FOR OWNERS

Finding the Right Tenant

Finding the right tenant is one of the most important parts of protecting your investment. While it can be tempting to focus on securing a tenant quickly, our priority is finding the right tenant - someone who will care for your property, meet their obligations and contribute to a positive tenancy experience for everyone involved.

At Podium, we combine local market knowledge, strategic marketing and a thorough screening process to help set your tenancy up for success from day one.

How do you attract quality tenants?

Finding the right tenant starts long before applications are submitted.

Before your property is advertised, we assess current market conditions, recent leasing activity and local demand to determine the most appropriate rental price and leasing strategy.

We may also provide recommendations on presentation, maintenance or small improvements that could help maximise interest and attract stronger applicants.

From there, we create a tailored marketing campaign designed to showcase your property at its best. This may include professional photography, online advertising, social media promotion and exposure across leading property portals to ensure we reach the widest possible audience.

How do you determine the right rental price?

Pricing is a balance between maximising return and minimising vacancy.

We analyse comparable properties, current market conditions, enquiry levels and local demand to recommend a rental range that is both competitive and realistic. An accurately priced property typically attracts stronger enquiry, better quality applications and shorter vacancy periods.

If market feedback indicates adjustments may be beneficial, we'll discuss this with you openly and provide recommendations based on real time leasing activity and feedback from attendees.

What happens during an open home?

Open homes provide us with an opportunity to showcase your property while also gaining valuable insight into prospective tenants.

We conduct open homes and private inspections as required, answering questions, gathering feedback and assessing the level of interest from potential applicants. Throughout the campaign, we'll keep you updated with regular leasing reports outlining enquiry numbers, inspection attendance and market feedback.

What do you look for in an application?

Every application undergoes a thorough assessment process.

While every applicant is different, we assess:

- Rental history and previous tenancy performance
- Employment stability and income verification
- Rent to income ratio below 35%
- References
- Identification and supporting documentation
- Overall suitability for the property

Importantly, we don't simply look at whether an applicant can pay the rent. We consider the full picture to help identify tenants who are likely to care for the property and maintain a positive longterm tenancy.

Does the highest rent offer always win?

Not necessarily. And now in some states, we cant accept higher rent, even if offered by a prospective tenant.

While some applicants may offer above the advertised rental amount, the strongest application is not always the highest paying one. Our role is to assess all factors and provide recommendations based on the overall quality of the application.

Long-term stability, strong references and demonstrated reliability are often just as important as the rental amount being offered.

Can I choose my tenant?

Absolutely.

Once applications have been thoroughly assessed, we'll present you with our recommended applicant or shortlist of suitable candidates, together with supporting information and our professional recommendations.

The final decision always rests with you.

Can I decline an application?

Yes.

As the property owner, you have the right to decline an application provided the decision complies with relevant tenancy and anti-discrimination legislation.

If you have concerns regarding references, lease terms or other application details, we'll guide you through the options available.

What happens once a tenant is approved?

Once a tenant has been selected, we coordinate the tenancy documentation, bond collection and lease signing process.

Until the agreement is signed, we continue advertising. We also complete a detailed condition report with 360 degree footage and photos to accurately document the property's condition prior to occupancy. This provides important protection for both owners and tenants throughout the tenancy.

How do you set tenants up for success?

We believe strong tenancies begin with strong communication.

Our onboarding process ensures tenants understand their rights, responsibilities and expectations from the outset. We meet them at the property to walk them through key information, answer questions and provide the resources they need for a smooth transition into their new home.

We also check in with tenants shortly after they move in to ensure the tenancy has commenced positively and to address any early concerns.

What makes Podium's leasing process different?

Our leasing approach is built around one simple principle: finding the right tenant is more important than finding the first tenant.

From market research and property presentation through to marketing, inspections, application screening, onboarding and ongoing support, every step of our leasing process is designed to protect your investment and create the foundations for a successful tenancy.

Because great property management doesn't start when a tenant moves in. It starts with finding the right one in the first place.