

# PROPERTY NEWS

Ideas to help you when you're Buying or Selling

# VINCENTIA PROPERTY SELLS UNDER THE HAMMER



## Top result for Oz Combined Realty



The property buyer of today is the winner of tomorrow – especially when the property is situated in one of the most idyllic locations in Australia.

Thanks to the marketing campaign that made them aware of this, prospective buyers flocked to the auction of 1B Susan Street in Vincentia, on the shores of Jervis Bay.

Agent Robert Zuzic of Oz Combined Realty described the event, in a nutshell, as “a very exciting day”.

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The Staff from Oz Combined Realty would like to wish each and everyone of their clients a very Merry Christmas and a happy, healthy and prosperous New Year!

### In this Issue of Property News:

- Tips for the Christmas holidays
- Vincentia home sells above reserve price!
- Top tips on being a first-time landlord

### HUSKISSON & SANCTUARY POINT



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## Letter from the Editor

Dear Readers,

Now that Christmas is with us again, it's time to remember how important the family home is to us all. We would like to wish all of our readers and valued clients a safe and happy festive season.

If you are planning to buy a home consider how much you can afford, be prudent and stay well within your financial limitations.

If you are selling, listen carefully to your estate agent's advice and be guided sincerely and wisely - it's the most important asset we own and it is not to be treated lightly.

And finally, our team wishes you all a Merry Christmas and a Happy New Year and look forward to helping you in anyway possible in 2011.

Best wishes for the season.

**Greg Walsh**  
Principal



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# Buying at Christmas



## Top selling tips to win a sale

**Many so called experts will tell you the Christmas New Year period is not a strong period in the real estate market. Don't you just hate generalities like that?**

Sure, real estate is not on everyone's mind at this time of year, but you don't want everyone, just one buyer.

Consider that the Christmas New Year break is actually our longest holiday period and as such it affords the best opportunities for buyers to travel and investigate their property options, particularly those who are being transferred into your area.

Of course if you're in a position where you have to sell then it makes no difference to you what time of the year it is.

And if you're selling a well located holiday or investment property then there's no better time to sell it than when holidaying visitors are in your neighbourhood.

The bottom line is that there are still buyers in the market at Christmas and it is only at this time of year that they have the time to spend looking at properties.

If you're selling for whatever reason during this period there are two decisions you need to make: the choice of agent and whether or not to decorate your home.

Apart from all of the normal criteria, the choice of agent will come down to whether their office is open, operating hours and staffing levels. You also need to know what is their level of advertising and marketing activity during this period.



Then there's the question of decorations and the general presentation of your home.

Consider that your potential buyers come pre-packaged with biases and prejudices. They may not even celebrate the traditional Christmas as you know it or, if they do, they may be offended by the non religious icons we have come to associate with the season.

Why give them more information than they need to know about you?

By not decorating, you are protecting your privacy during home showings. You are also making your home feel more spacious without blocking pathways.

When buyers enter your home, you want them to imagine putting their own furniture in each room, making it theirs, and they can't do that if your holiday decorations dominate the stage.

**But what if the kids demand decorations?**

If you must decorate keep it to a minimum. Don't block or cover up important selling features such as fireplace mantels, stairs, stained-glass windows.

🌲 Tone down the size of tree. In place of a two metre tree, try decorating a table-top, one metre version.

🌲 Stack wrapped presents in a closet or in one corner.

🌲 Use more splashes of red than green because red is an emotionally appealing colour.

🌲 Resist the urge to hang banners. Use greenery instead such as evergreen or rosemary garlands.

🌲 Never leave candles burning unattended.

🌲 Set a plate of cookies on the counter, next to festive paper napkins for guests.

🌲 Simmer spicy apple cider on the stove, and set out cups and a ladle.

**Generally, look to ways to use Christmas cheer to your advantage to generate a homely, lived in and loved feel about your property.**

# What was it that attracted the crowds to this auction?



**Marketing drive attracts keen buyers to auction of waterfront property**

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“In the lead up to the auction we ran an effective marketing programme specifically designed to attract genuine buyers,” he said.

“There were a lot of registered bidders at the auction which attracted quite a large crowd, indicative of the interest.

The day was successful as well as exciting, with the two-storey, waterfront reserve property selling under the hammer at above the reserve price.

At the head of an abundant list of points to recommend the property was its superb position on the waterfront strip of Collingwood Beach.

The pre-auction marketing campaign drew attention to the many advantages of this prime position, from its proximity to the beach shops to the stunning views from its upstairs balcony.

Offering a lifestyle packed with enjoyable beachside activities, the home was seen to be perfect for entertaining friends and family, with three bedrooms

and open plan living areas upstairs along with self-contained guest quarters downstairs.

The number of people who attended the auction and the price achieved for the owners were very tangible measures of the marketing campaign’s success.

Selling agent Yasmin Keller believes, the interest shown in this Vincentia auction, underscores that there are many people around looking to purchase and that now is the time to sell.

The success of the auction also demonstrated the hard work that Oz Combined Realty is prepared to undertake on behalf of its clients.

“We’re proud of our commitment to our clients,” said Yasmin.

“This commitment, and the full range of services we offer, have made us a well-known and respected real estate agency in the Jervis Bay and St Georges Basin areas.”

**If you’re interested in buying or selling, contact the expert team at Oz Combined Realty on 02 4441 6033.**

## 3 LOCATIONS OPEN 7 DAYS



*We Get Results!*

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# Top tips for first-time property investors

Planning, research and good management will help you to enjoy your investment

## The purchase of your first investment property marks an exciting new financial phase in your life.

It may also cause some butterflies as you venture into this unfamiliar territory.

As with any first-term venture you may well encounter some problems but here are some tips that should help you to avoid, or at least reduce, some of the issues associated with being a landlord.



### Screen tenants

Check their details carefully and contact their referees and former property managers. It takes time but it helps to ensure your property is in good hands.



### Watch the money

Don't let tenants get behind with payments or you'll set an unfortunate precedent and find yourself out of pocket. If payments are late take immediate action to show you mean business.



### Insure yourself

A landlord insurance policy can cover you against potentially expensive payouts and loss of rental income. Among its benefits is the protection it can provide if tenants damage your property.



### Do your sums

Rental income yields are below home loan interest rates, so make sure you can cover the interest cost differential. Other expenses could include council, land and water rates, and maintenance.



### Plan for a rainy day

As well as planning financially for the expected, you need to anticipate and provide for the unexpected, such as an unplanned vacancy or a sudden interest rate rise.



### Put things right

Failure to attend to maintenance issues could prove a legal liability risk for you if tenants are injured. Have repairs done as quickly as possible, and keep an eye on general maintenance.



### Keep your distance

Resist any temptation to become your tenant's new best friend; otherwise it could be difficult to take action if issues arise. This is a business relationship and should stay that way.



### Inspect regularly

A minor maintenance problem now could become a costly repair job in the future. Regular inspections by you or your property manager can save a lot of time and trouble.



### Don't be greedy

If you try to squeeze every last dollar of rental income from your tenants, you might lose them. This could result in a vacancy that can be more expensive than taking less in rent.



### Consider delegating

Many people dream of owning investment properties but don't want the work of managing them. In that case, for a small percentage of the rental income it's worth appointing a property manager with time and expertise to look after your investment.

## 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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