

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Sold In Just Five Days!



For full details **SEE PAGE 3**

In this issue of Property News:

- Things to do before selling your property
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- The six golden keys to property investment

HUSKISSON & SANCTUARY POINT



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LETTER FROM THE PRINCIPAL

Dear Readers,

Our feature property this month sold in only five days for a price the owner was very happy with. To find out why this property sold so quickly, please read the story on page 3.

If you have decided to sell a property there are some things you can do to help make the process a bit easier. Our page 2 story discusses some of the planning and preparation that can assist you in this process.

Investing in property is not a simple matter, there is a lot to consider. Our page 4 story keys that are worth taking the time to read, to help you get the best start in this venture.

To help you sell your property, remember our highly trained team of Sales Agents are at hand throughout the week to guide you through the process. Give us a call today and we will help you get the ball rolling.

Kind regards,

Greg Walsh

Principal



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Things to do before selling a property

How to make sure a property is ready to go “For Sale”



So you've decided to sell your property and you want to know how to make it as pleasant and profitable an experience as possible.

With the help of a savvy real estate agent you can prepare your property for sale and decide on the right price for it, but first you need to decide what you will do after the event.

If you are currently living in your property and it sells quickly, you don't want to find yourself with nowhere to go, or paying expensive rent while you think about what to do. So the first thing to do is decide why you are selling and where you want to live afterwards.

Are you upgrading or downgrading? How many bedrooms will you want? Are you moving to another area or staying in the same neighbourhood? Do you need to be near amenities such as shops and transport? Are you a gardener or would you prefer a low maintenance yard? What type of price range will you be considering if you receive the expected price for your property?

These are all things you need to think about before putting up the For Sale sign. Decide on the area where you want to live after selling and check out the properties and prices. Talking to real estate agents is

a great way to learn about the advantages and disadvantages of various areas and to find out about any planned developments.

It's then time to get your property ready so it presents in the best possible way to would-be buyers. Expensive renovations won't pay off but look after any maintenance issues, clear the decks as much as possible and make sure both the interior and exterior are as clean and tidy as possible.

You'll also need to talk to your agent about setting a price for your property. While you want to get as good a price as possible, be guided on this, as an overpriced property can sit on the market for a long time, causing people to wonder if there is something wrong with it.

If you follow these steps, you'll find selling a property is a positive experience rather than the stressful event it could be if you didn't prepare properly.



What was the key to selling this property in 5 days?

Properties in Vincentia usually take up to a month to sell, but when 17 Skiff Street came up for sale, Loren Keller found the perfect buyer in just five days. Not only that Loren sold the property for \$680,000, a fantastic result considering the area's median of \$650,000.

The team at Oz Combined Realty knows only too well the value of an extensive database and has once again found this to be invaluable tool in securing yet another speedy and successful sale.

The bright modern four-bedroom property with indoor/outdoor living and entertaining areas had much to offer a growing family. Plus owners, Frank and Diane, were extremely motivated to sell and ensured the property was beautifully presented.

However, even a property such as this still needs a good agent to attract the right crowd, which Loren certainly did through the agency's comprehensive database. Then using extensive local knowledge and strong negotiating skills, he was able to secure an impressive sale. "Great negotiations from Loren, he got us just what we wanted in a very short time," says Frank. "Loren really knows Bayswood and the market."

The property was, in fact, bought by a member of the local community – someone who had been on the database for two years and already known to the agency. So when the right property came up, Loren was able to contact them immediately. People such as this, already local to the area, make excellent buyers,



17 Skiff Street, Vincentia

as they know what they want and where they want it. They're not going anywhere and are happy to wait. Then, when the ideal property comes up, they're prepared to move very quickly.

Local buyers are also more familiar with the team at Oz Combined Realty and trust they will get in touch when the right property presents. The buyer of Skiff Street had been waiting for two years. The agency's team knew exactly what they were after and when Skiff Street came up, a satisfying sale was secured in a very short space of time.

As for Frank and Diane, they were

simply thrilled with Loren's hard work, dedication and the final sale price that he achieved.

"We wanted someone we could trust and an agent that knows what he is doing. Loren really works for the owner and brought us quality buyers from the start. Loren does what he says – we would highly recommend Loren Keller and Oz Combined Realty."

Get Results with



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THE SIX GOLDEN KEYS TO PROPERTY INVESTMENT



Successful investors are either very lucky or they have surrounded themselves with quality advisers. There is simply no middle ground.

Successful investors are also avid researchers and the types of people who ask a million questions before making a commitment.

Investing can bring great benefits offering regular income, capital growth and tax benefits. Over time a well-managed investment property can give you real benefits.

The six key areas of successful investing are:

RESEARCH – Find out the growth areas and hot spots. These areas will offer you greater return and usually have a high demand, making vacancy rates minimal.

ESTABLISH A RELATIONSHIP and ongoing communication with an experienced Property Consultant as some of the best opportunities are not always advertised.

CHOOSE LOCATION AND TYPE – After you have chosen the type of investment you are looking for, residential, commercial, industrial, retail etc. then choose the location you are looking for.

HIGH MAINTENANCE PROPERTIES – These should be avoided unless you want

to add value to a property by renovation.

YOUR ACCOUNTANT OR FINANCIAL ADVISER – You should speak to them about the benefits of negative gearing your investment property for maximum tax advantage.

LONG TERM INVESTING – Be aware that property is a long term investment offering solid capital growth. If wisely chosen a good investment can essentially pay for itself in the present and provide a great nest egg for the future.

Your advisers are not necessarily good just because they have a degree. Quiz them extensively – after all it's your money.

For example, ask them how you can reduce stamp duty by buying an industrial or commercial development off the plan. This is a biggy.

By buying the land component of a commercial development and funding the balance (building component) during construction, the stamp duty is calculated on the land value rather than the end value of the investment, substantially increasing the initial yield on the investment.

Stamp duty on a property purchase can often be greater than 5% of the purchase price, so any savings achieved on this tax can be extremely worthwhile.



Call Us Today, Great Results Can Happen

We Get Results!



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