



How to get Internet Marketing Paid for by your Landlord!

By Darren Hunter

Too many times when I travel Australia assisting offices to get better fees, I see property management departments missing out on internet marketing fees.

Too many agents either charge nothing or a very small fee of around \$55. The point is that you should be able to get much higher fees. \$99 per letting for internet marketing isn't uncommon and \$149, \$165 or even up to \$220 for marketing per letting is also quite possible.

You just need to understand some important keys. Firstly, believe that you are worth it, know how to justify it, and then you will get it!

So, how do you justify this and get a better quality fee?

Firstly, you need to consider the question, if the landlord isn't able to advertise their property using property search websites, what is the alternative? The only real alternative is something that most of us left behind years ago... Newspaper advertising!

I think that we would agree this is no longer a viable alternative!

This sample script that you can adapt to your personality and how you say things is how I teach you agencies to 'sell' this fee, when doing fee maximisation training.

"Yes Mr. Smith we charge \$X for internet marketing to attract the right tenant quickly to your property. However, should you not wish to go this way, then the only real alternative left is newspaper advertising.

We can run an advert per week that will cost \$X (we would imagine this fee to be high, probably \$50-\$60 per advert, maybe more depending on where it is advertised) and it may take a number of weeks to rent, because only a very small percentage of prospective tenants will see this advert as nearly all tenants now look online.

Adding up the vacancy cost of lost rent of possibly many hundreds of dollars, together with a much higher advertising account, it is very possible that the 'newspaper' alternative isn't a good one!

However when we advertise online, we expose your property to a number of quality sites like (naming all the sites you use).

We know that 95% of people seeking rental properties will be actively looking online, allowing us to rent your property very quickly!

There are real costs involved in promoting your property on the internet including the advertising fees (which can cost up to several hundred dollars for a landlord to advertise independently if they are to get the widest exposure including search sites such as rent.com.au, domain.com.au etc), photography for your property, setting up your property advertisement on the many sites we promote on.

Therefore, our internet marketing fee of \$X is a real bargain, saving you advertising costs with the newspaper and also lost rent with it being vacant longer!"

My final point is that we must never think that the internet is free or low cost, therefore the result being very little charged or nothing at all!

There are costs associated with using these services for your agency, especially the most popular property search website in Australia, the costs are substantial!

The other benefit of gaining additional fee income for your advertising from landlords is that you can extend the actual exposure your business gets to attract new landlords when they see your extended advertising presence.

Remember, if you believe that you are worth it, know how to justify your internet fee you will get it!

All the best!

Darren Hunter

Darren from darrenhunter.com is a national property management trainer and consult, specialising in assisting rental departments to attain greater fees and profit with the business they have right now.

Visit www.darrenhunter.com for a free e-booklet "Twenty Fees Charged Across Australia"