

# Landlord Guides Finding The Perfect Client Relationship Specialist.

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Gone are the days when a landlord would simply pickup the weekly rent cheque from their tenant. Today, property investment is a multi-billion dollar industry. Having the right property management service on your team is absolutely essential to every investor's success.

The right Client Relationship Specialist can make a substantial difference over the life of your investment. The wrong Client Relationship Specialist however, can end up costing you big time. That's why superior property management should always be a landlord's first priority.

**So what does a superior property management service look like, and what do you look for when appointing a Client Relationship Specialist?**

## Maximising An Investment Property

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Whether you have a single property investment or a large portfolio, it's imperative your Client Relationship Specialist works with you to get the most out of your assets. That means helping you stay on top of costs and making sure you're maximising the earning capacity of your investment.

Your Client Relationship Specialist is the person you rely on to keep the finger on the pulse of an ever-changing market and who actively makes decisions to ensure your goals are achieved.

Ideally, your Client Relationship Specialist should be your professional property advisor. A specialist Client Relationship Specialist can make the difference between an investment property that just rolls along year by year and one that catapults in growth and grows your nest egg.

## Surviving Rental Market Trends

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In addition to running the day-to-day management of your portfolio, your Client Relationship Specialist has a key role to play when helping you grow your income.

They can use their extensive local knowledge to skilfully anticipate market fluctuations — both in terms of capital growth and rental incomes. They can advise when rent needs to be increased and then implement the increase smoothly and professionally, so any chance of losing your valued tenant is next to none.

Likewise, they should be tracking when the market has taken a slight dive and determine if rent decrease is necessary or can be avoided.

## Growth Focus

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An experienced Client Relationship Specialist can also determine when small cost-effective cosmetic improvements are required to increase your property's overall appeal, the amount of rent it yields and to increase its resale value for you.

## Superior Communication

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A Client Relationship Specialist really has two sets of relationships to look after – their landlords and their tenants.

Even though the Client Relationship Specialist works for you and not your tenants, it is absolutely essential they establish a great rapport with your tenants and have the ability to communicate effectively with them.

If tenants feel heard and respected by their Client Relationship Specialist, they are more likely to communicate issues and report damages.

This doesn't mean the Client Relationship Specialist has to say 'yes' to every tenant request; but instead act as a non-judgemental liaison between both parties, and help resolve issues that are in everyone's best interests.

## Passion

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Having a passion for people and caring about helping achieving a client's goals is crucial when it comes to securing a Client Relationship Specialist.

Many Client Relationship Specialists go about the day-to-day duties of a managing a portfolio, and occasionally stamping out problematic 'spot fires'. However a passionate Client Relationship Specialist who cares about nurturing long-term client relationships and is way more likely to go beyond the daily tasks and pro-actively ensure your property is growing as an asset and maximising its rental yield.

## Career Management

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The property management industry is known for its high turnover rate. So often, the challenge is finding a Client Relationship Specialist with years of experience and who will stick with their company for the long-term.

An individual who has worked in real estate for at least 5 years, definitely has some great working knowledge and hands-on experience of market trends. However, a Client Relationship Specialist who has clocked closer to 10 years, has made this their career. They're likely to have navigated a whole variety of market highs and lows, negotiated numerous tricky situations and also had to navigate the odd dispute in a tribunal case. This is experience that cannot be bought and is gold to a landlord.

## Rock-Solid Back Up

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It's important to remember that experience doesn't always just relate to the individual Client Relationship Specialist. When looking for a Client Relationship Specialist it's also important to look at the experience and reputation of the property management company.

Ensure the company you appoint, has a strong record of managing properties in the area, has robust systems and processes in place and invests in on-going training and development for their team.

## Ability To Manage Multiple Property Portfolio

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Often, when an investor has a growing list of properties, they get to a point where they wish to consolidate the management into one portfolio. Juggling different agencies and property companies is time consuming and complex.

So, it's at this stage of your investment growth that you require a Client Relationship Specialist who is capable of managing a broad range of investments, regardless of geography or demographic. A specialist offering services that cater for diverse property portfolios is key at this stage, to sustain investment growth.

Success in growing investment property as an asset, whether in the short or long term, significantly depends on property management and that begins with the Client Relationship Specialist you choose to act on your behalf.

Ready to learn more  
about property  
management services?

Get in touch with a Taylors  
Property Specialist today.