

RENT

How to stand out from other applicants

HOW MAKE YOUR APPLICATION IMPRESSIVE

Tips to help stand out from other prospective tenants:

- Correct and complete application form
- Return application promptly
- Letter of introduction
- 100 points of identification
- Copy of rental ledger
- Appointment with property manager
- Good presentation of documents
- Good grooming

LJ Hooker property manager Rosie Browne said there were too many good applicants wanting rental properties to take a risk with a potentially bad one.

But apart from being a good tenant, that is one who has consistently paid their rent on time and looked after the property inside and out, Ms Browne said there were a few things applicants could do to increase their chances of success in a competitive rental market.

Before the open house, make an appointment with the

property manager.

This personalises your application and allows the agent to form an idea of what you might be like as a tenant.

Presentation is important, so good grooming is essential.

"If people are well-presented it makes (the agent) think they are fairly conscientious people who would probably make good tenants," Ms Browne said.

"A letter of introduction is a good idea.

"Tell the agent a bit about yourself and your partner. For example, how long you've been

married, how many children you have, what sort of work you do, why you are moving house.

"Make sure your application is complete and returned promptly.

"If you can get it, bring along a copy of your rental ledger to show you have been paying your rent on time. This will save the agent having to ring up and obtain the ledger, thereby saving time.

"If this is not possible, make sure you have the name and contact number of your last or current agent.

"And be sure to bring along

the required 100 points of identification."

Ms Browne said first-time renters and renters who had previously owned their own home were not disadvantaged.

"People who have owned their own home sometimes worry because they haven't got a rental ledger or recommendation from a previous agent," she said.

"But in that case, we ask for the details of the agent who sold their home or letter from them."

Similarly, she said first-time renters needed to obtain personal references.

WINNER

Win puts a smile on Gary's face

Customer satisfaction is a key factor in the real estate industry according to Tony Cant Real Estate marketing manager Cristen Cable.

Two months ago she launched the Your Opinion Matters Strategy. "We have always welcomed client feedback" she said.

"But we wanted to give our clients maximum opportunity to comment on their experience with Tony Cant Real Estate."

As part of the new strategy, a survey was distributed to all clients for their feedback and returning the survey put clients in the draw to win some great prizes.

The first prize winner from the strategy was drawn last week.

The recipient, Gary Lee from Buchanan, was

extremely happy when property consultant Jody Morrissey and Mrs Cable told him of the win.

Mr Lee chose the dinner for two voucher and will be celebrating in style at The Old George & Dragon in Maitland.

"We will continue with this customer service strategy indefinitely," Mrs Cable said.

"We are looking forward to drawing many more winners in the months to come.

"It is our customer feedback that boosts up the team and allows us to continue to improve and exceed client expectations.

"As a service provider we understand that listening to our clients and their resulting customer satisfaction is paramount."



DINNER TIME: Tony Cant marketing manager Cristen Cable with the winner of the customer survey draw Gary Lee.

Picture by STUART SCOTT 100510SS005

HOUSING

Building approvals bounce back in March

Monthly building approvals grew by a healthy 15.3 per cent in March, according to the Housing Industry Association.

The increase was driven by a massive 51.2 per cent increase in units and semi-detached approvals and a small 0.5 per cent increase in detached dwelling approvals.

HIA senior economist Ben Phillips said: "This pleasing result bucks the recent trend of

lower approvals numbers and a host of other poor leading indicator figures such as land sales, new housing loans and new home sales".

Through the March quarter, total building approvals were up 4 per cent, with detached housing up 0.9 per cent and coming off a poor base, while "other dwellings" were up 11.6 per cent.

Compared to 12 months ago, approvals for the March quarter

were up a healthy 47 per cent.

"The strong result supports HIA's forecast that housing construction will be much stronger over 2010 with housing starts expected to be up 18 per cent on a very weak 2009," Mr Phillips said.

"The healthy state of building approvals reflects a stronger economy, record population growth, the Federal Government's social housing stimulus and the low interest

rate environment through 2009.

"HIA is concerned that further interest rate increases through 2010 will see building approval numbers fall and housing activity drop back later in 2010 and 2011.

"Such a result would widen the housing shortfall and spell further bad news on the housing affordability front, especially for first homebuyers and renters attempting to get into home ownership."

"As solid as the approvals numbers are for the first three months of 2010, population growth dictates that even stronger numbers are required to start eating into the housing shortage of nearly 200,000 estimated by the Federal Government's Housing Supply Council.

The number of seasonally adjusted residential dwelling approvals increased in March by 43.4 per cent in NSW.