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# 5 STEPS

TO BECOMING A  
PROFITABLE LANDLORD

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2018 EDITION



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# WELCOME

Quite often when investors purchase a house, they are enticed by the selling agent to have one of their property managers lease the property out for them. This seems like the right idea and an easy option at the time, but in reality it could be costing you hundreds of dollars a year by not talking with another agency to compare.

Maybe you are entering the property market for the first time and looking for some pointers on how to set things up right from the start, or perhaps you're a season veteran looking to improve the profitability of your current portfolio.

Either way, our 5 step checklist is vital reading for you. Implementing these 5 simple changes to your Property Management Strategy could increase your yield, save you hundreds of dollars a year, and put more money back in your pocket.

At 44 Home Real Estate, we are committed to helping create and support Profitable Landlords like you.

If you would like more information on how you can become a more Profitable Landlord, we'd love to offer you a complimentary Profitable Landlord Review to help you implement these strategies.

**Simply Visit:** <http://www.44homerealestate.com.au/contact> and fill out the online form or call Lisa on 0404 342 010 and we will arrange it for you.

## LISA MUSSING

Director / Business Development Manager

## SHAUN CARNEY

Managing Director / Licensee In Charge



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# 1 PET RENT



It is estimated that more than half of Australia's rental homes have a no pets policy, so as a profitable landlord there are some advantages you might like to consider:

1. Allowing pets can often mean you can ask for higher rent. An extra \$10 per week equals an extra \$520 a year in income.
2. People are more likely to stay longer because it's very hard for them to find somewhere else that will accept a pet.
3. Larger pool of prospective and longer-lasting tenants.

From our experience, damage is the main fear stopping landlords from allowing pets. But there are several ways to address this issue, such as:

1. If you have a large backyard then a large dog may be acceptable, but if not, a low-maintenance dog/cat may be perfect for your property.
2. Requesting and outdoor pet only.
3. An appropriate landlord insurance policy, should cover both your tenants and pets for any damage. We will go into more depth on this subject later in this book.



YOUR INVESTMENT,  
OUR PRIORITY

