

# PROPERTY NEWS

Ideas to help you when you're Buying or Selling

## Auction Packs A Punch



**Record crowds and exciting bidding have become the order of the day at each of the recent Oz Combined Realty auctions.**

The agency has developed a good reputation as the auction experts with a very real ability to generate healthy competition among bidders, competition that is seeing great prices as the stronger than usual winter market continues to surprise and delight owners.

**SEE STORY P.3**

**In this issue of Property News:**

- Presenting Your Property For Sale
- Auctions Attracting Huge Interest
- Now Is The Perfect Time To Invest

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## LETTER FROM THE PRINCIPAL

Dear Readers,

Australia's home affordability index is through the roof and that means in simple terms that there has never been a better time to buy.

The cost of mortgage debt has never been lower.

Some buyers are using this historic period to get into investment properties while others are simply upgrading the family home.

When you are setting out to buy, just take into account that interest rates will have to rise eventually.

Do not overstretch yourself. Make sure that you will be able to still afford the repayments at a rate two or three percent higher.

By working out this level of affordability you can then work backwards to ascertain the buying price you can confidently afford.

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 property 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? 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 property 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 properties. Besides, if your property's interior is extremely dark, they may wonder what you're trying to cover up. Before your property 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 property 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 Crowds Amaze

**Oz Combined Realty's Yaz Keller knows that not every property is suitable for an auction campaign, although she can identify those that are.**

"For owners, the beauty of an auction campaign is that they can usually rely on a sale in a very short time frame," Yaz said.

"Normally there might be some trepidation about the market setting the price, but in the current market that is simply not cause for concern.

"Record low interest rates mean that homes are more affordable than ever.

"As a result local residents upgrading are standing side by side with investors, many of them from outside the area, bidding for properties and creating the competition that secures great prices."

**The owners of 58 Plantation Point Pde, Vincentia would be the first to agree that when it comes to auctions, the Oz Combined team really knows how to create an event.**

On the day of the auction of their four bedroom, three bathroom property, they simply could not believe the size of the crowd that assembled in front of the property and even along the beachfront reserve opposite.

Sitting on a 582m<sup>2</sup> block in what is arguably one of the best locations in Jervis Bay, the NE facing property features two



ensuites, a three-way bathroom, solid timber kitchen with pantry and breakfast bar, a wide covered deck, two separate living areas and a three car garage with large workshop.

"The location, style and quality were all factors that led to the decision to put this property to auction. We knew the demand would see the property sold," Yaz said.

Yaz believes that the buyer interest shown in this and other recent OzCombined auctions should be more than enough to convince prospective vendors that they do not have to wait until the traditional Spring selling season to put their properties on the market.

"The market is strong now and the results prove it," she said.

# Sell **Oz** with

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# Now is the perfect time to invest!



**Purchasing an investment property to rent is quite different to buying a home for you to live in.**

In this report, we discuss some of the things to 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. But when investing in a rental property, your local real estate agent has the professional resources and is trained to maximise your return and minimise complications.

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 executive homes and holiday rentals. With this experience comes the knowledge to recognise a good rental property.

The local agent knows what permanent tenants and holiday makers alike are looking for. 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 records, 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?**

You have to assess your investment based on what the majority of tenants and holiday makers would be looking for.

Is the property close to public amenities? Considering petrol prices and longer working hours, the average

tenant is looking for a property close to public transport, shopping, and other recreational 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. 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 your local real estate agent's property manager. They will be able to help you answer all the above questions and most likely will have rental properties on their books ready for sale which the average tenant would like to 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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