

第十一课 F

租赁策略和激励措施

Lesson 11 Part f

Leasing Strategies and Incentives

保留现有租户和吸引新租户的策略和激励措施

Strategies & Incentives to Keep Existing Tenants
And Attract New Tenants

当提供激励措施时

When Incentives are offer

- To Attract a new tenant if premises are vacant

在房屋空置时吸引新租户

- Or if a tenant is not staying on at the end of their lease- How to attract new tenants

如果租约结束时租户没有留下来 – 要如何吸引新租户

- Or if your tenant is going to start a new lease, because no further options are left on their current lease, then use some of these incentives for starting a new (longer term) lease 如果您的租户要开始新的租约，因为他们当前的租约没有进一步的续租，那么请使用其中一些激励措施来开始新的（长期）租约

What to tell your agent to convey to prospective new tenants

告诉您的中介要传达给潜在新租户的内容



激励措施 Incentives

- ▶ Rent Free periods – typically one month per year, but always negotiable
免租期 – 通常为每年一个月，但一直都是可以协商的
- ▶ Rent free periods are typically given to Restaurants & Cafes who need time to set up and fit out the premises before operating their business
免租期通常适用于在经营业务之前需要时间进行场地布置和装修的餐厅和咖啡馆
- ▶ Vacant premise may attract longer rent free period- eg 3 to 4 months rent free up front on a 3 to 4 year lease.
空置房屋可能会导致更长的免租期 – 例如，在 3 至 4 年的租约开始时会有 3 至 4 个月免租期。
- ▶ 10% off the market rent - rent discounting - Try NOT to discount
市场租金优惠 10% - 租金折扣 - 尽量不要折扣
- ▶ Combinations... 1 month rent free period with a smaller discount off the market rent)
组合 – 1 个月的免租期加上市场租金的低折扣



激励措施 Incentives

- ▶ Add value to their premise - Owner does fit out, or assists with fit out (the tenant may want new air-conditioner, painting, some other refurbishment)

为场所增加价值 – 业主进行装修或协助装修（租户可能想要新的空调、油漆、其他一些翻新）

- ▶ If it's a vacant property and if this is going to be a high priced fit out, you would have made allowances for this in your purchase price and offered a lower price on purchase.

如果是空置物业，并且装修的价格会很高，您可以在您的购买价格中考虑这一点，并提供更低的购买价格。



Which Incentives are better? 哪种激励措施更好?

施更好?

Remember that yield and growth is affected by discounting rent - Aim to keep your rental at full price because of compounding effect of rental increases

请记住，租金折扣会影响收益和自然增值 – 由于租金上涨的复合效应，目标是将您的租金保持为全价

- ▶ Offer rent free periods, instead of discounting rent

提供免租期而不是租金折扣

- ▶ Negotiate with tenant about fit out options - could be simply painting or re-carpeting - spending just a few thousand dollars

与租户就装修进行协商 – 可能只需要花费几千澳元油漆或重铺地毯

- ▶ Look at options that are not going to cost you much money upfront

看看那些不会预先花费你太多钱的选项。

- ▶ Be open to all offers.

对所有报价持开放态度。



租赁中介

Leasing agents

- ▶ Find specialist leasing agents - large companies and also local agents
找到专业的租赁中介 – 大型公司和当地中介
- ▶ Many will ask for a 2 - 3 month exclusive contract with them
许多中介会要求2-3个月的独家中介合同
- ▶ Some agents may allow non exclusive contracts - so ask around and get several agents onto the task of leasing your property
一些中介可能会使用非独家中介合同 – 因此，请四处询问并让一些中介参与租赁您物业的任务
- ▶ Commission can vary but usually it starts at 10-11% first year rent - is only paid once tenant actually signs the lease.
佣金可能会有所不同，但通常从第一年租金的 10-11% 开始 - 仅在租户实际签署租约后支付
- ▶ Commission goes higher depending on the term of the lease - knowing that the tenant will be secure for you on a longer lease.
佣金会根据租约的期限而增加 – 要知道，签订更长租约的租户对您来说是稳定的。
- ▶ Can negotiate fees
费用可以协商



租赁程序

Leasing process

- ▶ The agent will send photographer to take photos of the premise
中介会派摄影师到场拍照
- ▶ They will put advertising on internet and organise signage boards
他们将在互联网上投放广告并安排放置标牌
- ▶ They will get a key for the premise from you, or if your property is tenanted they will contact the tenant directly for an inspection
他们将从您那里获得场地钥匙，如果您的物业正在出租，他们将直接联系租户进行检查
- ▶ They will show people to your premise and then update you on market feedback
他们将向人们展示您的场地，然后向您更新市场反馈
- ▶ They may make suggestions based on feedback- eg spruce the property up with paint, or new flooring
他们可能会根据反馈提出建议 - 例如使用油漆或新地板来装饰物业



租赁程序

Leasing process

- ▶ Once a tenant is interested they put forward an offer/proposal一旦租户感兴趣，他们就会提出报价/提案
- ▶ The landlord can either accept, reject or counter offer房东可以接受、拒绝或还价
- ▶ Once agreement is accepted a “Heads of Agreement or Agreed Terms” is drawn up by the agent达成协议后，中介将为您起草一份“要点协议或商定条款”文件
- ▶ Both parties sign it and a lease is prepared accordingly双方都需要签署并据此准备租约
- ▶ Both parties then sign lease to formalise the deal 然后双方签署租约达成正式协议

**COMMERCIAL
LEASE**



租约要点协议

Lease Heads of agreement

- ▶ A lease heads of agreement is a summary proposal of the commercial terms, that both the landlord and tenant would like the lease document to include.

租约要点协议是商业条款的摘要建议，业主和租户都希望租赁文件中包含此协议。

- ▶ An important consideration point, is whether it is stated to be binding or non-binding.

重点要考虑的是，是否说明此协议具有约束力或不具有约束力。

- ▶ In most circumstances, it's a non-binding lease heads of agreement... with the disclaimer that the proposal will not become binding, until both parties execute formal lease documents.

在大多数情况下，这是一份不具约束力的租约要点协议及免责声明，在双方签署正式的租赁文件之前，此提案不具有约束力。

- ▶ This arrangement is favourable for tenants if the negotiations break down as the most they would lose is the deposit.

如果谈判破裂，这种安排是对租户有利的，因为他们最多会损失押金。



租约提案样本 Sample Lease Proposal

Unit 5 / 765 Roseville Street, Pandanas Lease Proposal 20th March 2019

Area:	150 sqm
Rate per sqm:	\$200 (including outgoings and GST)
Rental increase:	4% annual increase applied after 19 months
Start date:	1 May 2019
Term:	2 years (which includes the 3 months rent free)
Option period:	1 year
Incentive in first period:	3 months rent free
Incentive in option period:	Nil
Tenant's contribution:	Nil
Landlord's contribution:	Construct wall, alterations to electricity and telephone cable at a time to be determined by the landlord.
Car bays:	One free car bay included
Rentals bond:	3 months rent (including GST)

Unit 5 1765 Roseville Street, Pandanas

2019年3月20日租约提案

面积	150平方米
每平方米价格	\$200 (包括支出和消费税)
租金上涨	19个月后每年上涨4%
开始日期	2019年5月1日
租期	2年 (包括3个月免租期)
续租期限	1年
首次租期奖励	3个月免租期
续租奖励	无
租户出资	无
房东出资	每次由房东决定的建造墙壁、改建电力和电话线。
车位	包括一个免费车位
租金保证金	3个月租金 (包括消费税)



要点协议样本 Sample Heads of agreement



HEADS OF AGREED TERMS

Unit 7 (Approx 150m²), 30 – 32 Barcoo Street, Roseville, 2069

LESSOR:

LESSOR SOLICITOR: TBA

LESSEE: A & J International Pty LTD

LESSEE SOLICITOR: TBA

USAGE: Storage Space

LEASE COMMENCEMENT: 1st May 2012

RENTAL COMMENCEMENT: 1st August 2012

TERM: 19 Month Lease

OPTION: Lessee will have the option to take on either a 12 Month extension of their lease OR a 17 Month extension.

RENTAL: \$27,272.72 Gross + GST (\$30,000 inc GST)
Paid in monthly instalments of - \$2,500.00 inc GST

商定条款标题

Unit 7 (约 150m²), 30 - 32 Barcoo Street, Roseville, 2069

出租人:

出租人律师: 待定

承租人: A & J International Pty LTD

承租人律师: 待定

用途: 仓储空间

租约生效日期: 2012年5月1日

租金生效日期: 2012年8月1日

期限: 19 个月租约

续租: 承租人可以选择将租约延长 12 个月或延长 17 个月。

租金: S27,272.72 总租金 + 消费税 (\$30,000 含消费税)

每月分期支付 \$ 2,500.00 (含消费税)



要牢记的要点

Important Points to Remember

- ▶ Tell agent what you are willing to offer in incentives upfront - this will make your property more attractive than others they have
预先告诉中介您愿意提供哪些激励措施 – 这可以使您的物业比中介手中的其他物业更具吸引力
- ▶ Follow up with your agent regularly
对中介定期跟进
- ▶ Ask for any offer to be submitted
要求提交任何报价
- ▶ Negotiate to keep tenant for longer term
协商长租期以保留租户
- ▶ Aim for 3% increase in yearly rental increase
目标是年租金上涨 3%
- ▶ Check your potential tenants out before accepting their offer - research their business online and profile them to see if they are a good fit for your property
在接受报价前查看您的潜在租户 - 在线调查他们的业务并进行分析，看看他们是否适合您的物业
- ▶ Ideally get a solicitor to draw up a formal lease
最好找律师起草正式的租约



获得起草的新租约

Getting A New Lease Drawn up

Under 3 years.... You have two choices for a lease:

3年以下的租约 – 您有两种选择：

- ▶ One is a standard Real Estate Institute (REI) lease, which you can buy from the real estate institute in your state, or your real estate agent will have one to draw up for you... or... You can get a solicitor to draw one up.

一种是标准的房地产协会 (REI) 租约，您可以从所在州的房地产机构购买，或者您的房地产经纪人会为您起草一份，您也可以让律师起草一份。

- ▶ (1 x 1 x 1 or 2 x 1 or 3)

- ▶ If your tenant only intends to stay on for another year then you may want to just go with a real estate institute lease.

如果您的租户只打算多租用一年，那么您可能想要选择房地产机构的租约。

- ▶ Both leases are legal documents but the one from the solicitor is more formal and well worth the money especially, if you offer your tenants options to extend their lease later on.

如果您为租户提供稍后续租延长租约，这些租约都是法律文件，但律师起草的更为正式，而且非常物有所值。

- ▶ If it's longer than 3 years, it will need to be prepared by a solicitor

如果租期超过 3 年，则需要由律师准备租约

