

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Auction Achieves Successful Sale



36 Walmer Ave
Sanctuary Point

For full details **SEE PAGE 3**

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LETTER FROM THE PRINCIPAL



Dear Readers,

With the new year celebrations coming people make their resolutions, perhaps buying a new home or investment property is on their list. So if you are thinking of selling, now is a good time to act and capitalise on those new years resolutions.

Our feature article this month shows how the auction process can draw out the serious buyers, and ultimately get the owner a great sales result. Sometimes, as this story illustrates, properties don't sell at auction, but rather with the expert negotiating skills of the agent gets the deal done afterwards.

The New Year is also a good time for thinking about renovating, especially investment properties. Our page 4 article this month has some simple renovating ideas that might be of interest to you.

Please give us a call if you are considering selling, buying or renting, we are here to help.

Kind regards,

Greg Walsh

Principal



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Turning an offer into a sale



Attracting an offer for your home is one thing. Turning that offer into a sale is another.

One of the best ways to convert an offer into a sale at the price that is right for you is to have the help of a qualified and experienced real estate agent.

There is, of course, no obligation to use an agent when selling, and some people decide to go it alone. However, as many people have found, this can be full of issues. As well as taking a great deal of stress out of the selling process, the assistance and advice of an agent can help to secure a much better price for your property.

With specialised knowledge of the market and the real estate industry, an agent can do many things for you that you would find difficult and time-consuming if trying to do them yourself.

Among the things an agent can do before the sale to make life easier for someone selling a property are:

- Evaluate the local market and advise you on home values.
- Suggest an appropriate listing price for your property.

- Advise you on how best to present your home for sale.

- Help with information about various documentation you will require.

- Create advertising material to market your home as widely and effectively as possible.

The things an agent can do to help you once you have received an offer include:

- Help you evaluate the strength of each offer, and decide whether to accept or reject any offer outright or whether to make a counter offer.
- Assist with decisions over any requests from a purchaser for a reduction in price due to such issues as repairs that need to be carried out.
- Negotiate with the buyer's agent where necessary until the purchase contract is completed.

These are just a few of the areas where an agent can help you before you put your house on the market and after you sell it.

If it already sounds like a lot of work, make the most of the expert help available and take the headache out of selling by enlisting a qualified agent to do the work for you.

Auction Leads To A Successful Sale

Not all properties warrant having an auction, but every now and then, the ideal candidate presents. Thirty-six Walmer Avenue, Sanctuary Point, was such a property, and the team at Oz Combined Realty knew that going to auction would achieve the best result.

Located on a sought-after street in Sanctuary Point with fantastic water views, the three-bedroom home offered huge potential. However, as it was stripped bare, there was little to draw buyers in emotionally. The empty shell presented enormous opportunity for updating, renovating, even knocking down and re-building.

There was a great deal on offer, not only with the location and fabulous views of St Georges Basin but everything required for a relaxed coastal lifestyle. However, it can be hard for people to fall in love with blank walls.

Helena Daniels from Oz Combined Realty, knew this property would benefit from going to auction and after a five week auction program, she attracted a great deal of interest. After more than 100 inspections, 15 offers were made, however Helena was determined to go to auction to achieve the best possible outcome.

Seventy people were present at the auction and while the property was passed in at \$340,000, this was just the



beginning. Helena continued to work tirelessly with the highest bidder, and by 9pm that night, managed to finalise the sale, securing a sale price of \$385,000. An amazing result, gained through Helena's 100% commitment to success.

With the new year around the corner, it's a great time to consider selling your property. Buyers often like to secure a new purchase in time to kick-start the year and an auction may be the perfect choice for your property. For the owners of 36 Walmer Avenue, it definitely was. With an incredible location and the luxury of water views, there was a lot to love

about this property at this time of year, and an auction was the best way to create competition and achieve the sale price that it deserved.

While obtaining the highest possible price for your home is the goal, how you approach the sale is crucial. This is where the experienced team at Oz Combined Realty can make the difference. By taking Walmer Street to auction, buyers could look beyond the blank walls and see the potential that it offered. For the owners, it was the best decision they could have made. And it just might be for you too.

Get Results with



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Simple renovation ideas for your Investment Property - Feature 1

In order to ensure the best return, your investment property may need an update. There are simple ways to transform your property which will increase its value and ensure a greater rental potential.

Renovating an investment property is a business decision and isn't the same as renovating your own home.

The key is to maximise your return for minimum cost. You must avoid over-capitalising, which is when the renovations cost more than the value they add to the property. So set a budget and stick to it.

Painting

Painting your property can change the look completely by brightening the home and making it more attractive. It is probably the easiest way to add value.

Remember to stick to neutral colours to appeal to the widest range of people and to choose paint that is hard-wearing.

Floor coverings

Have a good look at the carpets and see if they are beyond a good professional clean, if so then replace them.

These days it is common to have tiled areas so carpet is not required in every room. But think about the type of home you are renovating.

Again the rule is keep floor coverings neutral and durable.

Choose from a budget range but do not go too budget. There is a difference between 'cheap' and cost effective.

If you are lucky enough to have original

wooden flooring then make sure you keep it well maintained. It is a great feature that adds value.

Window coverings

Again the key is to keep it simple and practical. Install the same window coverings throughout the home in neutral colours.

Ensure your choice is hard wearing and easy to replace.

There are many options but blinds of some sort are probably the best choice for a rental property.

Aluminium venetians are currently a popular option.

Repairs and quick cosmetic touch-ups

While you are brightening up your property don't forget to make any repairs that are required.

Just having your property clean and in good condition can make a huge difference.

Think about small things that will make your property more attractive. You may not have the budget to renovate the bathroom or kitchen but you can install new fittings like taps and cupboard and door handles.

Think about updating light fittings and installing higher wattage bulbs to create brighter spaces. These small changes can cost very little but will have a dramatic effect.

Don't forget simple things like your curb appeal. Make sure the front yard is neat and tidy.



Avoid DIY

Remember time is money. You may think you can save a packet by renovating yourself but that is not always the case.

Painters can paint an entire apartment in a weekend. It will take you much longer and the finish won't be as good.

No investor ever regretted getting the professionals in.

Tenants do not need luxury but they do demand a certain level of comfort and many will pay more for an attractive, well-equipped home.

Simple renovations can make a huge difference to your property and thus your bottom line.

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

We Get Results!



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