BOLD

A winning leasing process.

A clear plan.
Evidence at every step.
Action when it matters.

A practical guide to how we work towards getting your property leased.

Bold Property Real Estate
boldre.com.au



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01 / OUR APPROACH

You should be able to see the plan.

A clear process, explained through the work and the decisions.

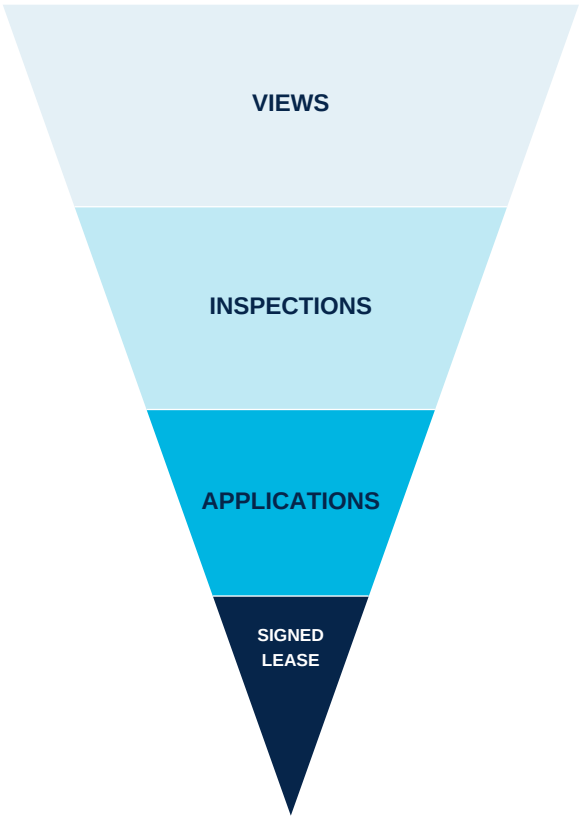
When your property is vacant, you want more than an advertisement and a promise to keep you updated. You want to know what is being done, how renters are responding and what happens if the first inspection does not produce a suitable application.

Our approach is to make that process clear from the beginning. We prepare the property and campaign, monitor the response and explain our recommendations while there is still time to act. You remain involved in the decisions, with evidence to help you understand your options.

Our target is to secure a suitable renter within two to three weeks of launch. A well-presented property at a price that meets the market may lease in the first week. Others need an adjustment along the way. The important thing is recognising what the response is telling us and following through promptly.

One stage feeds the next.

Views create opportunities for visits. Visits create opportunities for applications.



01 / Views

Online attention is the starting pool. Clear presentation, advertising and a fitting price help relevant renters find the home and consider a visit.

02 / Inspections

A visit lets renters judge the home for themselves. We answer enquiries, arrange practical times and follow up interest to turn views into attendance.

03 / Applications

Attendance creates opportunities to apply. We follow up visitors, ask for feedback and help interested renters take the next step.

04 / Signed lease

We assess suitable applications and explain our recommendation. Your approval allows us to progress the agreement and tenancy arrangements.

Why the funnel narrows

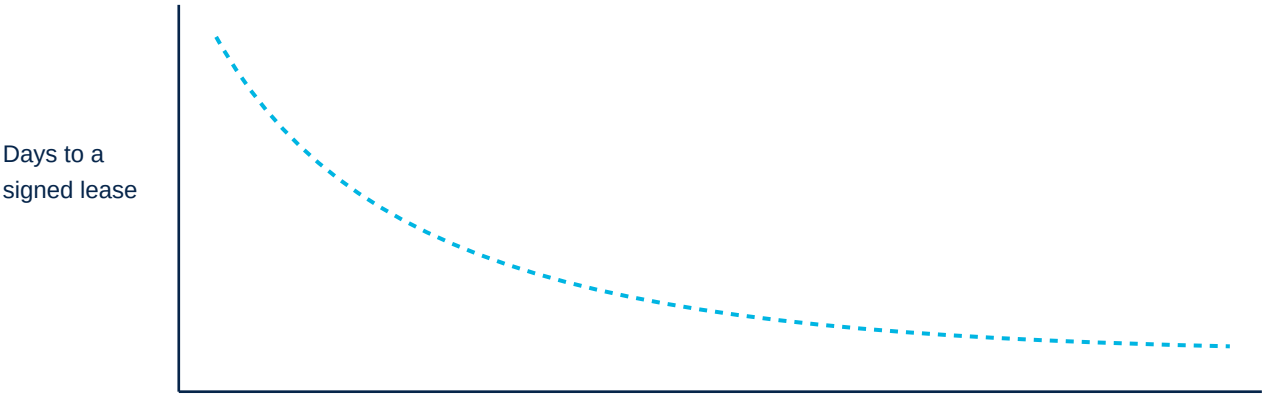
Not everyone who views will inspect, and not everyone who inspects will apply. More relevant interest creates more opportunities - following it through is what moves the campaign forward.

If progress slows, we identify the stage, investigate the reason and recommend the next action.

Build interest early.
Keep the campaign moving.

A larger pool of relevant interest can create more opportunities to secure a suitable renter.

The width of the funnel represents opportunity. Strong early attention can bring inspections and applications sooner, provided the offer fits and we follow through. More clicks alone do not guarantee a faster lease.



CONCEPTUAL RELATIONSHIP - NOT MEASURED RESULTS

This explains the approach, not a numerical prediction. Price, property readiness, renter demand, suitability and decisions affect the outcome.

LAUNCH	AFTER WEEK 1	WEEKS 2-3
Fresh attention	Review and act	Target: signed lease

Launch ready. Review after the first week. Act on the evidence.



03 / BEFORE LAUNCH

Give the campaign a strong starting point.

The work before advertising has a direct effect on the campaign that follows. Clear photographs, accurate information, sensible inspection arrangements and a property ready to show all help renters make a decision.

We look at the property and discuss its condition, features and likely audience. We identify preparation work, review the available safety and minimum-standard records, and discuss any further assessment needed. We also confirm access and availability.

Presentation does not always mean spending heavily. Cleaning, lighting, a tidy garden and small repairs can make a meaningful difference. Before launch, we agree the advertised rent, marketing approach and practical arrangements with you.



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Price for the property renters will inspect.

A recommendation grounded in the home and its competition.

A rental recommendation needs to reflect the property renters will actually inspect. Location, layout, condition, parking, furnishing and availability can all affect how it compares with other homes.

We review relevant rental evidence and current competing listings, then explain our recommendation. We consider the balance between the weekly rent and the income lost while the property remains vacant. A higher asking rent only delivers a benefit when a suitable renter is prepared to pay it.

You may prefer to test a price above our recommendation. We can discuss that approach and agree an early review point. We will watch the response, explain the evidence and recommend a change if the campaign is not attracting sufficient interest.

04 / PRICE AND REVIEW



Your preferred starting rent.
An agreed early review.

Any adjustment to the advertised rent is discussed with you and approved before it is made.

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The first impression starts before the inspection.

Preparation and presentation help renters decide whether to take the next step.

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05 / THE LAUNCH WINDOW

Launch ready. Follow up promptly.

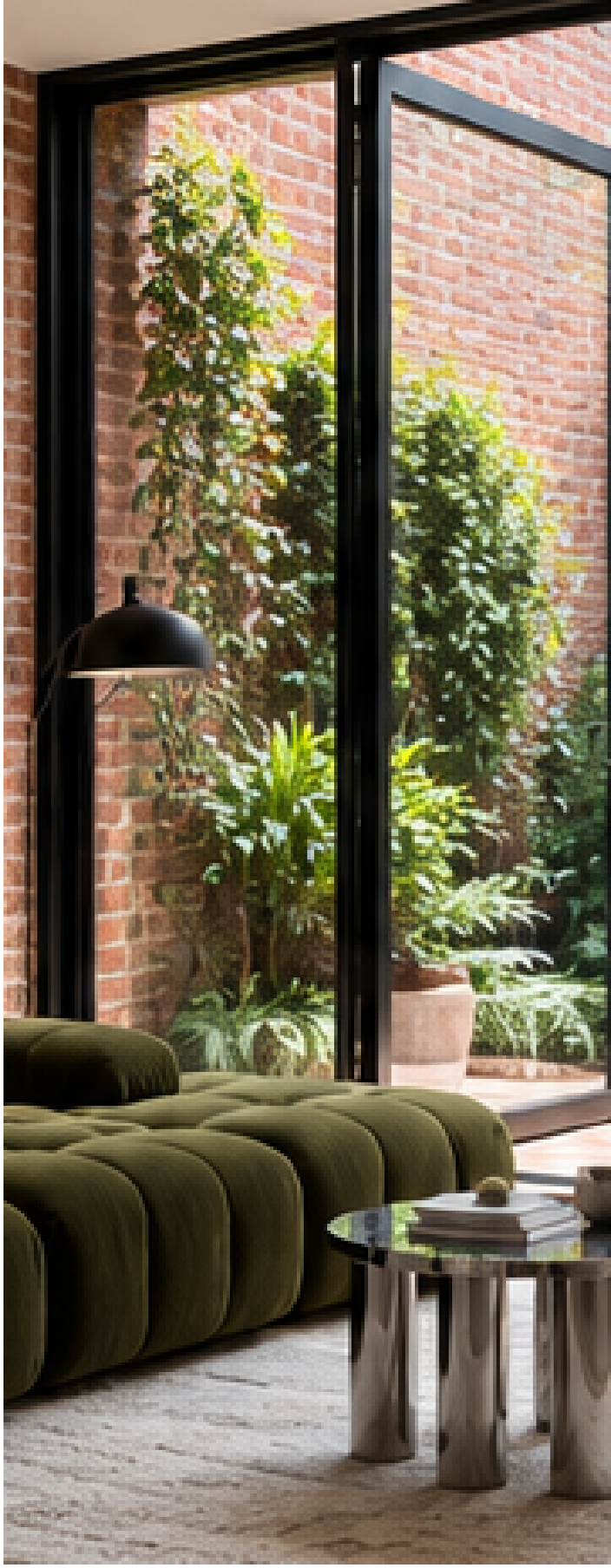
Make the most of the fresh attention a new listing receives.

A new listing attracts fresh attention. Renters who are actively searching have a new property to consider, and those who have not found the right home may be ready to inspect quickly. We call this the launch window.

We prepare the campaign to make use of that opportunity. The photographs and description should help renters understand the property, its features and practical details. Alongside the agreed online advertising, we promote through our renter database and respond to enquiries.

We want that early attention to become inspection attendance and suitable applications. A strong launch gives us both an opportunity to lease and an early indication of how the market sees the property.

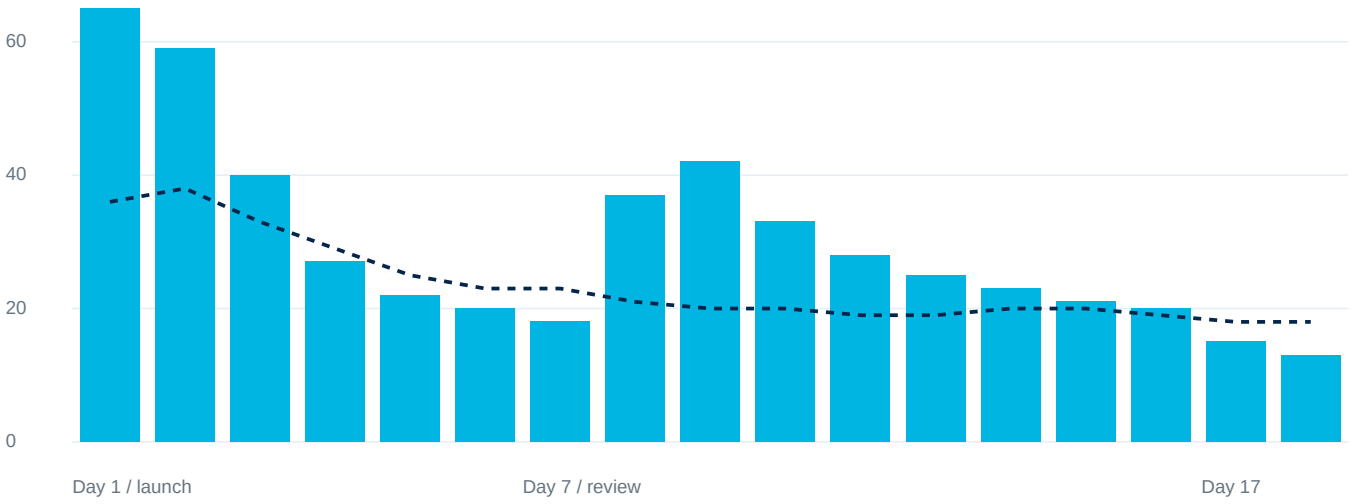
If the property has not leased after the first week of inspections, we review the response. We do not wait several weeks before asking whether the approach is working.



Read the first week.

Compare listing views with the market, then bring in the renter response.
The dotted comparison line gives us a reference for discussing attention. We read it alongside enquiries, attendance and applications, rather than treating views alone as the result.

ILLUSTRATIVE CAMPAIGN / DAILY VIEWS



Blue bars: listing views Dotted line: market comparison

What we saw. What we did.

By day 7, the sample listing trails the benchmark. Inspection feedback and comparable listings support an approved change from $620 to $600 per week. The available listing bump is used on day 8, followed by enquiry follow-up.

The rebound is invented for explanation; it does not establish that the change caused the increase.

Condition and price. Together.

Six fictional one-bedroom apartments. Compare each condition level from top to bottom.

PRICED WITHIN THE SAMPLE RANGE



A / Fully renovated

$620 / week

Sample range: $610-$630

Leased in 7 days



B / Well maintained

$590 / week

Sample range: $580-$600

Leased in 14 days



C / Tired and dated

$550 / week

Sample range: $540-$560

Leased in 10 days

PRICED ABOVE THE SAME SAMPLE RANGE



D / Fully renovated

$680 / week

Sample range: $610-$630

Available after 28 days



E / Well maintained

$650 / week

Sample range: $580-$600

Available after 35 days



F / Tired and dated

$610 / week

Sample range: $540-$560

Available after 42 days

Presentation helps. The asking rent still needs to fit the property.

These scenarios explain the pricing question, not a proven cause of leasing time. Location, size, parking and other features also matter.

Invented prices, ranges and outcomes. AI-generated interiors; not actual comparable evidence.



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What else are renters considering?

Audience overlap and the local market give context to the response.

Your property is being considered alongside other available homes. To understand its position, we look at those alternatives from the renter's perspective.

Ignite's "Your audience also viewed" section identifies other listings attracting attention from the same audience. We review their asking rents, photographs, features and time advertised, then assess which ones are genuinely relevant comparisons. Shared audience interest does not make every property a close match.

We also check the wider local market. New listings and price changes can alter the choices available during your campaign. A property that looked competitive at launch may face a different set of alternatives a week later.

This helps us make a specific recommendation. Instead of simply saying the campaign is quiet, we explain how your offer compares and which differences appear to matter.

Know the alternatives. Make the advice specific.



Photos suggest presentation. Advertised rents are asking prices, not confirmed leasing results.



08 / FROM VIEWS TO VISITS

Make the next step easy.

An enquiry is the beginning of a conversation. Our next task is to help that person decide whether the property suits them and make it practical for them to inspect.

We respond to questions, explain inspection arrangements and follow up interested renters. Clear information about availability, furnishing, parking and other important details helps people decide whether to attend.

We track actual attendance as well as bookings. A registration shows intention; attendance shows that someone has taken the next step. If views and enquiries are healthy but few people attend, we investigate timing, access, availability and the advertised offer.

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Listen after the inspection.

Useful feedback helps us understand what is holding people back.

At the inspection, renters compare the advertisement with the experience of being in the home. They consider its space, light, condition, location and value against the alternatives they have seen.

We follow up attendees to understand their response and help interested people with the application process. If they decide not to apply, feedback can tell us whether the concern is specific to their circumstances or something we are hearing repeatedly.

One person's preference should not determine the campaign. A consistent pattern deserves attention. If several attendees raise the same concern about value, condition or availability, we discuss it with you while the campaign is still active.

More relevant attendance creates more opportunities, but the property still needs to meet the expectations of the people visiting it. We identify what may be preventing suitable renters from applying and recommend a practical response.



09 / FOLLOW-THROUGH



More visits create opportunity. Follow-up helps us understand it.



10 / EVIDENCE INTO ACTION

Make the next decision while it can still help.

A first-week review, whatever the response.

After the first week of inspections, we review the campaign whether the response has been strong, mixed or quiet. That gives us a clear point to discuss progress with you.

If suitable applications are coming through, we focus on assessing them and moving towards a decision. If interest is weak, we explain where it is slowing and bring together the performance report, competing listings and renter feedback.

Our recommendation may involve the asking rent, presentation, inspection arrangements or follow-up. We explain the proposed change and the reason for it so you can make an informed decision.

Where the listing is eligible, we may coordinate an agreed campaign change with the available listing bump. The purpose is to put an updated offer back in front of renters, then check how they respond. Prompt decisions help us use the remaining campaign opportunity.



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A suitable application. A considered decision.

Careful assessment follows the campaign.

Receiving an application is an important step, but it is not the end of the work. We assess the relevant information and references, clarify outstanding matters and explain suitable applications to you.

You should understand the basis of our recommendation and anything that still needs consideration. Checks support an informed decision; they cannot guarantee a trouble-free tenancy.

Once an applicant is approved, we progress the rental agreement and arrangements for bond, initial rent, the condition report and handover. The agreement and move-in timing need to be clearly established so everyone understands the next steps.

Our leasing target refers to securing a suitable renter and agreement. The date the renter moves in may be different, depending on the property's availability and the agreed tenancy start.



Assess carefully.
Explain clearly. Follow through.

You can follow the campaign too.

Activity explained in one conversation, with clear recommendations.

1,200 campaign email sends	**84** email link clicks	**508** REA listing views
18 enquiries	**9** attendances	**3** applications

FICTIONAL OWNER-REPORT EXAMPLE

Our owner reporting brings together activity such as enquiries, inspections, feedback and application progress. Database marketing and online figures provide further context.

Campaign emails show promotional activity, link clicks show a response, and views show attention. Sends are not proof that someone read an email, and views or clicks may include repeat activity.

The value is in bringing the information together and interpreting it for your property. We explain what is working, what needs attention and the decision we recommend.

Your priorities matter. We agree how you prefer to receive updates and who can make decisions if you are unavailable.

A higher rent is only part of the equation.

The weekly figure matters. So do the weeks when no rent is coming in.

$600	$1,200	$1,800
one vacant week	two vacant weeks	three vacant weeks

Illustration based on $600 per week in gross rent.

Every vacant week reduces the rental income earned over the year. An extra $20 per rented week would take 60 rented weeks to equal $1,200 of rent not received during two vacant weeks.

That does not mean accepting any application or reducing rent whenever interest slows. It explains why we take an early review seriously. Waiting has a cost, and the decision should be made with that cost in view.

We aim to balance an appropriate rent, a suitable renter and a sensible leasing timeframe. Preparing well, measuring the response and acting promptly give you a clear basis for deciding how to move forward.

Simple gross-rent arithmetic only. Excludes fees, expenses and changes in circumstances; not a forecast.

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Let's build the plan for your property.

You may be preparing a home for its first tenancy, managing an upcoming vacancy or looking for a clearer approach after a quiet campaign.

We begin by understanding your property and priorities. Then we explain our rental recommendation, preparation advice and campaign - including how we will review the first week's response.

Illustrative AI imagery, including simulated dusk; not actual BOLD staff, clients or listings.

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