







VIEWPOINT

WHO

Where we are from. Where we are going.

Urban Property Canberra was founded in 2019 by Nicholas and Stacey Nagel.

With a vision to transform the property experience in the region, Nicholas and Stacey established Urban Property to offer bespoke, client-centered solutions. Their passion for delivering personalized service and their journey of finding a home and community within Canberra have shaped the company's core values of integrity, care, and authenticity.

Though Urban Property is a growing business, its deep connection to the local community is reflected in every transaction. Nicholas' understanding of what it means to find a place to call home fuels his commitment to each client's unique journey—whether they're buying, selling, or investing.

As Urban Property continues to expand in Canberra, Queanbeyan, and the surrounding regions, the mission remains clear: to be the leading real estate agency, known for its innovative strategies, strong client relationships, and tailored approach to real estate.







PROPERTY MEET THE TEAM MANAGEMENT

At Urban Property Canberra, our Property Management team is committed to delivering outstanding service, ensuring that both landlords and tenants feel fully supported.

With a true passion, **Stacey Nagel** views property management as her calling. With a robust background in administration and accounting, she delivers **personalized, high-end service** that distinguishes her in the Canberra marketplace. Since relocating from South Africa in 2017, Stacey has focused on **achieving outstanding outcomes** for clients. As a licensed agent, her deep knowledge of legislative requirements gives clients **confidence**.

Joining Stacey is **Kelly Pearce**, a proud Queanbeyan native who brings valuable organizational skills and attention to detail from her **extensive experience** in investing & property management. Recognizing that each client has unique needs, Kelly's approach ensures that clients feel heard and supported throughout the property management process. She embodies Urban Property's core values of **integrity and professionalism**, working diligently to help clients achieve their real estate goals.

Together, Stacey and Kelly form a dedicated Property Management team, committed to integrity and exceptional care. Their combined expertise fosters strong relationships, ensuring that both landlords and tenants receive the highest level of support, making their real estate journeys as smooth and successful as possible.

STACEY NAGEL
DIRECTOR OF PROPERTY MANAGEMENT



KELLY PEARCE
INVESTMENT PROPERTY MANAGER









10 IMPORTANT QUESTIONS

Here are ten important questions to consider when renting your home. If you're meeting with multiple property managers, use this list as an agenda to structure your meeting and help determine the best agent for your needs.

After all, having the right agent can significantly impact your results.

1. Will you be the Property Manager looking after my property? If not, who will be?
2. What procedures are in place for handling urgent maintenance issues?
3. What marketing strategies do you use to attract tenants to my property?
4. Can you explain your rent arrears policy?
5. What criteria do you use to screen tenants before placing them in my property?
6. How many inspections do you conduct per year?
7. What is your weekly rental estimate for my property?
8. How often will rent be deposited into my account, and when can I expect these disbursements?
9. What are the total management costs, and do these fees include GST?
10. What unique strategies do you employ to ensure the best returns for my property that other property managers may not offer?

By asking these essential questions, you can gain valuable insights into potential property managers and their services.

Choosing the right agent is crucial for maximizing your rental income and ensuring a smooth leasing process.

Take the time to find a property manager who aligns with your goals and can effectively represent your interests in the rental market.

Your property deserves the best!



LISTING YOUR PROPERTY

A COMPREHENSIVE GUIDE

For Rent

SELECT A PROPERTY MANAGER

Research and Book a Meeting: Choose a reputable agent familiar with property legislation and arrange an inspection appointment.

Discuss Services and Fees: Review the agent's Property Management services, including fees, charges, and what's included in their management plan.

Sign the Agency Agreement: Finalize your selection by signing an Agency Agreement, officially appointing the agent to manage your property.

PREPARE FOR TENANT INSPECTIONS

Provide a Signed Agreement to the Agent: The agent will need a signed copy of the Agency Agreement to proceed with managing the property.

Ready the Property for Viewing: Clean, declutter, and make any necessary repairs to present the home in its best condition for prospective tenants.

Launch a Marketing Campaign: Your agent will prepare and distribute advertising materials, such as online listings, signage, and brochures, to attract tenants.

Hold Property Inspections: The agent will conduct scheduled inspections and provide feedback on potential tenants, discussing any applications received.

PROCESSING TENANT APPLICATIONS

Application Review and Approval: The agent processes and reviews tenant applications, conducting background checks, and the owner makes the final approval.

Collect Initial Rent and Bond: Upon approval, the agent collects the first two weeks' rent and the rental bond, which is lodged with the appropriate bond board (NSW/ACT).

Sign the Tenancy Agreement: The tenant signs the Tenancy Agreement, formalizing their commitment to lease the property.

LEASE COMMENCEMENT AND MOVE-IN

Complete Inventory and Condition Report: The agent conducts a detailed inventory and condition report, documenting the property's state before move-in. This report is shared with the tenant.

Key Collection and Lease Start: The tenant collects the keys from the agent's office, and the lease officially begins, marking the start of the tenancy.

By following these tips, you can greatly enhance your chances of leasing your home swiftly and securing the best possible rental price.

PREPARING YOUR PROPERTY

A COMPREHENSIVE GUIDE

For Rent

INSIDE PRESENTATION

Cleanliness and Organization: Deep-clean all rooms, including kitchens and bathrooms, and ensure each space is tidy and clutter-free..

Functional Doors and Locks: Check that every door opens, closes, and locks smoothly. Ensure handles work without sticking, and that no doors jam.

Maximize Natural Light: Open all curtains and blinds to allow as much natural light as possible to brighten the interior, creating an inviting atmosphere

Professional Carpet Cleaning: Arrange for carpets to be professionally cleaned to remove any stains and odors, giving them a refreshed look and feel.

Repairs and Wall Touch-Ups: Patch any holes or dents in walls, repaint areas with visible wear, and address any damage to flooring or tiles. This adds to the home's appeal and durability.

OUTSIDE PRESENTATION

Window Glass Replacement: Check all windows and replace any cracked or broken glass to ensure safety and improve appearance.

Gate Functionality: Inspect and maintain gates to ensure they open, close, and lock smoothly for added security.

Gutter Maintenance: Clear out all gutters to prevent blockages, leaks, and possible roof damage.

Fence and Palings Repair: Fix or replace any missing or damaged fence palings for a polished, secure outdoor space.

Lawn and Garden Care: Regularly mow the lawn, trim hedges, and tidy garden beds to enhance curb appeal and create a welcoming first impression.

INSPECTIONS AND OPEN HOMES

Prepare for Inspections: Make sure your home is clean, well-lit, and ready for inspections.

Address Inspection Issues Promptly: If any issues are identified during inspections, address them promptly to show your commitment to the property.

Create a Welcoming Atmosphere: Ensure your home is well-ventilated, has a pleasant temperature, and is free of unpleasant odors.

ADDITIONAL TIP

Consider Marketing: Work with your property manager to develop a comprehensive marketing plan that includes professional photography, online listings, and targeted advertising.

Following these steps will enhance your home's appeal, attracting quality tenants and maximizing rental returns.









STRATEGIC PRICING

MARKET-BASED PRICING: SUPPLY AND DEMAND

The rental market operates in a free-market environment, meaning prices fluctuate based on supply and demand:

Abundant Rentals: When there are many properties available for lease, tenants have more options, which typically leads to lower rental prices.

Limited Rentals: Conversely, a shortage of rental properties increases demand, allowing for higher rental prices.

Our pricing strategy involves analyzing current market conditions, assessing similar rental listings, and adapting to changes in demand to position your property at a competitive price.

EMOTIONAL INFLUENCE ON TENANT DECISIONS

Choosing a home is often an emotional process for tenants. Factors such as comfort, convenience, and lifestyle greatly influence their decision and can be a driving force behind achieving a higher rental price. By highlighting unique features that align with tenant lifestyles, we create emotional appeal that can enhance perceived value.

ENHANCING PROPERTY APPEAL FOR A COMPETITIVE EDGE

Properties that maximize their appeal stand out in the market and attract higher-quality tenants. Small adjustments can make a significant difference; for example, adding family-friendly features in a neighborhood popular with young families can enhance appeal, increasing the likelihood of securing a favorable lease. The goal is to create an environment that resonates with potential tenants and, ideally, encourages competitive interest.

PRICING GUIDE

Please refer to the attached Comparable Market Analysis document, which includes recent leasing figures for similar properties and demonstrates current tenant demand trends.

This analysis serves as a **guide** for setting a rental price range that reflects both market conditions and your property's unique features.

MARKETING

ALLHOMES.COM.AU

Feature your property on Canberra's leading real estate platform, targeting local renters.

REALESTATE.COM.AU

Reach a national audience on Australia's largest property site for maximum exposure.

DOMAIN.COM.AU

List your property on one of Australia's leading real estate platforms for extensive market reach.

ZANGO.COM.AU

Connect with renters in Canberra and the surrounding regions through this local real estate platform.

RENT.COM & HOMELY

Maximize your property's visibility by listing on RENT.COM and Homely, reaching a wide pool of quality renters

URBAN PROPERTY WEBSITE/SHOFT FRONT DIGITAL DISPLAY AD

Showcase your rental on the Urban Property website and our shopfront digital display to connect with local renters actively seeking their next home.

VISUALS

PROFESSIONAL PHOTOGRAPHY

High-quality, expertly shot images showcasing your property in the best light for marketing materials.

FLAT & 3D FLOORPLAN (IF APPLICABLE)

A simple floor plan layout to give renters a clear view of the property's layout.

SIGNAGE

MEDIUM SIGN BOARD

Clear and professional signage to attract local renters passing by.

PREMIUM PHOTO SIGN

High-quality imagery that effectively highlights features of your property to capture potential renters.

Marketing costs may vary based on individual property needs and specific marketing strategies.

Detailed pricing information will be provided upon request.

PROPERTY MANAGEMENT

SERVICES GUIDE

Management Fee: Statement Fee:	Agreement Setup Fee: CHARGED UPON LEASING OR RENEWING A LEASE AGREEMENT
Initial Leasing Fee: INCLUDED IN FEE Arranging Photography Building online Advert Hosting of Open Homes Collection & Processing of Applications Presentation of Applications to Landlord Lodging of Rental Bond & Collection of First 2 weeks rent Preparation and signing of Lease Agreement Conducting Ingoing Inspection & Preparation of condition report Tenant Handover with tenant information & guidance pack	
Lease Renewal Fee: INCLUDED IN FEE Market price Analysis of Comparable Properties Rent Suggestion & Comparables discussed with owner Rent increase & Lease Renewal discussed with tenant Preparing lease renewal documents & Implementing rent increase	
Ingoing/Exit Report	INCLUDED
TRIBUNAL SERVICES Applying for a Tribunal Order: NSW Residential Tribunal ACT Residential Tribunal EXTRA FEES MAY BE APPLICABLE DEPENDING ON THE CASE CIRCUMSTANCES	
ADDITIONAL TRIBUNAL SERVICES: Attendance at Tribunal Preparation of a Tribunal Case: Preparation and Processing insurance Claims: Project Management:	



Testimonials



Chris G - Sep 29, 2024 - on GOOGLE

We had an amazing experience with Nick through both a property sale and purchase.

Nick was professional from start to finish, keeping us updated throughout the process and allowing the sale/purchase to go through seamlessly.

Would highly recommend Nick and the team at Urban Property Canberra



Nick Nagel
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Himanshu P - Aug 25, 2024 - on GOOGLE

I have always received perfect advice from Urban Property about the upkeep of the property, keeping the tenants happy, and securing the best possible rent.

I particularly like the fact that they look after interests of both the tenant and the property owner.

Needless to say they respond promptly and they are always helpful.



Stacey Nagel
Director of Property Management
(02) 6196 - 6735
Stacey@urban-property.com.au



Fiona W - Aug 25, 2024 - on GOOGLE

Since signing on with Kelly and team at Urban Property (2nd year now) we have had zero issues.

They are very responsive and have helped us make informed decisions on choosing our tenants.

Kelly has lots of experience and I trust her instincts. I also like how they structure their fees so in a nutshell, highly recommend.



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