

# PROPERTY NEWS

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

## SOLD ABOVE ASKING PRICE

*Seven Inspections, Two Offers, \$11,000 Owner Surprise*



**In real estate, knowing the market is everything, right up there with finding an agent who has your best interests at heart.**

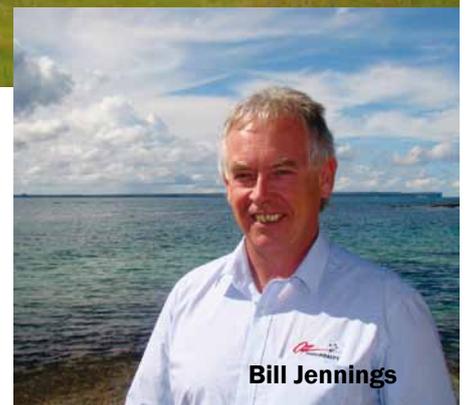
The owners of the St Georges Basin property above can attest to both.

Twelve months ago they were keen to sell but Oz Combined Realty's Bill Jennings advised them that the acreage market at that time was quiet and they were unlikely to get the right price.

Bill's suggestion was to wait, in the

meantime renting the property out in order to bring a return.

Bill's proposal more than paid off for the vendors. When the market did turn around it attracted interest immediately and within weeks they had two offers - ammunition enough for Bill to negotiate a final price \$11,000 above their asking price.



**Bill Jennings**

**Read The Full Story ... P.3**

**In this issue of Property News:**

- **Get Ready For Spring Selling**
- **Agent's Timing Advice Was Spot On**
- **Essential Insurance For Landlords**

**HUSKISSON & SANCTUARY POINT**



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## LETTER FROM THE PRINCIPAL

Dear Readers,

Time has a way of sneaking up on us and that is definitely the case in real estate.

If you have been waiting for the traditional Spring selling season to put your property on the market, you need to act now.

The lack of supply of properties has placed sellers in the enviable position whereby buyers have fewer properties from which to choose.

Properties are selling above the expectations of owners, provided they have been marketed correctly to maximise the level of buyer competition.

If you are considering selling, talk to us as the prime Spring selling season is only weeks away and our expert advice will ensure you are prepared for the market.

Kind Regards,  
**Greg Walsh**  
Principal



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## It's the season for buying and selling

### When is the best time to buy or sell a property?

**There are quite a few answers to this question, with replies relating to the state of the market, your finances, your requirements, interest rates and other such matters coming thick and fast.**

But while it is, of course, best to buy or sell when it suits your individual needs, there's something about Spring that seems to start the market ticking over.

And this "Spring effect" has flow-on benefits for buyers and sellers alike.

### Buying in Spring

The weather has a lot to do with it, of course. If you're planning to buy, there is much more incentive to get out and about now that the weather is warmer, rather than shivering through inspections in the winter cold. This anticipated increase in inspections during Spring encourages people to put their homes on the market, providing you with many options to choose from.

### Selling in Spring

Planning to sell in Spring also makes sense from the point of view that this is usually the time when your house and garden are looking their best. It is also the time when people are keen to buy because they hope to be able to move and settle into their new home before the Christmas break, so there is more chance of attracting genuine buyers.

One well-known real estate principle is that it is wise to be a buyer when other people are selling, and to be an owner when other people are buying. The great thing about Spring is that this applies both ways. It's a time when some people are selling and others are buying, resulting in it being the prime real estate season.

**So whether you plan to buy or sell property, make up your mind to make the most of Spring and look forward to an outstanding result!**



# Sales Timing Is Everything

**A four bedroom, ranch style property on 15 acres, 313B Island Point Road at St Georges Basin had a lot going for it, but 12 months ago it just wasn't going to sell - at least, not at the price it merited.**

OzCombined agent Bill Jennings knew that the time was not right for an acreage.

He advised the owners to hold off, suggesting that they rent the property until the market improved.

When the market did finally turn, the sale came down to presentation and getting the asking price just right to meet market expectations and the client's needs.

Naturally the style of the advertising was vital.

"The advertising was designed to show the property in two lights to attract the broadest possible market," Bill said.

"On the one hand we detailed its possibilities as a small farm and on the other we showed its lifestyle features."

The potential farmers in the market would have been attracted by features such as the two dams (one with a jetty), 25,000 litre water tank, septic and solar systems, workshop, double garage and twin carports

Lifestyle features included the fact that six acres immediately surrounding the house had been cleared.

Then there were such things as the inground, salt water pool, the spa hot tub, wide verandahs on all four sides of the house, the separate building for use as a guest or games room and the covered entertaining area.

## The Right Advice Paid Dividends For St Georges Basin Owner



The house is an open plan design with two living areas, a slate floored bathroom with a large shower, four big bedrooms with built-ins, and a multitude of windows.

Extensive use has been made of wood throughout, from the floating floors to the hand-crafted kitchen and the use of pine panelling.

OzCombined Principal, Greg Walsh, said that the 12 months long story of this property highlighted his agency's point of difference and the expertise of staff.

"We could eventually have obtained a sale 12 months ago, but it would not have been at the price that the owners deserved.

"Our advice to hold off meant that the property generated a rental return for them and eventually saw them achieve \$11,000 more than their asking price.

"No matter how you look at it that was a very good result," he said, adding that it was further evidence the market now is strong for sellers in all categories.

# Sell

with



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# INSURING

## your investment property

### Are you protected?

It often takes years of saving, months of planning, weeks of looking and days of preparing before your investment property can begin to earn you an substantial income.

However, without the right insurance, in a split second you could lose the lot.

Making sure you have the right insurance is a vital part of the investment property purchasing process, so you need to make sure you are covered from all angles.

In this article we provide a simplistic guide on things you should keep in mind, however, it is important to discuss your insurance needs more extensively with an expert.

#### How do you find the right insurance company that will meet your needs?

Before selecting an insurance corporation, it is important to get a few quotes so you can compare costs and value for money.

Contact an insurance company directly or enlist the help of an insurance broker who can research the available deals and get you the best one.

**For more information contact our friendly team for more advice on the best way to protect your investment.**



#### Landlords should look into investing in:

- Loss of rent/tenanted property/ landlord property insurance in case the tenant does not pay the rent or you cannot find tenants for the premises.
- Fire insurance to financially protect you against fire damage.
- Personal insurance including income protection and life insurance that will provide a safety net if you can't meet loan repayments.
- Public liability insurance to protect you if someone hurts themselves while on the property.
- Workers compensation insurance, in case employed workers do not have their own cover.
- Building and contents insurance to protect you if your investment property is robbed or damaged.



## 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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