

Property Management Newsletter

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 LJ Hooker

Make Your Rental Property Stand Out

With new rental developments being completed, and a range of variety in the types of rental properties, landlords need to make their homes stand out from the rest.

It is always going to be important to make sure your property is appealing above all else. At the end of the day, there are many little things that add up to create the means for successful tenants to move in.

The following will help guide you by giving you options to make your rental property stand out and the things you can do to prepare your property for prospective renters.

Show off the home's best features

Identify what makes your property unique. Does it have large bay windows? Is it the landscaped garden? Are the rooms bright? Or does it have an eye-catching front door? Whatever it is, make sure you draw attention to it in your listing.

Most prospective tenants will search online listings first, which is where high quality photos are key. Professional photos will help grab their attention and heighten their appeal in your rental property. By staging your property, you will make it look even more attractive to renters.

You want to make sure you cover every angle of a room. If your budget allows, make your property look good for a day, with staged furniture and props, and snap some great photos showcasing the best features. This can give you a competitive edge and a wider audience reach, especially for out-of-town renters.

First impressions always matter

Street appeal is vital, and it can have a real impact on rental decisions. Renters are more willing to pay top price for a well-presented property. So, if you are hoping to make your rental stand out, you should

focus on making the best impression with it.

There are some simple ways you can improve curb appeal. First of all, does your property look inviting? Take into account the front garden, doorstep and exterior. Is there anything you can do to refresh these areas to make it look more attractive from the street? Perhaps some basic landscaping or replacing broken fence palings? If you own a unit, have a look at the condition of common areas such as the stairwell and foyer. It's a good idea to request repairs or updates where they might be needed.

Next, set a high standard for cleanliness. While you want your property to look good from the outside, the inside matters even more! Consider having carpets professionally steam cleaned and wash any dirt or marks off the walls and cabinetry. Quality tenants are attracted to rental properties that are clean, safe and clearly well cared-for.

Small fixes go a long way

Fixing whatever is broken prior to listing your property will give you a better chance of attracting more people to it.

Tend to small cosmetic fixes such as refreshing paint where needed, fixing leaky faucets, replacing old light fixtures and filling up minor cracks in walls. Pay attention to the exterior, too. Is the front gate squeaky? Does the porch light work? Are there any overhanging branches obscuring the garden path that need pruning back?

Small repairs here and there can save your tenants any frustration down the line. It also prevents any

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bigger, more costly repairs for you in the future.

Detailed listings

When it comes to the property write-up, make sure you give it an accurate description. How many rooms are there? What is the storage space like? What is the size of the property? What is the rental cost? What amenities are nearby? Do you allow pets? If you have recently renovated or updated appliances, make it known.

Get as specific as you can. This will help to paint a clear picture of your property and give potential renters a better idea of what to expect. Do not forget to highlight your property's unique selling point, either. Get creative with your listing and make it easy for potential tenants to visualise living in the property. If, for example, it boasts a balcony, write about how tenants can enjoy summer evenings watching the sunset on their balcony.

Some other ways to give your rental property listing an advantage includes advertising on social media or enticing tenants with add-ons such as free wi-fi, security systems or an in-unit washer and dryer.

Hire a property manager

A property manager can take care of a rental property on your behalf. They can assist you with all of the above as well as provide advice on how to increase your property's value along with screening potential tenants.

One of the biggest benefits of hiring a property manager is that they save you a lot of time and effort in the managing and staging of your rental property. They will also give you a greater chance of attracting and securing high-quality tenants.

Our team at LJ Hooker can help you to make your rental property stand out from the rest.



Injecting Sugar and Spice into your Décor

Sugar and spice colours have become the latest trend in interior design. These hues, such as sweet pinks and earthy brown-reds, evoke a sense of warmth and comfort. Ideal for cooler rooms without much natural sunlight, they bring a cosy and inviting atmosphere.

Rebecca Long, a colour expert, explains that these colours, with their creamy, caramel, and terracotta undertones, create a grounded and soothing ambiance. In contrast to the cold greys of the past, sugar and spice colors embrace warm-based hues that exude optimism and joy. They have become a popular choice for transforming houses into homes, adding character and charm to any space.

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