foundation of our business is to work in "partnership" with our clients. In that way you are assured of our understanding your goals.

**... performance ...**

Property is our lifetime business. We aim to deliver measurable performance and economic benefit as a direct result of the service we provide.

**... confidentiality ...**

Watson Property Management recognise the importance of maintaining the strictest confidentiality of client information and implements procedures to provide safeguards.

**... controlled management ...**

Our procedures prescribe a structure for management of quality, process control and achievement of client expectations.

# UNDERSTANDING YOUR REQUIREMENTS

Particular care is required in choosing the appropriate service provider, requiring not only competency and experience in Property Management, but also the ability to co-ordinate and control delivery of service to ensure consistency and high quality of output at all levels.

We believe your objectives would include the following:

- A strong business focus
- A high level of communication at all times from Watson Property Management to ensure that you are fully informed on all matters in relation to your property portfolio
- Access to specialist capabilities
- Provision of accurate timely financial information
- Maximising the efficiency/returns of your property assets
- Ensuring tenant satisfaction and retention
- Maintaining a high level of property presentation
- Minimising vacancies
- Building strong tenant relationships

While achieving these objectives, the service provider must provide:

- Guarantee of service
- Responsiveness at all times to your requirements/requests
- Accurate and timely reporting

You may have some special requirements of us. We welcome you to discuss these with us.

# OUR PEOPLE, STAFF TRAINING, BACKUP AND MANAGEMENT SUPPORT

Watson Property Management is 100% focused on delivering service to our management clients.

Our Property Management team are actively supported by senior management. Our Property Management team is structured to provide cover when staff are on leave, ensuring that your interests are overseen 52 weeks of the year.

We have engaged John Crocker in a consultancy/mentoring role with our company. John is one of the foremost experts in Property Management in New Zealand, with over 30 year's experience. He is available to us on a daily basis to discuss and advise on any difficult tenancy related issues. This enables our team to go into negotiations with absolute confidence and the knowledge to seek the best possible resolution for our clients. John is available to run training sessions with our team on a regular basis.



# TENANT SOURCING

We focus on delivering quality tenants to our Property Management clients through our marketing systems and rigorous tenant selection procedures. We expose our properties through the following channels:

## **Internet Advertising – A 24 Hour Resource to Market Your Property**

Being online enables us to present your property in photo form on 24/7 basis. Further, as soon as a tenant gives notice we can display your property immediately, maximising exposure to the market before the property is vacant.

We utilise the services of the two most popular internet web sites for people looking for rental property. Specifically, we use [www.trademe.co.nz](http://www.trademe.co.nz) and [www.realestate.co.nz](http://www.realestate.co.nz), as well as our own popular website [www.watsonproperty.co.nz](http://www.watsonproperty.co.nz). The internet is the medium of choice for Real Estate consumers when searching for a property to rent or buy, and is now a very important part of our marketing strategy. The internet has far superceded print media, for enquiry levels.

## **Direct Marketing Strategies**

Watson Real Estate has contacts within many organisations and businesses involved in bringing future tenants into this area. It is important to target these areas directly to find the best quality tenants, who have usually been vetted at least once before we meet them. We work with recruitment agencies, hospital staff, university staff, the Palmerston North information centre, as well as many others. Our role is to assist by sourcing and securing quality rental accommodation for these clients. We email out weekly, details of our available properties, with links for future tenants to view online.

## **Database of Tenants**

Potential tenants are able to submit their requirements via our website or by visiting our office. These inquiries are logged and, where possible, matched with available properties.

# TENANT SOURCING

## **Walk-In Inquiries**

Our reputation in the market place means we receive a great deal of walk-in inquiry from people searching for a property to rent. To assist with the strategy we have rental listings in a convenient holder on the exterior of our building. They can be uplifted 24 hours a day 7 days a week, and uniquely contain photos of the homes.

## **Local Media Advertising**

The Manawatu Evening Standard is read by 49,000 people on any typical day. When necessary, we advertise your property in the classified section, to enable more coverage.



# TENANT SELECTION

A major advantage of using Watson Real Estate Ltd, is our ability to reduce risk for our owner clients, by a combination of experience and comprehensive tenant checks.

## **First Impressions**

Property Managers at Watson Real Estate meet hundreds of groups of potential tenants per year. Our selection process starts by forming impressions, based on experience, when we first meet and show people through your home.

## **Our Application Form**

If potential tenants are interested in applying to rent your home, we have them fill out our comprehensive Tenancy Application Form. This gives us details of their personal and business situations, reference details and authorises us to do a number of background checks.

## **Reference Checks**

The application form has provisions for six referees, comprising of workplace, personal/business contacts, and the previous two landlords (if they have been renting). Our staff contact these referees to asking pertinent questions to help reduce the risk of any future problems.

## **Financial History Check, Tenancy History Checks**

The financial/credit history of the applicants is examined using Veda (formerly known as Baycorp). The applicants also give permission for Watson Real Estate to check their renting history through the National Tenancy Database (available to members of the Real Estate Institute of New Zealand), TINZ (Tenancy Information New Zealand – a 3<sup>rd</sup> party), and to view any previous rulings through the Tenancy Tribunal for non-payment or bad behaviour.

# TENANT SELECTION

## Interviewing potential tenants

Whenever possible, applicants are interviewed by property management staff, to help ensure we get the 'right fit' of people to your property. We discuss with them a number of issues particular to your property including your requests on pets, lawns, gardens and smoking.

## Our 'Rule of Thumb'

Our property managers work with the same viewpoint which leads to our rule of thumb. At the end of the application and interview process, we ask ourselves this question. "If this property was mine, would I put these people into it?". If the answer is "Not sure" or "No" then we won't put them in, and continue looking for others. If the answer is "Yes", then we will.



# RENT COLLECTION AND FINANCIAL REPORTING

Timely collection of income is paramount to successful property management. Watson Real Estate has strong systems and procedures in place to ensure that rent is collected on time and that any missed rental payments are promptly pursued.

All funds are held in a non-interest bearing trust account which is independently audited on a quarterly basis.

Funds are direct credited into your account on a fortnightly or monthly basis with statements being simultaneously emailed to yourself and/or a nominated party. Statements are also sent by post, if necessary.

The amount of rent paid for your property is reviewed every six months formally, in order to help maximise your investment return.

Your property is valued annually so you can monitor your capital growth.

# MAINTENANCE AND PROPERTY INSPECTIONS

It is important that maintenance issues are attended to promptly in order to:

- Maintain the capital value of your property
- Prevent minor problems escalating
- Keep your customers, the tenants, happy with their home

Maintenance inspections are carried out at regular intervals. These are focused on proactively ensuring that the property is kept in an attractive and well maintained condition, and to ensure that your tenants are caring for your asset appropriately.

As part of this process we communicate with you after our inspection, and in cases of major work we can also email you digital photographs of your property to give you a visual appreciation of any issues we may have identified.

We have two 'handy-people' who work only for us. They allow us to provide you with very good value and service for our general maintenance work.

We have strong relationships with a selected number of contractors who perform work of a more technical nature at competitive prices.

In addition we prepare a detailed **Pre-Tenancy Inspection Report** for each new tenant. This clearly sets out the condition of your property at the commencement of a tenancy.

# IMPORTANT INSURANCE INFORMATION

Many standard insurance policies do not cover the specific risks often associated with rental properties such as malicious damage or theft by tenants and their guests.

Watson Real Estate is a member of the Real Estate Institute of New Zealand. We can offer access to the insurance policy endorsed by this governing body – available through Real Landlord Insurance Ltd.

This is a very comprehensive policy and can only be obtained through a licensed real estate agent. At Watson Real Estate our opinion is that this is the best policy available, however we would encourage you to talk to your insurance company or broker about options available to you.

It is important to note that such specialised insurance for landlord situations are complimentary to your existing house insurance and do not replace it.

Our opinion is that the minimum for a prudent landlord would be coverage for loss of rent, malicious damage and legal liability. However, as per any insurance policy, the choice of whether to be insured or not is up to you.

At Watson Real Estate we are very good at catching up with tenants who owe rent or money for repairs. However, this is a lengthy process and often money returned to you is a court imposed ‘drip feed’ over a long period of time. Clients with landlord insurance as mentioned above receive a lump sum payout, instead of a trickle of funds, and again, we believe extra insurance is a wise option. Note: Insurance on a rental property is a tax deductible expense.

# FREQUENTLY ASKED QUESTIONS

## **1. How long does it take to rent out my property?**

The demand for rental properties in Palmerston North is traditionally strong. There is demand from various sectors including business, education and military. Generally speaking, if a tenant gives 3 weeks notice as they are entitled to do so, it is very unlikely we won't have somebody to rent the property at (or shortly after) the end of this notice period.

## **2. What is the likely rental amount for my property?**

We will advise you of a 'fair market rental' which will be a figure based on what similar properties are currently renting for. Depending on your situation, we can try to get a higher figure, and feedback will quickly tell us if this is too high.

## **3. When you find potential tenants for my property, how do you qualify them?**

If after showing your property, they are interested in it, we arrange for them to come into the office and be interviewed. Our property managers talk to hundreds of groups every year and have a good feel for suitable tenants. Potential tenants are also required to fill out a comprehensive application form which includes details of their personal and working situations and current renting/living arrangements. The application also gives us the authority to check personal and business references, previous landlord references, permission to check with online tenant referencing agencies and to do a credit check. Once we have all of the information needed and we are 100% comfortable, we will select the most suitable tenants for your property

## **4. How do we get paid?**

Rent is paid to us by weekly automatic payment, and this is monitored daily to ensure tenants meet their obligations. We forward the rent to you either fortnightly or monthly with our management fee deducted. Also deducted if applicable would be small maintenance jobs.

# FREQUENTLY ASKED QUESTIONS

## 5. **How often do you conduct property inspections?**

We routinely inspect the property three times per year for which there is no additional fee. We conduct inspections for three main reasons.

Firstly, so that the tenant knows we are visiting regularly; secondly to make sure the house is being looked after; and thirdly to try and spot any ongoing or gradual maintenance issues. A letter and report is sent out to you after each inspection.

## 6. **What if I want to sell my property, can Watson Real Estate help?**

Absolutely. In fact using the same company to both sell and manage the property is very easy. We can make sure the tenants are as helpful as possible, that all rights and responsibilities under the Residential Tenancies Act 1986 act are adhered to, and the transition goes as smoothly as possible. Watson Real Estate has a highly experienced sales team who use unique methods to get you the best price possible.

## 7. **How are rental debts handled?**

Due to the types of tenants we select we have very few problems with terminations due to lack of rent or through damage caused at a property. If you have specific landlord insurance, chances are your insurance company will pay you out a lump sum in a worst case scenario. If you have no insurance we will attempt to chase the debt for you – and in all likelihood recoup the money. This is done through the court system however, which takes some time and in most cases repayment is a ‘drip feed’ of \$5 to \$20 per week. The cost to return the property to ‘market ready’ is incurred by the owners unless they have suitable insurance.

# FREQUENTLY ASKED QUESTIONS

## **8. Are you the cheapest company in town?**

Probably not. We are competitive and we are certainly not the most expensive. Traditionally, real estate companies will charge a percentage of the rent collected, and then have a host of extra charges – for the likes of inspections, arranging maintenance, extra advertising, representation in court, postal fees etc just to name a few.

We believe our service is the best around (in fact we guarantee it on the back cover of this booklet). You get great value for money and no hidden costs. Our fee is 9.0% of rent collected plus G.S.T., and includes absolutely everything we do. This means we can calculate exactly what your fee will be, it never fluctuates, and is easy for financial planning purposes. Our fee is a tax deductible expense.

## **9. Who handles problems late at night, or on weekends?**

We always have a duty property manager available 24 hours a day, 7 days a week to act upon emergency situations.

## **10. Why should I choose Watson Real Estate Ltd?**

We take away your day to day worries, eliminate as much risk as possible, and have experienced and enthusiastic qualified staff. We are members of the Real Estate Institute of New Zealand and as such, are governed by the relevant laws, rules and a code of practice to ensure the job is done well at all times. We have a number of staff members who are Associates of the Real Estate Institute of New Zealand, who have the highest real estate qualifications available.

## TESTIMONIALS

“I appreciate the effort and consideration you have made for my personal circumstances while managing my properties – I have no hesitation in recommending your services to others”. Warren Crawley

“Watson Real Estate have been managing my Palmerston North Portfolio for over three years. Being an out of town landlord I needed a company that would manage my properties as if they were their own, minimising costs and maximising returns and working hard on my behalf to ensure the highest standard of tenant and minimise vacancy rates by establishing an excellent rapport with tenants. For professionalism in property management, in my view, there is no finer company in Palmerston North than Watson Real Estate Ltd”. Malcolm Stewart

Having the Watson team manage our property has taken the stress out of owning a rental property. Our manager is professional and efficient which has resulted in the maintaining of a 100% occupancy for us. Having Watsons managing our property really paid off recently when we had a flood due to burst pipes and they arranged and managed every aspect of the repair and we were very impressed with the outcome”. Mark & Zel Anderson

“It was of great importance to us to have somebody looking after our property well, as we don't live in Palmerston North. We receive regular feedback on the condition of the properties, and any tenant transitions appear seamless”. J & K Norris

# TESTIMONIALS

“Your team continues to provide an excellent service, ensuring we don’t even need to think about our investment property”. R & E Connolly

“Absolutely recommend this service. It is pleasurable not having any concerns at all about the management of my properties and remaining removed from any potential troubles with tenants”. W & S Revell

“Very professional and we truly believe you have our best interests at heart”.

Dave Bleakley

“Living in Nelson while having rental investment properties in Palmerston North gives rise to practical difficulties. Consequently it has been tremendously satisfying to be connected with Watson Real Estate and the complete service that is provided. I have great confidence in this firm and the helpful, professional staff I have to deal with”. Joshua Norris



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# WATSON REAL ESTATE LTD PROPERTY MANAGEMENT GUARANTEE

*WE guarantee that if, after three months, you are not entirely satisfied with our Property Management service we will cancel our contract and refund in full all management fees paid by you.*



*Greg Watson  
Manager – A.R.E.I.N.Z.  
GradDipBusStud (Real Estate).*