



Our new website



process continued for over three years and along the way we invited comment from you, including soliciting emails in the final stage. A more recent example might be the new water saving measures as outlined again in our April eBulletin. It would have been purposeful to have hosted a discussion on our site to enable questions and information to be exchanged.

Please have a browse and feel free to provide feedback and most importantly be sure you register for the chance to win the fabulous luxury eco experience (see over for \$5000 'ecobliss' story)

New website offers 'Map Search' function

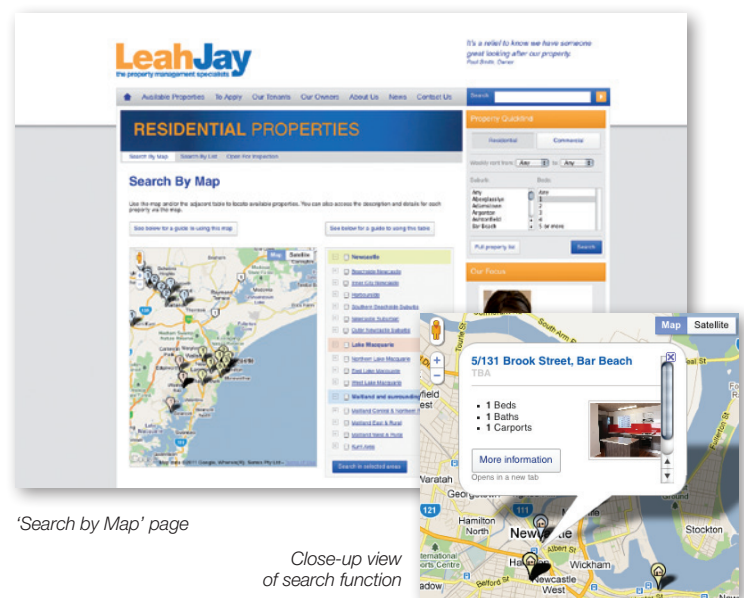
We know that many of our prospective tenants come from outside the area, particularly in the busy months of January and February. They relocate to the area for work or study and in many cases are not familiar with suburbs and locations; so we have integrated a 'Search by Map' function into our new site. This will enable tenants to start off with a much better bearing on where properties are in relation to their work or study location, along with schools and other

The end of June sees the launch of our new website. Leah Jay was among the very first property management websites in the country, in fact across the real estate industry it was one of the very few providing a dedicated search for 'rental properties'. It was the initial website featured by the national industry software group Console in their newsletter to clients. As we know technology evolves rapidly and though it's been less than a decade since our first site went live, incremental change would have been inadequate.

We have made a significant investment to ensure the experience of the prospective tenant is optimised. As you might know the large media organisations moved to capture the online property search market for themselves. The problem is that they dictate the process, terms and how information is disseminated and they take a one size fits all approach. While we continue to use these sites we have maintained our own unique and very effective site, which attracts more than ten thousand visits a month. The overwhelming comment over the years has been about the ease of use for would be tenants. With the new site we have enhanced that even further, in particular with the 'Map Search' function, described in greater detail below.

The new site also provides more information for tenants and a section that will provide information solely for owner clients. This will include such features as access and links to suburb and property/market data, special offerings and perhaps profiles and tips from other owners.

We have a feedback page and plan to enhance that to a blog so that in future we can facilitate interactive discussion about matters that arise from time to time. This would have been useful in recent years when we sought input from owners on the tenancy law changes. That whole



'Search by Map' page

Close-up view of search function

community facilities. Of course there is still the advanced table search facility, which has also been improved. It follows that the more effective and user friendly the site is for tenants, the more they will use it and spend time on it. They can create a shortlist, use the checklist and the interactive application and direct enquiry forms; all aimed at making the process friendlier and smoother. This ultimately means even more and importantly, better applications for your vacant property.

Did you receive our eBulletins?

Our first eBulletin went out at the end of April, explaining further the requirements under the recent law changes pertaining to your eligibility to charge water usage and the necessary water efficiency measures. We also touched on termination notices. In the May eBulletin we addressed digital television upgrade and Newcastle City Council's new garbage bin regime. As explained in our March newsletter the eBulletin provides us with another means of keeping you informed of any relevant issues as they arise. Because of their nature, the eBulletins can be more up to the moment. If you didn't receive the bulletins and have email just send your details to subscribe@leahjay.com.au. Our website has a 'Latest News' section and you can also access any past bulletins and newsletters on the site www.leahjay.com.au

Register for \$5000 worth of 'ecobliss'!



Looks so inviting doesn't it! We thought a lot about how we wanted to celebrate the launch of our new website and decided on a prize/competition to reflect what Leah Jay stands for. We also wanted something quite different, very special and fun. Another of the key elements was to involve the new website in an interactive way. So we teamed up with Emirates and their amazing internationally acclaimed eco tourist resort at Wolgan Valley. We're offering the chance for a couple to savour three days and nights of absolute eco bliss; it's \$5000 worth...and we'll be honest, this is only the standard room!

Since opening in 2009 the Emirates Wolgan Valley resort has received multiple international and national awards for its building, commitment to the environment and service features and quality. Here's just a few of those awards from 2010:

- *First hotel in the world to achieve carbon neutral certification from an internationally accredited greenhouse gas certification scheme, carboNZeroCertTM*
- *Winner of the Luxury Travel Magazine Gold List Awards in the category of 'Which newly opened resort would you most like to visit'*
- *2010 - The Leading Hotels of the World, Overall Winner, Commitment to Excellence Award and Winner, Environment Category*

For most of us this would be a once only experience. Naturally we are not permitted to take part...but you are, so please make sure you take the opportunity. You need to go to www.leahjay.com.au and find the 'Mystery Property' where you'll be able to register. On the homepage you'll find an introduction by Leah and an explanation by Cassie Lantry...but we'll give you a head start...eventually you need to get to the 'Search by Map' page and from there you'll find the road to the mystery property as easy as 123.



Property Managers in Focus



Katie Johnson - Property Manager - Warners Bay

Katie was recently adjudged the 'Trainee of the Year' for the Hunter region in the Australian Traineeship Awards. This puts Katie in line for state and national honours with those titles to be decided soon. It's a fine achievement for Katie and reflects her general enthusiasm and dedication, which is evident in the way she goes about her daily role as a property manager. Most weekends you'll find Katie exhibiting similar enthusiasm on the local soccer fields as she competes in an all age women's competition.



Loren Harris - Property Manager - Hamilton

After studying marketing and management Loren began her working life at Jerry Seinfeld's favourite building society. A few years back Loren was attracted into our industry and following stints in the Maitland area joined our Hamilton office in April. In the short time Loren's been with us she's lived up to her self-description as "tenacious", an admirable quality for a property manager. Loren took over from Sue Johnston who, as we informed you in our May eBulletin, has stepped in at Warners Bay while Senior Property Manager, Danielle MacAskill, is on parental leave.

Please note: As at 25/06/2011, this newsletter is intended as general news and not as advice, as each individual's situation will vary depending on specific circumstances relating to that individual. You should seek professional advice as it relates to your own circumstances.

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