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Introduction

- Property Management by Investors for Investors
 - In depth understanding of the Property Management process
 - Identify with short comings of existing Rental Agents
- Combines traditional Rental Agent Services with the value added products and services
- Cost – 12.5% of monthly rental



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Our Focus

- We focus on 2 key elements of Property Management:
 - Investor Risk management
 - Maintaining of High Standards in rental management



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Investor Risk management

- Vacancy Risk – we pride ourselves on effective marketing and will excel at placing a suitable tenant in the shortest possible timeframe.
- Legal Risk – Rental interdicts and evictions take time and cost money. Rent-Smart instigates the legal process at no cost to the investor or the Rent-Smart Regional office.
- Expense Risk – Pre-paid Electricity meters installed manage electricity usage and payment - at no cost to the Landlord
- Credit Risk – Statistically 30% of all tenants nationally are defaulters. We aim to counter act this risk by ensuring **stringent credit checking standards** and having a **Rental Guarantee** in place. The Landlord receives the monthly rental on the 1st of the month irrespective of whether the tenant pays.



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High Standards in Property Management

- Implementation of Property Management Processes and Training
- Provision of a robust, dynamic online web-base Property Management system to support the Property Management Process
- Ongoing auditing of the application of processes



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Rent-Smart Offering

- Traditional Property Management services enhanced to:
 - Manage Investor risk
 - Provide a complete end to end Property Management solution
- Debit order collection system
- Landlord Property Expense management paid and recovered
 - Rates and Taxes / Levies
 - Maintenance
 - Electricity, Water, etc.
- Tenant default risk management
 - 3 month rental guarantee
 - Legal process to evict at no additional cost to Landlord
- Superior web based Property Management systems:
 - Property Portfolio accounting
 - Property Status reporting



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Rent-Smart Solution

- In addition to typical services the RS solution offers the following value added services and features:
 - Shift the credit and legal risk burden
 - Active and focused management of
 - Debtors
 - Lawyers
 - Insure against the impact of risk materialising
 - Enforce quality standards
 - Enforce strict screening and acceptance policies
 - Robust automated management systems
 - Alignment of interests
 - Robust Systems drive stringent Property Management processes



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Rent-Smart Loyalty Card

- **Tenant**
 - **Pre-approved Rent-Smart tenant profile**
 - **Loyalty card value added benefits**
- **Landlord**
 - **Once off sign-up procedure to become a Rent-Smart landlord**
 - **Loyalty card value added benefits**



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Product Features and Benefits

- Rental guarantee is underwritten by Hollard Insurance **which guarantees that rentals will be paid timeously**
- Rental guarantee to protect landlords/property investors rental income **which means that strict enforcement of vetting criteria mitigates against risky tenants**
- Covers all legal, rental recovery and costs in the event of a tenant eviction **which means no unexpected and unquantified legal costs**
- Tenant insurance **protects tenant against unforeseen catastrophe and provides landlord with dual protection**





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Product Features and Benefits

- **Rent-Smart:**
 - Pays the rental for a maximum of 3 months or until the property is re-let (whichever the lesser) **which means a stable rental income stream**
 - Offers a complete end-to-end letting solution for rental collection **which means that contracts are enforceable**
 - Property Portfolio Management tools online **which enables Investors to have control over their investment and associated risks**
 - Install **Pre-paid electricity** meters to manage expense risk and minimise admin burden



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Benefits to Property Investor

- **Removing the uncertainties**
 - Reduce risk & hassle factor
- **Securitisation of rental revenue**
 - Stable cash-flow
 - Capped and predictable costs
- **Increased value of investment**
 - Lower cost base = Improved yield
- **Improved risk profile for capital financing**
 - Buy-to-let mortgage products
- Improved Cashflow
 - Rental paid over on 1st month
- Full end to end Property Management solution from tenant placement to accounting

Enhancing the value proposition of residential property investment



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USP

Rent-Smart brings certainty and security to the revenue associated with residential property investment

“For market related Rental Commission; we **guarantee** that your rent will be paid by the first of the month. Plus offering additional value added **Property Management** and **Accounting** services”



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Marketing Strategy

- We believe that the most effective form of Marketing is direct to the target market
- There are a number of contact points in the process of an Investor purchasing a investment property
 - Investor Group
 - Developer
 - Estate Agent
 - Bond Originator
 - **Attorney**
 - Bank
- We aim to utilise these contact points to successfully market our services



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Marketing Partnership Proposal

Market Rent-Smart solution as follows:

- Email existing database of investors:
 - Rent-Smart Launch email
 - Regular Rent-Smart update email
 - Property Management link on all your email communications to investors
- When providing Conveyancing service for Developers
 - Existing developments - Email introducing Rent-Smart
 - New Developments – Rent-Smart to be recommended as Property Management Service Provider



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Marketing Partnership Proposal (cont.)

- General Investor conveyancing
 - Rent Smart recommended as Rental Management partner during the conveyancing process

- Website
 - Associate or preferred supplier for Property Management
 - Exchange of website links



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Why Partner with us?

- **Partnering with us will offer your Investors**
 - **Added security of a Property Management Company that has rigorous processes that ensure quality Property Management**
 - **Effective Management of Risk**
 - **Vacancy**
 - **Credit**
 - **Legal**
 - **Therefore will encourage additional Investor investment**
- **Exposure to investors on the Rent-Smart database**
- **Reciprocal marketing via:**
 - **Newsletter – exposure in our regular newsletter to our Investors database**
 - **Website exposure**
- **Financial Incentive**



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Financial Incentive

- Upfront Referral fee of R500 per property for every successful Investor referral
- A successful referral is defined as the take-on of the Investors property(s) i.e. Lease concluded
- Paid over via EFT transfer on the 1st of the month following letting by Rent-Smart
- Transparency - On-line access ensures transparency
 - Add your referred Landlords
 - Track the status of landlords introduced



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