

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

High Demand for New Properties



For full details **SEE PAGE 3**

In this issue of Property News:

- Does your Real Estate Agent have the contacts?
- Low Maintenance Modern Living in Demand
- How to avoid the 8 most common landlord traps

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LETTER FROM THE PRINCIPAL

Dear Readers,

Good quality properties, especially new low maintenance modern properties are in high demand. In this issue of Property News we feature two new properties in the same street that were sold for great prices. See page 3 for more details.

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

Becoming a landlord can be an interesting experience. It is important that you have good understanding of the issues that can arise from owning a rental property. Our article on page 4 discusses some of those issues.

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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Does your Real Estate Agent have the contacts?

In this report, we examine several points you need to consider to see if your Real Estate Agent has an active database of potential buyers

Sometimes properties sell swiftly on the basis of their potential and other times they are snapped up because of their prime position.

But how are buyers found when a property has only been on the market for a few hours?

The secret to this phenomenon is database marketing. Real Estate Agents have been using this method to achieve outstanding sales results for countless sellers in the area.

In this exclusive report, we discuss the valuable use of an extensive client database featuring potential buyers who are currently seeking property.

When a buyer contacts the Real Estate Agent or attends an Open Inspection, they can be added to the database for future reference.

From the moment the property is marketed for sale, a simple referral back to the buyer database can match the property to several suitable buyers.

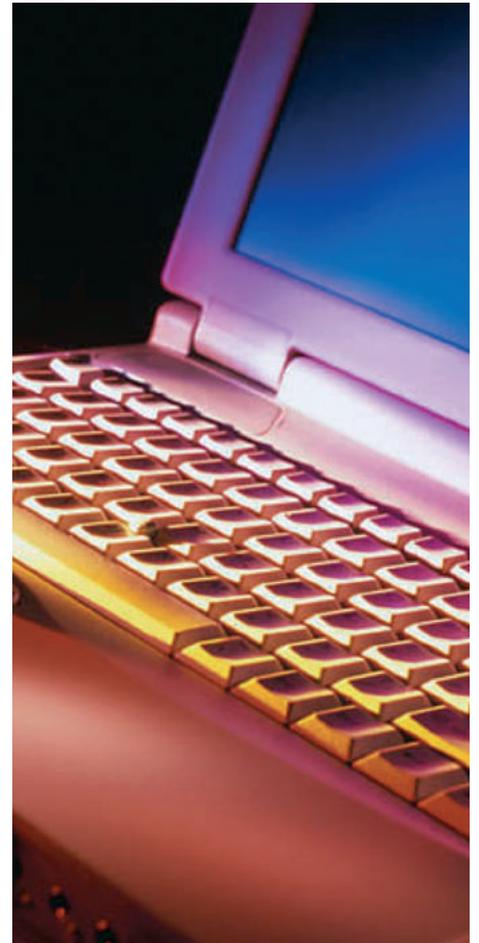
An Open Inspection exclusive to qualified buyers on the database can be organised straight away and the buyers can make offers even before the property is advertised.

A database is a valuable resource. A Real Estate Agent with active buyers and investors on their records, and who understands the requirements of these people, can quickly match and introduce prospective purchasers to available properties.

With the average property owner purchasing once every seven years, a satisfied customer, in most cases will return to use the services of the Real Estate Agent that helped them successfully buy a property last time.

Why is a Real Estate Agent's ability to use a client database so important when you are looking to buy and sell property?

The benefits of holding a large database are two fold - the Real Estate Agent can instigate inspections on behalf of the owner in a very short time frame,



often prior to advertising, helping to create competition and urgency.

It is so important that you appoint a Real Estate Agent with an established network of clients. The Real Estate Agent's knowledge of what their clients are looking for in their next property purchase, can lead to an extremely quick sale.

Successful Real Estate Agents always try to match properties to purchasers before taking them to look at properties on their books. If they don't have a long list of clients the sales process can be extremely slow.

Plus, it is good to have a Real Estate Agent negotiating on your behalf who has already had the experience of selling to the buyer in the past!

Low Maintenance Modern Living is in High Demand

The recent successful sales of two bright and beautiful brand-new family properties in Bayswood Estate points to one thing.

Good quality properties in a great area remain in high demand!

When 61 and 66 Seagrass Avenue, Vincentia, were recently marketed for sale by different owners with agent Robert Zuzic of Oz Combined Realty, interest proved to be very high in these sunny south coast residences.

There were over 40 inspections for these 4-bedroom, 2-bathroom highly appealing new properties.

Four offers were made, and both properties went on to reach a top price, 66 Seagrass Avenue and 61 Seagrass Avenue both sold for top dollar prices. Both above the median price for the area.

Offering many attractive features, it's no wonder both properties sold at a great price, and fast.

The many modern finishes and features included a quality kitchen with stone bench-top and walk-in pantry, fully ducted air-conditioning, a beautifully tiled open-plan living area, plus separate media room, and an alfresco outdoor entertaining area.

Dream living and lifestyle!

But beyond the enticing physical living benefits which both properties offered, agent Robert Zuzic explains why these type of residences are so appealing to varied buyers.

"Popularity with new, low maintenance



properties is high because well-priced properties like these offer investors good rental returns. And for owner-occupiers, they're getting good value for money."

With lots of space and light, and new fixtures and fittings, new modern properties promise easy living, low maintenance, and a comfortable lifestyle for families.

It's no wonder demand for this kind of property is high in the area - outstripping supply at the moment.

"This type of property will sell fast.

New construction in Bayswood Estate is selling well. Good quality properties are in high demand and many buyers have already missed out," explains Robert.

"We need more properties like this to satisfy demand at present."

So if you are looking to sell, we'd love to hear from you. Or if you're in the market to buy, call us today. For all your property needs, contact our experienced, professional and local team today. We're here to help.

Get Results

with



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How to Avoid the 8 Most Common Landlord Traps

Investment properties are among the most popular and effective ways to build long-term wealth, without the wild swings share market investors experienced.

Always look at taking a long-term view.

1. Tenants: Poor tenant selection is a trap. You need to screen prospective tenants carefully.

A professional property manager will be able to help with this. They have access to default registers that list tenants who have caused past problems. It is important to check and phone all of the referees.

2. Where's the rent?: Those who don't pay the rent or continually slip behind in payments can be just as painful.

If a tenant is late in paying rent, you must take action immediately. This serves two purposes. First, it ensures that the outstanding rent is followed up and hopefully collected as soon as possible. It also communicates to the tenant that if they are late in paying, there will be immediate action taken,

3. No insurance: A landlord insurance policy eliminates unnecessary risk and potentially expensive payouts. Landlord insurance provides a safety net and peace of mind. It can provide you with cover against malicious and accidental damage and can also protect you from loss of rental income as a result of a tenant absconding or damaging a property and leaving it unable to be rented while repairs are made.

4. Overcommitting: Many property investors use negative gearing to get a

nice tax refund but should remember they don't get all their expenses back. Investors need to ensure they have the spare cash to cover not only the interest cost differential but also such expenses as council rates, land tax, water rates, maintenance costs and management fees.

5. Can you fix it?: When maintenance or repairs are required, act as quickly as possible. Once you are alerted to maintenance issues, it is your responsibility to act or authorise your property manager to do so. Be proactive with maintenance. Regular routine inspections will highlight areas that need attention.

6. Tenants as friends: Ideally the relationship between landlord and tenant should be at arm's length. Too close a relationship can lead to difficulties down the track, especially in situations where the parties have a falling out. It is best to have a professional property manager.

7. No inspections: Conducting regular routine inspections and documenting the

information alleviates possible problems. Many landlords who self manage don't conduct regular inspections. This can have two consequences. If a tenant is causing damage to a property, the damage may go unnoticed and be costly to fix later on. Second, if maintenance issues occur and are not fixed, legal liability issues may arise for the landlord.

8. Self-managing: People who don't have the time, the knowledge or an interest in property management can get burned if they try to be their own property manager. Many landlords don't have time to respond to maintenance requests or conduct regular inspections to address potential liabilities. While it can be tempting to save a small percentage of rental income by self-managing your property, the benefits of a property manager outweigh costs.



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We Get Results!



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