



HOLIDAY PROPERTY MANAGEMENT

BYRON
COASTAL
REAL ESTATE

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INTRODUCTION

At Byron Coastal, we understand that entrusting the management of your investment property to a professional manager is a critical decision.

Effectively managing the maintenance, marketing and administration of your asset requires a high level of skill, experience and integrity.

As Byron Bay's only specialist property management firm, we are confident our people and processes will help you maximize income and enhance the value of your property, while giving peace of mind that your funds are secure.

WHY BYRON COASTAL REAL ESTATE?

We are committed to delivering the leading property management service in the Byron Shire, by:

- Providing a dedicated team of specialist holiday property managers;
- Using best in market systems, software and IT;
- Adopting stringent financial controls and compliance policies under a full Real Estate Agent's license;
- Marketing your property pro-actively, using the latest online techniques;
- Making our principals available to you at all times.



THE TEAM

The effective management of holiday properties requires specialist marketing, customer service and asset management skills. These skills cannot be developed overnight. Our teams' experience is a clear point of difference.

Led by directors, Campbell Korff and Tiffeny Welsby, our team of seven dedicated property managers have over 15 years' experience, which gives them a deep knowledge of the local area and the properties they manage.

“Since listing my property with Byron Coastal I couldn't be happier with their service and the increase in the number of property bookings. The very professional Byron Coastal team are a pleasure to do business with.”

~ Matthew Lawson, Kelvin Grove QLD

MARKETING YOUR PROPERTY

The holiday accommodation market in the Byron Shire has become highly competitive. Holiday rental properties compete with hotels, serviced apartments and part-time Airbnb offerings.

Ensuring that Byron Coastal holiday properties stand out from the crowd and attract high quality guests is a daily focus of our team.

Our holiday properties are marketed under the Byron Bay Accom brand. Established over 20 years ago, Byron Bay Accom was Byron Bay's first online accommodation service.

Website and online marketing

- State-of-the-art, smart phone friendly website with online booking engine
- Experts in online marketing, using social media and online booking channels (e.g. AirBnB, Booking.com, Stayz etc)
- With the largest selection of holiday properties in Byron Bay, our website is a one-stop-shop
- A database of over 40,000 holiday guests who receive regular newsletter and offers

“Possibly our most effective marketing tool is our excellent customer service”

Customer Service

- A dedicated guest service team with deep knowledge of our properties and the local area
- Personal guest enquiry and check in service available 6 days a week
- Experienced cleaners and tradespeople on call
- Welcome gift to repeat guests
- 24/7 emergency hotline

Community Involvement

It is important that holiday property owners, managers and guests, alike, are sensitive to local residents and the community.

We have been instrumental in supporting the Holiday Letting Organisation, and the code of conduct. We continue to advocate a balanced approach for all concerned, providing a safe and regulated system to support the local community and tourism in our town.

We are actively involved with the following annual community events, sponsoring and/or volunteering:

- Byron Bay Triathlon
- Byron Bay Writers' Festival
- Splendour in the Grass
- Professional Golfers Association (PGA) Legends Golf Tournament
- New Year's Eve Celebrations

PROPERTY MANAGEMENT

Managing a portfolio of properties requires highly developed systems and procedures to ensure all properties receive equal care and attention.

We believe we have developed market leading systems tailored to the Byron shire property market and climate, as well as our clients' particular requirements.

SELECTION OF GUESTS

Our experienced property managers screen all guests during the booking procedure to establish that they are a suitable fit for your property. Our guests are required to check-in at our office and our staff, cleaners and/or tradespeople will often visit a property during a stay to check on it.

All guests must accept our strict terms and conditions of stay and pay a security bond before a booking is confirmed. We have the right to refuse any booking, even if booked direct online.

STRATEGIC PRICING

While many of our clients seek to maximize their rental income, for some, personal use and enjoyment is more important. Whatever goals you have for your property, our team will work with you to tailor tariffs, marketing and management to achieve them.

TRADESPEOPLE

Our property managers have a team of skilled professional cleaners and tradespeople that are on call daily for routine maintenance and emergency situations. They get to know our properties well, which improves results and lowers cost. Due to the volume of work these tradespeople receive from us, we are able to command preferential service and rates. The value of these relationships cannot be overestimated.

REPORTING

We take responsibility for all accounting administration, including collection of rent and payment of outgoings, and any other payments you request us to make on your behalf.

We provide you with a fully itemised monthly statement with payment direct into your nominated bank account.

For your peace of mind, our fully licensed trust account is subject to an annual independent audit.

OWNER REVIEW

“A huge thank you for all your effort in getting us bookings. I have just been looking at the next couple of months and was delighted to see the current status of bookings. Great job!!! Keep up the good work as I really appreciate it and we will certainly be happy to keep upgrading and improving the place with the current rate of bookings.”

~ Rosemary Marfatia

CUSTOMER REVIEW

“Thank you so much for your brilliant management of this booking. We are very happy with the arrangements you have made for us and look forward to another fantastic time at beautiful Byron Bay. Thanks again for all your help.”

~ Warm regards Randal and Melissa, Guests Browning St



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