

# PROPERTY NEWS

Ideas to help you when you're Buying or Selling

# SOLD AFTER OTHERS FAIL



See page 3 for full details

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- Steering buyers up the garden path
- Perseverance pays off with success
- How hard is it to buy an investment property?

HUSKISSON & SANCTUARY POINT



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## HAPPY NEW YEAR

Dear Readers,  
Hopefully you have enjoyed the holidays and the New Year.  
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. In this issue you will learn how repeatedly choosing the wrong agent became a nightmare for a Sanctuary Point family until our team at Oz Combined stepped in and saved the day.

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,

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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 property is immaculately presented for inspections is vital when trying to attract a buyer.**

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.



# Perseverance Pays Off With Success

The owners of 186 Loralyn Ave at Sanctuary Point thought they had met every type of agent after unsuccessfully trying to sell their home for five years.

Since 2008 Ryad and Nadia Boyagi (pictured) had dealt with no fewer than four agencies, all with no success.

It wasn't until they tried Oz Combined Realty that they discovered that enthusiasm and local knowledge are killer characteristics, particularly when combined with dogged perseverance.

Oz Combined's sales professionals, Helena Daniels and Ben Collinson, threw themselves at this challenge.

Ben, who was born and bred in Jervis Bay, and Helena, who has lived in Shoalhaven most of her life, brought all of their local knowledge to bear, holding no fewer than 12 opens homes.

"They worked absolutely tirelessly," said Oz Combined, Principal Greg Walsh.

"They were forever on the phones and when they weren't they were thinking up new strategies and opening new avenues to create enquiry.

"They quite literally worked every avenue to work out just what types of people would be attracted to this property."

Helena ultimately clinched a sale after just 92 days on the market, a remarkable result considering the property's five-year history.



"At the end of the day real estate is not rocket science, it's all about dedication and finding the right buyer," Greg said.

"In this case the home did not have that Gee Wizz street appeal than makes people want to ring.

"Ben and Helena compensated with good copy that highlighted its potential and pluses... waterfront reserve, three bathrooms, water views, waterfront reserve, alfresco area, holiday home potential.

"Sometimes a buyer needs a bit of a mental uppercut to make them realise that

a property has potential that they can't see in the photo.

"Helena and Ben provided just that and then quite literally left no stone unturned bringing buyers to the property."

Buoyed by their success where far more experienced agents had failed, Helena and Ben are keen for their next challenge.

**If you have a property that has been too long on the market, contact the team that delivers outstanding results, contact Oz Combined on 4443 3222.**

**Sold** with **Oz**

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# How hard is it to buy an investment property?



## Purchasing an investment property to be rented out is quite different to buying a home for you to live in

In this report, we discuss some of the things you must consider when purchasing an investment property. If you consider your options wisely, your return on your investment property may be far greater than you thought possible.

### Where do you start looking for a good investment property?

People often think of their local real estate agent as the last port of call in the chain of buying a property. When investing in a rental property, your local agent is a phenomenal resource to be called upon.

Remember, week in and week out your local real estate agent is involved in dealing with many rental properties ranging from the cheapest bedsit through to the executive home. With this experience comes a vast array of knowledge as to what makes a good rental property. Don't forget at the end of the day it is a local real estate agent who will be called upon to get you the best rental return. As the local agent knows what most tenants are looking for in their area, it is wise to stop and take the

time to chat with your real estate agent's property manager as to what they consider is the best property to rent out in the local area.

They may even have on their books, a property that is for sale, which fits the possible criteria of what makes a good rental property. Several minutes with your local real estate agent may save you many hours of hard work looking for the right rental property.

### What type of property is best for renting?

In some of the more upmarket exclusive areas, five bedroom executive homes may be what most people are looking for. Whereas, an inner-city area may attract more tenants looking for a one or two-bedroom apartment. You have to assess your investment based on what the majority of tenants would be after.

Is the property close to public amenities? In this day and age of high petrol prices, and longer working hours, the average tenant is looking for an easy to care property

and close to shopping and recreation amenities.

Will your property attract the right tenant? Are you looking for a secure long-term rental? Then it is probably not wise to purchase an investment property in an area that attracts a transient population, where people only stay for a few months at the most. Similarly, it is no use purchasing the most expensive property in the area attracting the highest rents, because it may limit the number of likely tenants who can afford such a property.

### Stick to the middle ground

In most cases, it is wise when investing in a rental property to purchase a dwelling which will attract the highest number of quality tenants. The type of property that the average tenant is looking for will usually give you the greatest long-term return on your investment.

Speak with one of our property management team. We will be happy to answer your questions, so you can invest confidently.

## 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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