

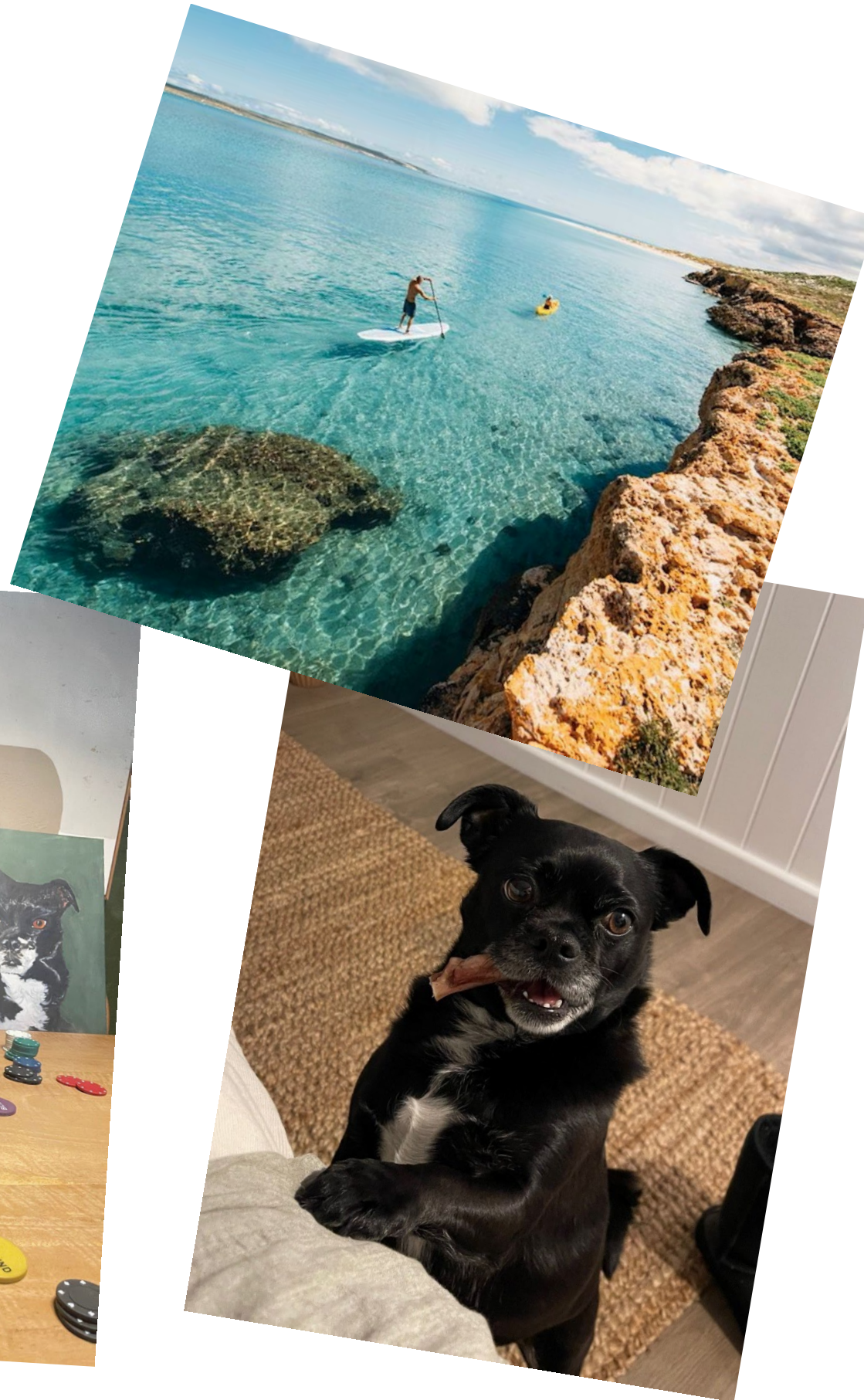
UNLOCKING YOUR PROPERTY MANAGEMENT BUSINESS



Unlocking your property management business

Daisy Campbell

Licensee | COO |
Director



About
Me



Unlocking your property management business

The
Company

Xceed Real Estate Property Management

Founded in 2016

25 Acquisitions in 9 years

4,300 residential PUM

20 sales reps

300 commercial tenancies

Two residential brands

One office

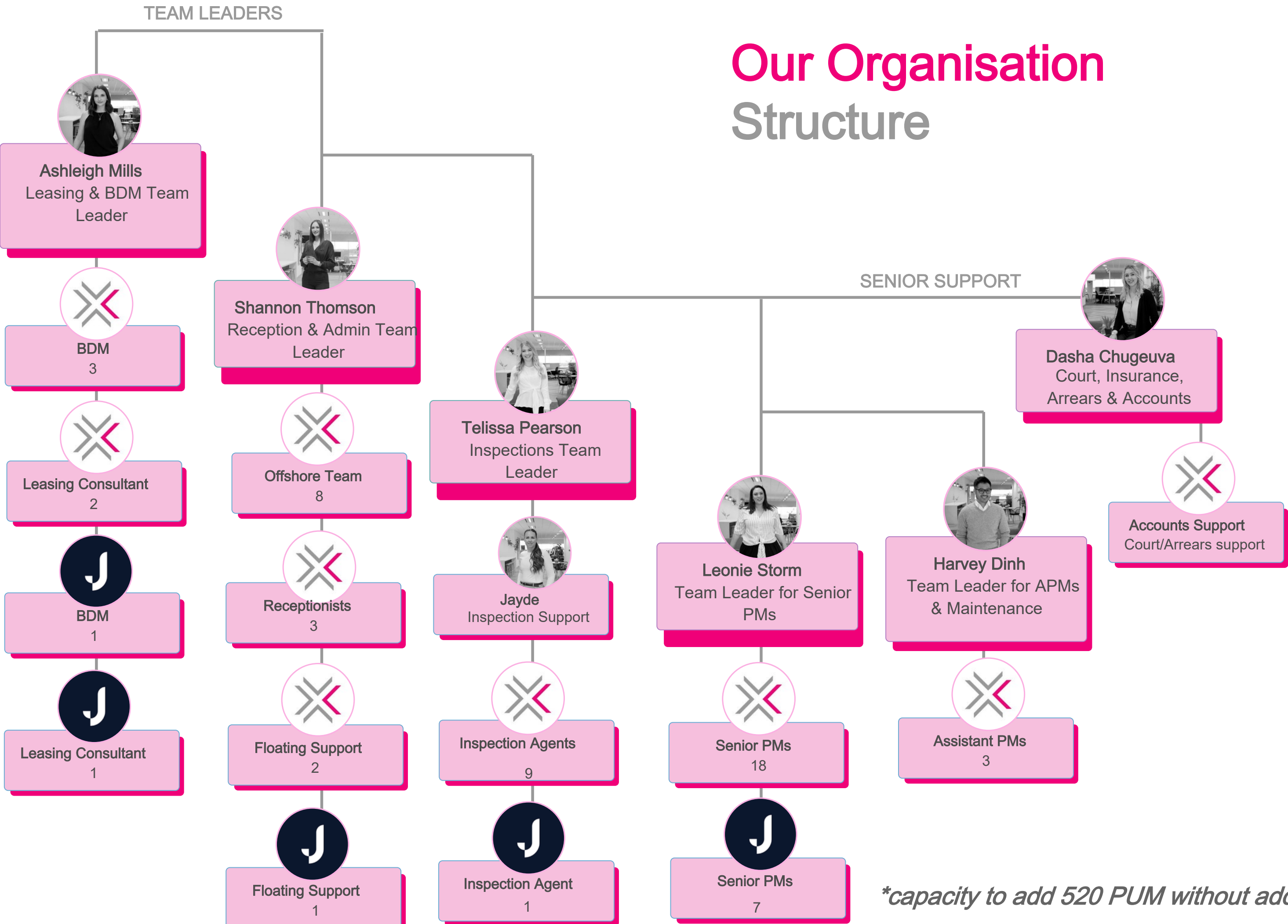
250+ KM management area span

25 property managers

42% gross profit margin



Our Organisation Structure



The Team

25x portfolios

200 - 300
PUM

7x

150 - 200
PUM

11x

100 - 150
PUM

6x

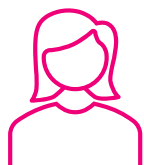
> 100
PUM

1x

**capacity to add 520 PUM without additional*

staff

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250 – 300 PUM

Senior Property Manager

- Relationship building
- Nurturing investment objectives
- Delegating
- Negotiating
- In person meetings & inspections
- Breach inspections
- Conflict resolution
- Above basic or emergency maintenance
- Owner payment queries
- Final inspection & finalising bonds
- Key handover with new tenants

Offshore Assistant

- General admin & data entry
- General follow-up comms (leases, maint, payment plans)
- Basic maintenance
- Basic rent & invoice arrears management
- Approval of maintenance invoices
- Review inspection reports & escalate to PM if needed

Leasing Team

- Determine rental price & consult with owners
- Schedule and conduct home opens (7 days)
- Manage enquiries & price reductions
- Advertising and progress updates
- Process & present rental applications
- Schedule ingoing condition report
- Collect bond & two weeks rent

Inspections Team

- Scheduling & conducting routine inspections
- Identifying & reporting maintenance to PM
- Scheduling & conducting ingoing condition reports
- Support with final bond inspections

Team Leaders

- Court preparation & attendance
- Insurance preparation & submission
- Escalated arrears matters
- Tenant evictions & debt collection
- Contractor disputes
- Escalated/high-risk/complicated maintenance
- General advice & dispute support
- Training & professional development
- Bond lodgement

Portfolio Management

Offshore Support Team

- Preparing & sending documents and notices
- Approving and on-charging invoices
- Rental & invoice arrears reminders
- Inspection reminders to tenants
- Sending inspection reports to owners
- Shortlisting & preparing applications for processing
- Data entry for new business & tenancies
- Directing or re-directing outgoings

BDM Team

- preparing property for onboarding
- onboarding new owner and tenants
- leasing new managements
- smooth handover to PM

Our Team Leaders



Inspections Team
Leader

Out of office support
for PMs
100% inspections
done in-house
Efficient time
management
Improving time and
quality



Reception &
Administration
Team Leader

Reception reporting
minutes per call/hold
time
Communication
complaints,
Maintaining
reputational value



Maintenance &
APM Team Leader

Escalations & time
consuming tasks
Contractor disputes
& database
management
Training & support
Financial escalations
APM performance



Court, Insurance &
Arrears Officer

Court support for
PMs, applications
and/or attendance
Insurance support
and greater success
and recovery rate
Office-wide arrears
management and
greater recovery
rate

Our Team Leaders



Leasing Team Leader

Oversees all leasing
staff and leasing
performance
reporting
Average hours to
lease – always
working to improve
Cost recovery



Senior Property Manager
Team Leader

Lost management
reporting &
improvements
Overall SPM portfolio
performance reporting
Escalations, training,
support

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Growth through Acquisition

Debt leveraging asset to purchase more rent rolls.



bolting onto existing
business with minimal
overheads to generate more
income

increase asset value quickly
to borrow again and repeat

Growth

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The purchase

rent roll	average rent	average management fee	EBITDA	multiplier	purchase price
500	\$700	8%	\$2 mil	3.9	\$5.7 mil

Leveraging our asset

rent roll	average rent	average management fee	multiplier	asset value
4,300	\$700	8%	3.9	\$49 mil

Finance

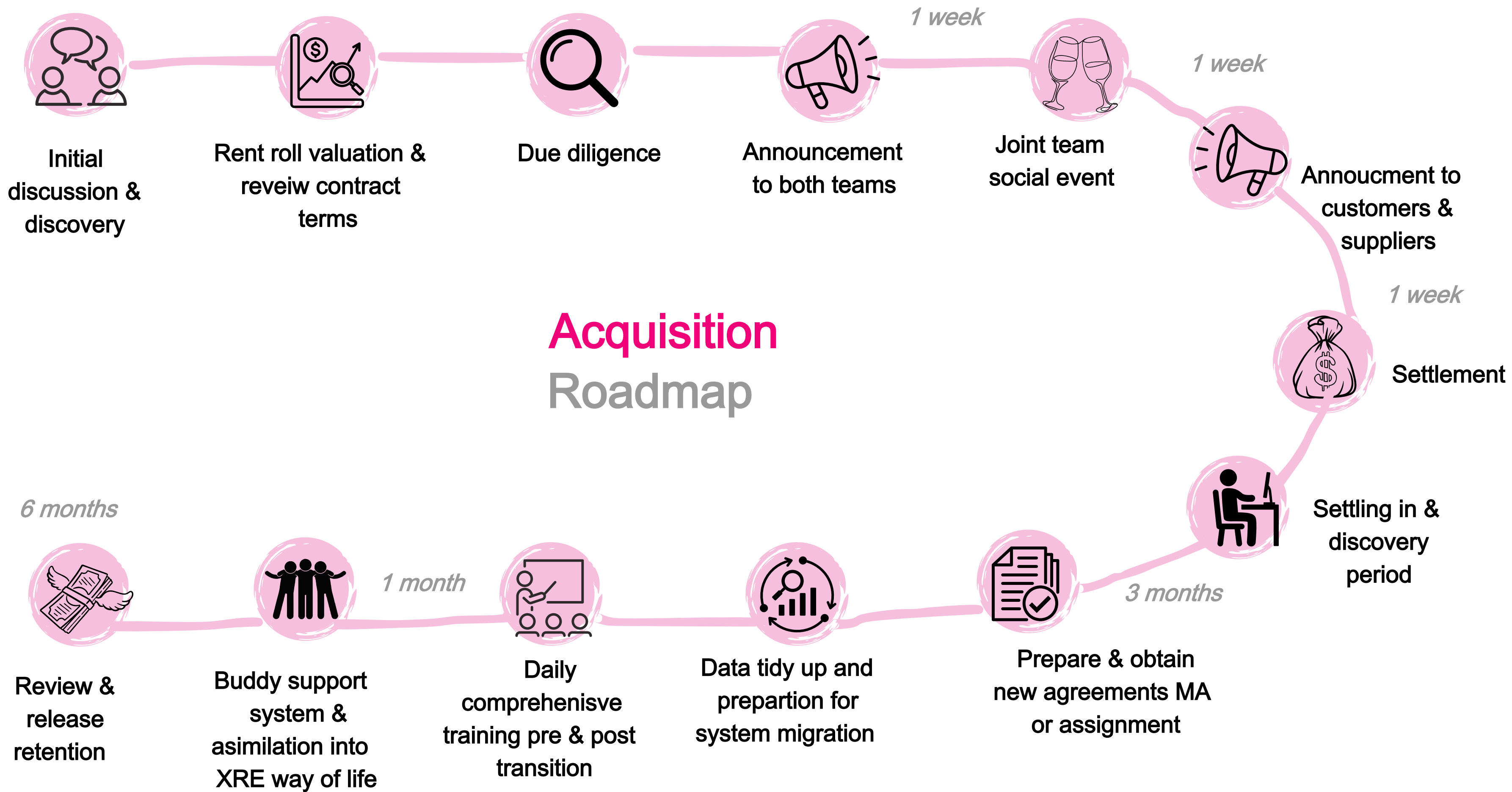
purchase price	stamp duty	loan amount	out of pocket	interest
\$5.7	\$300k	\$6 mil	nil	\$420k

absorb into existing team with no additional overheads other than slight increase in subscription costs per property

ROI

loan repayments	additional income	Return on investment	increased asset value
\$420k p/a interest only	\$1.6 mil p/a	26%	\$54.7 mil

Example



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Organic Growth

Focus on quality over quantity



value of rent pw / contract
length / fees > volume

One BDM per 1,000 PUM

Growth

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Gains

month	# new managements	average weekly rent	average management fee	average contract length	3 year term	2 year term	1 year term	less than 1 year
June	40	\$695	8.05%	2.4	25	7	8	0
July	55	\$795	8.05%	2.4	32	17	6	1
August	71	\$780	8.24%	2.36	40	19	8	4

Losses

month	total lost	average weekly rent	average management fee	sale (internal)	sale (external)	transfer to other agent	owner moved in	self-managing	other	net loss/gain
June	51	\$630	8.02%	15	20	4	7	2	3	-11
July	41	\$670	8.00%	5	16	11	7	0	2	14
August	59	\$630	8.50%	13	21	6	15	3	1	12

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Ancillary Income

service
Finance trail
Connections service
Insurer referrals
Smoke alarms & compliance
Sales referrals
Government incentives (traineeships)
Grants
PMaaS



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THANK YOU

DAISY CAMPBELL

