

# 2023 Survey for Property Management Business Owners



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— & associates —  
Property management consulting

# Method

- We created a questionnaire enquiring about the financial measures we use to predict the market value of rent rolls namely: number of managements, average management fee, average rent, rent arrears, vacancy rate, additional fees, profitability.
- We sent the survey via email to over 10,000 email addresses on our property management database. The survey was promoted and posted on social media
- A prize draw was included for anyone who completed the survey to increase the response rate
- Questions relating to the key financial measures of a company were limited to those participants who identified their job title as 'Principals/Owners/Directors'. This was done to avoid with the duplication of responses for the same companies. We acknowledge this is not perfect but the best solution without identifying each company.
- Not all questions were required and could be 'skipped' if participants chose not to answer. This resulted in different response rates for each question.

# Q1. Where is your business based?

Auckland	26
Christchurch	17
Wellington	6
Bay of Plenty	6
Northland	4
Waikato	3
Manawatu	3
Nelson/Tasman	2
Dunedin	2
Gisborne	1
Rotorua	1
Hawkes Bay	1
New Plymouth	1
Otago	1
<b>Total</b>	<b>76</b>

- Answered: 76
- Skipped: 5

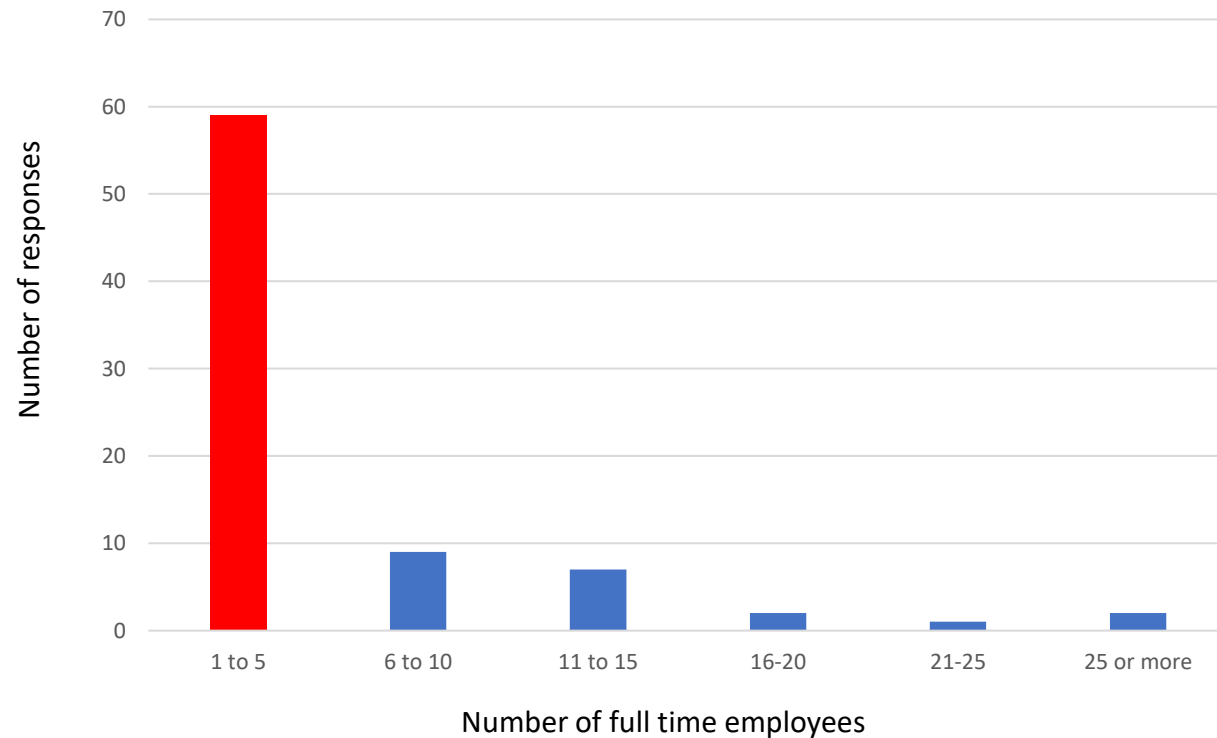
## Q2. How many residential property managements does your company have?



Answered: 81  
Skipped: 0

Answer Choices	Responses
0-50	20
51-100	9
101-150	8
151-200	4
201-250	5
251-300	7
301+	25

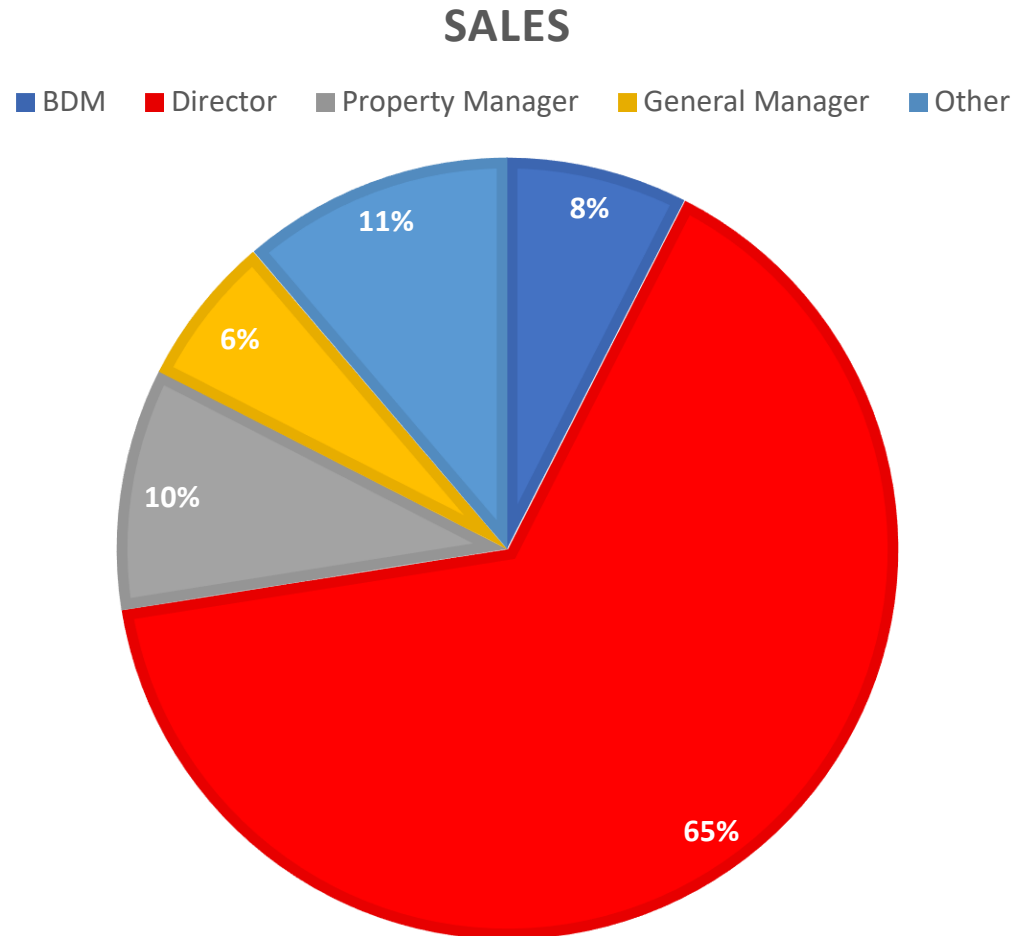
# Q3. How many full-time equivalents (FTE) employee including yourself work in your company?



Answered: 81  
Skipped: 0

Answer Choices	Responses
1-5	59
6-10	9
11-15	7
16-20	2
21-25	1
25 or more	2

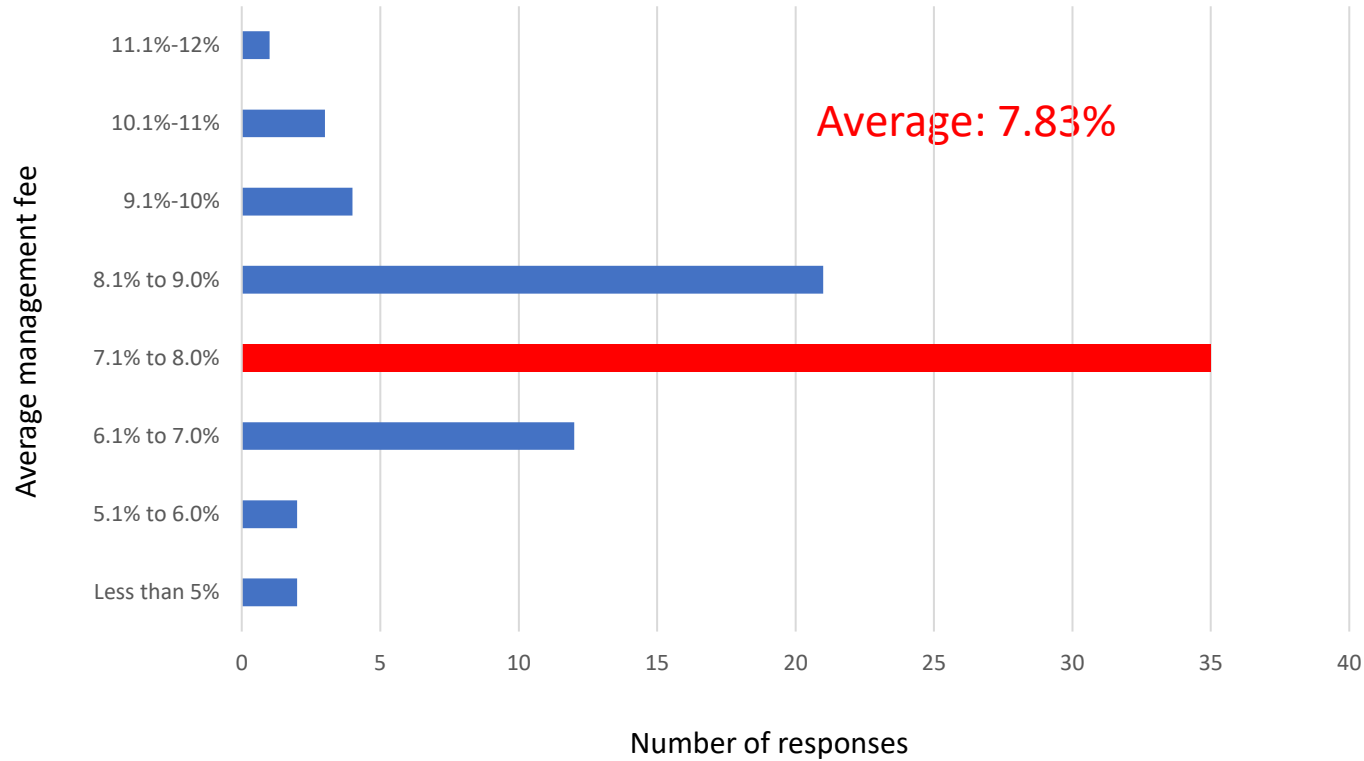
# Q4. What is your job title?



Answered: 80  
Skipped: 1

# Q5. What is the average management fee (GST exclusive) of your residential portfolio currently under management?

Answered: 80  
Skipped: 1

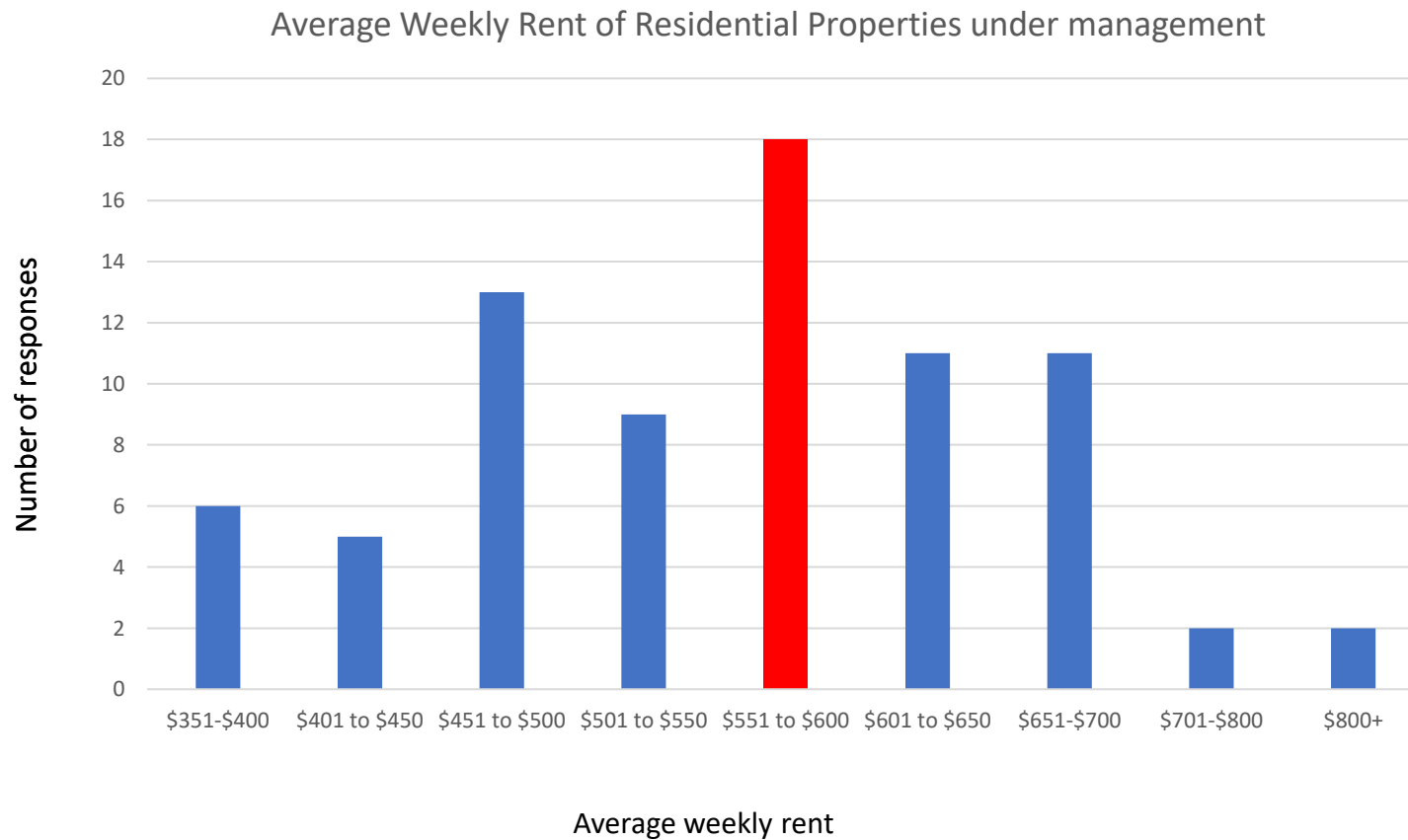


Answer Choices	Responses
Less than 5%	2
5.1% to 6.0%	2
6.1% to 7.0%	12
7.1% to 8.0%	35
8.1% to 9.0%	21
9.1%-10%	4
10.1%-11%	3
11.1%-12%	1

# Q6. What is the average weekly rent of your residential properties under management

Answered: 77

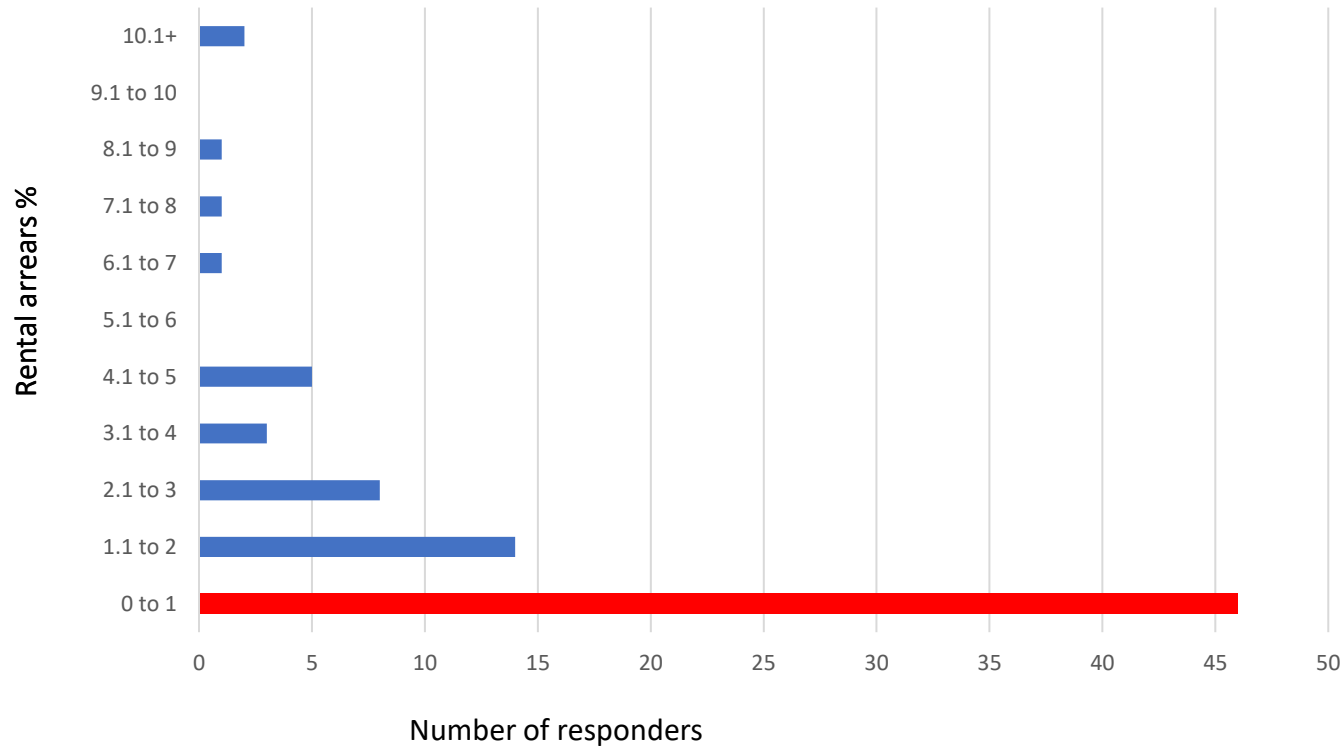
Skipped: 4



Answer Choices	Responses
\$351-\$400	6
\$401 to \$450	5
\$451 to \$500	13
\$501 to \$550	9
\$551 to \$600	18
\$601 to \$650	11
\$651-\$700	11
\$701-\$800	2
\$800+	2



# Q7. What % of your residential portfolio is in rent arrears over 6 days?

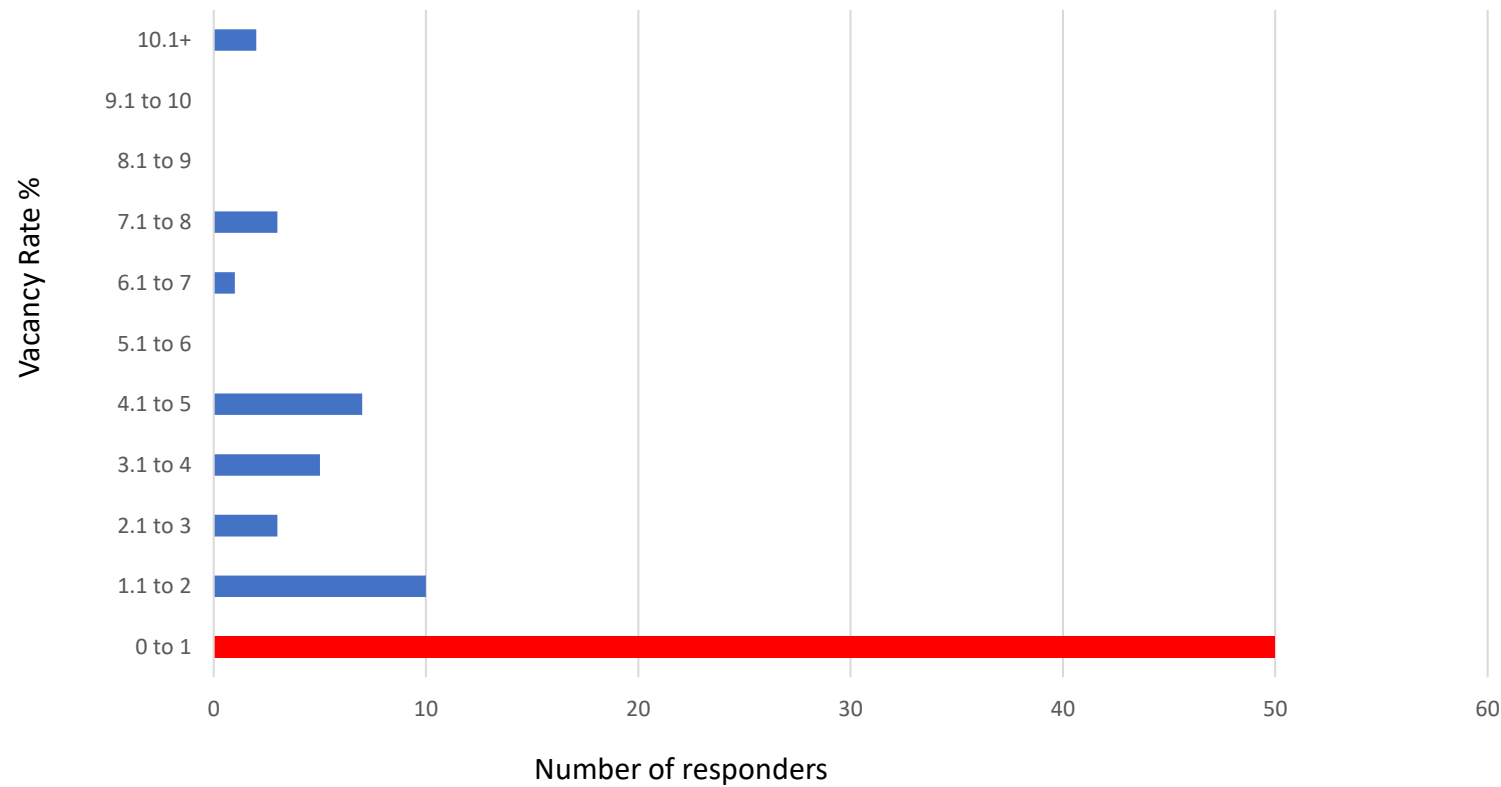


Answered: 81  
Skipped: 0

Answer Choices	Responses
0 to 1	46
1.1 to 2	14
2.1 to 3	8
3.1 to 4	3
4.1 to 5	5
5.1 to 6	0
6.1 to 7	1
7.1 to 8	1
8.1 to 9	1
9.1 to 10	0
10.1+	2

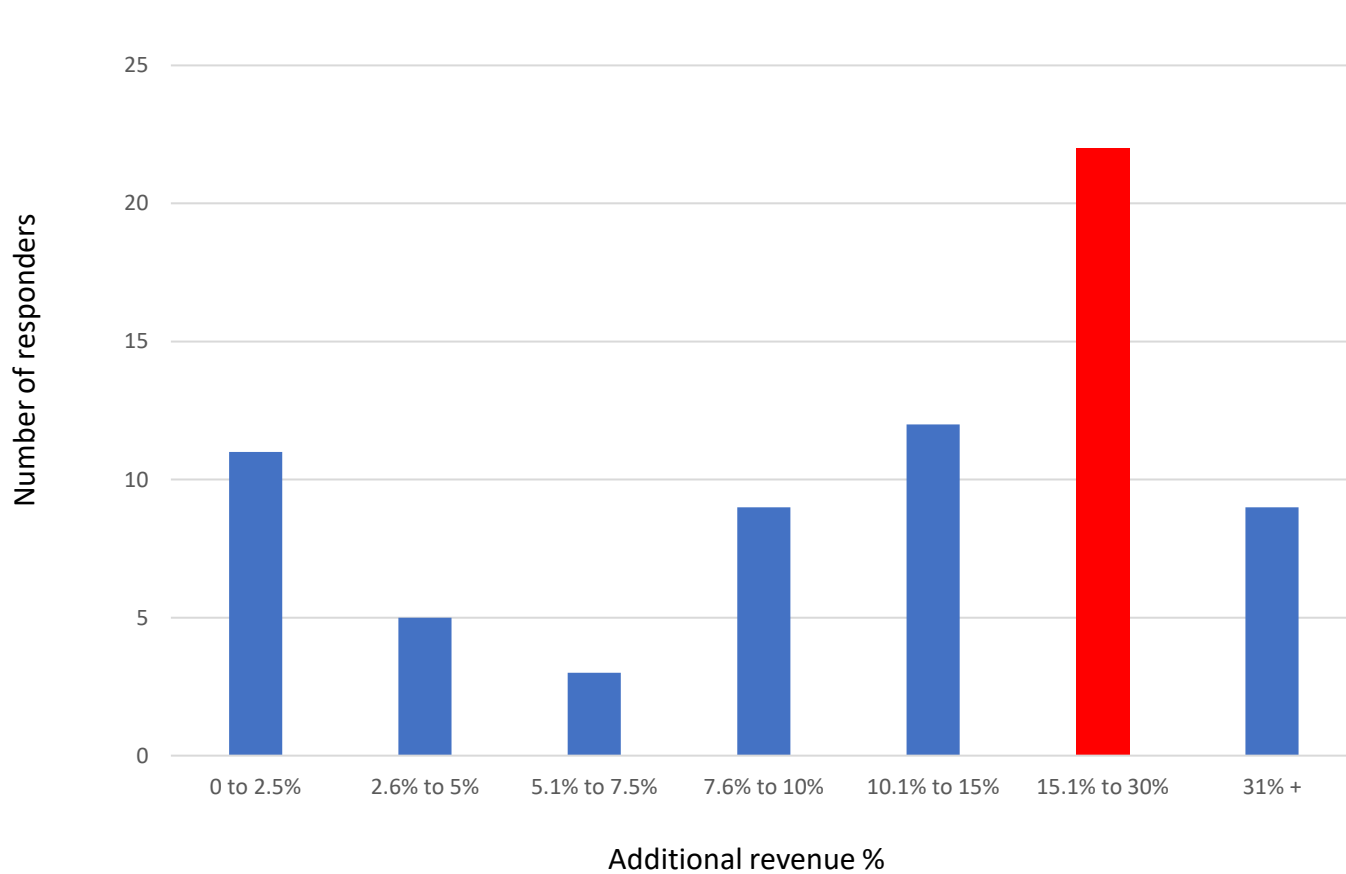
# Q8. What is the vacancy % of your residential rent roll?

Answered: 81  
Skipped: 0



Answer Choices	Responses
0 to 1	50
1.1 to 2	10
2.1 to 3	3
3.1 to 4	5
4.1 to 5	7
5.1 to 6	0
6.1 to 7	1
7.1 to 8	3
8.1 to 9	0
9.1 to 10	0
10.1+	2

# Q9. What percentage of your total annual revenue is made up of additional fees such as Letting fees, Inspections fees etc?

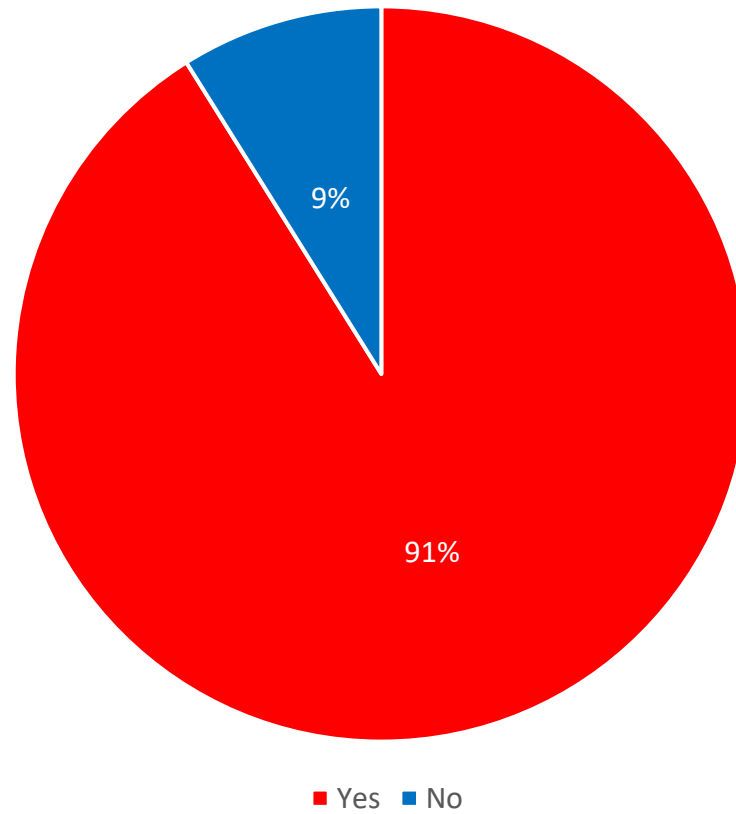


Answered: 71  
Skipped: 10

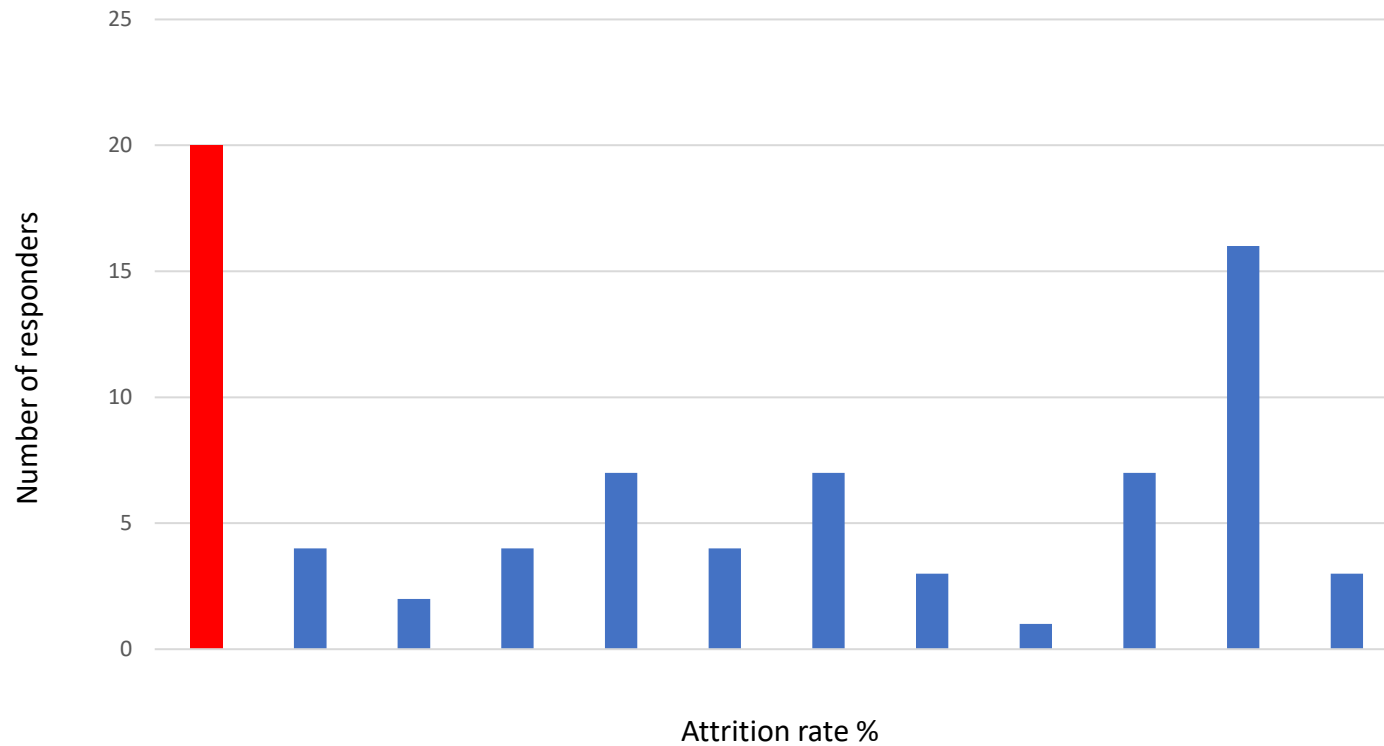
Answer Choices	Responses
0 to 2.5%	11
2.6% to 5%	5
5.1% to 7.5%	3
7.6% to 10%	9
10.1% to 15%	12
15.1% to 30%	22
31% +	9

# Q10. Is your business profitable?

Answered: 79  
Skipped: 2



# Q11. What is the attrition rate of your managed properties over the last 12 months?



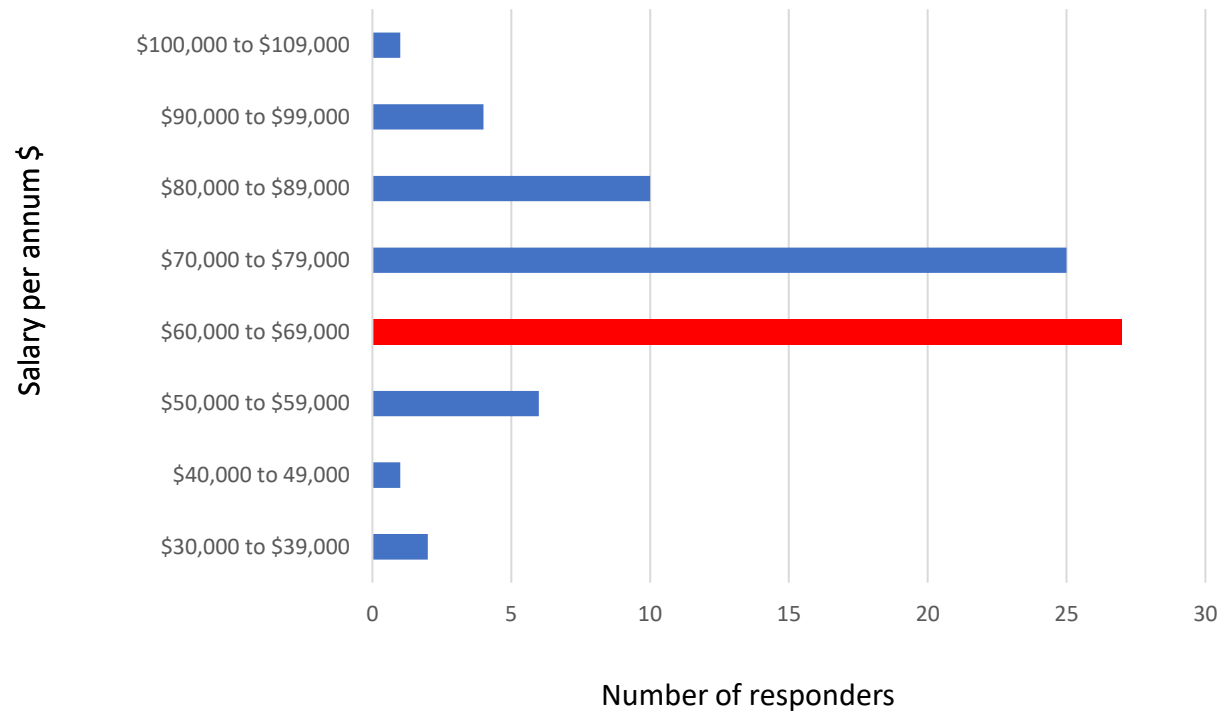
Answered: 78  
Skipped: 3

Answer Choices	Responses
0% to 1.1%	20
1.1% to 2%	4
2.1% to 3%	2
3.1% - 4%	4
4.1% to 5%	7
5.1 to 6%	4
6.1% to 7%	7
7.1% to 8%	3
8.1% to 9%	1
9.1% to 10.0%	7
10.1% to 20%	16
20.1% to 30%	3

# Q12. What salary per annum do or would you pay a Property Manager managing 100 managements? Excluding bonuses/company car usage etc.

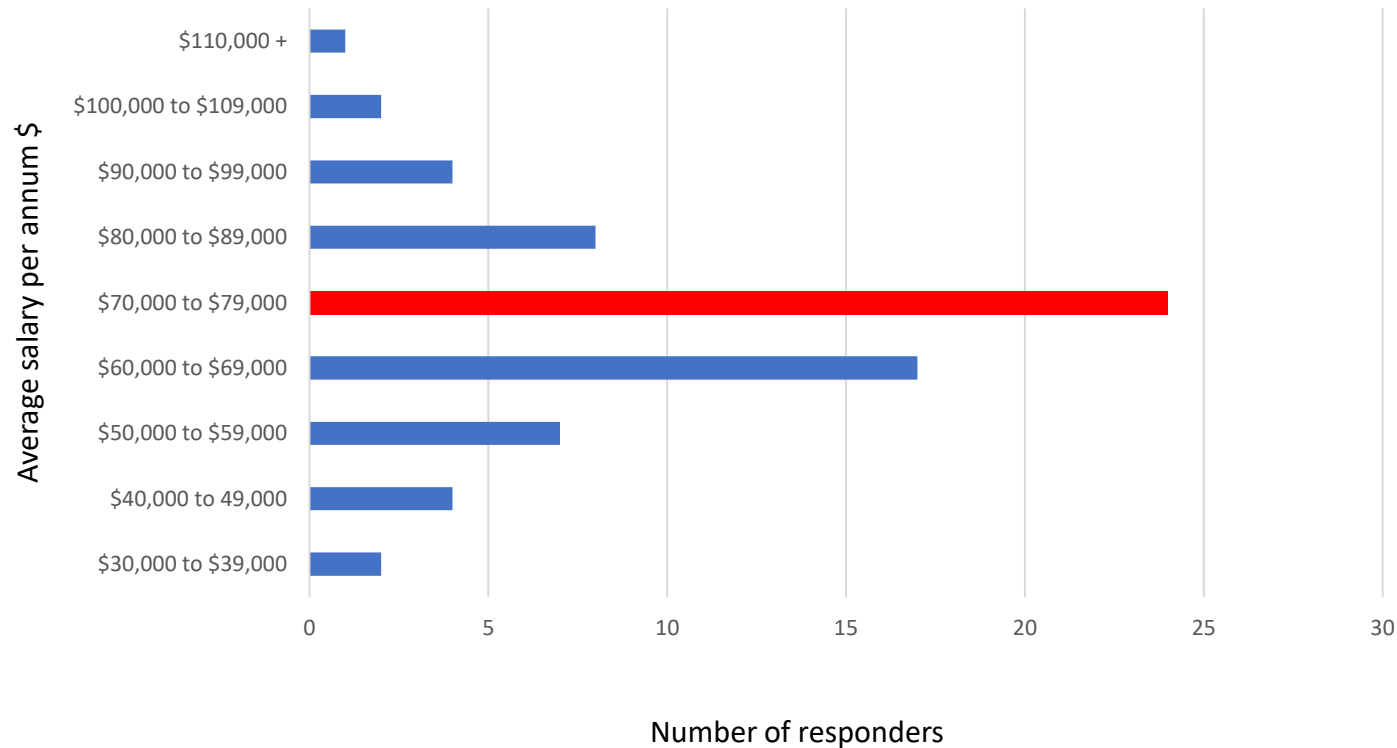
Answered: 76

Skipped: 5



Answer Choices	Responses
\$30,000 to \$39,000	2
\$40,000 to \$49,000	1
\$50,000 to \$59,000	6
<b>\$60,000 to \$69,000</b>	<b>27</b>
\$70,000 to \$79,000	25
\$80,000 to \$89,000	10
\$90,000 to \$99,000	4
\$100,000 to \$109,000	1

# Q13. What is the average salary you pay your full-time property managers?



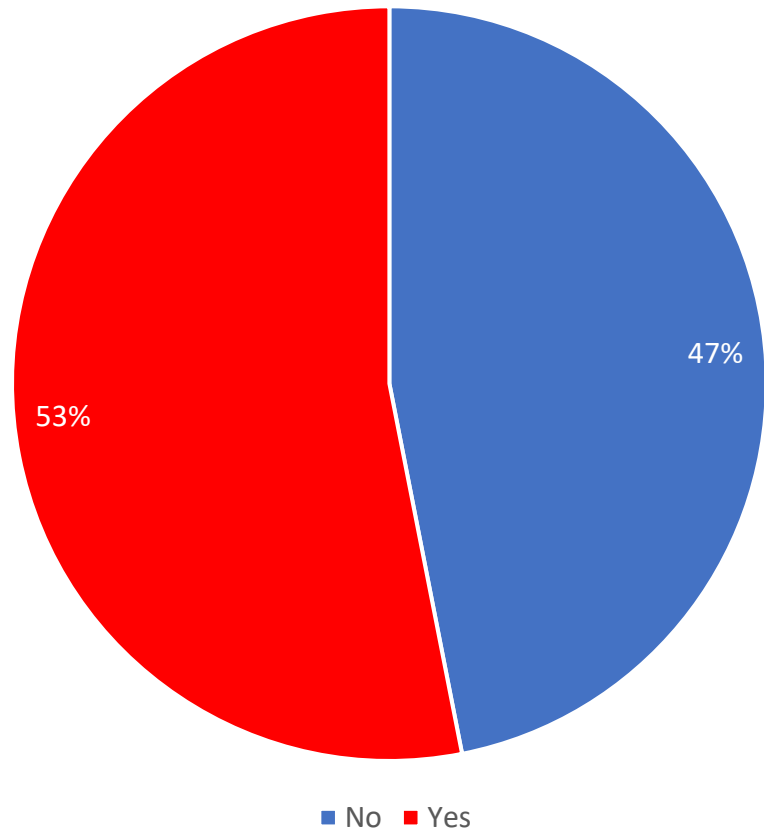
Answered: 69

Skipped: 12

Answer Choices	Responses
\$30,000 to \$39,000	2
\$40,000 to 49,000	4
\$50,000 to \$59,000	7
\$60,000 to \$69,000	17
<b>\$70,000 to \$79,000</b>	<b>24</b>
\$80,000 to \$89,000	8
\$90,000 to \$99,000	4
\$100,000 to \$109,000	2
\$110,000 +	1

# Q14. Do you have a Business Development Manager in your business?

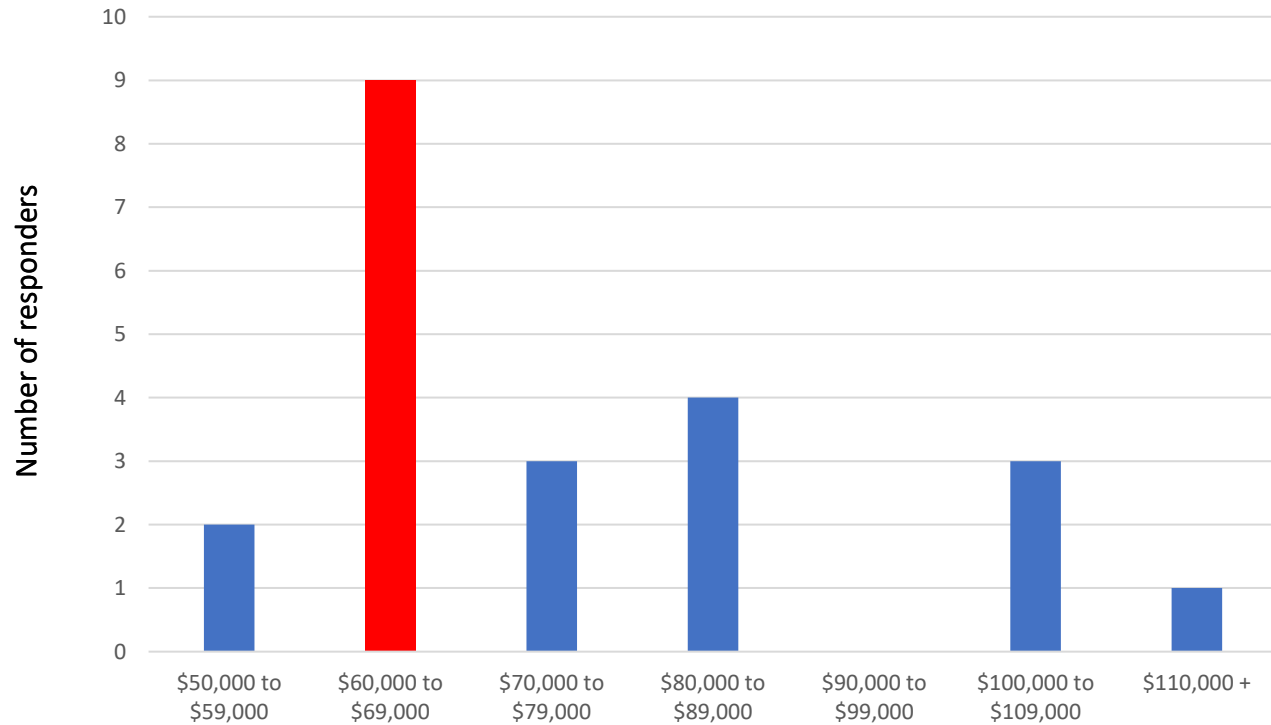
Answered: 81  
Skipped: 0





# Q15. If you do have a Business Development Manager, what **base salary** do you pay them?

Answered: 21  
Skipped or N/A: 60



Base Salary for Business Development Manager

Answer Choices	Responses
\$50,000 to \$59,000	2
\$60,000 to \$69,000	9
\$70,000 to \$79,000	3
\$80,000 to \$89,000	4
\$90,000 to \$99,000	0
\$100,000 to \$109,000	3
\$110,000 +	1

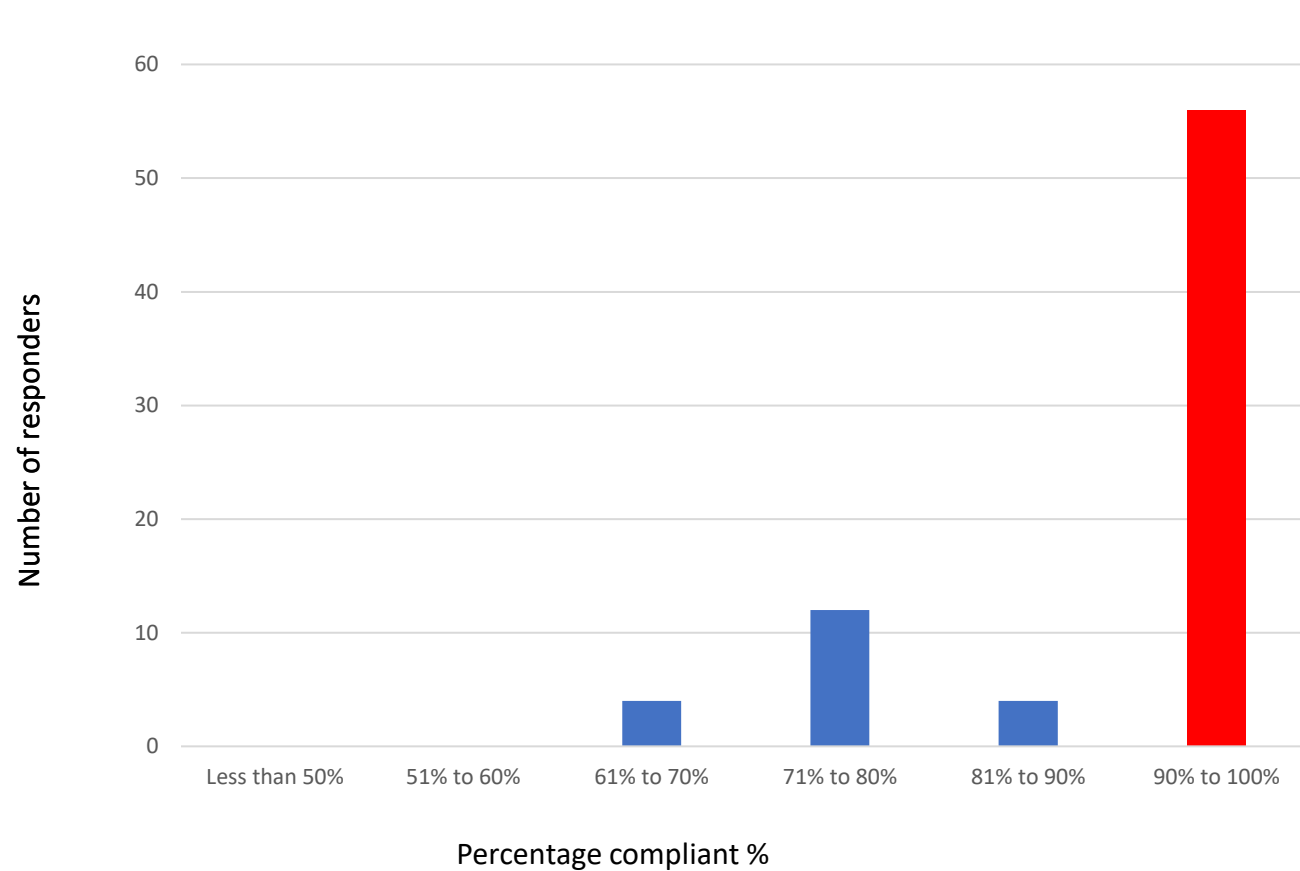
# Q16. What is your BDM's commission structure in addition to their base salary?

- \$500 per new management and 1 week rent +gst
- Commission for each new property acquired
- \$200 per new management
- 30% of ACV
- \$300 per new management
- 2% for each managed property
- \$500 per new management from outside. \$100 per new management brought on through marketing
- flat commission for full fee and half commission for non full fee
- Two different structure BDM's.
  - 1) Base + \$250 per management
  - 2) Base treated as commission in advance, total income is based off a 40% ACV calculation on management fees only.
- % of annual management fee staggered to increase according to number of properties signed up (once rented - 12 month minimum)
- 30% of fees
- 100% of fees
- 3 days rent once rented.

Answered: 13

Skipped or N/A: 68

# Q17. What percentage of your portfolio is compliant with Healthy Homes Standards?

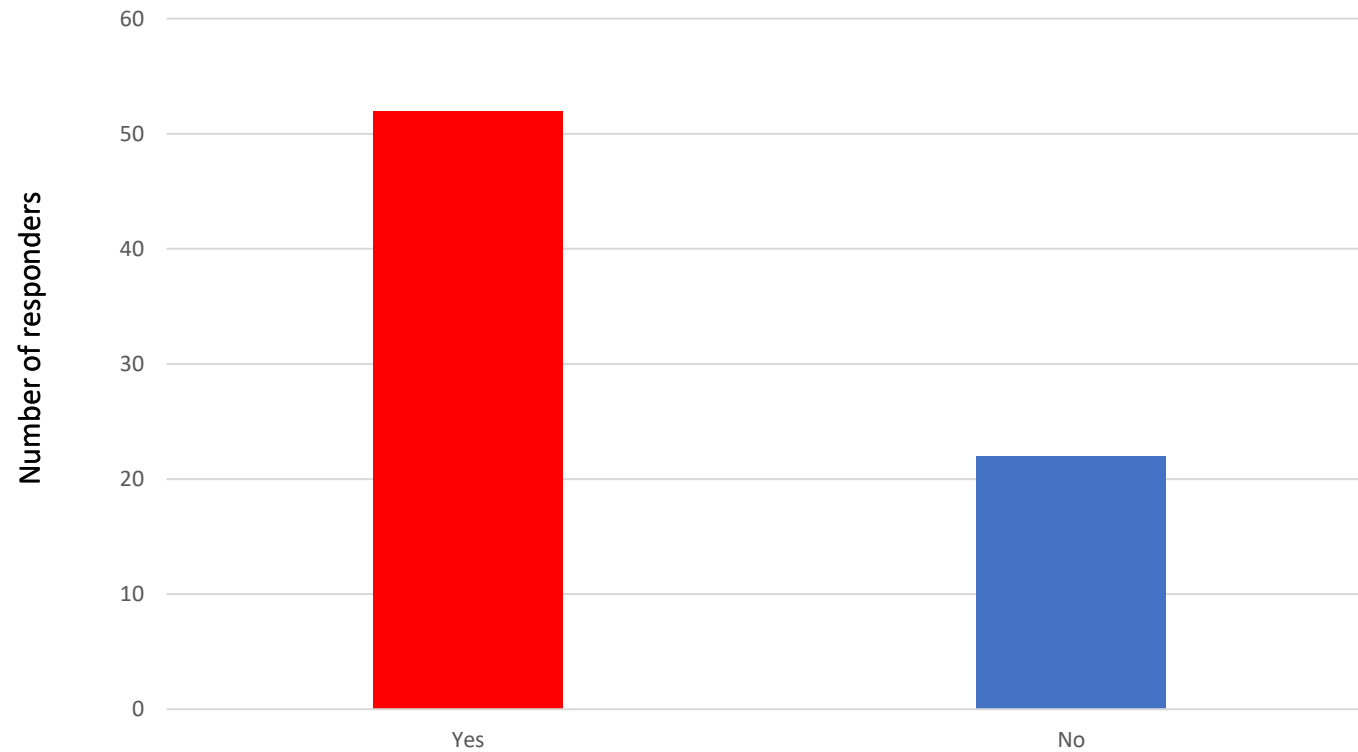


Answered: 76  
Skipped: 5

Answer Choices	Responses
Less than 50%	0
51% to 60%	0
61% to 70%	4
71% to 80%	12
81% to 90%	4
90% to 100%	56

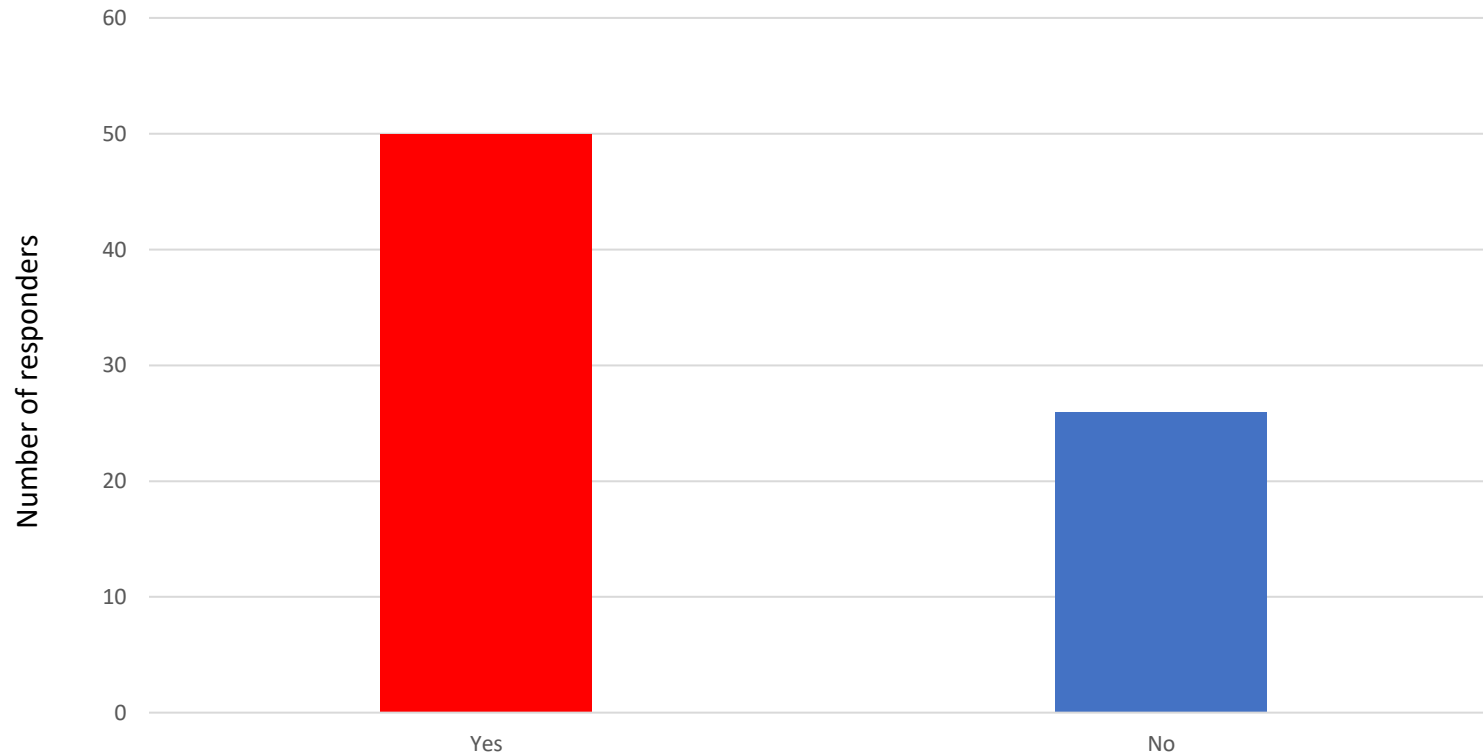
# Q18. Do your employees have a restraint of trade and/or solicitation clauses in their employment agreements?

Answered: 74  
Skipped: 7



# Q19. Does your current management agreement have an assignment clause?

Answered: 76  
Skipped: 5



# Q20. Approximately what is your net profit margin / percentage before owner's wages?

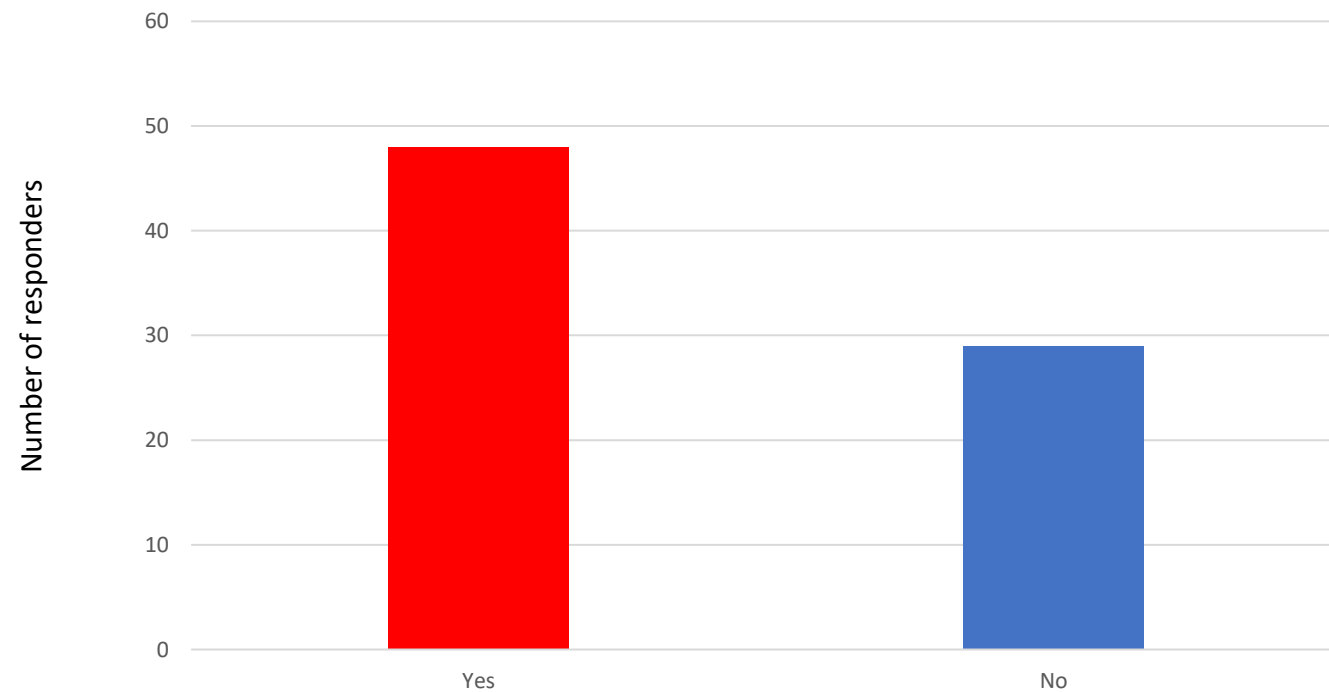
Answered: 35  
Skipped: 46



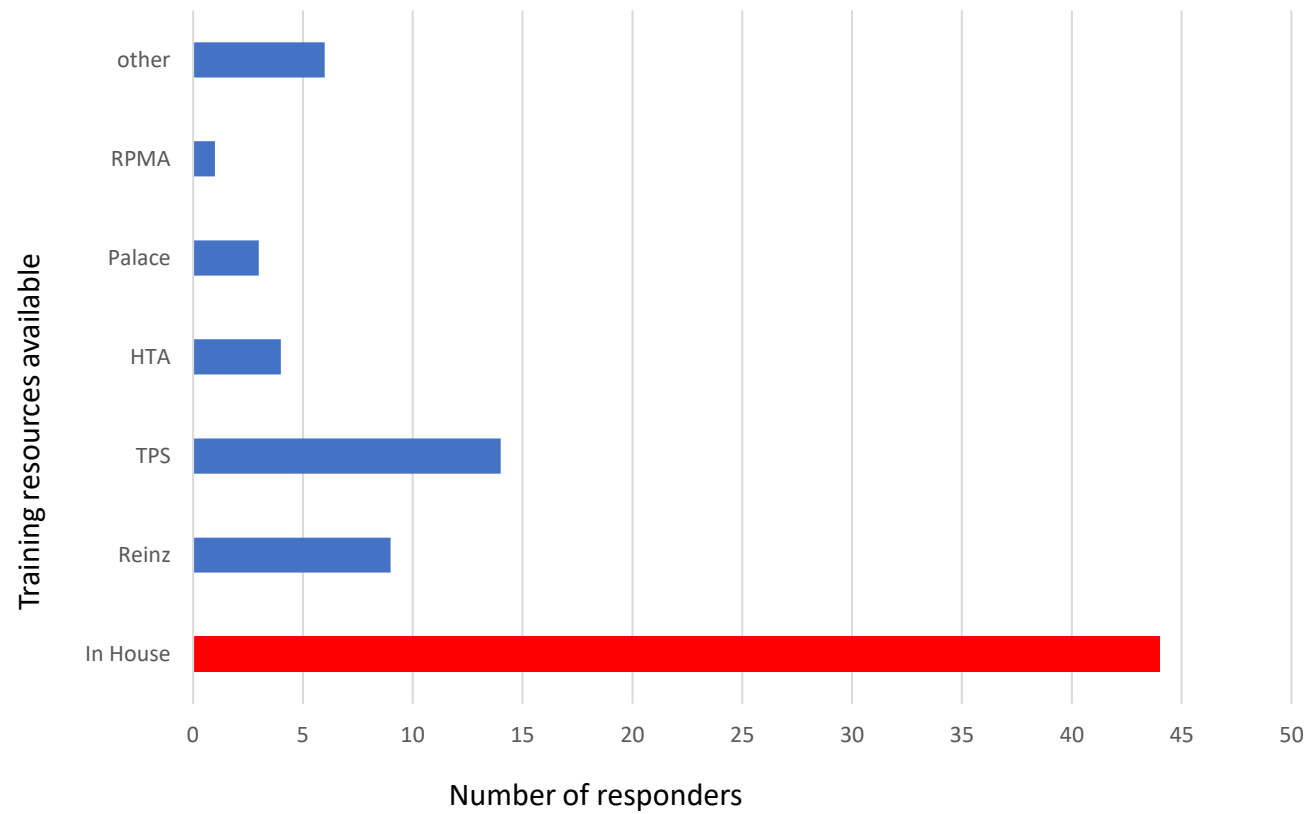
Answer Choices	Responses
0% to 10%	2
11% to 20%	9
21% to 30%	10
31% to 40%	5
41% to 50%	2
51% to 60%	4
61% to 70%	0
71% to 80%	1
80% +	2

# Q21. Do you have a training schedule in place for all team members?

Answered: 77  
Skipped: 4



# Q22. What training resources do you have available for your teams?



Answered: 81  
Skipped: 0

Answer Choices	Responses
In House	44
Reinz	9
TPS	14
HTA	4
Palace	3
RPMA	1
other	6



# HTA GROWTH MEMBERSHIP



WWW.HAMISHTURNER.CO.NZ

Our HTA Growth Membership Programme is the very definition of our business purpose – Empowering Property Management across New Zealand. With the various responsibilities of running a property management business, it is hard to know how to get the best ROI, and how to stay accountable to your goals – our growth members have the support to grow and celebrate success, the sounding board to share new strategies, and the accountability to stay on target to their short- and long-term goals.

With one-on-one coaching sessions, webinars, discounts on a number of partner services (as well as all HTA services), as well as a library of tools, systems & processes, and templates & documents, it is the ideal platform to grow your business from.

Membership is \$129+GST or \$159+GST/month (depending on the rent roll size), and you can cancel anytime with a month's notice.

To learn more contact Dave at [dave@hamishturner.co.nz](mailto:dave@hamishturner.co.nz)

Proven techniques specific to the New Zealand market on "How to Grow Your Rent Roll" delivered by professionals with years of experience starting and growing property management companies.

## SHORTCUT YOUR ROAD TO SUCCESS

Learn from experts in property management & business development (Hamish Turner & Dave Moloney), and business advice (Manoli Aerakis)



**Hamish Turner**  
Director, Rent Roll Broker



**Dave Moloney**  
HTA Growth Consultant



**Manoli Aerakis**  
Associate, Business Advisor

## WHAT YOU WILL GET

FREE access to all the tools, systems & processes, and templates & documents you need to start, build, and grow a property management company in New Zealand. These resources were acquired through 20 years of experience in the sector and are constantly being updated.

- Membership to a private Facebook group to share information and support one another.
- Unlimited phone and email access to HTA Growth Consultant Dave Moloney.
- Access to the HTA YouTube channel where past webinars are stored.
- Monthly webinars on important topics.
- Annual awards that only Growth Members can enter.
- Access to the HTA Private Podcast
- **Crombie Lockwood** - Personalised Cover Offer for Growth Members
- **SATS Smoke Alarm Testing Services** - Vouchers worth \$657
- **Call Care** - Monthly Discount for the first 6 months (only available to new clients)
- **Open2view** - Personalised Package Offer for Growth Members
- **Real Landlord Insurance** - Personalised Service Offer for Growth Members
- **Let The Secret Out** - Free Set Up Fee
- **Real E Smart Property Calculator offer** - One month's free subscription and personalised service / training

### MEMBER'S DISCOUNTS

- 10% on all other services** from HTA and MMCA
- Discounted prices for IRE products (IREBDM, KeyWhere)

### MONTHLY FEE

**\$159** +gst

For agencies with 150 + managements

**\$129** +gst

For agencies with less than 150 managements

### REGISTRATION DETAILS

Date \_\_\_\_\_

Company name \_\_\_\_\_

Contact person \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_

Please scan and email this side of the form to [dave@hamishturner.co.nz](mailto:dave@hamishturner.co.nz)  
Membership can be cancelled at any time by providing one month's notice.



Scan this to complete the Direct Debit form!