

# DO'S AND DON'TS WHEN MARKETING YOUR PROPERTY FOR RENT

## Are you preparing to lease out your property?

Making the right impression is key to attracting quality tenants.

Check out these essential **Do's and Don'ts** to maximise your success:



### DO'S: WHAT WORKS BEST

- ✓ Invest in Professional Photography
- ✓ High-quality images of your property's best features can make all the difference.
- ✓ Highlight Key Features  
Mention sought-after amenities like air-conditioning, storage, or outdoor areas to stand out.
- ✓ Set a Competitive Price
- ✓ Research the rental market to determine a fair and appealing rent.
- ✓ Ensure the Property is Clean and Well-Presented
- ✓ A clean, welcoming property attracts more interest.
- ✓ Be Transparent
- ✓ Provide accurate and honest details about the property to build tenant trust.

### DON'TS:

#### COMMON PITFALLS TO AVOID

- ✗ Neglect Repairs or Maintenance
- ✗ Unresolved issues can deter tenants and delay leasing.
- ✗ Overpromise in Your Ad
- ✗ Be realistic in your listing to avoid tenant dissatisfaction later.
- ✗ Forget the Curb Appeal
- ✗ A neat lawn and welcoming entryway can make a huge difference.
- ✗ Limit Your Advertising Reach
- ✗ Use multiple platforms like listing sites and social media to maximise visibility.
- ✗ Delay the Process
- ✗ Long delays in marketing can lead to vacancies and lost rental income.

By following these tips, you'll give your property the best chance to shine in the rental market.

### Need help?

At NSPM Property Services, we're here to assist with all your property marketing needs. Contact our Property Manager Specialist Vanessa Tsokos for help or advise 0417 538 876.