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MOST COMMON
MISTAKES
WHEN CHOOSING A
MANAGING AGENT



MISTAKE

/mi'steɪk/

noun

1. An act or judgement that is misguided or wrong.



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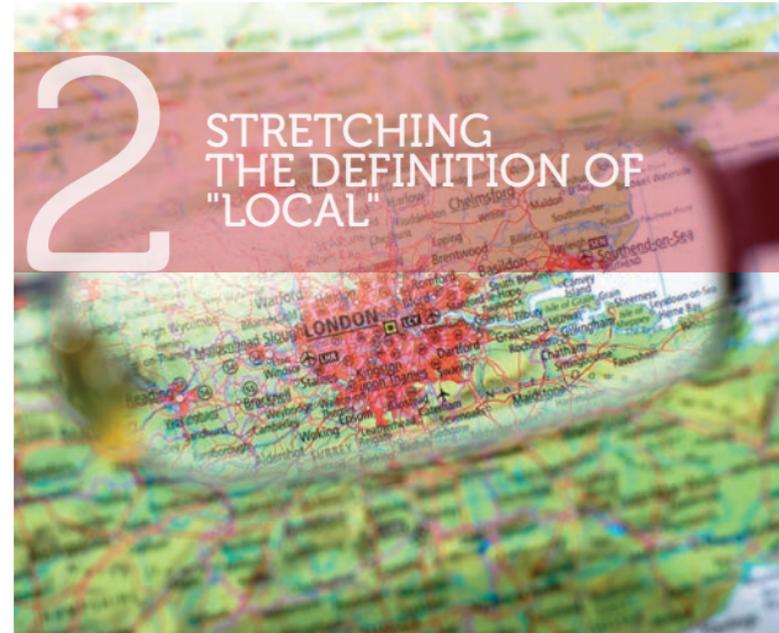
Choosing an agent is like taking part in a trust exercise with the odds rigged against you. So it's easy to assume that if you pick a large company, you'll be making a safer bet. After all, we instinctively expect big businesses and brands to offer a reliable level of service. You order a Big Mac, you've got a pretty good idea of what you're going to get. Walk into a little independent café and you have no idea what you're letting yourself in for.

But in property management, it doesn't work like that. Choosing a large company a long history and a longer staff list is a sure-fire way of getting it wrong. The fact is, most small property management companies employ more staff per unit than the big players. And that means better customer service, more contact between staff and residents, and higher standards across the board.

Time and time again, I see companies claiming to be local. Great, you might think. They're going to know the area, perhaps they're familiar with my building already, or the property manager can name all the local schools and shops. They've got an office nearby so it'll be easy to pop in for meetings.

But that's only half the story. The real test of being local is the workforce and supply chain. Yes, the property managers can get to the site quickly, but what about the contractors?

The truth is, the majority of people attending the development to carry out works are 3rd party contractors. Ask your potential agent about the blanket maintenance deals they have with their national maintenance contractors to really see how local they are. Local to Rynew means using local people, so the community benefits from the employment opportunities, and the development benefits from reduced response times and lower call-out costs. So don't fall for the spin, ask about the contractors they use.





THINKING
THE PRICE
IS RIGHT

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With service charges going up, and showing no signs of coming down, it's no wonder that price is a major concern when seeking a new agent. But choosing the cheapest property management company might be a decision you'll come to regret.

Why? Because lot of agents use the strategy of going in low, to blow the other guys out the water. And though their fees might indeed beat the competition, that is only a small part of their costs. The agent will be

responsible for the entire budget of the development and if this is managed badly - as I have witnessed when taking over from some rogue agents in the past - those small savings will soon be swallowed up. So check how much they charge for simple maintenance works, find out what else they charge for - and read the small print!

Sorry to harp on about it. But it's something I passionately believe in - small really is the new big. Big property management companies are lumbering herbivore dinosaurs, all mass and no manoeuvrability. Change trickles slowly down from the top, if it happens at all.

But at a company like Rynew, we can implement change across the entire company at breakneck pace when required. When a mistake is made, you can be sure that the people in

charge will know about it, and be working out how to make sure it never happens again. You just don't find larger companies with that ability. Oh, and did I mention the staff to unit ratio already? I did? Good.





LISTENING TO WHAT
DESMOND MOREIRA
HAS TO SAY

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Well, it's not a huge mistake. But I'm just one man, and you want hard facts. And I could tell you about how we answer 100% of calls within 5 rings and reply to all messages within 24 hours, and all the rest of it, but does that give you the full picture? Can you be sure that you'll always be able to get hold of your property manager when you call? Does the data I give you actually add up to a good service?

If you really want to know what Rynew or any other agent can offer you,

demand to speak to their clients. If you ask me, I'll always say we're a fantastic company. But I'll also tell any potential clients, ask the people at the developments we manage - after all, it's them who use the service, not me!



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