



**PURSUIT**  
R E A L E S T A T E

Pursuit Real Estate  
Investment Management

## Why Choose Us?

Pursuit Real Estate is owned by property investors just like yourself. We were continually let down by existing management agencies who consistently overpromised and underdelivered. We decided to go ahead and make an Agency that would give our investment – and yours – the respect it deserved. We called it our “Pursuit of Better” and the name stuck.

Pursuit Real Estate is owned by investors but managed and operated by Real Estate professionals. Professionals that pride themselves in making a difference, are passionate about property growth and guiding clients to achieve success.

We offer a fresh approach to property management that takes advantage of modern technology without losing the old-fashioned personal service real estate used to be known for. We commit to low-cost business, so you are never unnecessarily out of pocket.

Enjoy the freedom of protected, cared for, occupied and compliant investment when you choose Pursuit Real Estate as your property investment home.

### **The Pursuit Difference**

Bringing unequalled attention to detail on your investment, achieving maximum return and guiding investors to financial freedom is our passion. We believe everyone deserves a home for their now and an investment for their future. Our belief drives us to autograph our work with excellence and provide a signature service you can trust.

### **First Time Investors**

We provide additional attention to new investors with coaching sessions that help you to understand the complex labyrinth of residential investment management – and how to succeed. We guide you to understanding the how and why behind every decision, so you are informed, educated and excited to begin a successful investment journey.



# Successful Property Management

## **Knowledge & Experience**

Experience is everything with Pursuit Real Estate. We always seek qualified, passionate Property Managers who can demonstrate expert knowledge of their craft. Internal and outsourced training and professional development are expected of all team and leadership positions.

## **Transparent Fees**

Our management fees are linked to our promise to operate an efficient, low-cost agency. With zero corporate or franchise fees, smarter partnerships, minimising profligate advertising and marketing and choosing other cost-efficient business practices we pass these savings on to you. Our fees are 6.5% + GST with a transparent schedule so you know exactly what you're paying for.

## **Dedicated Manager**

We do not offload unfavourable duties to other team members, companies or providers. We refuse to outsource to virtual assistants or other outsourcing providers so you have complete confidence that your property, all reports and all legal documentation is executed and controlled by your dedicated manager.

Your property manager will be your single point-of-call and will handle every aspect of the property management cycle so you can be completely informed.

## **Professional Communication**

We respond to every email and call so you know your request has been received. We follow-up regarding correct actions to take so that we act on your instruction, every time. Our expert systems keep a strict account of all activity on your ledger and you will receive comprehensive statements and communications with your payments.

## **Peace of Mind**

We are proactive regarding compliance, maintenance and repairs. Doing so keeps your property value high, increases tenant interest and ensures we can achieve the best possible income for you at every stage of the market. We minimise your risk and maximise your returns with recommendations in every report.

## **Trusted Trades**

We regularly review our trades agreements to ensure your property has access to reliable tradesmen who deliver quality of work at a fair value to you. We will communicate these changes to you giving you the option to stay with your current provider or experience our vetted partners.

## **Thorough Reporting**

We engage expert accounting software that tracks all activity on your ledger and provides comprehensive statements to you (and your accountant!). Our property reports are given the gravity you expect with thorough coverage that safeguards your asset and keeps you more informed than ever. Our owner control centre gives you more information and oversight into your property and its management.

## Expert Leasing

Every day your property is vacant translate to a day of lost revenue for you. When your property is on the market, the clock is ticking. Acting too fast means a weak tenant pool, the first applicant is not always the best – acting too slowly can mean losing applicants to other properties. The marketing, application processing and lease execution requires an experienced practitioner to get right. Tenant placement at the leasing stage can influence performance of your investment and mean the difference between high performance or underwhelming returns.

### Our Marketing Strategy

Our marketing process ensures minimal vacancy, engaged quality tenants with market-leading income:

Market Review	We check the market prior to advertising, determine if any adjustments to marketing need to be made and conduct a rent review.
Premiere Advertising	Realestate.com.au accounts for approximately 75% of our traffic and we advertise at a Premium level. This pushes your property to the very top of the list and ensures the most eyes on.
Multi-platform exposure	We showcase your property across multiple webplatforms from social media to phone apps and multiple advertising websites. This accounts for approximately 25% of our other traffic but continues to add more enquiry to the tenant pool.
Professional photography	Professional photography is perfect at positioning your property – clever technical tricks help showcase the property highlights and generate interest and inspection attendance.
Virtual walkthrough	Virtual walkthroughs have exploded in popularity with Property Sales; however, our Lease walkthroughs allow prospective tenants to get inside the property prior to inspection. Virtual systems generate more interest that drives additional traffic.
Weekly strategy review	Weekly strategy reviews are absolutely crucial when a property under- or over-performs, especially during rapidly shifting markets (such as Covid-19 lockdown). By quickly reviewing and adjusting, we correct course fast – before your property gets too ‘old’ in the advertising systems. We make careful note of properties that overperform so that we accommodate this in future campaigns.
Regular scheduled viewings	We regularly schedule viewings to accommodate as many in-person views as possible and follow-up all potential applicants.
Campaign Reports & Feedback	We let you know about every inspection and discuss the tenant pool and provide feedback.

Our strategy gets property on the market quickly and efficiently to generate the highest pool of applicants.

## What happens next?

Application Processing is involved, and we examine every applicant in an equal, exacting method. The performance (or lack of) a tenant can come down to how well this process is completed.

1. Qualification	We qualify the applicant. We make sure that your property matches the lifestyle they are seeking. For example, if they have a huge dog and you have a tiny yard, it might not be a perfect match.
2. Verification	We verify an applicant's identity and begin reference checks. We evaluate their ability to pay rent and care for your property.
3. History Check	We check their rental history. We don't just look at the form, we contact previous landlords and property managers. We examine their rental performance to know that they'll care for your property the way we expect. We dig deeper and conduct a blacklist search. This shows us if the tenant has committed any rental offences in the last three years.
4. Capability Check	We verify their employment with actual references – we evaluate the accuracy of information provided on application vs what has been provided by the employer. We analyse the type of employment, history/job security and review Government assistance if included.
5. Shortlist & Approval	We summarise the previous four points, evaluate each and every applicant to determine if they meet our standards and provide recommendations. Applicants that make our shortlist go to you for final verification and approval. You have the last say, always.

## That's it then?

We're almost there.

With the right tenant/s found we execute the required legal documentation and onboard the tenant with Pursuit policies and procedures. We are clear on our expectations for tenants and let them know how to contact us, report maintenance, pay rent.

We collect first rent and bond, and lodge the bond with the authority. We remove the property from advertising and use this opportunity to try and place shortlisted, but unapproved tenants with our other properties while they remain engaged applicants.

We ensure compliance is up-to-date and create a new Entry Condition Report with detailed photos (an average residence can be 400-600 photos) and comments to safeguard your investment.

## Expert Leasing: Achieved

We leave nothing to chance and neglect no part of the process. The best and worst tenants are found – or not found – during this process. Our ongoing tenancy administration starts when our leasing is completed and we continue to work to protect your investment and secure your returns for the long-term.

## Tenancy Administration

Here's what we do while your investment is occupied and cared for:

### Detailed Income Generation & Protection

Our rent reviews keep you in the loop and we discuss lease renewal adjustments and recommendations, actioning your instructions as appointed. We keep all tenancy agreements to fixed-term for income security on your investment (unless advised otherwise), and our lease renewals begin up to 3 months prior to expiration so you're never surprised by vacating tenants.

Our disbursement system provides four options for payment – weekly<sup>1</sup>, fortnightly<sup>1</sup>, twice-monthly, or monthly. International clients are paid either monthly or quarterly on request with activity statements supplied each unpaid month.

### Uncompromising on Arrears

We have a zero-tolerance framework for arrears and act as per legislation. We act quickly so that your investment is protected. We use a combination of SMS text reminders, email reminders and phone calls to encourage prompt payment.

### Thorough Inspection Reports

Forget the days of one-sentence property reports and scattered photos. **Your** property manager will attend in-person (after making COVID-safe arrangements) and execute a comprehensive report of the condition of your investment and how your tenants are treating it. Care and upkeep recommendations are provided at every report. We follow the maximum per legislation – one inspection every 13 weeks.

### Complete Representation

We act on your behalf, to your instruction and for the best interests of your property in all of the following matters:

- Tenant and Tenancy Authority communications
- Experienced tribunal representation, conciliation and remediation to protect your interests
- Rates and water billing
- Tradesperson management, maintenance, repairs, and invoicing.
- Insurance claims and lodgement

### Tenant Communication

We maintain an open channel with tenants for your peace of mind handling all communications regarding rent collections, remedy of breaches, maintenance requests and renewal negotiation. We operate fairly, within legislation and communicate your instructions directly with your tenants for complete equanimity.

### Clear Results

You live a hassle-free life knowing your investment for the future is expertly leased and managed, so it is achieving maximum return without taking up precious moments of your present.

<sup>1</sup> Weekly and fortnightly payments are generated every Wednesday and 2<sup>nd</sup> Wednesday respectively and may fall out of sync with monthly calendar cycles. Other disbursement options paid the first business day after period end. End-of-financial year payments are made irrespective of disbursement choice on the first business day following June 30.

## Testimonials

We strive for clients and customers who will happily share their experience. We strongly welcome both positive endorsement and constructive criticism and encourage you to contact us with either. By collaborating directly with all team-members and leaders of Pursuit Real Estate on where we shine and where we can improve, our existing clients have contributed to our continual evolution in our Pursuit of Better.

### Here's what they have to say:

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Our last property manager didn't have the best work ethic and we were often left wondering what was going on with our property. We were told that Nicole looked after the property from top to toe and did the job 'properly', so we decided to give them a go.

When we switched to Nicole at the start of the year, she very quickly found some problems that our last property manager had missed or neglected and fixed it up for us. It's been extremely refreshing to have an agency where everyone is ready to help with any issues - including the manager. I've talked to him directly and he helped coordinate a fix happen same day. I am super glad we gave Pursuit Real Estate a go. They're still finding their feet, but they're great. Thanks guys.

### Jen – North Lakes

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Nicole has been absolutely fantastic through a stressful and unpredictable period. She kept me informed at all times and was extremely professional - I genuinely felt she was in my corner and prioritising a positive outcome for me and my wife with our investment property.

I cannot recommend her enough for anyone who wants a trustworthy, hardworking property manager who gets outcomes! This was her first big test representing us and she over delivered on managing the tough situation with previous tenants and also finding us new tenants quickly.

We really appreciate your help Nicole. Thanks

### Michael – Kallangur

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Pursuit took over my property last year and have been improving every month. When I asked Nicole for something at my property, she made the effort to have it delivered to me that day, in person. She's absolutely down to earth and easy to talk to about my worries. I couldn't imagine going back to my previous PM.

### Paul - Morayfield

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I would like to once again appreciate you so much for your communication, concern, advice and effort that you put in. I feel really bad that because of circumstance and covid 19 we were not able to move forward, I really felt bad the house did not end up being mine.

You were always kind and tried utmost to help us with another bank [specialist] but it wasn't meant to be for us. I did have a positive experience with you Jaime.

### Faye – Kippa-Ring

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**Note: Identifying particulars have been removed to protect privacy of referees. We confirm that all testimonials are authentic and have agreed to be contacted upon request.**

## Simple Signup

### Takeover Management – Property Currently Rented

What you do:

- Management Authority (Form 6) & Owner's Instructions form signed

What we do:

- We provide current agents with 30 days' notice
- Property and Tenant information and Keys are collected from current agents on collection date
- Management commences
- Property compliance is confirmed – we conduct several housekeeping checks on your property and tenant file to ensure your property is inducted to the standard we expect. Doing so ensures we find any potential errors that previous managers may have missed and enable fast correction.
- Property is added to our software systems.
- Tenant is notified of change to manager, provided bank details for rent payments, and routine inspection is scheduled.
- Expert management commences with funds disbursed as agreed.

### New to Lease/Management – Property To Be Marketed & Leased

What you do:

- Management Authority (Form 6) form signed

What we do:

- Collect keys and alarm codes, inform body corporate (if applicable).
- Conduct compliance checks and prepare property for lease
- Professional photography is conducted
- Property is entered into our software systems
- Property is listed with our advertising providers as per our expert leasing strategy.
- Entry condition report is conducted
- Tenants are approved and tenancy commences
- Expert management commences with funds disbursed as agreed.



## Fee Structure

### Leasing Component

1 Week Rent + GST

Includes

- Enquiry management, Open homes & viewings
- Feedback to Owners
- Tenant application vetting including reference checks and TICA searches
- Completing Lease Agreement
- Collection of rent and bond to secure property
- Preparation of entry condition report to protect the property
- Tenant sign up and key handover

### Advertising

Online Advertising	\$100 + GST
Professional Photography	\$135 + GST
Video Marketing For Rentals	\$270 + GST
Virtual Walkthrough / 3D Inspection	Complimentary
Signboard	Complimentary

### Management

#### **6.5% + GST of total rent collected**

Tenancy Renewals	Included
Monthly Statement & EOFY Statement Fees	Included
Administration/Postage/Sundries	Included
Routine Inspection Reports	Included
Warranty or Insurance Claims	Included
Tribunal Representation	Included

# Take advantage of our Introductory Management Offer\*:

Management Fee: 3.5%+GST for 12 months

6.5%+GST thereafter



*\* Introductory offer subject to terms and conditions. Offer valid for a limited time only.*

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R E A L E S T A T E

1721 Anzac Avenue, Mango Hill QLD 4509

[www.pursuitrealestate.com.au](http://www.pursuitrealestate.com.au)

 [info@pursuitrealestate.com.au](mailto:info@pursuitrealestate.com.au)

 (07) 3137 1640

**ABN**  
81 633 245 100



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