

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Sold in 39 days!

Oz Combined Realty sell after other agents failed in 3 years



SEE PAGE 3 FOR FULL DETAILS

In this Issue of Property News:

- Clever ideas to entice buyers
- Positive attitude sells Sanctuary Point property
- The advantages of using a property manager

HUSKISSON & SANCTUARY POINT



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A letter from the Editor

Dear Readers,

Welcome to our edition of Property News. 2009 promises to be an interesting year. 2008 was certainly a good market for home sellers, but a possible credit squeeze on financial markets may play a big role in 2009.

In this edition of Property News we look at how the property market is expected to improve.

Our page 3 article discusses a magnificent property that was sold due to our strong work ethics and positive attitude.

If we can help in anyway during 2009, feel free to call us on 02 4441 6033.

Best wishes,

Greg Walsh
Principal



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How does presentation help to entice potential buyers to inspect your home?



Steering buyers up the garden path

Most people know that ensuring your home is immaculately presented for inspections is vital when trying to attract a buyer.

But many people do not realise that the appearance of your front yard is just as important.

The front yard should draw people into your home, so you need to make sure it appears inviting not repelling.

1. Letterbox presentation

Ensure the letterbox is clean and make sure the street number is clearly visible. In some cases a brand new letterbox can add to the value of your home.

2. Clean driveway

The driveway should be clean, so remove any oil stains or tyre marks to immediately improve the initial presentation.

3. Create neat pathways

Pathways should be clear and safe to walk on. People should not be ducking and weaving tree branches on their way to the front door.

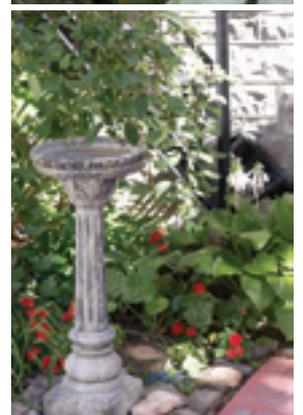
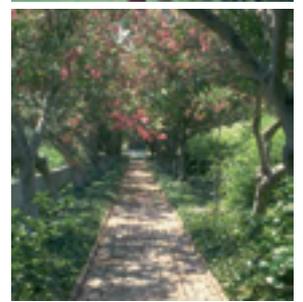
However, it is a great idea to plant smaller plants or position potted flowers on each side of the path, to create a more inviting feel.

4. Garden maintenance

Prune trees, weed the garden and rake up fallen leaves from the lawn. If you have an empty garden bed, it will not take you long to plant something small, and the end result is worth the effort.

5. Off-street parking

If your property does not have off-street parking it is a good idea to create a designated space with gravel or pavers. In city areas, off street parking is a huge selling factor so take this into consideration.



First-class marketing sells!

Aaron Heiler and Robin Corcoran, agents for Oz Combined Realty produce results; the results vendors want

A superb waterfront reserve home has been sold at Sanctuary Point by Aaron Heiler and Robin Corcoran of Oz Combined Realty within six weeks after other agents had it on the market for three years.

This magnificent property at 208 Sanctuary Point Road was perfect for a family or as an investment.

Ideally positioned alongside Sanctuary Point's beautiful waterways it offered three bedrooms, multiple living areas, huge entertaining decks and floor to ceiling glass rear window. With stunning water views it also had a sparkling in ground pool with spa.

Aaron and Robin told Property News the home, which was set on a large block of about 923 square metres, should have been sold long ago.

"Properties such as this, which have so much to offer, should not be languishing on the market for years. There is just no justification for such a scenario. Obviously the vendors are delighted with the result, more so because as well as selling quickly we also got an excellent price.

"But, we are concerned because we feel some vendors don't realise they do not need to tolerate such a situation. We sold quickly for several other reasons: firstly we ran an intensive marketing campaign which was tailored to suit the property; secondly we were able to access our extensive database and identify potential buyers; and thirdly because we built an excellent relationship with the owners, providing them with constant feedback about the progress of the sale," they said.

"During the period we had it on the market we had four inspections and two offers and this in itself speaks volumes about how we approached the market. It's essential that agents tailor a marketing campaign to suit the property.

"We also have an excellent database, which we accessed to try to identify prospective buyers. Even though a buyer may not come from the database, introducing purchasers to a property can create a sense of competitiveness which will stand the vendors in good stead," they said.

"It's also most important to build a strong relationship with the owner. Vendors want to know what is happening about a campaign. If the agent holds an open inspection it's essential he or she gives the owners feedback. What did the buyers have to say about the property? Did they query the price? Were they satisfied with the presentation?

"These are all issues which can be discussed with the vendor, and where necessary, changes can be made to a campaign or to the presentation to facilitate a sale."

Commenting on the market, Oz Combined Realty's Principal, Greg Walsh said: "I think the interest rate cuts; the Federal Government's stimulus packages and the first homebuyers' incentives are going to see a recovery.

"We are already seeing strong buyer interest at the lower end of the range. This is because both first homebuyers and investors are seizing the opportunities that exist there. We have also been heartened



by a report that last year's market overall was far more resilient than expected," he said.

"According to RP Data, the market only fell 2.6 per cent, which is remarkable when you remember house prices in the U.S. dropped more than 25 per cent and the Australian Stock Exchange All Ordinaries Index fell 45 per cent and Australian Listed Property Trusts dropped 55 per cent.

"The market is strong enough now that we are looking for properties to meet the demand of those buyers we already have on our database. That's the biggest handicap we are facing now, a shortage of quality homes, not a shortage of buyers. As such, we are actively seeking properties and land and would be more than pleased to appraise a property for anybody considering selling."

Greg said with a positive attitude and strong work ethic great results were still achievable. If you are planning to deal in real estate, remember that the team at Oz Combined Realty comprises professional consultants with many years experience in real estate. Call the firm for expert, professional advice on the best way to sell, buy and lease.

2 LOCATIONS OPEN 7 DAYS



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We Get Results!

Rental Bond gives landlords security

Collecting rental bonds is a vital part of an agent's role

It is a huge relief for landlords to know that property managers handle all the aspects of setting up and claiming rental bonds from tenants.

But, there are still some basic facts about rental bonds landlords need to know. The rental bonds that agents collect on behalf of owners must be lodged with the Office of Fair Trading within seven days.

After the bond is lodged, all parties should receive a lodgement advice that includes a unique rental bond number. It is an offence for a landlord or an agent to request a rental bond from a tenant and then fail to lodge it with Fair Trading.

During the tenancy, the bond is held by the Rental Bond Board and accumulates interest. The Rental Bond Board is the independent custodian of rental bonds paid by tenants to landlords for residential tenancies. The Office of Fair Trading administers the day to day functions of the Board, providing rental bond lodgement, custody and refund and information services.

At the end of the tenancy, after the final inspection, tenants must sign a **Claim for Refund of Bond Money** which must be submitted by the agent to Fair Trading before the bond money can be refunded.

If an agent believes a tenant has damaged the premises then they advise the Rental Bond Board so an appropriate amount can be deducted from the bond.

Any disagreement over how the bond is to be refunded should first be discussed between the parties. If agreement cannot be reached, either party may send a **Claim for Refund of Bond Money** form to the Office of Fair Trading without the signature of the other party.

The bond will not be paid out straight away. A letter will be sent to the other party advising them of the claim and giving them 14 days to apply to the Consumer, Trader and Tenancy Tribunal to



dispute the claim. If no reply is received within 14 days the bond will then be paid out.

No matter who applies to the Tribunal, it is always up to the landlord to prove any claim on the bond.

Usually an agent's involvement in this process saves landlords a great deal of trauma because the agent has the knowledge and expertise to know exactly what steps to take to remedy any problems which may occur.

Agents try to prevent such problems from arising by carefully screening applicants. The Property Managers at Oz Combined Realty uses several databases that provide them with credit ratings on each applicant, information that landlords don't have access to when they manage a property themselves.

If you have any questions about rental bonds consult the Property Management team at Oz Combined Realty or call Fair Trading on 13 32 20.

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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