

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Oz Means SUCCESS!

How did this Oz agent accomplish such a great result in Vincentia?



In this Issue of Property News:

- Kitchen renovations - adding value
- Oz means success!
- How to get your home ready for new owners

HUSKISSON & SANCTUARY POINT



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Letter from the Editor

Dear Readers,

The inner workings of the real estate industry can be extremely confusing for most people - there is so much information to absorb and it can be extremely overwhelming.

This is why in each edition of *Property News*, we endeavour to clear up the confusion involved in buying or selling property and also managing your investment property.

When you decide to buy or sell, learning as much as you can about the industry can assist you with the process.

We would be only too happy to answer your questions and assist you with your enquiries, so feel free to contact us anytime.

Kind regards,

Greg Walsh

Principal



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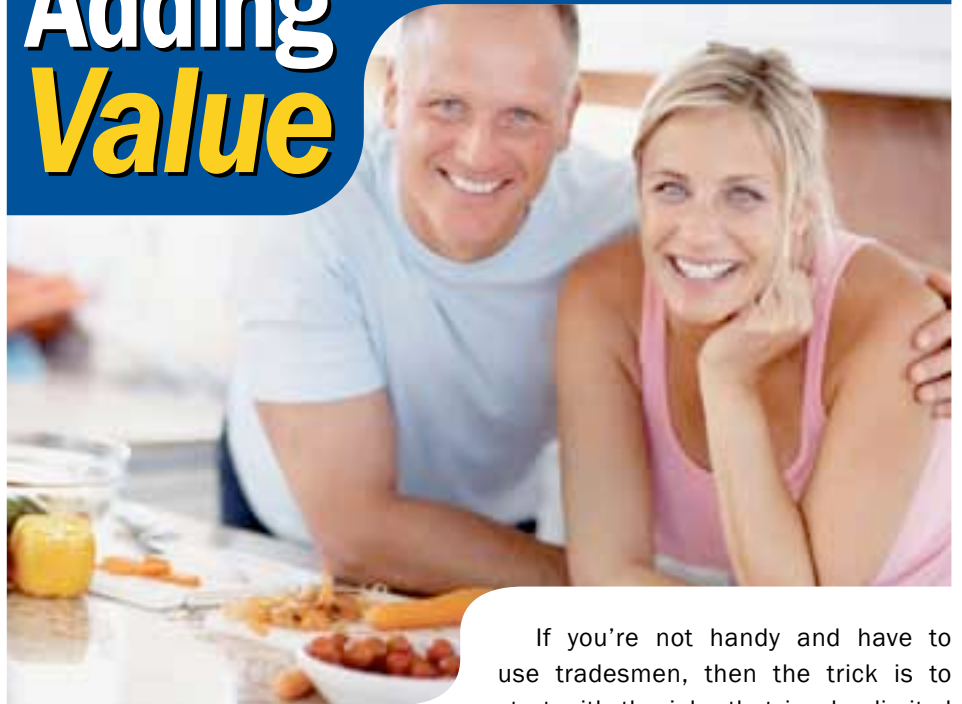
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Kitchen Renovations: Adding Value



The kitchen is the heart of the home and a great kitchen is one sure way to win a buyer's heart. But how much should you spend to add value to a home and help ensure its sale?

There is no denying that a kitchen renovation will make you money. It will add real value to your property and even make it more saleable. But there's also a cut-off point, a point at which you can over-capitalise and will not enjoy a profit for your labours.

A kitchen renovation can cost anything from a few thousand dollars to \$30,000 or more and there's always a temptation to let your heart rule your head.

The fact are that you shouldn't spend more than 4-6% of your property's total value. Thus, if your home is valued at \$350,000, your kitchen renovation should not exceed \$10,500 - \$14,000.

That's not to say that you actually have to spend that much to get a return.

Provided the layout is acceptable and the plumbing and wiring are OK, a few judiciously spent thousands can go a long way. And, if you're a good shopper with an eye for bargains, you can reduce this budget.

According to quotes website ServiceSeeking.com.au, small kitchen renovations cost an average of \$1,789, a price that typically covers labour only, however, at an average of \$50 per hour this translates to pretty decent value for money.

If you're not handy and have to use tradesmen, then the trick is to start with the jobs that involve limited materials costs.

Inexpensive fixes include giving the walls a fresh coat of paint, re-sealing gaps, tiling/re-tiling splashbacks, adding new handles to drawers and cupboards and re-surfacing the floor.

Remember, if you're tempted to pay out for rangehoods and shiny dishdrawers in search of a wow factor you will be faced with high cost tradesmen such as electricians.

Concentrate on the visible, noticeable items. Remember, soft-close runners and gliding doors might be satisfying to you but few buyers will notice such attention to detail.

Similarly, don't buy names for names sake. Name brand range hoods, stoves and cooktops might appeal to your vanity but you will pay a premium and not realise much more, if anything, at the end of the day compared to functional, aesthetically pleasing and less expensive products.

Also, when it comes to decorating, don't be tempted to show-off your own tastes or style. Play safe with such things as colour choice. There's nothing more likely to turn a buyer away than the thought they can't live with your colours and will be up for the additional cost of re-painting almost as soon as they move in.

Auction campaign proves a winner

“We felt very happy and reassured that our property would sell through Oz.”

Extensive marketing and tireless effort by Oz Combined Realty made all the difference to the sale of this Vincentia property.

Oz agent Marty Stanfield planned a six-week auction campaign for the property, located at 14 Skiff Street, Vincentia, in Bayswood.

During the campaign, Marty made all the right moves to ensure the property came to the attention of potential purchasers and that there was strong buyer interest on the day.

The six-week auction campaign highlighted advantages of the home's location in the up and coming Bayswood Estate, within walking distance of a shopping centre and community complex that will be built in the near future.

The property was also marketed for its interior assets including four bedrooms, two bathrooms, a modern kitchen and spacious, open plan living areas. With a covered alfresco entertaining area and a fenced yard, and still under new home warranty, the property was shown to be ready for new owners to move in immediately or to offer great rental potential for an investor.

Conducted with enthusiasm and expertise, the pre-auction campaign attracted 15 inspections and four offers. The auction itself was attended by a large number of people including two bidders.



While the property did not sell on the day, the unflagging efforts of Marty soon reaped their well-deserved reward. The owners were delighted when, less than two weeks after auction day, the property sold, achieving a result close to the asking price.

“Every effort goes into selling our properties whether they are up for auction or for sale,” said Marty. “The outcome of

this auction was fantastic, with happy results all round.”

The hard work and commitment to his clients, as demonstrated by Marty in the sale of the Vincentia property, is typical of the great service provided by all members of the team at Oz Combined Realty.

For help with all your real estate matters, contact Oz Combined Realty on 4443 3222.

Buy

with

Oz

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Time to let go!

How to get your property ready for new owners

Once you've made the decision to put your property on the market, you need to begin to regard it as someone else's property.

This doesn't mean clearing it completely of all personal items but it is important to make it as easy as possible for other people to see themselves living there.

Therefore, as well as attending to any maintenance issues and making sure both the interior and exterior are as clean and tidy as possible, you need to neutralise it to some extent. This relates to lessening that strongly personal stamp that most homes acquire when a family has lived there for some time. Some ways to do this include:

- If you have lots of family photographs around, remove most of them. As well as helping to declutter the rooms, removing the reminder of the people who live there will help people to feel less intrusive when they are inspecting your property. Pleasant prints can be picked up for a song and will fill any spaces that look too bare once the photos are removed.
 - Is there a room that you or another family member use for a craft or hobby? If so, you need to clear the decks so that potential owners can see the other possibilities of the room. They may want to envision it as a study or a spare bedroom but this could be difficult if it is packed to the rafters with sewing, scrapbooking or other paraphernalia.
 - And beware of stashing these personal items away in cupboards and drawers once you've removed them from sight. People like to check cupboards, and if they find them bulging are likely to get the impression that the home lacks storage space.
- Any items of furniture that have sentimental value for you but serve little practical purpose should also be removed while the house is on the market. Again, they could provide that personal stamp that may make it difficult for people to see the home as theirs. If you want to keep them, store them at someone else's place for the duration. By moving things out, you'll make it much easier for someone else to decide to buy your home and move in.**

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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