



## THE ROAD BEHIND US, AND THE PATH AHEAD

Ten years ago, a small but ambitious agency by the name of Solutions Property Management opened its doors from a small office in Burpengary.

Who'd have thought we'd be where we are today?



**Solutions Property Management's first office in Burpengary.**

Our recent success at the REIQ's Awards for Excellence, which, by chance, coincided with our 10-year anniversary, gave us a chance to reflect on our history, and also to look ahead to the next decade.

Property Management and, indeed, Real Estate as a whole is an industry which has a tendency to get left behind in a world where what you buy today is outdated tomorrow.

With that in mind, our focus at Solutions has always been to offer our clients a professional service that not only meets their expectations but exceeds them.

What we believe separates the good from the great is the ability to recognise where service is lacking - to identify a gap in the market, so to speak, and work to fill that gap.

With a rapid shift to an online world, we worked to develop our own unique online application forms, doing away with the hassle of filling in paperwork.

Recognising that Real Estate is a field fraught with misinformation for both tenants and landlords, we worked to establish ourselves as not only a rental agency, but a repository of valuable information.

Recently, we've completely re-designed our website to cement our commitment to being modern, fresh, and to lead the way as an industry leader in Property Management.



**Solutions Property Management reception in our Corporate Office at North Lakes.**

In amongst all of the hype surrounding our fresh new look and award wins, it's crucial that we take the time to thank YOU. After all, Solutions Property Management wouldn't be where we are if not for our clients.

Everything that we do, we do for you. Cheesy though it may sound, it's the undeniable truth. Without your trust in us, we'd have no reason to exist.

So to all of our clients, thank-you. Let's make the next 10 years as great as the last.

# REAL ESTATE IN A DIGITAL AGE

Back in 1981, a study was conducted to determine how renters went about finding a rental property. It revealed that while 22% of renters looked in the newspaper for property listings, the other 78% would simply walk into a real estate office and ask the agent what was available - a practise nearly unheard of nowadays.

In 2017, studies showed that renters worked with an agent 80% of the time when securing a rental property - so despite a 36-year gap, trust in a rental agent is still crucial.

Today, nearly all Real Estate agencies have websites, and statistics from 2015 show that 96% of renters go online when searching for a new property.

While this isn't particularly surprising, that same study revealed that 81% of renters valued recommendations from friends and family higher than any other metric when selecting an agent.



## WHAT CAN WE LEARN FROM THESE NUMBERS?

Firstly, that an agency's website needs to be inviting, easy to use and up to date - visiting an agency's website will be the moment in which that potential applicant formulates their first impression of that agency's professionalism.

More importantly, though, is that personal experiences and word of mouth still reign supreme when it comes to an agency's reputation, and may determine whether or not renters recommend an agency's services to their friends and family.

There's no question that the Real Estate industry, and how people look for a home, has changed. What's interesting is that people still look for an agent in the same way that they always have - **through people that they trust.**

## APRIL DISBURSEMENTS

WED 4TH  
WED 11TH  
WED 18TH  
THURS 26TH

MONTHLY STATEMENT  
ISSUED THURSDAY 26TH



## OFFICE HOLIDAYS

EASTER - FRIDAY MARCH  
30TH TO MONDAY APRIL  
2ND

ANZAC DAY - WED 25TH

## DO YOU KNOW SOMEONE WHO ISN'T SATISFIED WITH THEIR AGENT?

Many agents will talk the talk, but fall short when it comes to doing right by their clients.

In fact, we've identified 15 things that many managing agents don't want you to know - they may even intentionally hide them from you!

If someone you know has a managing agent that isn't up to scratch, tell them to contact us at [marketing@solutionsproperty.com.au](mailto:marketing@solutionsproperty.com.au).

We'll send them our exclusive e-book, outlining 15 things your managing agent doesn't want you to know!

## LEASING REPORT

March was another month that reinforced the importance of assessing the market and reacting accordingly.

In many cases, the only thing that was required to significantly increase the interest in a property was a very minor price adjustment.

As always, we recommend keeping up to date with what's going on in the market to ensure that you're remaining competitive with your property.

**NORTHSIDE: 19 PROPERTIES LEASED**  
**SOUTHSIDE: 14 PROPERTIES LEASED**  
**OFFICE VACANCY RATE: 1.8%**

