



enjoy the experience

The Living Room

News and views

September 2014



Living Here Double Bay

Congratulations

Trevor Leach and the Double Bay Team

in becoming finalists for the 2014 REINSW Awards for Excellence in two categories being 'Residential Property Management Team' and 'Real Estate Agency - Small'. This is a fantastic achievement highlighting their quality service in property management. The awards will be held October 2nd and we wish them the very best!



a little Ray of giving livinghere

Christmas Tree Appeal

Once again the Ray White Group have teamed up with the Rotary Club to help reach even more families in need than ever before. Tens of thousands of gifts have been donated locally to less fortunate children over the past two years thanks to the partnership. The campaign will commence December 1st. An email detailing more information and marketing material will be sent to the Living Here teams early next week.



Only 3 months until 2015!

Living Here 2015 calendar templates are now available to order directly from PrintForce. Visit printforce.com.au for more details.

Peter says....

Overseas investors, particularly from China continue to see Australia as a safe investment. Living Here businesses now have direct access to one of China's leading property portals through Juwai.com which is already producing inquiry back here in Australia. At this stage, properties for sale only are automatically loaded directly to the site after the description text is converted to Chinese.



In good news locally..

The recently released Macquarie Bank benchmarking survey confirms the improving value of property management portfolios. The report states that in most areas values exceeding 3 times the recurring income are being achieved, and the number of businesses intending to sell has declined confirming the attraction of the asset as one to retain. The report goes on to say the average number of properties under management has skyrocketed over the last five years, from a national average of 375 per agency in 2009, to 508 in 2014. Driven partly by an increasing number of investors, including self managed super funds (SMSFs), the increase also underscores the growing importance of property management to the industry, particularly in VIC and NSW. If you would like a copy of the report call Bonnie on 07 3231 2203. Property management - a wonderful business to be in!!



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Christmas Competition

Tenant Christmas Competition

We have had fantastic feedback from the teams that have taken this competition onboard. Both Landlords and Tenants have appreciated the forward planning of getting rent owed over the Christmas period paid before the 7th of December. It's not too late to get your tenants onboard, contact Bonnie on 07 3231 2203 for a brochure or more information.



apmasphere™

Wealth Conference Reminder
Don't forget to register for the Wealth Conference in November!

Driving Advertisement

We now have a 'Property Specialists' design available for any sales people wanting a Living Here number plate. Personalised Plates Queensland (PPQ) have made these available for \$475 per set. Please call Kate Taylor on 07 3333 3906. Any teams from other states who are interested please contact Bonnie on 07 3231 2203.



MyDesktop New Look Users will now notice MyDesktop has undergone a fresh look allowing personalised widgets on the landing page. This is a fantastic feature for each individual staff member to customize their view on MyDesktop.



To order either individual or multiple Living Here satchel bags, please contact Bonnie on 07 3231 2203 or bonnie.burns@livinghere.com.au



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An office in focus...

Living Here Wilston business is owned and operated by Gerard McConkey. With over 10 years local knowledge and experience, Gerard leads his team with a hands-on approach and demands excellence when it comes to doing the right thing for the Landlords and Tenants under his care.

Living Here Wilston



Spotlight on Lauren...



Lauren Atkinson, Living Here Launceston

With a career spanning over a decade in real estate sales and management, meet Lauren Atkinson one of Living Here Launceston's fantastic salespeople.

Lauren says..

My biggest challenge in Real Estate is trying to switch off. I feel a huge amount of responsibility to my clients, especially my owners, which can make it difficult at times to try and take a break.



Living Here Launceston

The most rewarding part of my role is seeing the happiness of my clients. It sounds like a cliché but I love how exciting it can be putting the sold sticker up or leaving gifts inside the home for the new owners to find.

The best part about the Living Here brand is the fresh look of the branding and marketing. I don't believe I'm working any differently to how I worked before I was part of Living Here, but I'm really enjoying the clean, stylish look of our uniforms, office and marketing and the positive feedback we're getting from the local community.

I believe customers want their Real Estate Agent to get the job done. Simple. Just sell the house for a price their comfortable with, keep them informed during the process and don't stuff anything up.