

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

AUCTIONS WINNING



Three Auctions
Three Successes
Three Happy Owners

Oz Combined Realty Is Proving The Value Of Auction Campaigns ... Page 3

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HUSKISSON & SANCTUARY POINT



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LETTER FROM THE PRINCIPAL

Dear Readers,

Real estate is again proving itself a powerful investment. In the last 12 months it has created excellent gains for mums and dads who simply had not realised how much their homes had increased in value.

Some are using their equity to help their children gain a foothold in the property market. Others are using it to buy an investment property.

There's yet another segment, those selling up, taking the money and using it to down size as well as buy a flat or house to rent out.

Right now, with the lowest interest rates in 60 years, your alternatives are many.

If you can't decide which is the best option for you, feel free to contact us for obligation free advice.

Kind Regards,
Greg Walsh
Principal



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Keep it positive!

Before putting your property on the market make sure you eliminate the negatives

First impressions count, so the first few minutes are vital when someone is inspecting your property with a view to buying it.

That means you need to follow the advice of the old song, "**Accentuate the Positive, Eliminate the Negative**", to ensure that prospective buyers like what they see as soon as they arrive at your door.

Assuming you've done everything you can to accentuate the positive, with your home clean, tidy and in a good state of repair, what are some of the negatives that might still have the potential to turn people against the idea of buying your home? And what can you do to eliminate them?



De-clutter

Prospective buyers need to be able to visualise themselves living in the house. Without depersonalising it totally, leave it as clear as possible so they can picture their own furniture and possessions around them. This doesn't mean taking everything off every bench top, but clear the decks of unnecessary paraphernalia, put three quarters of your personal stuff away and you'll be surprised at the difference it makes.



Deodorise

If you smoke or have pets, newcomers to your home will probably notice odours that you have become accustomed to. Or perhaps you have a piece of furniture or old books whose musty smell doesn't bother you but may bring a wrinkle to the noses of prospective buyers. Track down such odours and remove them by cleaning or putting the items into storage. Put fresh flowers around, open your windows if the weather permits and invest in a few aromatic diffusers for various rooms.



Lighten up

Most people prefer light homes. Besides, if your home's interior is extremely dark, they may wonder what you're trying to cover up. Before your home goes on the market, consider repainting any dark walls in a light, neutral shade. Make sure all the lights work and trim any trees outside windows. Before an inspection, open blinds and curtains to let in as much natural light as possible - and make sure your windows are clean!



Keep your distance

Many people feel intrusive when inspecting a home whose owner is on the premises. If you're at home, keep a low profile and let your agent show the people around.



**This will make the process a lot more
comfortable for everyone.**

Auction Successes

OzCombined Realty has a perfect three from three record with a 100% auction clearance rate in the past three months.

Loren Keller, Robert Zuzic and Ben Collinson have all won auction successes for their clients in successive months, proving the worth of letting the market decide a property's value.

Robert started the run in August with the sale of 58 Dacres Street in Vincentia, a two storey, three bedroom home featuring solar power, air conditioning and great outdoor areas on a high set 670 sq.m. block that Robert said probably boasted the suburb's best views.

In September it was the turn of Ben Collinson who sold 106 The Park Drive, Sanctuary Point under the hammer before a large crowd.

A prime piece of real estate, it boasted four bedrooms, two bathrooms, two living areas, side access, an outdoor BBQ area and, best of all, backed onto the 17th hole of the golf course.

Loren Keller made it an auction sales trifecta this month with 89 Ethel Street, Sanctuary Point.

Loren proved the value of very effective, tailored marketing when he showed more than 20 groups over the 765 sq.m. block which contained just a basic one bedroom holiday shack positioned near the rear of the block.

He promoted the building as somewhere to live while building a dream home to capture the water lifestyle, a marketing approach that captured buyers' attention resulting in two pre-auction offers and an auction bidding war between five buyers.



Sales trends in the Bay and Basin area are mirroring those in Sydney where auctions are on the rise with 27% of all residential sales by auction this year compared to 17% last year

OzCombined Realty Principal, Greg Walsh, said that with so much buyer interest in the local market, particularly due to an influx of seachangers, auctions were proving increasingly popular as a way of ensuring sellers get the best price.

"The market is extremely competitive and increasingly we are seeing that buyers are prepared to pay a premium.

"With the competitive nature of auctions,

it is not unusual for prices to be pushed above levels that even experienced agents such as our professionals would normally have anticipated," Greg said.

"With these three recent auction campaigns we have been able to demonstrate to our clients our ability to tailor marketing budgets to the properties in question and ensure a high return for a very reasonable outlay."

Greg added that a typical auction campaign is usually of five to six weeks duration, so intending sellers should contact the agency quickly to benefit from the current market and the peak selling season.

Auction

with



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The value of having a professional

PROPERTY MANAGER



Managing a property by yourself can be a recipe for time consuming hassles most of us don't need.

With government legislation often on the side of the tenant, you can find yourself in hot water that could leave you thousands of dollars out of pocket.

So why do some owners choose to manage property themselves?

The answer is also simple. They think they can do the job as well as the trained professional. And they also think they will save money in the process.

The reality is that the number one reason why people decide to unload their investment property is because they are unable to handle the complexities of managing their property.

Managing a property is time consuming and it's hard to remain emotionally detached if you have tenants ringing you up complaining about every little thing.

Most long-term property investors will tell you a story about their tenant from hell.

The simple solution to successfully managing your property is to get a professional property manager to do it for you.

Because property management is their field of expertise, a qualified property manager will stay abreast of changes to property legislation and inform you of relevant changes affecting your investment.

They will negotiate on your behalf with a minimum of fuss and make you significant gains that you may have missed out on if you had been doing it yourself.

Another important part of managing a property is carrying out regular inspections to make sure that the property is being properly looked after.

When owners do this, they tend to remember their property in better condition than it originally was, and can forget that there were stains in the carpet and chips in the paintwork.

The presence of these normal signs of wear and tear can lead to conflict with the tenant which can lead to costly

tribunal proceedings that could easily have been avoided with an experienced Property Manager to ensure that correct procedures have been followed throughout the tenancy.

Plus, a good property manager will have access to a large number of competent tradespeople that they regularly work with. This means you will receive discounted service fees, representing a significant saving for you.

In addition to all this, your property manager will maintain full records on the property and account each month for all rent paid as well as any money spent.

If you see the value in investing in property and want a team of experts to take away the hassles then we can help.

Since we first opened for business we realised that to have the reputation we wanted we would need to employ topflight property managers.

When you deal with our team you will see that our goal of the best service will be more than met!

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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