

# The 4 Landlord Types

**Ailo**



**Age:** 42  
**Work:** Project Mgr  
**Family:** Married to Janine  
**Location:** Melbourne



**1** Properties owned

## Bio

Simon and Janine own 1 investment property in Brisbane. They live in Melbourne so chose a Brisbane based PM to help manage their property and provide local market knowledge.

They're fairly happy with their franchise agency PM but sometimes feel annoyed when they hear about important news after the fact and would appreciate more prompt communication.

Simon does most of the communication with their PM but Janine likes reading the financial statements and manages their record keeping.

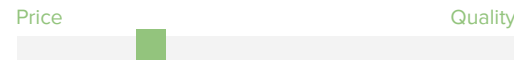
## Goals

- Consistent rental income
- Keep my investment in good condition and desirable to tenants

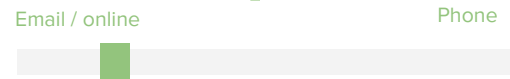
## Pain points

- Not being notified of vacancies ahead of time
- Not being alerted to major maintenance costs
- Difficult to read financial statements

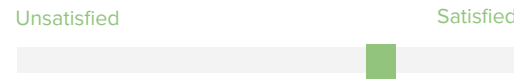
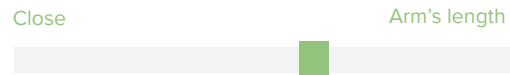
## Motivations



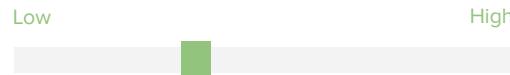
## Communication preference



## Relationship with PM



## Technical ability



# Anthony Pickles

*"I'm not sure that a decent property manager even exists."*



**Age:** 49  
**Work:** Engineer  
**Family:** Married  
**Location:** Brisbane



**2** Properties owned

## Bio

Anthony is cynical towards property managers and believes they offer little value and put tenant needs first. He has tried a couple of agencies and hasn't had a great experience with either.

He has considered self-management of his properties but lacks the time and expertise. He would switch to a new PM but is skeptical that there are better PMs available.

## Goals

- Feel his property is being well-managed
- Feel his needs are being put first
- Get quality pro-active service from PM
- Trust his property manager

## Pain points

- Not sure how to go about finding a better PM
- Worried that a new PM might be worse than his current PM
- Feels his PM puts the tenants needs first
- Very poor communication from PM
- Has to micromanage PM due to lack of trust

## Motivations

Peace of mind

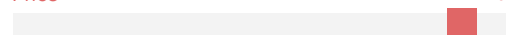


Trust in PM



Price

Quality



## Communication preference

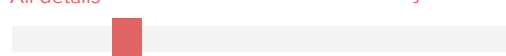
Email / online

Phone



All details

Major issues



## Relationship with PM

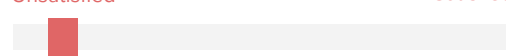
Close

Arm's length



Unsatisfied

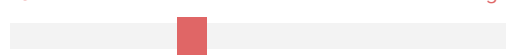
Satisfied



## Technical ability

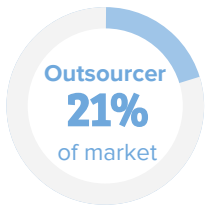
Low

High





**Age:** 39  
**Work:** Marketing Executive  
**Family:** Married  
**Location:** Sydney



**2** Properties owned

## Bio

David owns 2 properties - one in Brisbane and one in Sydney. The former he inherited and the latter he bought as an investment for his children. He has a separate property manager for each property and both are from the local agencies he purchased from.

David feels that non-chain agencies provide better service and wants a PM that is pro-active and willing to innovate.

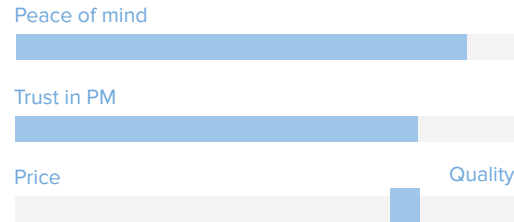
## Goals

- To feel assured that he is in safe hands
- Hassle free property investment
- Want a nest-egg for his kids / retirement
- Keep property in good enough condition for family to use in future

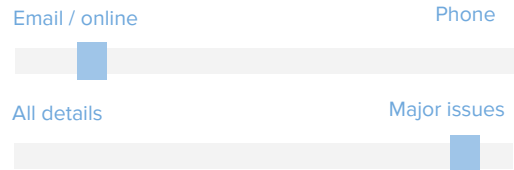
## Pain points

- Doesn't have time to manage property
- Doesn't know how to go about managing tenant marketing and vetting
- Information from PM that isn't relevant or easy to understand
- Mistakes by PMs that cost him money

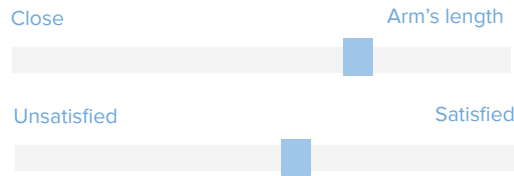
## Motivations



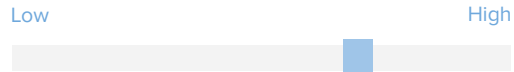
## Communication preference



## Relationship with PM



## Technical ability





**Age:** 48  
**Work:** Recruitment Consultant  
**Family:** Single  
**Location:** Sydney



**3** Properties owned

## Bio

Peter is looking to increase the size and value of his portfolio so he can eventually quit his job and focus full time on his investments. Peter has been through a number of different property managers but has now found a couple who he trusts and developed a good relationship with. Peter really gets into the details so he can help maximise the return he receives.

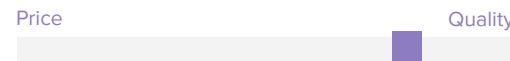
## Goals

- Increase return from portfolio
- Quit day job to focus on property investment
- Easy access to detailed property information on demand.

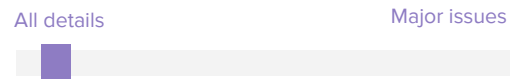
## Pain points

- High volume of work in managing a large number of properties
- Tracking and storing important documentation

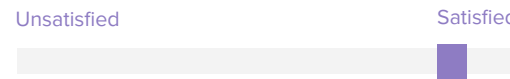
## Motivations



## Communication preference



## Relationship with PM



## Technical ability

