

THE GODS MUST BE CRAZY!

Well here we are, already three months into 2011. When Christmas arrived last year bookings in holiday buildings across the eastern seaboard were flowing in with an expected kick start to 2011 well assured. Well, almost!

The heavens opened up, storms, floods, cyclones and to top it off we reach and exceed parity with the U.S dollar (who would have expected it?). Our thoughts and heartfelt sympathy goes to all affected by the loss of loved ones, property and income of the past three months, especially in Queensland and Victoria.

I walk into the boardroom, turn the lights down and dust off the 'Crystal Ball' – gaze meaningfully and ask myself 'what do we have to look forward to in the future months?' Optimistically the future looks to an improving outlook. The Gold Coast in particular is enjoying the fruits of an influx of Chinese visitors taking advantage of serviced apartments in lieu of hotel stays.

The NSW holiday market has had near record occupancy in the past months and no doubt the excellent post-Christmas weather had a dominant affect on this market.

We don't need the 'Crystal Ball' to realize that the economy will improve in the next few months with the building and repair to all affected infrastructure, roads and communication.

The Reserve Bank will no doubt sit on any interest rises and slow, continuing overseas economic improvement will decrease the Aussie dollar back to a level where the Australian public will holiday in Australia, not overseas.

I strongly advise all tourism operators involved in management rights to unite together in each geographical location in Queensland, pool your advertising dollar and get behind the Queensland Government and Tourism push to attract visitors back to the sunshine state.

In the meantime, the management rights industry continues to move forward. No secret very few contracts are forthcoming on the holiday side of the industry, however sales are taking place and settlements are occurring. Purchasers continue to buy at market price and banks continue to lend to the industry.

An industry colleague reported in the February edition of Resort News, the inexperience of certain industry proponents to address the current market. Nothing has changed, your profit and loss must be current not 6 months old. You require a valuation on your associated Real Estate and you will only get the representation you require to sell by working hand in hand with your chosen industry expert.

An incorrectly listed business will not attract any enquiry and hence be impossible to negotiate into a successful contract resulting in a settled sale. On the other hand, all Vendors in high nett profit permanent rental and corporate management rights must look to the heavens and smile when they are ready to sell. New record enquiry and inspections resulting in a successful contract are occurring on a regular basis.

Those fortunate to live in beautiful Queensland, wait and hope that the coming months bring the weather and condition we are used to – beautiful blue skies, bright sunny days and happy smiling holiday guests.



From my point of view and the outlook of the 'Crystal Ball', the coming months leading into late summer and early autumn will result in increased occupancy. Unfortunately, North Queensland will also be a slow and sometimes painful recovery.

Work, communicate and plan cooperatively and the thriving Queensland tourism market will return.

With a better than expected recovery from the G.F.C in November / December to the weather disasters of December / January - one wonders... 'THE GODS MUST BE CRAZY'.

Jake Clarke



Who owns your business name?

By Damien Moffrey

Let's say that you have management rights for 'The Perfect Gold Coast Resort.' If you do not own this business name then you are putting your valuable asset at risk. It's also critical that you consider registering similar names, such as 'The Perfect Gold Coast Resort Holiday'. Plus, more important than ever before, have all possible domain names registered and pointing to your site.

When Kris and Anna Racette purchased the management rights for Gemini Court at Burleigh Heads on the Gold Coast, the name 'Gemini Court Apartments' was a registered asset and formed part of their purchase.

"We immediately registered 'Gemini Court Holiday Apartments' to protect our asset and ensure we could advertise specifically to the holiday accommodation market," explains Kris.

For Frank Higginson, Partner at Hynes Lawyers, the importance of protecting all intellectual property, including your business name, cannot be underestimated.

"Making sure that you have the right business names, trademark and domain names is incredibly important in today's business world. Failure to properly secure all of your intellectual property can have serious business consequences and allow competitors to access the goodwill that you have generated, sometimes over decades of time, money and effort," Higginson says.

Let's take a look at a true horror story involving a recent client of Baker Affleck Moffrey.

"We are in a living nightmare," state Maurice and Tracey (names have been changed) who purchased the management rights to The Golden Mile Apartments. "After running a successful holiday letting business for 12 months and investing a considerable amount in branding, technology and a marketing campaign, it was brought to our attention that an apartment owner and resident had decided to start his own little business with a letting pool named 'Golden Mile Accommodation.'"

Unfortunately for Maurice and Tracey the nightmare didn't end there. Not only was the owner's business name confusing for potential guests but aggressive Search Engine Optimisation (SEO) by this person saw vital traffic stolen from the official Golden Mile Apartments' site.

All of Maurice and Tracey's hard work was slowly being undermined and there was nothing they could do about it. According to their lawyer and the Department of Fair Trading, the new owner had legitimately registered the business name "Golden Mile Holidays" and "Golden Mile Holiday Accommodation", as well as registering the domain names www.goldenmileholidays.com.au and www.goldenmileholidayaccom.com.au, both of which were available.

"In my view the building name should be trade marked and owned by the Body Corporate with the building manager given an exclusive licence, via the letting agreement, to utilize the name to advertise as the exclusive on site letting agent for the complex," advises Col Myers, Partner at Small Myers Hughes law firm. "This process should not prohibit owners or outside agents utilising the building name in their advertising but they must be prohibited from holding out that they are the appointed on site letting agent. The same applies for domain names."

The important thing in the fast-paced digital marketing world is to make sure that you have your business and domain names covered. Even think about spelling mistakes. If a competing name confuses or takes business away, then you are losing customers and your business may suffer.

Tips from the Department of Fair Trading:

- Be aware that registering your business name does not give you ownership of that name. Another person can register a similar name, for example, 'Golden Mile Accommodation'. Take the time to consider and register all possible variations of your business and domain names.
- Fair Trading (QLD) check; Identical names, similar names against businesses, incorporated associations and cooperatives registered in Queensland, names are not misleading or offensive, and that you hold the registered domain name licence
- Fair Trading (QLD) does not check; Interstate business names, similar *company* names, registered trademarks, and spelling mistakes

Baker Affleck Moffrey strives to add value to your business with our in-house expertise and strong network of industry experts. Call us now on **07 5538 3088** to discuss how we can help your business grow.



A Service for On-Site Managers

About Us

ThePropertyManager.com.au is a website dedicated to On-Site Property Managers. We provide a range of services to the Management Rights industry. Namely, we advertise your rentals (and sales if applicable) onto a wide network of leading real estate websites.

We Advertise Your Rentals Here:

- :: RealEstate.com.au Australia's largest rental website;
- :: HomeHound.com.au Australia's 3rd largest rental website;
- :: RentAustralia.com.au a high-speed rental search engine;
- :: StudentHousing101.com.au a partnership with Australia uni's;



Advertising on these leading websites ensures you're offering owners the best possible marketing service. Better tenants, fewer vacancies and higher rents equates to a larger letting-pool, less exposure to external agents, higher net profits and ultimately a much higher value for your management rights business.

Our centralized advertising management system is incredibly fast and easy to use. Best of all, you can manage all your listings from one simple website, saving you time, and money.

A FREE Website for Your Complex!

We're also including a professionally designed website for your complex - absolutely free! We've been designing websites for over 15 years. Our clients have included Multiplex, Lorna Jane, Urban Homes, Cosmopolitan Builders,

Portside Wharf, River Place, Admiralty Towers, Gabba Central, Hutchinson Builders, and Gray Stone. Our websites are well designed, search engine optimized, usable and informative.

Our sites typically start from around \$4000 plus hosting of around \$400 per year, however we're including such a site and site hosting absolutely free of charge!

Your Website Inclusions

- :: A custom designed layout and colour-scheme that suits your building;
- :: An updatable flash animated photo gallery, showcasing images of your complex;
- :: An updatable overview page with general information about your complex;
- :: An updatable vacancies page listing all the current rentals you have available;
- :: A location page which gives a location map and overview of your local area;
- :: An enquiry form allowing users to contact you via email;
- :: A contact page with your complex address, postal address, email, fax and phone numbers.

This website presents your complex to prospective tenants as a high quality, desirable address. It allows them to investigate your complex prior to an inspection, freeing up your valuable time. You can give out your website address to applicants, include it on your business cards, signage, and stationary, and it will appear in Google when users search for accommodation in your area.

All of this allows you to offer better marketing services to your owners, better tenants, fewer vacancies and higher rents. Your website is an asset to your Management Rights business, adding value to your business both directly and indirectly.

What Is The Cost?

Annual membership on ThePropertyManager.com.au is just \$475! If you compared this to the price of advertising directly on RealEstate.com.au; upwards of \$7,200 per year, plus a professional website starting from \$4,000 plus web hosting costs of \$400 per year, our service equates to a total saving of \$11,125!!!

Contact Us

If you'd like to discuss joining ThePropertyManager.com.au today please call us on **07 3868 4047** or email info@ThePropertyManager.com.au

FEATURED LISTINGS



Beautiful Burleigh Holiday Highrise

- Just 50 metres from the beach
- Family friendly resort with heated pool & spa, wading pool, childrens playground & games room
- 34 units in letting pool
- Lovely 3 bedroom, 2 bathroom, air conditioned managers residence

Nett Profit \$275,000 Asking Price \$2,133,000

Contact Exclusive Agent Warren Oliver 0416 216 625



Byron Bay Holiday – Reside Off-Site

- 16 x 2 & 3 bedroom apartments, all in letting pool including managers
- Full licence required if residing off-site
- Managers apartment fully furnished & in rental pool
- Ideal opportunity for a two person team to enter this thriving industry
- Office/storage on exclusive use

Nett Profit \$234,500 Asking Price \$1,750,000

Contact Exclusive Agent Jake Clarke 0418 663 661



Sydney Permanent Accommodation

- Ideally located southern suburbs minutes from airport & public transport
- In excess of 110 rental apartments
- Ideal for a two person team looking for quality living
- \$274,000+ remuneration
- 2 bedroom managers apartment & separate office

Nett Profit \$419,500 Asking Price \$2,590,000

Contact Exclusive Agent Jake Clarke 0418 663 661



As New Gold Coast Permanent

- Popular rental location close to all major amenities
- Large 3 bedroom manager residence with courtyard, double lock-up
- 24 years left on agreements
- Current manager not required to live on-site (optional \$20,000 income from rent of managers residence)

Nett Profit \$153,000 Asking Price \$1,225,000

Contact Exclusive Agent David Rotheram 0414 706 600



Mediterranean Style Holiday – Surfers Paradise

- Close to central Surfers Paradise, near the beach
- Long term agreements
- 2 bedroom, 2 bathroom managers residence, comfortable & spacious
- This business offers the opportunity to generate a good income in a great lifestyle location

Nett Profit \$199,600 Asking Price \$1,370,000

Contact Exclusive Agent Wal Karlo 0412 200 362



What a Location – Full Valuation In Place

- 2 modern low-rise buildings – one holiday letting, one permanent letting
- Facilities include two swimming pools, gym, bbq areas, conference rooms/facilities, on-site café, spa, sauna, steam room, meeting rooms
- Large 2 + 1 bedroom managers residence + additional studio/bedsit unit
- Ultra modern fitout reception

Nett Profit \$1,105,030 Asking Price \$7,900,000

Contact Exclusive Agent Jake Clarke 0418 663 661