

# PROPERTY NEWS

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

## SOLD FOR \$30,000 MORE THAN EXPECTED

**Selling with a proactive agent achieves a better result**



For full details **SEE PAGE 3**

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- Selling with a proactive agent achieves a better result
- Preparing your property to sell in Spring – Part 2
- Why do investors need a property manager?

**HUSKISSON & SANCTUARY POINT**



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## LETTER FROM THE PRINCIPAL

Dear readers,

It sounds so simple, sell your own property and save on commission fees, but that is rarely the outcome, as our feature story this month illustrates. After the owner attempted to sell the property himself, he engaged our professional team who sold the property quicker, and for a better result than expected.

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 dos and don'ts, and the advantages of engaging a professional.

Last month we gave you some tips for getting the inside of your home ready for sale in Spring. In this issue we take a look at some of the outside improvements that can help to give your property that edge in the Spring market.

Call us today at Oz Combined if you are thinking of selling your property.

Kind regards,

**Greg Walsh**

Principal



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# Preparing Your Property to Sell in Spring Part 2 The Outside

**Spring time is here and it is the perfect time to put your property on the market. After Winter, potential buyers are drawn out by the sun shining and you want them instantly attracted to your property. Here are a few tips to ensure your property's exterior is at its best.**

### **Front yard**

First impressions are very important. If the outside isn't appealing people might think the inside has problems. The exterior of your property should look attractive and well maintained.

Ensure your front garden is well kept. In garden beds remove weeds and any dead growth and trim back plants.

Consider new mulch or other additions that can freshen things up. Spring time is all about colour and the bounty of nature so reflect this with a beautiful garden area.

Cleaning your driveway could be a smart move. Such a large area appearing spotless will make a big difference.

Check your letterbox is straight and clean. A small thing but it is indicative of the pride you take in your property. House numbers should be clean and easy to see.

### **A striking entrance**

Your entrance area and doorway should appear spotless and inviting. Clean or even re-paint the front door if required.

Make sure hardware is clean and sparkling. A welcome mat may seem trite but is an important small detail that can help make people feel at home in your property.

Think about placing some attractive pots with yellow flowers near the entrance. It has been suggested that yellow stimulates buying urges. Whether you believe that or not, bright colours are appealing and indicative of spring.

Don't forget to clean exterior windows and ensure that any blinds or curtains are clean and neat.

### **Backyard**

In spring people are thinking about enjoying the sun. Potential buyers want to be able to picture themselves gardening or entertaining friends on the patio or deck. So ensure your backyard reflects this.

Just like the front garden, make sure the garden beds look appealing. Keep the lawns mowed. Clear all rubbish and make sure everything looks tidy.

Note anything that needs work. Be critical and view the property objectively. Does the exterior need a coat of paint or at least a clean? Are the gutters clear and undamaged? Do the walls or paths need any work?

Then see to the repairs if possible. Don't have a potential buyer dismiss your property over a small problem that is simple to fix.

### **Outside living space**

If your property has a great outdoor entertaining space then play it up. This could be your greatest feature. Make sure outdoor furniture is clean and attractive. Add some bright touches like throw cushions or candles. Create an outdoor space potential buyers will love and can see themselves enjoying.

### **Conclusion**

Remember the goal is to make the outside of your house as appealing as possible. Ensuring your exterior is clean, functional and inviting will go a long way to help securing a sale.

If you are thinking of selling this spring then contact our office for more advice.

# Why sell your own property when Oz Combined can get you better results?

Having a great property to sell is one thing; selling it successfully is another. And while owners may be tempted to take matters into their own hands, save the commission and sell their property themselves, many do not realise the advantage of approaching a highly experienced and professional real estate agency like Oz Combined Realty Huskisson.

Shyam, the owner of 2 Skiff St, Vincentia, was determined to sell his property himself, and worked hard to do so, through online advertising and open inspections.

The newly built four-bedroom property had a great deal to offer, set on a generous 937msq in Vincentia's 'Bayswood' development. Fabulous modern features with spacious living opening out to a stunning alfresco entertainment area made this property attractive for growing families or, in fact, anyone wanting to live in comfort, luxury and contemporary style.

However after six weeks Shyam was unable to sell at the price he wanted. Shyam had been contacted by Loren numerous times in the last 8 months and knew he was the "Go To" agent for the job. Shyam finally contacted Oz Combined Realty Huskisson and asked



**Loren to take over. The difference was remarkable.**

Loren Keller actively marketed the property and attracted more interest in six days than Shyam could manage in six weeks. With Oz's excellent reputation and extensive database, it wasn't hard to see why Oz Combined Realty Huskisson was able to draw the crowds.

After only 17 days on the market, with 28 inspections and 4 offers made, Loren sold the property for the amazing price of \$755,000.

Shyam was absolutely thrilled, particularly as the sale price was \$30,000 more than the amount he was able to achieve.

"Loren is a man of his word," says Shyam. "He did exactly what he set out

**to do, and got more money for me than I expected."**

Oz Combined Realty is an honest and trustworthy agency that knows how to get results. The team always offers sound advice and straightforward feedback plus they have the skill and market expertise to gain the best possible price in the shortest amount of time. Understandably, it can be hard to pass your property over to an agent.

However, if you choose well, you can only come out on top. Shyam certainly did. Oz Combined Realty managed a result he could not achieve on his own – and through a process that was speedy and stress-free. Paying that commission was worth every single cent!

**Get Results** with



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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 tradespeople and professionals to make sure you get the best maintenance and repair jobs, when necessary, quickly and at reasonable 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 will allow you to watch your investment increase in value with total peace of mind, knowing your property is in the best of hands.

## Is your INVESTMENT PROPERTY receiving a premium service?

Owning an investment property should be rewarding and therefore choosing the right Property Management Team is a big decision. Oz Combined Realty believe that maximising their client's investment returns with minimum hassle is vital.



Call Us Today, Great Results Can Happen

*We Get Results!*



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