



## The Importance of Careful Tenant Selection in Today's Rental Market

Last month, we introduced our two wonderful new team members who joined the Pearl Property Co family. I'm pleased to share that they have settled in beautifully and are already contributing to smoother operations, quicker turnaround times, and improved communication for our landlords and tenants alike.

In January, we discussed the value of proactive maintenance and how it can help protect your investment, reduce long-term costs, and keep quality tenants in place. This month we are going to cover the importance of selecting those quality long term tenants in the first place.

While strong market conditions in Perth continue to generate good levels of enquiry, quantity does not automatically equal quality and that is exactly what we are seeing every day here at Pearl Property Co. More than ever a thorough tenant selection process is essential. At PPCo, we know that the right tenant supports the long-term performance of your investment.

A high-quality tenant means a well-cared-for property, minimal arrears, strong communication and stability throughout the tenancy. The wrong tenant however, can result in stress, avoidable costs, and unnecessary turnover.

Across the properties we've leased this month spanning multiple suburbs and a range of price points, we have been running an average of three home opens per property before finding the right tenant.

This isn't because demand is low, it is due to seeing a wider variety in applicant quality, which makes a thorough screening process more important than ever.

Every application is thoroughly checked, every reference is verified, and every detail is assessed with long term performance in mind. Strong tenant selection is not just a front-end process, it shapes the entire experience of owning an investment property. We don't believe in just filling a vacancy, we believe in protecting your investment.

## Market Snapshot Feb Rental Landscape

The Perth rental market remains one of the tightest in the country, with continued high demand and limited rental supply. This means:

- Strong enquiry levels for well-presented properties
- Very low vacancy rates
- Competitive rent prices continuing into the first quarter

If your property is due for a lease renewal, we'll be reaching out with a tailored review and recommendations based on current local demand.

Even with slight improvements in supply over the past year, Perth remains far below what REIWA defines as a balanced vacancy rate (2.5%–3.5%).

Anita Walker

