



**CoreLogic**

# Implementation Guide

PROPERTY MANAGEMENT INVESTOR REPORT

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# Introduction

Congratulations on choosing to enhance your customer experience (CX) and strengthen your relationships with existing landlords/rental providers through our Property Management Investor Reports. We've created this guide to help you understand different strategies available to enable an effective and efficient rollout of the Property Management Investor Reports across your entire rent roll portfolio. These strategies are designed to support you in achieving the following objectives:

1. Minimize disruption to existing operations and workflows
2. Optimize resources, including best utilization of time
3. Maximize ROI
4. Enhance employee adoption by enhancing their understanding of the value proposition and objectives
5. Maintain a competitive advantage and be seen as the local PM expert
6. Foster innovation and growth
7. Improve customer experience and satisfaction
8. Build landlord/rental provider

# Getting Started



## What happens after you sign the contract?

We will require a file (sent via managed file for privacy of data) that includes property address, lease start, lease end, and current weekly rent. Once this file is received, our AI team will produce personalised property reports for each property, taking approximately 1 minute per report. Depending on the size of your rent roll portfolio, the timeframe for producing the reports may vary, but on average, it takes approximately 48 hours. After the reports are produced, we will perform quality assurance (QA) before sending them back to you in bulk.

## I now have the reports. What should I do?

You need to save the reports into your CRM. You'll receive an email with a link to download all the reports, which will then need to be manually saved into your agency's CRM (e.g., PropertyMe, PropertyTree, Consolecloud, Kolmeo, Managedapp, etc.) or you can opt to save them into a separate electronic filing platform like Google Drive.

## When should I send the reports?

There are many touchpoints you have with your landlords throughout a tenancy term, but we encourage you to consider sending these reports at the following timeframes to optimise time and resources and avoid adding to the existing workload:

1. Financial Year: Include it with your EOFY statements.
2. Lease Renewals: This report can replace the CMA you complete, and typically, this is a time when a landlord is considering their options.
3. Vacancy: As above.

# Communicating with Landlords

## Sending an email

You can send these reports at any time throughout the tenancy, but due to the detailed insights, we recommend not just sending an email without the support of a call. If you are considering sending the reports in bulk, we encourage you to stagger the emails sent based on how many calls you believe you can successfully complete in a week. For example, if you can achieve 50 phone calls per week, only send those 50 reports on the Friday before and commence your calls from the Monday. Consider including a link to a scheduling tool like Calendly for the landlord to book a convenient time for the call.

## Sample email template 1: EOFY

Create an email template to explain the Property Management Investor Report that the property owner will receive with their EOFY income/expense statement. Mention that they will receive a call from their property manager to go through the report in detail.

*Subject: Property Management Investor Report for [Property Address]*

*Dear [Landlord's Name],*

*I hope this email finds you well. As part of our property management services and commitment to you, we are excited to share that we are introducing a new Property Management Investor Report powered by CoreLogic for your property located at [Property Address].*

*This personalised Property Management Investor Report is more than the traditional financial (income/expense) statement and will include crucial information about your property, such as:*

- Rental market analysis*
- Capital growth figure*
- Estimated cash flow forecast*
- Risk score*
- Suburb insights*

*As the report's contents are detailed and comprehensive, we will be giving you a call to go through the report. During this call, we will walk you through the report's details, answer any questions you may have, and discuss the insights to support your decision-making process.*

*We believe that taking the time to go through the report together will empower you to make well-informed decisions regarding your property investment. Understanding your property's capital growth and estimated rental yield can play a vital role in deciding whether to renew the current tenancy, explore other investment opportunities, or discuss options with your broker for purchasing another property.*

*Look out for your report on email over the coming week, and following that, you'll receive a call from your dedicated property manager. If you have a preferred day and time to discuss, feel welcome to reply, or you can book via our online booking system. If you have any questions before the call, don't hesitate to reach out to us.*

*Thank you for being a valued client, and we look forward to assisting you further in maximising the potential of your property investment.*

*Best regards*

## Sample email template 2: Lease Renewal

By updating an existing template or creating a new email to communicate with your landlord, you can efficiently address two critical topics: the upcoming renewal of tenancy and the new Property Management Investor Report. Mention in the email that your property manager will reach out to them for a detailed discussion on the report, as well as to provide recommendations regarding the tenancy renewal and market insights. This approach streamlines the process and minimises workload by incorporating the report directly into the renewal conversation.

*Subject: Upcoming Tenancy Renewal and Property Management Investor Report Discussion*

*Dear [Landlord's Name],*

*I hope this email finds you well. As we approach the end of the current tenancy period, I wanted to reach out and inform you that we will be in touch shortly to discuss important matters regarding the property.*

### *1. Tenancy Renewal:*

*Firstly, I'd like to discuss the upcoming renewal of the tenancy. The current lease agreement is due to expire on [Tenancy End Date], and it's essential for us to present you with our recommendations. Below I have provided a summary of the rental market in the area and our recommendations on the existing tenant, to allow you to make the most informed decision on whether to renew the current tenancy.*

*[Add statistics and recommendations here]*

### *2. New Property Management Investor Report:*

*In addition to the tenancy renewal, we have prepared a comprehensive Property Management Investor Report, which is attached to this email. The report contains:*

- Rental market analysis*
- Capital growth figure*
- Estimated cash flow forecast*
- Risk score*
- Suburb insights*

*I encourage you to review the report thoroughly before our discussion.*

### *Next Steps:*

*To ensure a thorough understanding of the Property Management Investor Report and to discuss the tenancy renewal, I will be giving you a call within the next few days. During our call, we will delve into the report's specifics, address any queries you may have, and share our recommendations on the best course of action for your investment.*

*Please be assured that our recommendations will be based on a careful analysis of the market and the unique characteristics of your property. We aim to maximise the property's value while aligning with your preferences as the landlord.*

*If you have any questions before our call or need any clarifications regarding the attached report, feel free to contact me via email or phone.*

*Thank you for your attention to these matters. I look forward to our upcoming discussion.*

*Best regards,*

*[Your Name]*

Property Manager

[Your Property Management Company Name] and [Contact Information]

## Sample email template 3: Upcoming Vacancy

### Sample email template 3: Upcoming Vacancy

By updating an existing template or creating a new email to communicate with your landlord, you can efficiently address two critical topics: the tenant's intent to vacate the property and the new Property Management Investor Report. Mention in the email that your property manager will reach out to them for a detailed discussion on the report, as well as to provide recommendations regarding the re-letting and market insights. This approach streamlines the process and minimises workload by incorporating the report directly into the renewal conversation.

*Subject: Upcoming Tenancy Moving Out and Property Management Investor Report Discussion*

*Dear [Landlord's Name],*

*I hope this email finds you well. As we approach the end of the current tenancy period, I wanted to reach out and inform you that we will be in touch shortly to discuss important matters regarding the property.*

#### *1. Tenancy Moving Out:*

*Firstly, I'd like to discuss the upcoming end of the tenancy. The current lease agreement is due to expire on [Tenancy End Date], and the tenant has provided our office with intent to vacate the property at the end of the lease. It's essential for us to present you with our recommendations on the next steps so below I have provided a summary of the rental market and our recommendations for the re-letting.*

*[Add statistics and recommendations here]*

#### *2. New Property Management Investor Report:*

*In addition to the above, we have prepared a comprehensive Property Management Investor Report, which is attached to this email. The report contains:*

- Rental market analysis*
- Capital growth figure*
- Estimated cash flow forecast*
- Risk score*
- Suburb insights*

*I encourage you to review the report thoroughly before our discussion.*

#### *Next Steps:*

*To ensure a thorough understanding of the Property Management Investor Report and to discuss the tenant's vacating, I will be giving you a call within the next few days. During our call, we will delve into the report's specifics, address any queries you may have, and share our recommendations on the best course of action for your investment.*

*Please be assured that our recommendations will be based on a careful analysis of the market and the unique characteristics of your property. We aim to maximise the property's rental yield and of course provide a seamless transition for all parties during the moving-out process.*

*If you have any questions before our call or need any clarifications regarding the attached report, feel free to contact me via email or phone.*

Thank you for your attention to these matters. I look forward to our upcoming discussion.

Best regards,

[Your Name]

Property Manager

[Your Property Management Company Name]

[Contact Information]

## Making a phone call

Follow up with a call and delve into the investor report. While you may feel less familiar with certain aspects of the conversation, engaging in this call will undoubtedly bring added value, demonstrate your expertise as a property manager, and foster stronger trust with your landlord. To assist you, we have compiled some helpful examples:

### Sample call script 1:

Landlord: Hello?

You: Hi, [Landlord's Name], this is [Your Name] from [Your Company]. How are you doing today?

Landlord: Oh, hi [Your Name]. I'm doing well, thank you. How about you?

You: I'm great, thank you for asking. I'm glad to hear you're doing well. The reason for my call today is to touch base with you regarding the Property Management Investor Report we sent a few days ago, which was enclosed with your income/expense statement. Have you had a chance to review it?

Landlord: Yes, I did receive the report. It looks quite detailed, but I haven't had the time to go through it yet.

You: No worries, I completely understand. These reports can contain a lot of information, so I wanted to offer my assistance. If you have any questions or need further clarification on anything in the report, I'm here to help.

Landlord: That's very kind of you. It would be helpful to go through it together, as there are some figures I'd like to understand.

You: Absolutely, I'd be more than happy to assist you. This report is specifically personalised to your property, and its primary focus is on the last 12 months performance of your investment. Our goal is to help you understand your asset's performance and provide you with insights that can support your decision-making process.

Landlord: That sounds interesting. How can these statistics help me with my property?

You: Well, having a clear understanding of the capital growth, estimated rental yield and potential equity can be crucial when it comes to making decisions about your property. For instance, it can be valuable information when considering whether to explore options for selling, or even discuss possibilities with your broker for purchasing another property. Also, if you don't currently have a broker, we can provide you with a referral to a trusted professional – just let me know.

Landlord: That's good to know. I've been considering my options lately, so having this information will be helpful.

You: You're very welcome, [Landlord's Name]. It's always a pleasure to assist our valued clients like yourself. If you like we can schedule a time to review the report together. That way, I can explain any complex insights or estimated figures and ensure you get the most out of it.

Landlord: That sounds like a good plan. Let's schedule a time later this week.



*You: Perfect! I'll check my schedule and send you an email with a few available time slots. If you have any preferred day or time, just let me know, and I'll do my best to accommodate it.*

*Landlord: Great, thank you so much.*

*You: My pleasure. I look forward to helping you gain a deeper understanding of your property's performance. If you have any other questions in the meantime or need assistance with anything else, don't hesitate to give me a call or drop me an email.*

*Landlord: I will do that. Thanks again.*

*You: You're welcome. Have a fantastic day, [Landlord's Name]. Talk to you soon!*

*Landlord: You too, [Your Name]. Goodbye!*

*You: Goodbye!*

## **Sample call script 2:**

*Landlord: Hello?*

*You: Hi, [Landlord's Name], this is [Your Name] from [Your Company]. How are you doing today?*

*Landlord: Oh, hi [Your Name]. I'm doing well, thank you. How about you?*

*You: I'm great, thank you for asking. I'm glad to hear you're doing well. The reason for my call today is to discuss the Property Management Investor Report we sent you a few days ago, along with some important matters related to the upcoming tenancy renewal. Have you had a chance to review it?*

*Landlord: Yes, I did receive the report. It looks quite detailed, but I haven't had the time to go through it yet.*

*You: No worries, I completely understand. These reports can contain a lot of information, so I wanted to offer my assistance. If you have any questions or need further clarification on anything in the report, I'm here to help.*

*Landlord: That's very kind of you. It would be helpful to go through it together, as there are some figures I'd like to understand.*

*You: Absolutely, I'd be more than happy to assist you. This report is specifically personalised to your property, and its primary focus is on the last 12 months' performance of your investment. Our goal is to help you understand your asset's performance and provide you with insights that can support your decision-making process, especially regarding the upcoming tenancy renewal.*

*Landlord: That sounds interesting. How can these statistics help me with my property, especially with the tenancy renewal decision?*

*You: Well, having a clear understanding of the capital growth, estimated rental yield, and potential equity can be crucial when it comes to making decisions about your property, including whether to renew the tenancy or explore other options. For instance, it can provide valuable information to determine whether it may be an optimal time to sell as opposed to renew the tenancy.*

*Landlord: That's good to know. I've been considering the tenancy renewal options lately, so having this information will be helpful.*

*You: You're very welcome, [Landlord's Name]. It's always a pleasure to assist our valued clients like yourself. If you like, we can schedule a time to review the report together, discuss the recommendations, and go over the tenancy renewal options. That way, I can explain any complex insights or estimated figures and ensure you get the most out of it.*

*Landlord: That sounds like a good plan. Let's schedule a time later this week.*

*You: Perfect! I'll check my schedule and send you an email with a few available time slots. If you have any preferred day or time, just let me know, and I'll do my best to accommodate it.*

*Landlord: Great, thank you so much.*

*You: My pleasure. I look forward to helping you gain a deeper understanding of your property's performance and making informed decisions about the tenancy renewal. If you have any other questions in the meantime or need assistance with anything else, don't hesitate to give me a call or drop me an email.*

*Landlord: I will do that. Thanks again.*

*You: You're welcome. Have a fantastic day, [Landlord's Name]. Talk to you soon!*

*Landlord: You too, [Your Name]. Goodbye!*

*You: Goodbye!*

## **What if I can't reach the landlord on the phone?**

For landlords who cannot be reached via phone, email the report and notify them about the attempt to discuss it. Encourage them to reach out and book a call if they have any questions or need further explanation. Additionally, consider following up with a follow-up email or call after a few days to ensure they received the report and offer your assistance.

# Conclusion

By following these strategies, you can ensure an effective and efficient rollout of the Property Management Investor Reports, maximising the benefits for both your agency and your valued landlords.