

Landlords



THE COMPLETE PROPERTY INVESTORS HANDBOOK

Navigating the Process of leasing your Home

A photograph of a wooden desk with a laptop, a glass of water, and a white lamp. The scene is lit with warm, natural light, creating soft shadows and highlights on the wood and the objects. The laptop is open on the left, and the glass of water is in the center. The lamp is on the right, casting a soft glow.

NO.01

About Us

We are a boutique property management agency with the aim to provide a personalised and comprehensive service to each property under our care. Providing a seamless and stress free property journey for both our landlords and tenants.

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*There's no
place like
home*



The BEST real estate agents in Australia

Hands down best real estate company to deal with ! Ella & Caleb as mentioned in other reviews are friendly professional, prompt in replying etc They manage both of my investment properties and I give them a big 10/10! They are also amazingly well priced with their services .

SIMON - LANDLORD

Talk *of the* Town

“

In my experience, definitely the BEST real estate agents in Australia. They deliver results with quality, service with quality, precision timing and high level quality communication. Not to mention expertise, trustworthiness and professionalism embellished in quality. You'll be forever satisfied you chose Platinum Property Co.

NAJLA - LANDLORD



“

Cannot praise this real estate agency enough. Highly professional and Caleb is an amazing, professional agent, that went above and beyond in helping me. Always at the end of the phone when needed and made this transition for me, very easy. Nothing but support and kindness and guiding me through the process. Keep up the great work 5 stars aren't enough

MONICA - TENANT



Rare in this industry



Team goals!

Ella and Platinum Property have been great from day one, going above and beyond by arranging tradies to get my property ready for leasing even before they were getting management fees! Ella manages our property like it was her own - which is rare in this industry. I look forward to a long relationship with Ella and the team at Platinum Property Co.

PETER - LANDLORD

”

Licensee



Ella Stratton

Driven by her passion for real estate and inspired by her successes, Ella embarked on a new chapter in 2019 when she founded Platinum Property Co. Drawing upon her extensive knowledge and expertise, she set out to create a agency that would redefine the standards of service and customer satisfaction in the industry.

→ **15 Years Experience in Property Management**

→ **Licensee / Director**

→ **Mobile: 0401 655 561**

Email: Ella@platinumpropertyco.com

YOUR TEAM



Caleb's friendly and approachable nature sets him apart. He effortlessly puts people at ease and establishes rapport with his clients, creating an atmosphere of trust and open communication. This invaluable skill allows him to truly understand their needs and provide tailored solutions that exceed expectations.

→ **SENIOR PROPERTY MANAGER**

→ **Mobile: 0484 127 255** **email: pm1@platinumpropertyco.com**



Lisa's negotiation skills are another asset that sets her apart. She approaches negotiations with a fair yet firm attitude, always striving to achieve outcomes that benefit all parties involved. Her ability to find common ground and reach mutually beneficial agreements has earned her a reputation as a skilled negotiator within the industry.

→ **SENIOR PROPERTY MANAGER**

→ **Mobile: 0426 413 843** **email: pm4@platinumpropertyco.com**



Hayley's commitment to helping landlords navigate the complex world of property investment stems from her unwavering passion for real estate and commitment to not only serving but being there for her clients through their investment journey.

→ **Investment Growth Manager**

→ **Mobile: 0426 413 850** **email: Hayley@platinumpropertyco.com**

Your Team



→ Junior Property Manager

→ Mobile: 0406 613 300 email: pm3@platinumpropertyco.com



→ Investment Growth Manager

→ Mobile: 0426 413 467 email: pm2@platinumpropertyco.com



Administration and Accounts



Social Media and Graphic Design

PLATINUM TEAM

BY THE NUMBERS

Our team take our numbers very seriously because when we succeed we know our landlords are too. We push hard to ensure we advertise our properties to the highest standards, open our homes on weekends, afternoons and for private on call showings as required to ensure we lease your property in record time and to the highest quality tenant. This minimises your vacancy period and maximises your rental return.

Listing performance over time ⓘ

Data from 1 Mar, 2023 to 22 Mar, 2024

Rent enquiries ⓘ

15,791

▲ MKT. AVERAGE = 3,179

Rental applications ⓘ

3,437

▲ MKT. AVERAGE = 274

Leased listings ⓘ

168

▲ MKT. AVERAGE = 34

Median days adv. ⓘ

12

▲ MKT. MEDIAN = 15



**5 STAR
GOOGLE
RATING**

100%

SATISFACTION

**20%
LESS**

Days to LEASE

THE STATS PRESENTED ARE DIRECTLY SOURCED FROM REALESTATE.COM.AU DATA
PAST RESULTS ARE NOT INDICATIVE OF FUTURE OUTCOMES.

KEY POINTS

01 SIMPLE FLAT FEE - NO HIDDEN FEES OR CHARGES

02 NO LOCK IN CONTRACTS - CANCEL ANYTIME

03 360 DEGREE INSPECTIONS

04 5 STAR GOOGLE RATING

FOR
LEASE



PLATINUM
PROPERTY CO

38A Coomoora Rd,
Ardress WA 6153

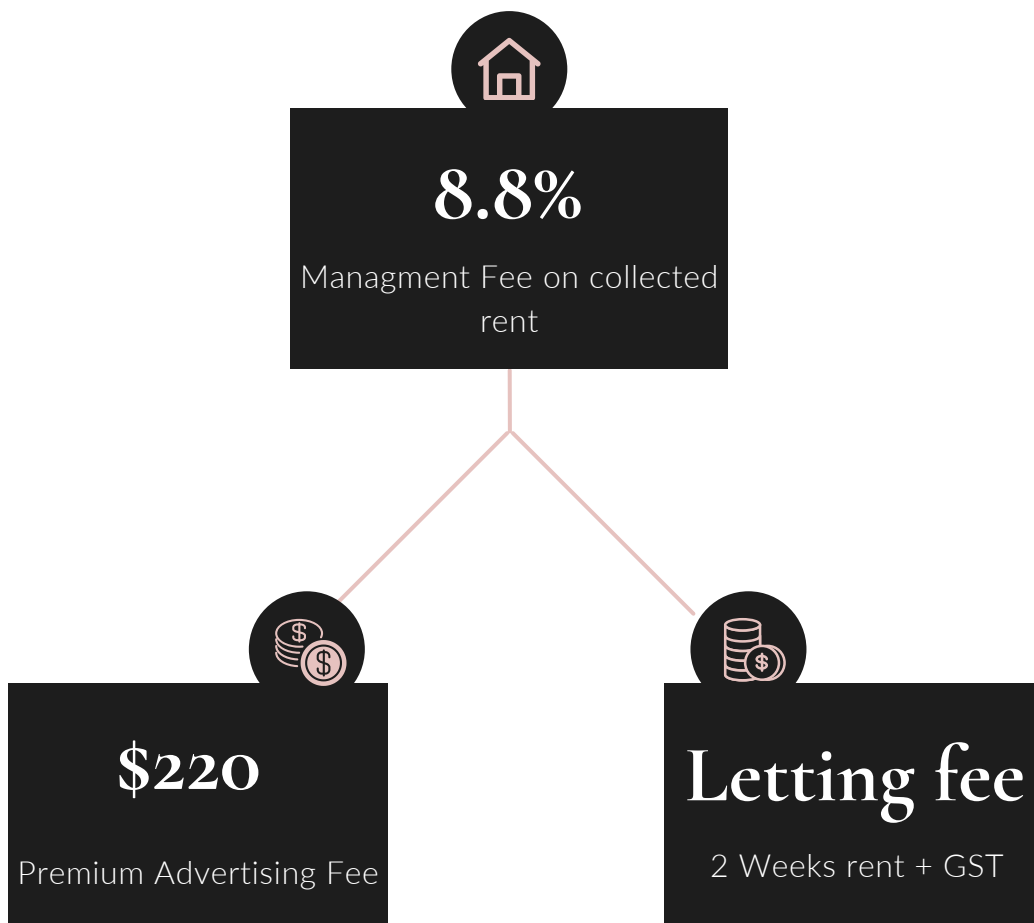
Available 10th Jan 2023

Caleb Felton
0484 127 255



COMMISSION EXPLAINED

One flat easy to understand fee structure, we pride ourselves in our transparency. For a full list of inclusions please see the next page.



NO ADDITIONAL FEES

NO LOCK IN CONTRACTS

WHATS INCLUDED

- Collecting of tenants rent
- Rent arrears management
- 4 x high quality routine inspections per year
- 24 hours on call Maintenance management
- Payment of all council rates, strata levies, insurances etc.
- Lease renewal
- Final bond inspection
- Postage and Petties
- Bank charges
- Annual financial statement
- Option of month mid or end of month payments
- Court attendance if required
- Unlimited open homes both after hours and every weekend
- Easy online application forms for prospective tenants
- Extensive background checks including tenancy database checks
- Detailed entry condition report for property - over 500 photographs and detailed report
- Tenancy sign up
- Lease and bond documents
- Full detailed handover of property with your tenant on move in day
- Personalised secure online landlord portal
- Personalised secure online tenancy portal for your tenant



THE PLATINUM MANAGEMENT

PROCESS

From securing your perfect investment property to negotiating applications and moving in your new tenant we've got it all broken down below to help you better understand this process and how we can assist you every step of the way

The Timeline



PRE- PURCHASE

We offer pre purchase inspections to all our landlords at no cost to have some property management eyes on your potential investment prior to purchasing

PRE SETTLEMENT

We complete your pre settlement inspections at no cost to you completing a detailed inspection with an extensive checklist ensuring there are no nasty surprises after the settlement of your property



ADVERTISING

We provide premium realestate.com.au advertising for all our properties ensuring they are seen first and in the best light to all potential tenants

photo ready



APPLICATIONS

We thoroughly process all applications received completing extensive background checks prior to presenting and unpacking these with you. Ensuring the best possible tenant and outcomes are received for your property.

The Timeline



TENANCY SIGN UP

A detailed lease sign up process is conducted with your tenant ensuring they are fully aware of their responsibility bound inside the lease and everything they need to know about the property



PERIODIC INSPECTIONS

Every 3 months from this initial routine inspection we start to complete periodic routine inspection providing thorough 360 degree reports and ensuring your property is kept to the highest possible standard

ENTRY CONDITION REPORT

Using 360 degree technology we complete the highest quality entry condition reports laying a solid foundation for your tenancy and protecting your asset



FIRST INSPECTION

At the 6 week mark after your tenant has moved in we complete the first routine inspection at your property

The Timeline



VACATE

When your lease comes to an end we complete a detailed vacate process with your tenant ensuring they are fully aware of their responsibilities and ensuring a smooth vacate from the property



BOND RELEASE

Once the final inspection is agreed on with yourself and the tenant and the property is back to the same condition it was received in we will process the bond refund with the bond administration

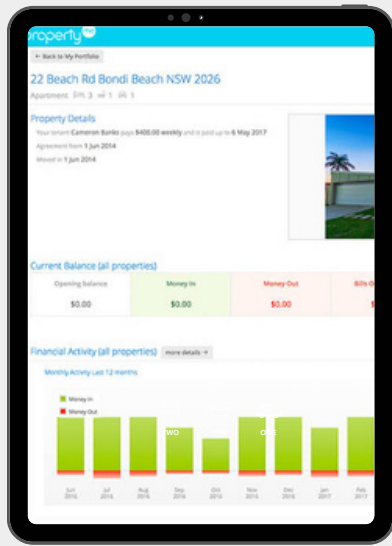
LEASE RENEWAL

3 months prior to your tenancy ending we will start the lease renewal process to ensure we are maximising your rental return and being proactive in our discussion with your tenants intentions at the property



FINAL INSPECTION

Once your tenants keys and receipts from their vacate are returned a detailed final inspection is completed.



Landlord Portal

All of your statements, reports and documents available at all times right at your fingertips. Access a live view of where your tenants rent is paid up until and any upcoming bills.

360° Tours

Virtually allows you to walk virtually walk through your investment property at each inspection!



NO.02

Community

At Platinum Property Co as a team we strive to give back to the community.

PLATINUM
PROPERTY CO



*Local
Football Club*



We love to give back



Platinum Property Co love to sponsor our local teams and events



Ella Stratton is the President of the Attadale Playgroup





By far the best in the
business.
Hayley went above and
beyond as my property
manager, she was there every
step of the way..

-HARLEY GIDDINGS - LANDLORD

PLATINUM

PROPERTY CO

WWW.PLATINUMPROPERTYCO.COM

