

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Sold! Sold! Sold!

“Many properties are now selling within two weeks of being advertised,” says Helena Daniels, Oz Combined Realty



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LETTER FROM THE PRINCIPAL

Dear Readers

The local market is continuing to show positive signs, with properties often selling within two weeks of advertising. Now is a good time to sell, with buyers returning to the market. Please see our feature article on page 3 for details relating to recent sales.

Presentation of the property is a key factor in getting a great price for your property. Our page 2 article provides some suggestions for what you can do to help make your property look its best.

It is no secret that selling a property can be stressful. Our page 4 article has some simple steps you can take to help make the process as stress free as possible. It is worth a read if you are considering selling in the near future.

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

Kind regards,

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Setting the Stage

First impressions can make all the difference as to whether the “For Sale” sign in front of your house becomes a “Sold” sign after an inspection.



For that reason you need to set the stage for purchasers, so that they can imagine themselves living there.

This is where some staging tips can help you and give you a more competitive edge in the market.

“Staging” refers to the knack of preparing a property for sale so that it still looks livable and comfortable but doesn’t have such a strong personal stamp on it that potential buyers feel they wouldn’t belong there.

That doesn’t mean launching into expensive interior decorating. In fact,

staging is really the opposite. While interior decorating involves dressing up a property so that it has personal meaning for the owners and reflects their own tastes and interests, staging refers to removing the strongly personal element from a property while helping it to appeal to the broadest possible range of buyers.

In addition to the usual preparation for sale, such as keeping the property clean and tidy, and ensuring there is as much light and air as possible, staging involves two main points of action.



DECLUTTER

This refers to removing your ‘personal footprint.’ If you have lots of family photographs, ornaments, souvenirs, children’s drawings and such things throughout the property, take most of them away. Sporting trophies, personal hobby materials and most of your books can be stored in boxes until you set up in your new property. If you’ve turned the study into a craft room, clear it up and turn it back into a study while the house is on the market.



CREATE SPACE

This is another form of decluttering but relates to the interiors of drawers, cupboards and any other storage you have. People often look in cupboards when inspecting a property and if they find them filled to bursting they will assume there is not enough storage space. Give things away, sell them or store them elsewhere, so that you have well presented cupboards and even a few empty shelves here and there.

Market is on the move. Purchasers are buying!

It has been an impressive start to the year for the team at Oz Combined Realty, with properties walking out the door in no time at all.

Buyers are back out there, particularly those in search of their first property, and the agency is selling huge numbers of properties within the first couple of weeks of being advertised, if not well before.

Such was the case with 30a and 30b Turvey Crescent, St. Georges Basin, two recently built duplexes sold by Oz Combined Realty's Helena Daniels. The stylish three bedroom properties, complete with water views, were both instantly snapped up – with 30b selling before even hitting the market. Ideal family properties with expansive living, alfresco entertaining area and media room, not to mention contemporary fittings throughout, they were highly sought after and Helena sold both quickly and for record prices.

Helena's recent list of successful sales also includes Sanctuary Point properties such as 93 Waratah Crescent, a great home backing on to the golf course and 80 Waratah Crescent, a quiet and beautifully maintained three-bedroom property – were both sold within weeks of being advertised.

Meanwhile, Helena sold 58 Walmer Avenue, Sanctuary Point, well before it was advertised. Other recent Sanctuary Point sales include 65A Paradise Beach Road and 65 The Park Drive, Sanctuary Point.

These are the sorts of results that are achieved when you approach an established and highly recommended agency such as Oz Combined Realty.



58 Walmer Avenue, Sanctuary Point
Sold by Helena Daniels

Operating for over 30 years, the agency has enormous knowledge and expertise on offer, as well as an outstanding track record. And dealing with experienced and professional agents such as Helena, who come with excellent marketing and selling skills, will make all the difference to your sale.

Helena knows exactly how to market a property to achieve the best possible result. And as we've seen from her recent sales, Helena has access to interested buyers even before a property is advertised. No time is wasted with lengthy marketing and endless open homes. Helena is

able to match the property with a buyer and achieve an outstanding sale price in the process.

With a surge of first homebuyers ready to purchase, now is the time to get an update on what your property could achieve in the current market. The area's median price is holding strong and people are keen to buy.

So give Oz Combined Realty a call today. If you're ready to sell, it's highly likely that the agency's experienced and friendly team will make it happen lot quicker than you ever thought possible.

Selling with

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The Selling Process

Give yourself the best chance to sell your property with these series of simple steps you can take to make the process as stress free as possible.

Selling a property is one of the most important financial transactions that you will undertake.

Yet many people are willing to hand over the responsibility for their property sale to an agent they have never met before, without making any preparations of their own. And when their property sale takes longer than they expect or yields a lower sale price than they hoped, they put the blame squarely on the agent without considering that they might have improved the outcome if they had done their homework in advance.

In this profile, we look at some of the issues you need to consider when preparing to sell your property.

SELLING NOW OR LATER

The first thing you will need to consider is how quickly you need to sell. If you are selling because you are moving for work or going overseas, your departure dates will determine the timeframe and you will need to ensure that your sales campaign fits your schedule. If you have no fixed deadlines, you will be able to take more time to prepare your property for sale and to find the right buyer.

CHOOSING AN AGENT

Appointing a sales agent to run your sales campaign is essential. Choosing the right agent can ensure the best sales method (auction vs private treaty) is used in the sales process to get you the best result. Choosing the right agent takes time and some research. Talk to your friends and

neighbours to find out their experiences with agents in your area but don't just take their word for it.

When you contact an agent, you need to find out what services they provide, how much they charge, whether they are licensed, and what their sales record is like. Once you have narrowed the field, it is advisable to visit the contenders personally so that you can gauge their appearance, personal communication skills, ethical standards, their experience in real estate and most importantly, whether they put you at ease and are easy for you to deal with.

DECIDING THE PRICE

When you have settled on an agent who you feel confident will act in your best interests and has a good knowledge of market conditions in your area, you will need to consider setting the selling price for your property. Your agent will tell you what they believe the property is worth and they should be able to back that up with hard facts about recent sales of similar properties in your area.

Correct pricing is crucial to a successful sale as buyers today are well informed about market values and will not over-pay for your property.

PREPARING THE PROPERTY

Once you have set the price, you should make sure that you have all the necessary paperwork required by the agents and your solicitor to complete the sale.



Then you need to check the property to get it ready for inspection. First impressions are very important and your property should be clean, free of clutter and in good repair. Take the time to have minor blemishes, such as torn screens or chipped paint, repaired and spend some time tidying the garden and pathways. You only get one chance to impress a potential buyer and create a desire to own your property, so make sure that you prepare well. If you have done your homework and the necessary groundwork, you are giving your property a better chance, however your work is not over yet.

The trick with selling is to look at your property through the eyes of the buyer. The better prepared it is, the easier it will be for your chosen agent to ensure the success of the sale.

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



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

