

Avatar

Paul, 42 years old. Standing at 5 ft 10 with a bit of a belly. His excess weight is evident when he tucks in a shirt.

An executive in the financial services business earning enough to treat him and his family to a holiday to Hawaii twice a year.

He lives with his wife and two children

Current State

He's afraid that he'll never get tenants because he's not marketing his property well enough. Potential renters may never know he exists. Eventually he'll have to sell his house off and lose any hope of rental income because it's costing him too much in terms of maintenance and property tax that he has to pull from his other income sources. His property will become a failed investment.

He's angry at the "useless real estate agents" who barely do anything. His occupancy rates aren't getting any better yet he's paying the agent high fees on a monthly basis.

Top daily frustrations:

- The estate agent is not answering calls and emails about the marketing of his property when he reaches out to him
- Everyday he drives past a few signs the property manager has put up but doesn't see his property listed online - potential renters might not even be aware that his property is listed.
- Driving past properties with "for rent" signs being taken in his neighbourhood is a reminder of his failing investment

He's embarrassed that his property has been empty for over half the year

Dealing with this problem makes him feel doubtful that real estate was the right path and deep down he blames himself for not doing proper due diligence on the real estate agent.

His neighbours gossip about how he brings their property value down by association. The same way nobody wants to go and eat in an empty restaurant, that's how potential renters view their neighbourhood with empty houses

"I'm paying this agent to market my property but he's barely doing anything. I might end up doing it myself at this point. All he's done is put up a few little signs in the neighbourhood that you can barely see, so it's no wonder my place is still empty. If that wasn't bad enough, everyone's online and my agent doesn't seem to understand that. Up to now he hasn't posted pictures online. Crazy."

Desirable Dream State

In his dream state he works with a very professional property management company that aggressively markets his property on all social media platforms and major listing websites.

As a result, his property is rented out all-year round and he'll still have potential clients asking for tours and inquiring when his property will be free to rent.

He will not carry the burden of chasing the agents because they always keep him informed unprompted, and he'll feel completely relieved and can focus on his other executive duties.

He wants to impress his neighbours and other investors in the region.

He secretly wants his neighbours to be envious of the high quality renters he always manages to get. He wants people asking him for his secret.

"The guys I've got marketing my property are perfect. I never have to call them to check in because they update me unprompted. It's brilliant! I'm not stressing at all with vacancy rates anymore, I just sit back and watch the money arrive monthly."

Values and Beliefs

They believe they might have been able to do a better job of picking people to market their property but stand by the fact that they should be professionals who know what they're doing.

He blames the real estate agents

He blames inflation (people claiming his rent is too high)

He tried doing it themselves in the past and just didn't have the time to juggle his other life duties and business roles with the groundwork of marketing his property. They think they failed simply because of a lack of time to fully market their property at 100%.

He needs to be convinced that the solution has his best interests at heart. The property management company should care about his needs more than just making a sale. They should have excellent market knowledge and be responsive

"I don't trust my real estate agent, but I haven't gotten another because in my experience they are not concerned about my needs whatsoever. They just want to make a sale"

They value honesty, transparency and integrity the most and it's what they look for in people they work with.

Paul despises disingenuity and the inability to keep your word.

He's aware that the real estate industry is growing rapidly and there's huge demand for housing. He understands that it's very good for economic growth but it also comes with risk.

He respects the big real estate owners in Uganda like Ham Kiggundu, John Bosco Muwonge, Sudhir Ruparelia who have amassed millions of dollars.

If you want to find the best tenants you have to look for them yourself, right?...WRONG!

Real estate millionaires like Hamis Kiggundu and Drake Lubega all use a service to market their properties both on and offline for high monthly occupancy rates

If you want your property fully rented all year round, then you need a responsive, stress-free marketing solution that attracts renters as

Discover the quickest way to fill your property with tenants, earning you bigger and better profits.

 [\[Link\]](#)

