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The Bob Walters Property Management System

List of Documents

Contents

Business Systemisation Module (2 Parts)

Part 1– Policies and Procedures

Breach Procedures

- General Breach
- Overdue Landlord Invoices
- Rental Arrears
- Termination of a Tenancy Agreement
- Tribunal
- Tenant Eviction
- Abandoned Goods

Enquiry Procedures

- General Communication
- Prospective Landlord Client
- Prospective Tenant

General Procedures

- Accessing An Occupied Property
- Camera
- Property Marketing
- Desk Management
- File Archiving
- Hard Copy File Creation
- Soft Copy Folder Creation
- Soft Copy Document Saving
- Key Movement
- Key Naming
- Receipting, Banking and Disbursements

Management Procedures

- Condition Report
- Defect Rectification
- Lease Agreement & Rental Review
- Periodic Inspection
- Rental Appraisal
- Rental Increase
- Repairs And Maintenance

Property Handover Procedures

- Client to Agent
- Tenant Welcome Pack
- Agent To Tenant
- Tenant To Agent
- Agent to Client

Part 2– Standard Letters and Forms

- 96 Landlord Letters
- 95 Tenant Letters
- 47 General Letters
- 67 Standard Forms

Business Performance Module

Job Descriptions

- Accounts Manager
- Business Development Manager
- Commercial Property Manager
- Compliance Manager
- Department Manager
- Leasing Consultant
- Personal Assistant to the Business Development Manager
- Personal Assistant to the Department Manager
- Personal Assistant to the Property Manager
- Property Manager
- Senior Property Manager

Electronic Performance System

- Electronic Monthly Performance System
- Year to Date Performance Summary

Paper Based Performance System

Weekly System

- Standard
- Advanced
- Activity Worksheets

Monthly System

- Standard
- Advanced
- Activity Worksheets
- Worksheet Summaries

Planning

- The Project Plan
- Strengths, Weaknesses, Opportunities and Threats Analysis

Training

- Training Plan
- Training Budget

Employment Agreements

- Property Management
- General

Recruitment

- Employment Application Form
- Applicant Interview Report
- Applicant Selection Grading Criteria
- Applicant Evaluation
- New Employee Checklist
- Induction Presentation

Performance Review

- Employee Performance Review
- Probationary Employee Assessment Form
- Record of Discussion with Employee
- Choosing a Reward System

Routines & Time Management

- Planning your day
- Establishing a Regular Routine
- Self Organisation
- The Less Paper Office
- Work Methods
- Checklist for Getting Personally Systemized
- Time Log
- Time Management Tips

Business Development Module

Marketing Materials

- Property Management Brochure Sample Text
 - Introduction
 - Accelerating the Leasing Process
 - Adding Value to your Investment Property - Agreement Preparation
 - Ancillary Services
 - Communication
 - Disputes with Tenants
 - Fees
 - Financial Accounting and Reporting
 - Financial Year Statements
 - Inspections
 - Insurance
 - Introducing the Property Management Business
 - Landlord's Concerns
 - Looking After Your Property, Properly
 - Marketing Knowledge - Marketing
 - Maximising Your Rental Return
 - Mediation
 - Monthly Statements - Outgoings
 - Paperwork
 - Peace of Mind
 - Prompt Payment
 - Property Inspections
 - Property Management Specialist
 - Protecting Your Investment
 - Rent Collection
 - Rent Reviews
 - Repairs and Maintenance
 - Residential Tenancies Act
 - Service
 - Systems
 - Tenant Register
 - Tenant Selection
 - Training
 - Trust
 - Unique Service
- Advertising Abbreviations
- Prospecting Letters
 - Casual Letting – offering management services
 - Prospective Landlord Client – covering letter for property management information
 - Prospective Landlord Client – covering letter for the Property Management Information Pack (confirming follow up meeting)
 - Investment Purchaser – prospecting letter
 - Investment Purchaser – prospecting letter (purchased an investment property from your Sales Team)
 - Developer building in the area – prospecting letter
 - Lost Landlord Client – follow up letter
 - Prospective Landlord Client – lead follow up letter
 - Just Listed Letter
 - Just Leased Letter
 - Prospecting Landlord Client – new agency opened
 - Prospective Landlord Client – Christmas vacancy
 - Private Landlord – letter offering services
- How to Lease Your Property Faster
- Landlord's Checklist for Selecting a Property Manager
- Weekly Rental Marketing Report
- Property Management Proposal 1
- Property Management Proposal 2

- How to Lease your Property Faster
- Landlord Paid Advertising
- Landlord's Checklist for Selecting a Property Manager
- Sample PowerPoint Listing Presentations (2)
- Weekly Rental Property Marketing Report

Rent Roll Growth Strategies

- **Rent Roll Growth Strategies**
 - The 5 "S" of Accelerated Growth - Database Marketing
 - Your Database Prospecting Plan
- **Strategies to Grow the Rent Roll**
 - Existing Clients
 - Sales Opens
 - Direct Mail Prospecting
 - Telephone Prospecting
 - Tell 50
 - Private Advertisements
 - Other Professional Service Providers
 - Builders and Developers
 - Private Landlords on Tenancy Applications
 - Maximising Opportunities from the Sales Team
 - Letterbox Drops
 - Personal Grapevine
 - Tradespeople
 - Strata Managers
 - Investment Seminars
 - Vacant Properties
 - Existing Tenants
 - Converting Casual Lettings
 - Neighbors of Managed Properties
 - "Leased By" and "Managed By" Signs
 - Free Landlord and Tenant Advisory Service
 - Attend Strata Meetings
- Listing Presentation Strategies
- Prospective Landlord Client Database
- Property Management Competitor Analysis

Business Development Scripts and Dialogues

- Prospecting for referrals
- Testimonials
- Incoming Calls
- Letter Box Drop Follow Up
- Expired Listings
- Private Advertisements
- Determining Listing Motivation
- Inspecting the Property
- Meeting and Exceeding the Prospective Clients' Needs
- Common Objections from Prospective Clients
- Closing the Deal

Rent Roll Sale and Purchase

- Rent Roll Purchase Due Diligence Questionnaire
- Sample Rent Roll Sale & Purchase Agreement
- Letters to Landlord Clients & Tenants

Client Retention Module

Customer Service Audit

- Customer Service Audit

Customer Service Surveys

- Existing Landlord Client Survey
- Existing Tenant Survey
- Exiting Landlord Survey
- Lost Prospective Client Survey
- New Landlord Client Survey
- New Tenant Survey
- Pre Vacating Tenant Survey
- Receptionist Survey
- Rental Enquiry Survey
- Vacating Tenant Survey

General Customer Service Strategies

- Customer Service Overview
- Customer Service New Trends
- Customer Service and your Website
- Customer Service 10 Commandments
- Customer Service Words to Avoid
- Extras
- Determining Rental Value
- Finding the Right Rental Property
- General Customer Service Letters
 - Tenant Letter – customer Service follow up after moving in
 - Landlord Letter – customer service follow up after tenant has moved in
 - Private Landlord Letter – follow up after tenancy reference
 - Landlord/Tenant Letter – invitation to a 'focus group' meeting
 - Tenant Letter – follow up after an Open for Inspection
 - Tenant Letter – Christmas Greeting/Rent Discount
 - Landlord Letter – introducing a new team member
 - Local Company Letter – offering rental services
 - Neighbour Letter – looking for a new tenant
 - Tenant Letter – rental reference
 - Tenant Letter – thanking a vacating tenant
 - Tenant Letter – recommending insurance cover
 - Local Educational Institution – introduction and offer of rental services
 - Landlord Letter – recommending insurance cover
 - Landlord Letter – letting advice and enclosing documents
 - Landlord Letter – enclosing leasing agreement
 - Landlord Letter – acknowledging complaint and advising of action taken
 - Landlord Letter – confirming leasing arrangements
- Property Investors Handbook
- Property Manager's Guide to Repairs and Maintenance
- Prospective Tenant Database
- Quality Control Report
- Repairs and Maintenance – Common Questions for Landlords
- Sample Tenancy Information Guide
- Sample Property Management Newsletter Articles
- Sample Newsletter Templates
- Secret Shopper Checklists
- Tenancy Reference Questions
- Holiday Checklist
- Leasing – Pre Qualifying Questions
- Listening Skills
- Maintenance - Life Span Guidelines
- Moving House Checklist

The Bob Walters Property Management System

- Office Presentation
- Photography Checklist
- Property Management Service Packages
- Teamwork

Complaint Handling Systems

- Complaint Handling System
- Complaints Register

Customer Service Standards

- Property Management Customer Service Standards and Guarantee for Landlord Clients
- Property Management Customer Service Standards for Tenants