



Driftwood Shores

TUROSS HEAD

HALLMARK



REAL ESTATE ADVISORS

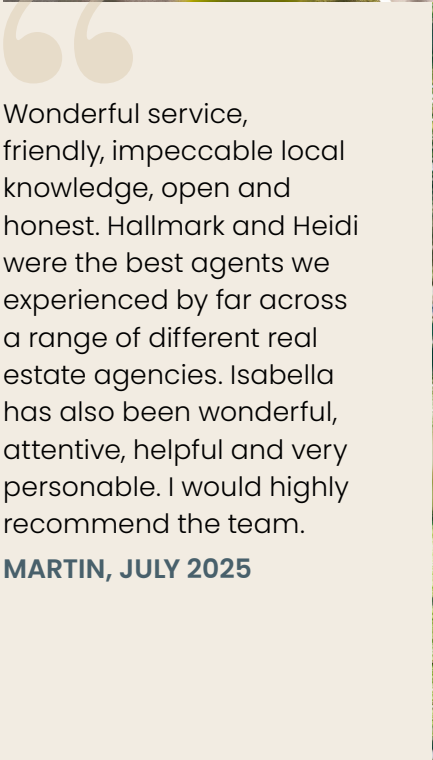
Holiday Management



Introducing Hallmark

At Driftwood Shores, we have partnered with Hallmark Real Estate to deliver stress-free holiday property management for our owners. Established in 1980, Hallmark is the leading agency in Tuross Head, trusted to manage more than 160 investment properties.

Their experienced team combines local knowledge, cutting-edge systems and a commitment to long-term client relationships. Hallmark ensures your Driftwood Shores property is cared for, your guests are well looked after, and your investment performs at its best.



Wonderful service, friendly, impeccable local knowledge, open and honest. Hallmark and Heidi were the best agents we experienced by far across a range of different real estate agencies. Isabella has also been wonderful, attentive, helpful and very personable. I would highly recommend the team.

MARTIN, JULY 2025



Fees & Services

We work with Hallmark Real Estate to ensure holiday property management is simple, professional, and stress-free. Our goal is to protect your investment, maximise your bookings, and create a seamless experience for both you and your guests.

MARKETING & BOOKINGS

Your property will be promoted across Hallmark’s website, Zango.com.au, their office window, and an extensive guest database. Listings can also be managed on platforms such as Airbnb and Stayz, with the flexibility to choose what suits you best. Bookings are taken up to 12-months in advance, with simple communication on availability.

COMMUNICATION & SUPPORT

Hallmark’s team are available 24/7 by phone, email, text, or via the Property Tree Portal, giving you instant access to booking details, financials, and reports.

ACCOUNTS & PAYMENTS

Cleaning, repairs, and invoices are coordinated on your behalf. Rental income is transferred monthly to your account with a detailed statement for full transparency.

COMPLIANCE

Hallmark ensures your property meets all Short-Term Rental Accommodation (STRA) requirements, including smoke alarms, evacuation plans, and registration.

Management fee	11.5% +GST
Owner bookings where our office is required to supply keys	\$50.00
Cleaning (Per Hour)	\$30.00-\$40.00

INVENTORY (BY REQUEST)

One bedroom properties	\$60.00
Two bedroom properties	\$75.00
Three bedroom properties	\$90.00
Four bedroom properties	\$105.00

EXTERNAL CREDITOR FEES

Turn-Key Photography from	\$425.00
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TURN-KEY PHOTOGRAPHY

Evacuation diagrams from	\$200.00
LandLord Compliance from	\$139.00

The above fees are inclusive of all other charges and tasks that we incur and attend to in the day to day management of your property. There are no hidden associated costs such as admin fees, house checks, re-issuing of statements or end of year financial documents.

The Local Holiday Home History

Optimum Holiday Season – October through to April, with the Summer School Holidays & Easter breaks achieving peak rates & occupancy.

SEASONAL WEEKLY RATES (ESTIMATED)

Larger homes (3 bedroom plus) in Desirable Location (views, walking distance to beaches/lakes/golfcourse)

\$1200pw-\$3000pw

Larger homes (3 bedrooms plus) limited to no views, short drive to beach & amenities

\$1000pw-\$2500pw

Smaller Homes/units/duplex (2-3 bedrooms)

\$900pw-\$1800pw

YEARLY OCCUPANCY (ESTIMATED)

Established 10- 12 Weeks

Minimal owner usage during the optimum holiday season, invested in creating a point of difference to attract bookings.

Emerging 4-6 weeks

Owners use at least one-two weeks during the optimum holiday period, still invested in creating a point of difference to attract more bookings.

Low 3-4 weeks

High owner usage during peak season, school holidays & public holidays.

It has been our privilege to have been associated with Hallmark Real Estate for over 25 years. During this period they have acted as our property managers and organisers of our holiday accommodation. We have been very very fortunate that the staff have been there for a very for a long time and so we have gotten to know them closely over this time. As an efficient and effective team they are all diligent, efficient, extremely helpful and a pleasure to deal with Isabella has been our point of contact at Hallmark for over three years. Isabella is a true delight to deal with as she is thorough, informed, super efficient, empathetic and cheerful, no issue appears to be too difficult or tiresome for her to deal with and solve! Hallmark is indeed fortunate to have her on their team.

PAUL & JENNY, AUGUST 2025



Hallmark Real Estate Advisors

☎ 02 4473 8252

driftwoodshores.com.au

