

# PROPERTY NEWS

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

## SOLD under the hammer

### Auction Success at Sanctuary Point



***In this Issue of Property News:***

- Ways to dress up your home on a budget
- Sold under the hammer
- How to get it right as a new landlord

**HUSKISSON & SANCTUARY POINT**



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## Letter from the Editor

Dear Readers,

Over the last few months, we have experienced some very exciting sales and in this edition we decided to share one of our success stories.

We hope that you will learn something you didn't know about buying and selling from this wonderful example.

Throughout this edition of *Property News*, we will continue to provide you with tips, industry insights and helpful facts to assist you with your next real estate transaction.

No matter whether you are selling, buying, renting or investing, we can help you.

Please feel free to contact us with your queries, as we have years of knowledge and experience in the industry and we will be only too happy to help.

Kind regards,

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# There's no need to break the bank!

**Even when you're on a budget, you can dress up your home**

**When you're getting your home ready for the market, it's natural to want it to look its best.**

If, however, you have a limited budget for improvements, you need to plan them carefully, rather than wasting money on work that may not make any difference to whether you sell your home or not.

There are quite a few inexpensive things you can do to both the exterior and interior of your home to make it attractive and inviting to prospective purchasers without breaking the bank.

As many people who are looking to buy a property often want to drive past it first, to check whether it has any appeal for them, it's best to start with the exterior. If the first impressions are favourable, they are likely to want to arrange a full inspection.

**Some low cost improvements to make the EXTERIOR look good include:**

- Repair anything that looks rickety such as a gate or the letter box.
- Keep the lawns and garden tidy at all times.
- Paint the front door.
- Buy a new welcome mat for the entrance.
- Buy an inexpensive but attractive outside light or clean up the existing one.
- Keep your windows clean and remember to open the blinds and curtains during the day to give the home a welcoming and cared-for appearance.
- Use a power spray and/or broom to clean dirt from the exterior of the home and to get rid of cobwebs.



**Some cost effective tasks you can do on a budget to improve the INTERIOR of your home:**

- Get rid of clutter and furniture you don't need. You can store it if you want to keep it.
- Tidy cupboards and drawers and remove or store items to leave some space, creating the impression that the home has plenty of storage space.
- If handles of cupboards and drawers are old, replace them with new ones to create a fresher look.
- Get new mats for inside the front door and the bathroom floor, and keep them fresh and clean.
- Replace any tired or stained taps to give a new sparkle to the kitchen and bathroom.
- Try to keep fresh flowers in the house, either from your garden or bought if necessary. It's worth the small outlay to have the benefits of their fragrance and colours.



**An exceptional auction marketing campaign made all the difference to the sale of this two-storey Sanctuary Point home.**

Located at 29 Roulstone Crescent, the three bedroom brick and clad property was sold at the on-site auction which attracted several registered bidders and many others.

This result continued the exceptional run of auction successes by the property's listing agent, Helena Daniels, who has an outstanding 100% success rate when selling new properties at auction. Selling agent Ben Collinson added his expertise to the six-week marketing campaign designed to point out the attractions of the property to prospective buyers and encourage them to bid for it on the day.

There was no denying the home would benefit from some TLC to bring it to full potential, but its many advantages outweighed this need. These advantages, however, needed to be drawn to the attention of purchasers which is just what the effective Oz marketing campaign achieved.

Location was one good selling point, with the home situated in a quiet street not far from the water and golf course, and occupying an approximately 783 square metre block of land.

Overall the property was seen as being suited to an auction – and the success proved that this was the right decision.

But how do property owners know whether they should elect to sell by auction? This is a question that needs the expert knowledge of the Oz staff to provide the right answer.

“Not every property warrants an auction,” said Helena. “But we will guide people to make the right decision.”

# How the Oz team made it happen!

## Success with Oz auction marketing campaign



As Oz clients have come to expect, the team work and the marketing campaign did the job, attracting potential buyers and resulting in another sale at the fall of the hammer for Oz Combined Realty.

***For quality help from a top team who are ready, willing and able to help with all your real estate needs, contact Oz Combined Realty on 4443 3222.***

# Sell

with

# Oz

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# How to get it right as a new landlord

## Avoid these mistakes:

**To succeed as a property investor, you need to avoid certain pitfalls**

### Mistakes made by some new landlords include:

#### Treating it as a hobby

The best investors remain unemotional about their properties. If you drive past each week to check the roses, perhaps you need to consciously distance yourself from the property.

#### Making friends with tenants

It's not easy to serve an arrears notice on someone with whom you have a close relationship. The same applies to rent increases and bond claims.

#### Thinking of it as home

Good investment opportunities can be missed if investors judge properties by their own needs. For example, you may choose not to live in an apartment with no parking, but one close to public transport may be a great investment.

#### Neglecting the property

Improvements such as a coat of paint or necessary repairs can make a big difference to the value of your property and increase the rental yield substantially.

#### Not having a depreciation schedule

A depreciation schedule is the inventory of items that can be depreciated to claim a tax deduction. By investing a few hundred dollars to have a schedule prepared you can save thousands of dollars in tax.

#### Not increasing rents regularly

A small, regular rent increase is much better than a large, infrequent one that shocks the tenant so much they move out. As long as the increase is reasonable you should have no problems with your tenant.

#### Forgetting the bigger picture

In the excitement of buying your first property, you may forget the bigger picture of building a portfolio. Remember, the greater your equity and rental returns, generally the more you can borrow towards that portfolio.

#### Paying down in the wrong order

It can be tax effective to pay down non-tax deductible debts (such as home loans) before a tax deductible investment debt. Most investors have their investment



properties in interest only loans until they eliminate non-tax deductible debt.

#### Using the wrong accountant

Good accountants who understand property are worth their weight in gold. Such an accountant can advise you as to how to structure your property portfolio around your plans.

#### Failing to use an experienced property manager

For a couple of dollars a day a property manager can save you thousands by ensuring your vacancy rate is low and your property obtains the highest possible rent.

## 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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