

# PROPERTY NEWS

*Ideas to help you when you're Buying or Selling*

## The market is starting to sizzle

**Properties needed! Huge buyer interest!**



**For full details**

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**In this issue of Property News:**

- Does your agent have the contacts?
- Now is the time to sell!
- Why do investors need a property manager?



## LETTER FROM THE PRINCIPAL

Dear Readers,

We are continuing to see improvements in our local market as more properties are selling. For information about three recent sales in Sanctuary Point please see our page 3 story.

One of the keys to selling properties quickly and for a good price, is choosing an agent with an extensive buyer database. Our article on page 2 explains more about the importance of selecting an agent who has a qualified list of buyers.

Just like selling your property, some people think it is much cheaper to manage your own investment property. Our page 4 article takes a look at some of the property management do's and don'ts, and the advantages of engaging a professional.

If you are considering selling, buying or renting, we are here to help, please give us a call.

Kind regards,

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# Does your Agent have the contacts?

**In this report, we examine several points  
you need to consider to see if your Agent  
has an active database of potential buyers**

**Sometimes properties sell swiftly on the basis of their potential and other times they are snapped up because of their prime position.**

But how are buyers found when a property has only been on the market for a few hours?

The secret to this phenomenon is database marketing. Agents have been using this method to achieve outstanding sales results for countless sellers in the area.

In this exclusive report, we discuss the valuable use of an extensive client database featuring potential buyers who are currently seeking property.

When a buyer contacts the Agent or attends an Open Inspection, they can be added to the database for future reference.

From the moment the listing is received for a property, a simple referral back to the buyer database can match the property to several suitable buyers.

An Inspection exclusive to qualified buyers on the database can be organised straight away and the buyers can make offers even before the property is advertised.

A database is a valuable resource. An Agent with active buyers and investors on his or her books, and who understands the requirements of these people, can quickly match and introduce prospective purchasers to available properties.

With the average property owner purchasing once every seven years, a satisfied customer, in most cases will return to use the services of the Agent that helped them successfully buy a property last time.

**Why is an Agent's ability to use a client database so important when you are looking to buy and sell property?**

The benefits of holding a large database are two fold - the Agent can instigate inspections on behalf of the vendor in a very short time frame, often



prior to advertising, helping to create competition and urgency.

It is so important that you appoint a selling Agent with an established network of clients. The Agent's knowledge of what their clients are looking for in their next property purchase, can lead to an extremely quick sale.

Successful Agents always try to match properties to purchasers before taking them to look at properties on their books. If they don't have a long list of clients the sales process can be extremely slow.

**Plus, it is good to have an Agent negotiating on your behalf who has already had the experience of selling to the buyer in the past!**



# The market is starting to sizzle Now is the time to sell!

It's not only the weather that's starting to heat up, but finally the property market is too. After a slower six months, Oz Combined Realty now has properties running out the door with many more needed to meet buyer demand.

A number of fantastic properties sat on the market over winter with little interest. But the market has finally shifted and, just like that, they're selling left, right and centre.

Recently, 13 Kingfisher Ave, Sanctuary Point was snapped up, having been on the market for months. The three-bedroom dwelling, usually the sort of property to attract immediate attention with its prime locale and large outdoor deck, proved a challenge to sell. However the minute the market started to rise, the team at Oz Combined Realty had no trouble attracting the crowds, finding the ideal buyer and achieving an outstanding sale.

Also in Sanctuary Point, 27 Gibson Crescent, a modern four-bedroom property with a massive combined living space and gourmet kitchen, sat quietly for months and again, instantly sold as buyer interest picked up.

Meanwhile 1/18-20 Frederick Street, Sanctuary Point was previously listed with another agency for more than six months, with not a buyer in sight. But team at Oz Combined Realty took it on and the property was sold for an impressive amount, close to the top of its price range.

In a busy market, quality properties are always highly sought after, and now, after the recent lull, it's business as usual, if not better than usual. All properties



## Recent Sanctuary Point properties sold by Ben Collinson

rested on the market for some time but when spring finally arrived, the market picked up, and they sold in a flash.

### Now is the time to sell!

If you are thinking of selling now is definitely the time to do it. The market is clearly on the rise with current low interest rates driving buyer interest. There is a strong demand for properties around the \$300K-\$500K mark, and with so many first homebuyers entering the market

there is a definite shortage of supply. After the previous months, properties are now selling once again. In fact, selling so quickly that Oz Combined Realty need many more to satisfy the demand.

**So, give the team at Oz Combined Realty a call today to discuss your property. It's highly likely there is an eager buyer waiting for a property just like yours, and more than happy to pay the price you're hoping for, if not a little bit more.**

# Sell with **Oz**

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# Why do investors need a property manager?

**So you've taken the plunge and bought yourself an investment property. In this property management report of do's and don'ts, we look at the advantages of putting your valuable investment in the hands of a professional real estate agent.**

You may be tempted to manage your rental property yourself.

**Why should you part with your hard-earned money to pay for an agent? What can they do that you can't?**

Property management is a specialised field that requires training and experience to master.

You will need to retain your investment property for a number of years in order to maximise your return.

A properly trained property manager will protect your asset and ensure your rental income is secure.

What you might save in agency fees if you decide to 'do it yourself' would quickly evaporate if your tenants stop paying their rent or cause your property to deteriorate. Not to mention the costs that can quickly accrue if the property is vacant for any length of time.

Real estate agents have the knowledge and resources to offer a range of benefits to investment property owners.

For instance, their experience helps them to select reliable tenants for you and to check out their references and credentials.

**How well do you know the laws that**

**relate to renting and tenancy?**

Untrained owners have discovered in the past that the legislative processes can often seem to favour the rights of the tenants over those of the landlord in a rental property dispute.

Agents are fully conversant with the necessary legislation governing rental property investment.

They can ensure that any legal matters are dealt with quickly and with minimum disruption to your investment.

Often troubles that arise in property management can be solved without recourse to legal advice if your agent is able to negotiate a settlement.

**Agents are trained negotiators and can mediate between you and your tenants to ensure an equitable outcome in any dispute.**

Self-managing property owners are frequently unable to overcome the emotion that naturally arises when there is trouble with their tenants.

An agent acts as an impartial third party to smooth the waters and broker a solution for you.

Importantly, agents have access to a range of industry resources to help them manage your investment property.

They receive regular market information and are quickly informed about any changes in legislation that might affect the rental market.

Many of them belong to professional bodies such as the Real Estate Institute of Australia (REIA), which provides them



with updates on legal matters and government amendments.

They are also able to access ongoing training and education in property management to keep them up with the latest thinking and research in their field.

Another advantage of selecting an agent to care for your property is their relationship with a network of tradesmen and professionals to make sure you get the best maintenance and repair jobs, when necessary, quickly and at the best prices.

If you are still in any doubt about the wisdom of entrusting the management of your valuable investment to a trained professional, the best news is yet to come.

**The Australian Taxation Office allows you to claim an immediate deduction for property agent's fees and commission in the year you incur the expense on your rental property.**

Choosing Oz Combined Realty will allow you to watch your investment increase in value with total peace of mind, knowing your property is in the best of hands.

## Oz Combined Realty look after your property as if it were their own!



If you would like to rent your property without the fuss then call our property management team of experts and rest easy!

