

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Property sold in one week



For full details **SEE PAGE 3**

In this issue of Property News:

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- Insuring your investment property

HUSKISSON & SANCTUARY POINT



web: www.ozcomrealty.com.au
email: info@ozcomrealty.com.au

LETTER FROM THE PRINCIPAL

Dear Readers,

In this issue of Property News we are featuring a property that was sold in one week. To find out more about what made this great result possible, please see our story on page 3.

One of the keys to selling properties quickly and for a good price, is choosing an agent with an extensive qualified buyer database. Our article on page 2 explains more about the importance of selecting an agent who has a qualified list of buyers.

When insuring your investment property is important to ensure you know what your insurance is and is not covering. Our article on page 4 has some helpful information to make sure you have the right cover.

So if you are thinking of buying or selling, or changing Property Managers, give us a call today.

Kind regards,

Greg Walsh

Principal



Shop 4 The Promenade
74 Owen Street

HUSKISSON NSW 2540

phone: (02) 4441 6033

fax: (02) 4441 6264

rentals: (02) 4441 7261

Corner Paradise Beach Road &
Macleans Point Road

SANCTUARY POINT NSW 2540

phone: (02) 4443 3222

fax: (02) 4443 2355

email: info@ozcomrealty.com.au

web: www.ozcomrealty.com.au

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Ph: 02 4954 2100 www.propertynews.info

Why choose an agent with a database of qualified buyers?



Choosing a real estate agent when selling your property is one of the most important decisions you will make. The difference between a good agent and a so so one can mean a huge difference in how much money you make.

There are plenty of obvious things you may want to ask any potential agents, such as questions about commission etc. But it's important to think about how your agent will go about selling your property. It's not enough to put a sign up and wait for buyers to come. A good agent will have a ready-to-go list of potential buyers already waiting for your property before it is for sale.

Having a database of buyers

Any good agent working in today's market will have a well developed database containing names, details and preferences of all manner of qualified buyers. This is a tool any competent agent couldn't go without. They will be constantly adding prospects to it and using it as their premium tool for selling properties.

Quality of database

There are many database options including just a simple Excel spreadsheet. But many agents now value having the automated process of a CRM (customer relationship management) tool. This kind of technology means more efficiency in organising and synchronising their business processes.

What they can do with it

A well managed database, which is constantly updated is an essential tool for keeping track of potential buyers.

It goes without saying that any

database will contain names and contact details for potential buyers as well as important information about what they are looking for, but it does more than that. A good CRM database will mean an agent can keep track of all aspects of their business including automating their marketing. They can schedule emails and follow up calls keep in constant touch with all those eager potential buyers.

What that means for you - the owner

Imagine there are buyers out there who are looking for a four bedroom property with a good sized garden in a certain area. Suppose they have missed out on the last property that fit that description and are waiting for a similar property to come on the market. Now imagine your property fits the bill and that your agent has their details in their database. Think about the potential, not only for how quickly you can sell your property but also how the competition could lead to a great price.

Ask any agent how often it has happened that they have sold a property within days to buyers who have been waiting in the wings for their dream property to become available. You might be surprised.

It certainly pays to have a list of questions about commission, experience and local knowledge when interviewing for an agent to sell your property. But remember to also ask them about whether they have a database of qualified buyers. The answer to this question could well make the difference when choosing the best agent to sell your property.

How did this property sell in only one week?

At Oz Combined Realty, properties continue to run out the door, selling quickly and efficiently, thanks to a strong market and the agency's extensive database of serious buyers. In fact, just recently 67 Macleans Point Road, Sanctuary Point was sold successfully in the very first week by Helena Daniels.

The property, ideally situated close to the water, on a generous block of 632sqm, presented as the perfect family property, holiday house or savvy investment. Not only was it ready for immediate and relaxed living with three bedrooms, open plan design and covered verandah, but with an oversized garage, it offered ample room for a boat, trailer or caravan or the possibility of a granny flat (stca). Overall, an immaculate property in a great location with enormous potential for further development.

Such an opportunity does not come up everyday and rather than wait for interest to slowly generate, Helena quickly contacted several buyers, who were on the lookout for such a property. This saved a great deal of time, as it created immediate interest and an increase in competition. The right buyer was sourced and the property was sold in a matter of days, close to the asking price. What more could an owner wish for?

The team at Oz Combined Realty considers their database a serious selling tool. And it's not hard to see why. They can immediately contact appreciative buyers



**67 Macleans Point Road
Sanctuary Point**

from out of the area, as well as having interested local parties at their fingertips. The median price for the area has been stable over the last three months and the local market is strong – and as a result, Oz Combined Realty is achieving excellent prices for their owners.

While the agency's database is one essential key to its selling success, effective communication is certainly another. The team at Oz Combined Realty doesn't waste time when it comes to securing outstanding sales. The agents

take opportunities when they present, and are continually ahead of their competition with speedy sales and top selling prices.

If you're considering selling your property, Oz Combined Realty will no doubt have a buyer waiting in the wings. With a strong market that is encouraging people to move into the area or buy an investment, now is the time to do it – and with its extensive list of serious buyers, Oz Combined Realty is the agency to make it happen.

Sell with **Oz**

4443-3222

OzCombined Realty

Huskisson - 4/74 Owen Street

Sanctuary Pt - 114 Macleans Pt Rd

www.ozcomrealty.com.au

info@ozcomrealty.com.au

Insuring your Investment Property



A wise property investor will always be looking at ways to reduce risk. It is therefore imperative that you correctly insure all your investment properties. You never know what the future might bring, and as hard as you might try to find the perfect tenants, there are no guarantees.

Insuring an investment property is different to insuring the property you live in but it need not be complicated. Here is a rundown of the different types of insurance you may need and what each covers.

Landlord's Insurance

Many investors have found to their cost that they have been left with damage or loss of income due to the actions of tenants, which the bond did not cover. This can be catastrophic financially if there is no redress available.

Landlord's Insurance will protect you against tenant related losses ensuring you are covered if your tenants cause any damage or default on the rent.

i. Damage by tenants

Most policies will cover malicious damage caused by tenants but will not automatically cover accidental damage. Some policies will cover accidental

damage or deliberate damage caused by visitors, so shop around.

ii. Loss of rent

Landlord's Insurance will cover rent default but other instances may be covered as well such as; loss where a tenant has been evicted due to a court order, tenants obtaining a hardship order, and even unexpected death of a tenant.

Your rental income can even be protected in an instance where your property is uninhabitable due to malicious damage caused by the tenant.

Building Insurance

Just like insuring your the property you live in, you should have an extensive building insurance policy. Building insurance covers the structure of your property, so you will be covered if there is damage to the property including partial or complete destruction.

Check the policy carefully to make sure you are well protected. It is still a terrible memory for those who owned properties destroyed during a flood, who discovered they didn't have flood coverage. So make sure you know exactly what you are covered for.

Don't forget contents

Even where you don't offer a furnished property, contents insurance will still be necessary. Contents include items that are not part of the structure of the property but you may own more of these that you think. Carpets and floor coverings, curtains and domestic appliances are all considered contents.

Contents cover can be covered in your landlord's Insurance policy so make sure to check this and chose the correct level of cover.

Liability Cover

Liability cover is essential to protect you if you are sued due to any accidents occurring on your property.

Having the correct insurance coverage for your investment properties is essential for your financial stability and peace of mind.

Whatever policies you take out, ensure you know exactly what you are covered for as not every policy is the same and claim limits often vary. Shop around for the best deal to find the policies that are right for you but don't necessarily take the cheapest option as it may not offer the best coverage.



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We Get Results!



www.ozcomrealty.com.au
4/74 Owen St, HUSKISSON

rentals@ozcomrealty.com.au
4441 6033