

MAINTAINING TENANT LOYALTY = CONSISTENT INVESTMENT RETURNS

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Maintaining tenant loyalty means more than the old saying that a happy tenant is a good tenant.

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Property investment is all about achieving consistent investment returns through a fully tenanted property in which the property is well maintained and the rent is paid promptly at all times.

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For tenants to deliver tenant loyalty to the property investor, the investor is to provide a property that is affordable and well-positioned and that is maintained in good running order.

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In return for providing the above the investor requires loyalty from a tenant who pays rent on time and doesn't damage the property or generate complaints from neighbours.

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In order to increase the tenant loyalty and to increase the returns for our investor client we are acutely aware of the importance of the loyalty factor.

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At the start of the tenancy we set out the tenant's responsibilities to the agreement. With that comes an expectation that the property will be well maintained. The signature on the tenancy agreement can be read as satisfaction with your rent, the property and lease terms. This clearly sets the boundaries in which the tenancy will operate. During the tenancy if repairs are required, the loyalty factor leaps in the owner's favour if the repair is fixed promptly.

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The loyalty factor and the return you receive on your investment property is linked to small items such as getting minor repairs attended to promptly which will increase your returns by the tenant paying rent on time, being more accepting of rent reviews and staying in the property longer.

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Simply follow the above loyalty tips and your investment property returns will grow.

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QUALITY CUSTOMER SERVICE = CLIENT SURVEYS

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Over the month of November 2015, **we will be conducting some surveys with our clients in relation to customer service experiences** you have had whilst dealing with our team. From these surveys we can monitor ourselves. I kindly ask that when the survey is emailed to you, that you could take the time to quickly complete this and assist me with our development. **Kind Regards, Kelley Seaton - Director / LREA**

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