



HIGHLANDS  
PROPERTY

**Property for Landlords with Geoff O'Reilly –  
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In times like these it is especially wise for property investors to look for every possible way to maximize their TOTAL return over time, and to keep in mind that property investment is long term. Driving the best total return over time on rental property is not quite as simple as it seems. It involves:

1. maximizing the gross rental price the market will deliver at all times;
2. minimizing vacancy time;
3. keeping all operational and running costs low;
4. ensuring the property is well looked after all the time;
5. quickly attending to immediately necessary repairs;
6. maintaining an effective long term maintenance and renovation program to protect the rental and capital value of the asset over time;
7. thus, maximizing capital gain.

The difference between an average total return and an excellent total return on a \$300,000 property over five years could easily be \$20,000. A good property manager can apply considerable professional expertise and time to ensuring that the total return achieved is at the high end: indeed, if your property manager doesn't believe that you should change manager. So the \$5,000 that a good property manager might earn in fees in that same five years is a great investment!



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