

# PROPERTY NEWS

Ideas to help you when you're Buying or Selling

# EXCEPTIONAL



Extraordinary prices and rapid sales continue to be the rule rather than the exception for Ozcombined Realty with Helena Daniels' 20-day sale of a contemporary, four bedroom property at 162 Walmer Avenue, Sanctuary Point the latest effort to set a price record.

FULL STORY P.3

In this issue of Property News:

- Christmas Selling: Decorate Or Not?
- Record Price, 20 Day Sale
- Festive Season Safety Advice

HUSKISSON & SANCTUARY POINT



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## LETTER FROM THE PRINCIPAL

Dear Readers,

Every year we get asked by property owners whether they should sell in the lead-up to Christmas or wait until the New Year.

Our answer is always a definitive - Sell Now!

Quite apart from the fact that people do treat themselves to more than socks and hankies, i.e. they buy houses, it is also a fact that buyers are out and about more during the Christmas-New Year period than any other time of the year.

2014 so far has been an enormous year for real estate sales and we are fully expecting it to go out with a bang, particularly now that the Reserve Bank has again held the interest rate at its 60 year record low and seems happy to continue down this path for the immediate future.

Kind Regards,

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# Christmas Decorations



## If your property is for sale, is it OK to decorate it for Christmas?

It's a question that many people ask themselves, especially those who like to make an all-out effort with the tree and tinsel in the festive season.

It is, of course, quite natural that you and your family will still want the pleasure of decorating your property, especially as it will probably be the last time you spend Christmas there.

*When you're on the market  
should you deck the halls?*

But in the interests of securing a buyer for your property, it's advisable to tone down those decorations as much as possible.

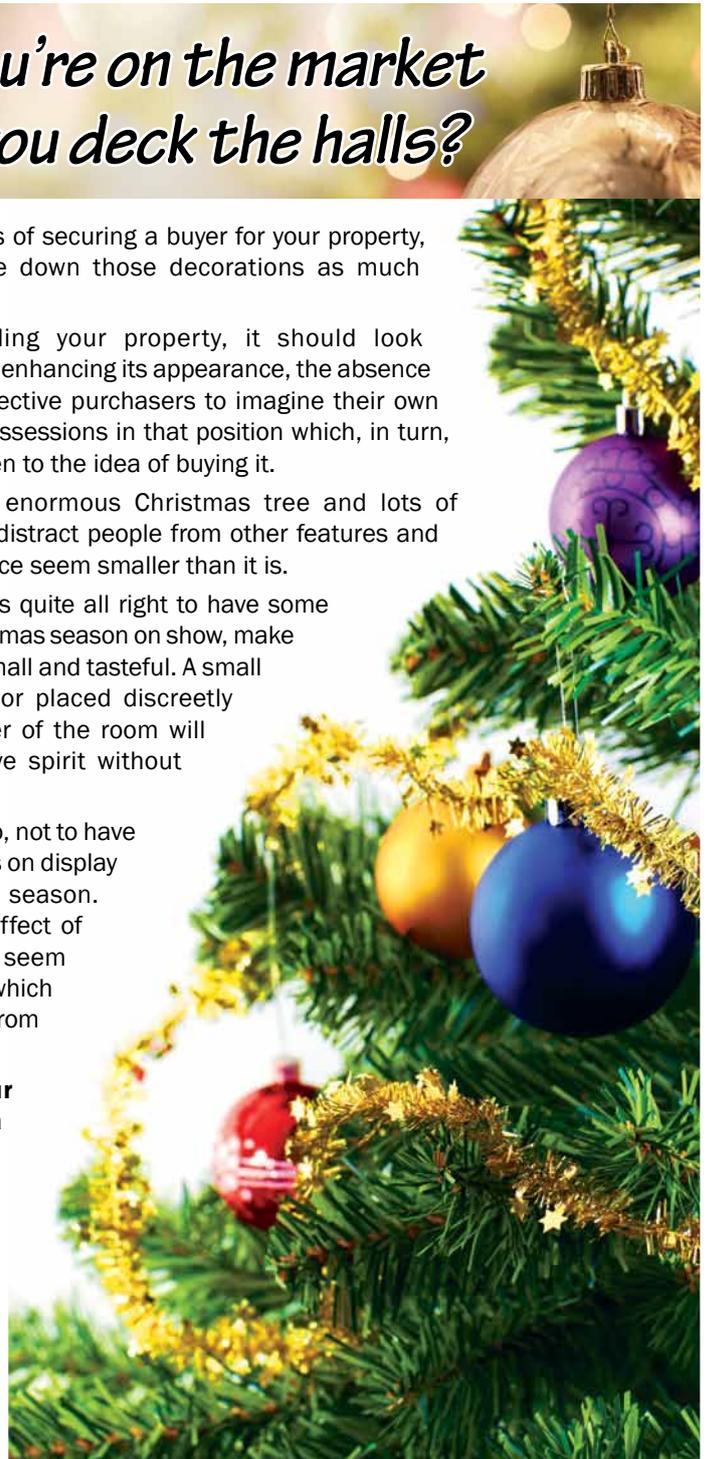
When you're selling your property, it should look uncluttered. As well as enhancing its appearance, the absence of clutter helps prospective purchasers to imagine their own furniture and other possessions in that position which, in turn, makes them more open to the idea of buying it.

If you set up an enormous Christmas tree and lots of decorations, this can distract people from other features and will also make the space seem smaller than it is.

Therefore, while it's quite all right to have some reminders of the Christmas season on show, make sure you keep them small and tasteful. A small tree on a sideboard or placed discreetly on a table in a corner of the room will still convey the festive spirit without dominating the room.

It's a good idea, too, not to have heaps of wrapped gifts on display in the pre-Christmas season. This could have the effect of making the property seem very personal to you, which could prevent people from seeing it as theirs.

**By keeping your decorations to a minimum in this way, you can still enjoy Christmas and possibly help yourself to make a sale as well. And you can celebrate to your heart's content next year in your new property!**



# Strong Marketing, Hard Work Sold In 20 Days

Any agent can get a good price for the waterfront side of Walmer Ave, but in the last 10 years no agent has matched the prices achieved by Ozcombined for properties on the opposite side of the street.

Helena Daniels, though, may have set the bar very high with both the record price and the speed of the sale of this stunning property in Walmer Ave.

High quality photography and a marketing campaign designed to attract the attention of buyers from throughout the state were the secrets to her success.

Helena was also very astute in the way she organised inspection appointments for potential buyers unable to attend the normal advertised inspections.

“We had several buyers booked for the same appointment outside the open house times as multiple buyers inspecting at the same time creates buzz and competition,” Helena said.

She added that it is this attention to detail and sheer hard work on behalf of the owner that gets record results.

In less than three weeks Helena hosted 10 inspections and quickly had an offer that delighted the owners of the four bedroom, three bathroom property.

With its open plan design, full length balconies, water views and multiple decks and entertaining areas the property was strongly promoted as a lifestyle retreat.

It had everything, from three new bathrooms to a study nook, brand new appointments and a range of storage options.



“Because the standard of the house was exceptionally high, the price was well deserving and both the owner and the buyer were happy.”

**Whether you're buying or selling the team at OzCombined Realty are the people to see. Contact them today on (02) 4443 3222.**

**Sell** with 

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# SAFETY TIPS FOR CHRISTMAS

*Keep your property safe at Christmas*

**With the Christmas season almost upon us, it's a good time to pass on some Christmas decoration safety tips to your tenants.**

By doing this, you can help to keep both them and your property safe over the festive season.

## Lights

While they make a wonderful display, Christmas lights can also create problems if not handled with care.

If they are using indoor Christmas lighting, advise your tenants to replace this lighting every three or four years.

They should also be aware that using more than three strings of lights to an extension cord is extremely dangerous as it poses a fire hazard.

Even more serious hazards can be encountered with the use of exterior Christmas lights. There are also liability risks for landlords. People getting up on the roof to install lights could suffer injuries by falling. They could also damage the roof itself by walking on it. Any lights and extension cords used for exterior Christmas lighting should be certified for exterior use and plugged into approved outlets.



## Candles

Burning candles is a custom that many people enjoy at Christmas, but once again this can present a serious fire risk. This can occur if candles are placed too close to flammable objects. Candles left unattended in the presence of small children can also be knocked over, resulting in a fire.



## Tree Decorations

Many Christmas tree decorations are small, and some can shatter easily. If your tenants have small children, remind them of the danger of leaving them alone with the decorated tree. Children are extremely curious and could easily be tempted to reach for the tree decorations. This could result in them pulling the tree over onto themselves. If they manage to detach an ornament from the tree, there is also the risk of choking or cutting if a child tries to "taste" an ornament, or breaks it.

**So wish your tenants a happy Christmas – while doing your best to help ensure it is a safe one for them and for your property!**

## We Know Finance

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**Ocean will manage the entire loan application process from start to finish and make it as smooth and as stress free as possible for you.**

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