

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Sold In 2 Weeks Above List Price



Oz Combined Realty's Helena Daniels sold 258 Walmer Avenue in less than two weeks, above the listing price. Full story on page 3.

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LETTER FROM THE PRINCIPAL

Dear Reader,

When you are selling your property, you want the experience to leave you with positive memories.

Choosing the right agent to help you is a big step along the way to achieving this.

In the case of a recent sale, the marketing employed by our team helped to generate many enquiries, which combined with precision pricing, resulted in the property being sold at it's first open home.

Greg and his team have had plenty of success selling local properties and they are happy to give you a guide as to what your house is likely to be worth in the current market.

If you want your home sold by the best in the business then phone our team at Oz Combined Realty.

Kind Regards,

Greg Walsh
Principal



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Choosing the right agent



How do you find the best person to sell your valuable asset?

When you're selling your property, you want the experience to be as pleasant and profitable as possible. Choosing the right agent to help you is a big step along the way to achieving these two aims.

An agent can offer expert help in various areas, from giving you tips as to how to present your property for the market to advising you about the price that is most likely to achieve a successful sale.

But how do you know who is the right agent for you?

Ask around

If you haven't dealt with a real estate agent before, a good starting point is to talk to anyone you know who has sold a property and ask the name of the agent who helped them. You can also check recent local sales of properties similar to yours, and contact the agents who sold those properties. As well as providing you with information about the local market, talking to these agents will help you to decide on the one with whom you feel you have the right rapport and trust.

Be businesslike

You need to feel comfortable with your agent but you also need to remember it is a business relationship, with both parties hoping to benefit from a successful result. Don't be afraid to check the agent's experience and to ask how much commission will be charged.

Be realistic

As well as being guided by your agent's knowledge of the market, you should also do some homework yourself to make sure you have some idea of the top and bottom prices you could expect for your property. An agent who suggests a price that seems unrealistically high may not be the best person to sell your home.

Ask questions

The right agent should be able to communicate well and to explain the selling process to you. Ask about costs such as advertising, check the proposed marketing program, enquire about whether open houses would be beneficial and get your agent's opinion about the presentation of your home. The answers should help you to know whether you will be happy to entrust your valuable asset to this agent.

Properties selling within weeks of listing



The property market is hotter than hot right now and thanks to the expertise and professional service of Helena Daniels from Oz Combined Realty, houses in the Sanctuary Point area have been literally sailing out the door.

The median price in the area has seen a huge increase in the last three months, having currently reached over \$400,000. Selling now, in such a strong market, under the expert guidance of such an experienced and highly skilled agent, can only lead to success.

The recent sale of 258 Walmer Avenue is the perfect example. The three-bedroom property, in much sought-after location, on a generous block, only moments from the water's edge, was listed for \$430,000. In less than two weeks, Helena sold the property, securing an impressive \$432,000, a sum well above the asking price. And this is not merely a one-off occurrence,

simply the kind of outstanding results, Helena achieves on a regular basis.

At least six other properties in the area have recently sold with similar success, including 96 Walmer Avenue, 69 Mustang Drive, 158 Links Avenue, 176 Links Avenue, 81 Macleans Point Road and 66 Waxbury Place, Sanctuary Point.

Each property was sold within a two-week period, at either the full asking price or within 5% of the asking price. An impressive track record, indicating quite clearly that now is the time to make a move.

At present, many houses are selling in this wonderful coastal area. Sanctuary Point is in high demand and has a great deal to offer in terms of a relaxed and easy lifestyle, filled with outdoor activities such as stand-up paddle boarding, boating, fishing and kayaking.

Oz Combined Realty has access to an extensive list of potential buyers so houses are not staying on the market for long. And while it is a huge undertaking to put your property up for sale, now is the time that you will gain the best possible results, particularly with Helena as your agent.

With so many successful sales to date, Helena continuously provides her clients with, not only extraordinary results, but also top class service. Take the time to meet with Helena so she can discover what your property is worth in today's exciting market and help you achieve a smooth, speedy and successful sale.

Be quick and sell today. A fabulous opportunity is right on your doorstep – and with Helena and OZ Combined Realty by your side, one that is easily achieved.

Sell with Oz

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How To Set RENTS

Industry analysts have predicted rent increases of the order of 10% per annum are a very real possibility during the next 10 years as Australia comes to grips with a national housing shortage.

The scenario has many investors determined to increase rents at any cost but the wise ones are listening to their property managers and only making careful, well considered changes.

Rental vacancy rates have been below the critical level in many areas for some time now, making leasing very much a market favouring the landlord.

However, regular reasonable rent reviews do more than increase the landlord's weekly income or yield.

You need to keep on top of the rental market to ensure you are attracting quality clients and are optimising your potential sale price.

A laissez faire attitude by your real estate agent will cost you dearly.

The agent and the owner should agree on rent rise parameters and put in place a process of continuously monitoring and reviewing the market and comparable rents as things are changing very quickly.

But there's more to the rent review process than the bottom line.

You also need to weigh the benefits of having a good tenant against any monetary gains.

This is very much a value judgement but there's no denying that a good, reliable, long term tenant looking after your property such that there's little wear and tear will justify a rental slightly below the market rate.

That said, it is bordering on irresponsible in the current market not to have a rental review process in place.

There are a number of things to consider, though:

Tenants have to be provided with 60 days' notice of an increase.

Any increase cannot take effect until a fixed term rental has expired.

If you are looking at a rent increase, make sure your accountant explains the effect on your taxation situation.

For example, some properties at the moment are only barely negatively geared and a rent increase could see the owners obligated to pay taxes on the income.

The review itself is a straight forward process. Your agent will ascertain the prevailing market rent for the property by



examining the rents achieved for similar, recently tenanted properties. It should be realised here that rents achieved can differ from rents asked.

Before suggesting a new figure, your agent should also take into account supply and demand.

It may be that yours is one of a number of two-bedroom villas in a market where villas of equal quality have stood vacant for a while.

Even if the results of the study indicate a significant rise is warranted, you may determine in discussion with your agent that you are better off with smaller rises over a period.

In the end it comes down to your agents experience and expertise and a good mix of common sense.

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!

We Get Results!



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