

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Oz Combined Realty - The Right Choice!

Team expertise ensured a positive result for this Sanctuary Point property



For full details

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- Turning an offer into a sale
- Strong marketing proves its worth
- Time for that tax valuation

HUSKISSON & SANCTUARY POINT



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Letter from the Editor

Dear Readers,

When you decide to enter the real estate market, you are constantly seeking information to assist you.

This is why *Property News* is such a wonderful tool to help you with these difficult transactions.

The real estate industry can be a little daunting for those who have little to do with it and this is why we are here to help.

If you have any questions relating to buying, selling, investing or anything else to do with real estate, we would love to share our knowledge and expert advice with you.

We will be only too happy to help.

Kind regards,

Greg Walsh
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Turning an offer into a sale



Attracting an offer for your property is one thing. Turning that offer into a sale is another.

One of the best ways to convert an offer into a sale at the price that is right for you is to have the help of a qualified and experienced real estate agent.

There is, of course, no obligation to use an agent when selling a property, and some people decide to go it alone in order to save on commission. However, as many people have found, this can be false economy. As well as taking a great deal of stress out of the selling process, the assistance and advice of an agent can help to secure a much better price for your property.

With specialised knowledge of the market and the real estate industry, an agent can do many things for you that you would find difficult and time-consuming if trying to do them yourself.

Among the things an agent can do before the sale to make life easier for someone selling a property are:

- Evaluate the local market and advise you on property values.
- Suggest an appropriate listing price for your property.

- Advise you on how best to present your property for sale.

- Help with information about various documentation you will require.

- Create advertising material to market your property as widely and effectively as possible.

Among the things an agent can do to help you once you have received any offers are:

- Help you evaluate the strength of each offer, and decide whether to accept or reject any offer outright or whether to make a counter-offer.
- Assist with decisions over any requests from a purchaser for a reduction in price due to such issues as repairs that need to be carried out.
- Negotiate with the buyer's agent where necessary until the purchase contract is completed.

These are just a few of the areas where an agent can help you before you put your house on the market and after you sell it.

If it already sounds like a lot of work, make the most of the expert help available and take the headache out of selling by enlisting a qualified agent to do the work for you.

After 12 months on the market, the owner of this Sanctuary Point property Mr Adam Rudd was starting to lose confidence, and he was beginning to feel that his house would never be sold.

That is until Mr Rudd decided to give Helena Daniels of Oz Combined Realty a chance to sell his property.

Once I decided to enlist the help of Oz Combined, the whole process seemed so easy. They had the property up and ready for the market within days, said "Mr Rudd".

An excellent offer was received and presented to the owner on the first day it was on the market. Within a week it was sold.

This outstanding result was achieved with Helena Daniels of Oz Combined at the helm of a strong marketing campaign that highlighted features of the double brick property at 25 Kirkham Way, Sanctuary Point.

These included the three large bedrooms all with built-ins, the large living room with open plan kitchen and dining, a huge main bathroom, two car garage space and low maintenance overall. The attention of prospective purchasers was also drawn to the desirable location of the property, surrounded by other quality homes in a highly sought-after area of Sanctuary Point.

The marketing also focused on the fact that the neat and tidy property offered the perfect opportunity for someone looking to buy a rental or an easy care property.

Understandably, after waiting for one year without success, Mr Rudd could hardly believe the speed of events once Oz Combined Realty took over.

Sold Within A Week!

Owners delighted with effective result by the team from Oz



"As well as running a strong marketing campaign we have a great buyer database, which is why we managed a sale in the first week," said Helena.

Other benefits for clients dealing with Oz Combined Realty include the strength of their team, with seven sales people and a marketing manager working together to

sell each property. They bring to the task their sound local knowledge and a great ability to communicate with owners, with quick sales at excellent prices the order of the day.

For real estate help from the best in the business, contact Oz Combined Realty on 4443 3222.

This agency doesn't know the meaning of 'give up'!

3 LOCATIONS OPEN 7 DAYS



We Get Results!

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PROPERTY INVESTING

What's in it for you?

Investing in property is still considered one of the most solid forms of investment. While there are always dips and plateaus in real estate, history shows that property usually increases in value.

Shrewd investment in property has many advantages. Property can be less volatile than investing in shares, although this is not always the case. However, overall real estate seems to be regarded as a sure thing when other assets are declining in value.

Some of the biggest benefits of investing in property besides the fact that it is an investment you can actually see and touch, include potential capital growth, the ongoing rental return and the tax benefits.

A property's capital growth can deliver big rewards in the long term. Property investors have been known to make money in a short space of time.

However, it is important for investors not to over-extend themselves and be forced to sell at a loss.

As with any type of investment, there are no guarantees. Real estate values fluctuate and sometimes finding the right tenants who pay on time and take care of the property, can be difficult.

So when you decide to invest in property, it is important to do the math carefully and check and re-check the figures to make sure you are making the right moves.

LOAN REPAYMENTS If you have high loan repayments, you may not see much return or even record a loss during the first few years. But for savvy investors this is not a problem as they can rely on the short term losses being exceeded by the long term gains or they can depend on the tax relief associated with negative gearing.

NEGATIVE GEARING Negative gearing is when the annual cost of your investment is more than your return and the government will offer you tax breaks. For more information on negative gearing, seek professional advice.

INTEREST REPAYMENTS Investors need to be switched on when it comes to the interest rate environment and how higher rates might affect their expected net return and the market for their property if they decided to sell. If you get a variable loan, you need to factor in the possibility of higher repayments if rates go up.

COUNCIL RATES AND STRATA FEES It is important to know what these fees are and factor them into your budget. These fees are usually charged per quarter but if you are investing in an apartment, you may need to do a strata search to find out if there are any additional levies that you need to allow for.

PROPERTY REPAIRS If your investment property is a house, you will have to foot the bill for building repairs but if it's a unit in a strata block you will be responsible for repairing everything from fixtures to appliances included within the flat.

MANAGEMENT FEES It is important to employ an experienced property management team to handle the tenancy of your investment property. You will be required to pay this agent a percentage of the rental income, so add this to the budget. You may be tempted to cut costs and manage the property yourself, but in the long run employing a professional property manager is worth the extra expense.

INSURANCE COSTS When you buy a house as a rental property you will need to pay building insurance and it is also a good idea to get landlords insurance to cover damage caused by the tenant, your legal liability if your tenant injures themselves and loss of rental income if your property becomes vacant.

Although there are plenty of things to plan out and think about when you decide to invest in property, mapping out your strategy will ensure it continues to blossom into a profitable venture.

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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