



FILIPINOHOMES  
INSTITUTE OF REAL ESTATE

# BEST PRACTICES IN REAL ESTATE

RENT MANAGEMENT | PROPERTY MANAGEMENT

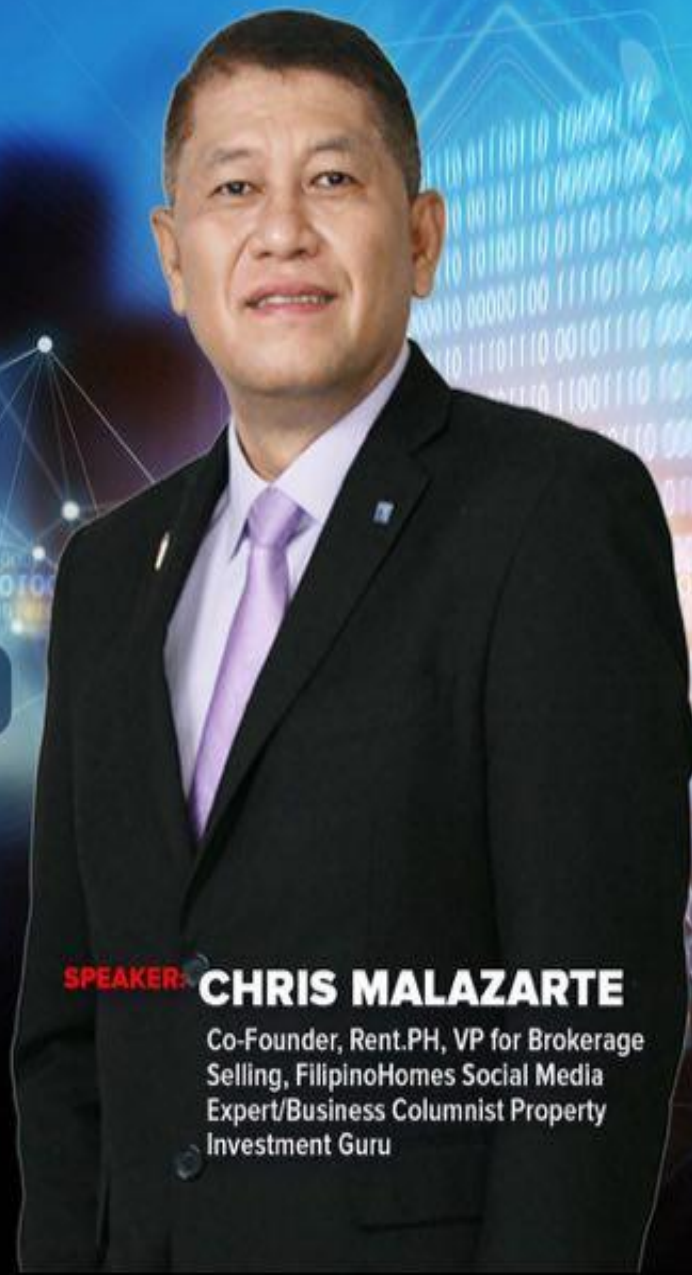
**MAY 14, 2020 (THURSDAY) | 10:00AM**



**HOSTED BY:**

**ANTHONY LEUTERIO, REB, PRO**

Founder, FilipinoHomes Inc  
Director for FilipinoHomes Training, Accredited  
Speaker, PRC Real Estate Training Program  
in the Philippines



**SPEAKER:**

**CHRIS MALAZARTE**

Co-Founder, Rent.PH, VP for Brokerage  
Selling, FilipinoHomes Social Media  
Expert/Business Columnist Property  
Investment Guru



FILIPINOHOMES  
INSTITUTE OF REAL ESTATE

# Know the Difference

**Rent Management is a task assigned to a property professional to address the marketing needs of a property owner and the renter.**

**Property Management is broader in the sense it covers not just rent management but also the maintenance of the property itself including the facilities therein.**



# Definition

*In Filipino Homes, Rent Management is a **service of connecting and matching** renters and property owners through an **authorized intermediary** in the person of a **real estate professional or representative**.*

## Rent Management Servicing

- ▣ Marketing
- ▣ Due Diligence
- ▣ Authority
- ▣ Professionalism



# Basic Due Diligence on Rent Management

- 1. Get a signed Rent Agency and Promotion Agreement (RAPA)**
- 2. Know the terms of rent**
- 3. Inspect the property**
- 4. Take pictures of the property.**





# Insights on Rent Pricing

*Although not the rule of thumb, rent may be pegged at one percent (1%) of the cost of the property.*



## **Rental prices are influenced by:**

- ∞ Location
- ∞ Conveniences
- ∞ Community / Neighborhood
- ∞ Amenities
- ∞ Occupancy
- ∞ Etc...





# Property Management (Specifics and Best Practices)



# Insights on Residential Property Management

## Property Management in a Residential Environment

### 1. General Property Management

(Community Premises)

**General Property Management.** Is the administration and management of the common use service areas (CUSA) in a residential community.

### 2. Unitized Property Management

(Private Spaces)

**Unitized Property Management.** Is the administration and management of a private property from within the premises of a residential community.



# Facilities Management and Property Management

**Facilities Management.** is the practice of coordinating the physical workplace with the people and the work of the organization. It integrates the principles of business administration, architecture, and the behavioral and engineering sciences (IFMA 1983).

**Facilities Management as Applied in Property Management.** In a property management setting, a property manager, whether individual or a company, is appointed to act as facilities manager with extended responsibilities apart oversight, engineering and maintenance. This typically includes **leasing, finance, marketing, customer service, legal and security concerns.**





# Insights on Residential Property Management

## Facilities Covered in a General Residential Property Management

- α Building structure
- α Water supply
- α Electrical and cable system
- α Passageways, open spaces and garden
- α Amenities (recreation facilities)
- α Piping, sewerage and waterways
- α Lounges/lobbies, function areas, office etc.
- α Waste disposal system
- α Equipment and devices installed.



# Insights on Residential Property Management

## Facilities Covered in a Unitized Property Management

- α Room(s) and beddings
- α Interior Lighting
- α Furniture and fixtures
- α Internet, cable and appliances
- α Kitchen and dining ware
- α Toilet and Bath (including Supplies)
- α Devices installed



# Insights on Residential Property Management

## 3Ms in a Unitized Property Management

- ⌌ Marketing (Rent/Sale)
- ⌌ Maintenance
- ⌌ Management





# Insights on Residential Property Management

**Q. Why is there a need for property management or a property manager for residential units?**

- A. (1) to monetize the properties bought for investment through rent or sale;  
(2) to keep and maintain the unit its contents, supplies and installations in their best and serviceable condition and;  
(3) to represent unit owners in the administrative tasks related to residential their units.





# Support Facilities Needed in a United Residential Property Management

- ⌂ Office (Supplies and Equip)
- ⌂ Personnel
- ⌂ Housekeeping Equipment
- ⌂ Maintenance Tools
- ⌂ Storage
- ⌂ Supplies
- ⌂ Concierge / Transport
- ⌂ Safety Gears



# Support Facilities Needed in a United Residential Property Management

## Multipurpose Warehouse

- α Office Space | Warehouse
- α Equipment  
(Printer, phone, internet, laptop etc.)
- α Furniture
- α Conference / Training Room
- α Projector and Screen
- α Office Supplies
- α Surveillance / CCTV
- α Firefighting Equipment



# Support Facilities Needed in a United Residential Property Management

## Personnel

- α Office Staff
- α Sales and Marketing Officers
- α Housekeepers/Cleaners
- α Liaison
- α Driver





# Support Facilities Needed in a United Residential Property Management

## Housekeeping

- α Vacuum and Cleaning Implements
- α Beddings
- α Toiletries Supplies
- α Cleaning Agents
- α Garbage Bags/Bins





# Support Facilities Needed in a United Residential Property Management

## Maintenance Tools

- α Electrical Toolkits
- α Basic Carpentry Set
- α Plumbing Tools
- α Ladder



# Support Facilities Needed in a United Residential Property Management

## Supplies

- α Common Hardware
- α Toiletries
- α Beddings / Towels
- α Waste/Trash Bags
- α Common Office Supplies



# Support Facilities Needed in a United Residential Property Management

## Storage

- α Cabinets
- α Racks
- α Containers
- α Fire Extinguisher





# Support Facilities Needed in a United Residential Property Management

## Concierge / Transport

- α Guest Vehicle
- α Motorbike
- α Delivery / Pickup Car





# Support Facilities Needed in a United Residential Property Management

## Surveillance

- α Office IP Camera
- α CCTV (Provided by Building)

## Security

- α Security Guards 24/7
- α CCTV (Provided by Building)
- α Guest log book

## Support Against Fire Hazards

- α Fire Extinguishers
- α Fire Exit

## Safety Equipment (Basic PPE)

- α Gloves
- α Masks
- α Emergency Kit
- α Prescribed Uniform



# QUALITY MANAGEMENT TOOLS, WASTE MANAGEMENT IN FACILITIES MANAGEMENT

## OFFICE AND PERSONNEL

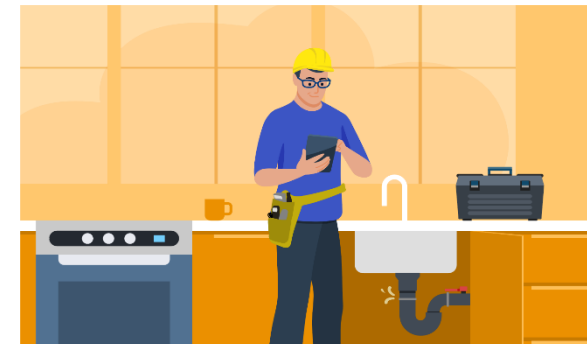
- α “Safety First” Policy
- α 5S (sort, set in order, shine, standardize and sustain)
- α Periodic Checks  
(residential units, equipment and installations, etc.)
- α Continuous Improvement on System  
(workflow, processes and methods)
- α Customer Feedback

## SUPPLY CHAIN

- α Inventory Management
- α Distribution

## WASTE MANAGEMENT

- α Segregation
- α 3Rs (Reduce, Reuse Recycle)





Thank  
you!!!



FILIPINOHOMES  
INSTITUTE of REAL ESTATE