



## CORPORATION 20415

### NOTICE TO OWNERS & RESIDENTS –

### **NEW PROPERTY MANAGEMENT AT RITZ 88**

Having achieved such a fantastic result in the resolution of the dispute with Gribble Trading, we have focused our attention on getting the best possible outcome for owners who want to let their units.

In investigating opportunities, we have looked for someone who will

- Provide genuine market returns (not inflated promises to secure the agreement or undervalued returns that do not benefit the Owner)
- Will work energetically with letting owners to achieve strong yields
- Proposed sensible and transparent costing arrangements
- Will look after the units with care
- Will engage with all owners to ensure the whole Corporation enjoys a friendly and enjoyable environment.

After evaluating several offers, we have selected the proposal that delivers the **best combination of financial value, professional capability, and service quality** – along with a direct financial incentive for owners to participate.

Welcome to “Homekind Real Estate”.

### A Unique Opportunity for RITZ 88 Owners

- Exclusive collective offer with Homekind Real Estate to move from short-term (hotel) to long-term leasing.
- Available to *all owners* (ex-hotel and existing long-term can move across).
- **Exclusive Best Management Rate:**
  - 8.8% incl GST all-inclusive management fee. Clear and Transparent.
  - No admin, letting, or hidden fees (vs. ~10.8% elsewhere when these fees are added).
  - Free professional photography, floorplans and inspections.
- **Professional, Strategic Transition:**
  - Dedicated Homekind team to manage a coordinated transition.
  - Prevents market saturation and keeps rental returns high during our transition.
- **Hands-On Expertise:**
  - Direct oversight by business owner - Alex Goodwin (Principal, Homekind).
  - Experienced team focused on leasing quickly to quality tenants (collectively 17 years’ experience).
- **Comprehensive, Transparent Service:**
  - Full property management and sales support.
  - Monthly statements and trust account audits for transparency.
  - Annual financial statements.
  - Regular routine inspections and reports for (3 per year).

## Key Commercial Terms & Owner Benefits

- **Homekind payment to owners & Corporation:**
  - \$5,500 (incl. GST) per property that joins:
    - \$1,100 to the owner.
    - \$4,400 to the Corporation.
- **Owner Gains:**
  - \$1,100 incentive payment per property
  - Higher rental returns with market-aligned strategy.
  - Flexible options available to meet individual goals (e.g. higher return student model can be provided).
  - Regular bi-monthly payments for better cashflow.
  - Licensed, insured, and compliant with SA legislation.
- **Risk-Free Trial:**
  - 12-month trial period – if not happy - terminate anytime with no exit fees or notice – so very limited risk.
- **Term of Agreement:**
  - 2-year industry standard property management agreement (no nasty clauses).
- **Rent Roll Protection:**
  - Homekind cannot sell or transfer managements without Body Corporate consent.

## SA Housing Standards

- Units ending in x01, x09, and x11 (no kitchens) require minor upgrades for compliance to SA Housing Standards to be able to long-term lease.
- A bulk-discounted renovation package with payment terms (no upfront cash) will be provided shortly.

## Conclusion

- With the hotel legal dispute resolved, RITZ 88 is ready for an exciting future. This collective approach helps maximise rental returns and therefore long-term property values and financially benefits all owners.
- This is not a “licence agreement” or an assignment of previous agreements. It is a new and exciting opportunity for all owners, particularly those who want to let their units.
- No other letting agent will be able to match the experience, enthusiasm, engagement and financial benefits of Homekind.

**Whether you are transitioning from a Gribble lease, have an alternative agent in place, or are simply considering a leasing arrangement, we strongly encourage you to pursue this excellent opportunity. Please let us know so we can coordinate an introduction with Homekind.**

## Contacts:

For further information on expected rental returns and for any questions you may have, please call Belinda Bartel or Gojko or Alex directly. We will be calling owners over the next few days to discuss this offer.

- **Alex Goodwin** – 0414 577 479 | [alex@homekind.com.au](mailto:alex@homekind.com.au)
- **Gojko Filipi** – 0403 376 653 | [g.filipi19@gmail.com](mailto:g.filipi19@gmail.com)
- **Belinda Bartel** – 0410 326 557 | [sec.88Frome@gmail.com](mailto:sec.88Frome@gmail.com)

Please find below further information about Homekind Real Estate.

22 OCTOBER 2025

Dear Belinda,

Thank you for selecting Homekind Real Estate to provide property management services to your collective group at 88 Frome Street, Adelaide SA 5000. Choosing the right agency makes all the difference — and at Homekind, we've built a model that outperforms the market in both service and results.

We keep our staff-to-property ratios capped at 100:1 (currently just 35:1) — giving our team more time to focus on what matters: your property, your tenant, and your return. While most agencies divide roles between leasing and management, we don't. Your dedicated Property Manager handles everything from marketing and tenant selection through to inspections, renewals, maintenance, and compliance. One person. Complete accountability.

Our 8.8% all-inclusive management rate (exclusive to your Body Corporate) delivers premium service without the add-on fees. That's simpler budgeting, steadier cash flow, and better value than most "low-rate" competitors who hide their fees in costly additional extras. We can also facilitate higher-yield rental strategies, such as student or rooming arrangements, for investors seeking to prioritise return potential over vacancy risk.

If you choose Homekind, you will have an experienced team behind you, featuring:

- Jenna Bloomfield, Senior Property Manager.
- Anna Krieger, Property Manager.
- Duong Dang, Property Management Associate.

As Principal, I also remain directly involved with every client. My focus is on accurate market insights, clear strategy, and building real relationships — ensuring you always know where your investment stands.

We're so confident you'll love the Homekind experience that we offer a risk-free trial: if we don't exceed expectations in the first twelve months, you can terminate anytime — no fees, no fuss.

We know this transition period requires care. Our team is ready to reduce market saturation, vacancy time, and rent erosion, helping your group's properties perform to the highest of their potential both individually as well as collectively.

And if you are thinking of selling, please know that our proven approach doesn't end with property management. The same attention to strategy, time, and detail drives our record-breaking sales results — where our listings consistently outperform comparable sales in both price and days on market. Whether you're holding or selling, we help maximise your asset's value at every stage.

If you're ready for higher standards and better results, contact me directly at [alex@homekind.com.au](mailto:alex@homekind.com.au) or on **0414 577 479**. Let's make your investment experience easier, smarter, and more rewarding — the way it should be.

Kind regards,



Alex Goodwin — Principal of Homekind Real Estate.



## Homekind vs Market Comparison

Feature / Selling Proposition		Homekind Real Estate	Typical Agency	Why It Matters
Management Fee Structure	✓	8.8% all-inclusive (no hidden extras)	✗ 7.7% + 1.1 renewal + additional fees (avg. 10.84%)	Transparent pricing and smoother cashflow with no surprise costs
Staff-to-Property Ratio	✓	Capped at 100:1 (currently 35:1)	✗ Often 130–160:1	Lower caseloads mean more time for proactive management and communication
End-to-End Management	✓	One dedicated Property Manager handles leasing, inspections, maintenance, and compliance	✗ Split roles between leasing and management teams	Greater accountability, consistency, and familiarity with your property and tenant
Principal Involvement	✓	Direct oversight and client contact by Principal Alex Goodwin	✗ Minimal or no principal engagement	Ensures strategic guidance, accurate market positioning, and top-level accountability
Experience & Team Structure	✓	Senior team with 17+ years' experience (Jenna, Anna, Duong)	✗ Often junior or high-turnover staff	Stability and depth of experience translate into better outcomes
Risk-Free Trial	✓	Twelve-month satisfaction guarantee — terminate anytime	✗ Locked contracts and termination penalties	Try Homekind with complete peace of mind
Communication & Responsiveness	✓	Direct, transparent, and fast	✗ Delays common due to workload and handovers	Faster response times and proactive issue resolution
Focus During Transition	✓	Dedicated to minimising market saturation, vacancy, and rent erosion	✗ Often reactive rather than strategic	Protects rental yield and tenant retention during complex transition phases
Transparency & Integrity	✓	No upselling, no hidden fees, clear reporting	✗ Add-on charges and fine-print clauses common	Trust and clarity build stronger long-term relationships
Performance Philosophy	✓	"Higher Standards. Better Results." — boutique, performance-driven	✗ Volume-driven, one-size-fits-all service	Personalised care and measurable performance, not just promises

