

# PROPERTY NEWS

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



# Christmas Property Sales On The Rise



For full details **SEE PAGE 3**

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HUSKISSON & SANCTUARY POINT



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## LETTER FROM THE PRINCIPAL

Dear Readers,

Christmas is approaching quickly. Decorations are already for sale in some shops. In this issue we discuss some of the reasons why Christmas can be a good time to sell property, especially in our local area, as we have literally hundreds of visitors to over the Christmas period. Some come looking to buy property, others may get inspired while they are visiting.

If you do decide to sell over the Christmas period, our page 4 article this month has some ideas that can be quickly implemented to help your property attract the attention of buyers.

If you are thinking of buying or selling property, contact us today. Our experienced professional team is ready and waiting to help you.

Kind regards,

**Greg Walsh**

Principal



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# Selling Your Property Over the Christmas Holiday Season



**Traditionally, Christmas has been seen as one of the worst times of year to sell, with buyers seeing owners as desperate or worse.**

**But the tide has turned and experts now agree there are advantages to selling your property over the festive season.**

If you do it properly and stage your property correctly, you can in fact get a better price at this time of year.

There are quite a few distinct advantages to selling your property over Christmas.

If you are hesitant about selling, then let me convince you otherwise.

### **Less Competition**

There are still less properties on the market during the festive season, which means your property will stand out.

This gives a unique selling point in your favour, which is that competition is high among buyers but low among sellers.

There are potentially more buyers wanting your property, which could mean a better price for you.

### **After Spring**

After the wind down of the Spring selling season, there are people who have sold their home seeking a new property.

Also, there will be buyers who missed out during Spring.

Only one buyer can successfully purchase a property meaning there are always some, often many who are left disappointed.

These people are still browsing online, maybe not expecting to find anything, who will be pleasantly surprised when your property pops up.

### **Traditional Appeal of the Season**

The festive spirit can work in your favour when selling.

You can use the romantic elements of the season to attract and delight potential buyers, especially if your target is families.

What better way to attract attention than to have your property decked out for Christmas, smelling like gingerbread?

So work the angle as much as you can, without going overboard.

### **Buyers are available and keen**

While we may think of Christmas as hectic, many people have time on their hands, which means more time for perusing online and visiting open inspections.

Also, buyers who want to buy this time of year are often very decisive.

Many of us see the approach of a new year as a time to make positive changes and being in a new home for the start of a new year has a positive appeal for many.

Take advantage of the fact that buyers are eager to wrap up a sale quickly, and start their new year off in a new home.

### **General tips**

Find a good local agent who will be contactable over the Christmas period and will respond to enquiries.

Make sure you obtain someone who will work just as hard for you over the Christmas period as they would any other time of year.

Ensure photos are taken before the Christmas decorations go up.

If by chance you don't sell over the festive season, you don't want photos that are dated by Christmas decorations.

Otherwise just go for it, as you can achieve a great result selling your property during the festive season.

**To find out how we can help you over the holiday season or any other time, give our team of friendly property consultants a call.**

**They are ready to help in any way possible and our entire team would like to wish you all the best - happy holidays!**



# Make The Most of the Christmas Holiday Season

**An increased population over the Christmas holiday season means there's far greater chance of selling your property.**

**While some consider selling a property over Christmas to be a challenge, the team from Oz Combined Realty simply doesn't agree. They know there are many advantages in putting your property on the market over the festive season, one being there is less competition and more people out and about – and available to buy.**

In fact, thanks to Principal Greg Walsh and his team's holiday expertise, you can actually achieve a much better price during the Christmas period than you might at other times of the year.

One contributing factor is the rise in the local population. There are many visitors who are on holidays seeing the area at its best, through relaxed and refreshed eyes. This offers owners enormous opportunity, so it makes sense to have your property already on the market.

Oz Combined Realty is well aware of the increase in people at this time, and find themselves producing property

guides and magazines at a constant rate. Business starts to build one week prior to Christmas, with continual growth until the end of January or early to mid February.

The ever-increasing demand for holiday rental properties over this time also indicates the huge number of people flocking to the area. So, not only are there more people around, but also more people who might be interested in acquiring a holiday or investment property.

Having your property for sale over Christmas, with more people in the area and fewer properties on offer, could be the best decision you've ever made. Your property will stand out, and with increased numbers of potential buyers there will be greater competition, resulting in a good sale price.

However if you do want to sell over Christmas, you need an excellent local agency with the skill to successfully promote your property. Your agent must be prepared to work as hard during this



period, as they do all year round. This is where Greg and the team at Oz Combined Realty are ahead of the rest. They know how many more people are looking to buy and how to attract their attention. Their offices are open every day, apart from public holidays, with office and sales staff either in both Huskisson and Sanctuary Point offices, or easily contactable via mobile phone.

**For Oz Combined Realty, the Christmas/holiday season is simply business as usual – or in most cases, even more business than usual.**

**Get Results** with



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# Quick and easy ways to increase the value of your property



When you're about to put your property on the market, you want to make sure it will attract the attention of buyers.

A little attention to detail will help it to stand out from the competition, thereby increasing its appeal and adding to its value.

## Say it with paint

A coat of paint throughout the interior will freshen up your property and make it look and smell good to prospective buyers. Avoid the temptation to be adventurous with colours: a neutral shade is the best option.

## Dress up your doors

If the cupboard doors and drawers in your property look a little tired, new knobs and handles for all your doors, drawers and cabinets will modernise your rooms and add sparkle to your property.

## Revamp your light switches

You've probably been flicking them on and off for years without even noticing them, but a newcomer to your property could find them aged,

yellowing and old-fashioned, to put it mildly. An electrician will be needed to replace them, but this is not a costly exercise.

## Do up your entrance

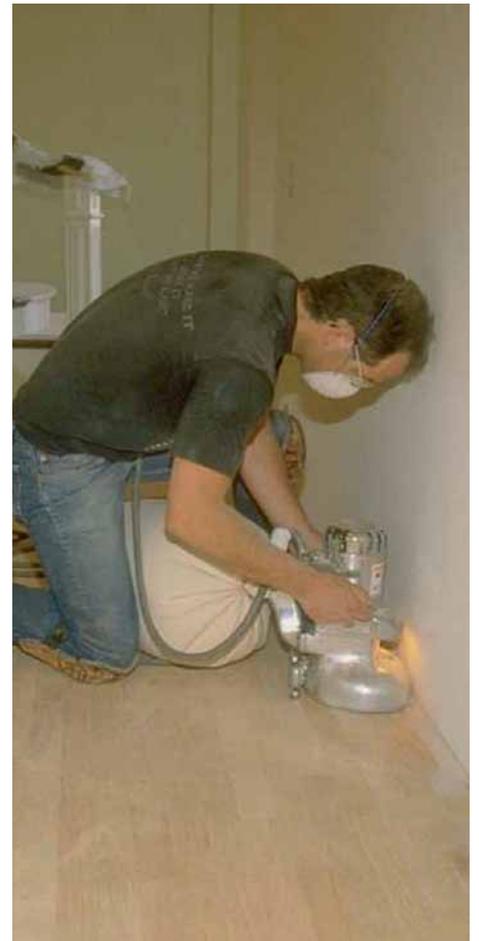
Make sure the entrance to your property gives the right message to prospective buyers. If your front door needs painting or replacing, this is not an expensive exercise. Keep fresh flowers on any furniture in the entryway and buy new entrance mats if the current ones look even a little shabby.

## Check your windows

Your windows can affect the important first impressions of prospective buyers. Make sure you keep them clean and sparkling, and replace any tired-looking curtains or blinds.

## Tap into your bathroom

By fitting modern, attractive taps to replace outdated ones you will enhance its appearance.



## Is your INVESTMENT PROPERTY receiving a premium service?

Owning an investment property should be rewarding and therefore choosing the right Property Management Team is a big decision. Oz Combined Realty believe that maximising their client's investment returns with minimum hassle is vital.



Call Us Today, Great Results Can Happen

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