

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

\$575,000 Vincentia sale secured with local agents

Sellers and buyers return to trusted agent

See page 3 for full details ►



In this Issue of Property News:

- The power of window shopping
- Local knowledge helps sell properties
- House or unit – what makes a better investment?

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A letter from the Editor

Dear Readers,

So much has happened since our last edition of Property News and in this issue we will give you an update on everything you need to know.

Whether you are selling or buying or are the owner of investment property, you need to keep up to date with the latest industry news.

In this edition, we will cover important issues that give helpful and current information on everything you should know.

This industry is extremely fast paced and it can be confusing to keep up with things, so if you have any questions please feel free to contact us.

We will be only too happy to help.

Kind Regards,

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Window Wonders

How can the effective use of a window display get your home sold quickly and for the price you desire?



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Is your agent still attracting buyers outside office hours?

Property buyers look for property in different ways.

Some people do all their research on their computer, others pour through the property guides, or spend their Saturdays attending open house inspections and some people just go along to the area they are interested in to see what they can see.

An agent's ability to market a property on the internet, in print media and with eye-catching signage is important, but many buyers underestimate the power of an agent's window display.

A powerful shop front display can catch the eye of countless buyers 7 days a week, 24 hours a day.

Even when the office is closed, an effective window display can lead to a buyer enquiry, an inspection and better yet, a sale.

This is why it is important to employ an agent who has an office in a centrally located area and when people walk past the office they should be drawn towards the shop window.

The photography used in the window display should be of the highest quality to present your property in its best light.

However, even the best photo only



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tells part of the story so there needs to be an accompanying paragraph or dot points that inform the buyers of property features that are not visible from the photograph.

The property advertisement should also feature clear and visible contact details that allow the potential buyer to take down the number and call the agent, or go into the office and ask for the relevant agent by name.

Your property window feature should include:

- A good quality photo.
- A brief but descriptive paragraph about what the property has to offer.
- Plenty of white space around the property card so that each property stands out from the rest.
- An eye-catching title for the property.
- The agent's name marked clearly on the advertisement.

If you would like to know more about the effectiveness of a window display, contact our office today.

Selling with a local agent is the key

An agent with local knowledge is your best chance of securing a great sale.



Some properties seem to sell before the paint is even dry on the For Sale sign, while others that look similar in the same area can sit unsold for months.

They look the same; they are in the same area, so why do some seem to be sold immediately, while another fails to attract a buyer? What is the secret of selling your property quickly?

One of the most important elements in successful property sales is in selecting a local agent to sell your property.

In this profile, we reveal how Oz Combined Realty's reputation for both excellent marketing and service to clients

has been a major factor in retaining clients in the sometimes fickle property market.

Property News spoke with Principal of Oz Combined Realty, Greg Walsh, and asked about the recent auction of 11 Anne Street, Vincentia, and why the owners of this property chose Oz Combined Realty to sell their second property in just 12 months.

What were the selling details of 11 Anne Street Vincentia?

Greg explains, "We first met the owners of this property last year, when they contacted us to sell their home at Elizabeth Drive, Vincentia, and so when they decided to put the Anne Street home on the market, we were a natural choice."

What were the results of the sale?

"After some discussion with the owners, it was agreed that the Anne Street residence would be a great home to auction."

"We've found that a concentrated pre-auction marketing campaign, visible buyer competition and bidding on auction day often combines to create a quick result, and this sale was no different," he said.

"Due to our efforts in promoting this property, we were able to invite 40 groups to inspect the home in the lead up and attracted a really good crowd on auction day."

Greg continues, "We received four offers for the property, and even though it didn't sell on the day, the campaign had attracted enough interest and urgency to allow us to negotiate a price with a buyer and the home was sold."

"The owners were absolutely delighted with the way our team handled the sale, and the excellent price we were able to reach is a good indication of the existing demand for quality properties in our area," Greg said.

"The sale of this property highlights just how effective a concentrated pre-auction marketing campaign can be," says Greg.

"Our reputation for excellent service and results is of the utmost importance to all of us at Oz Combined Realty, and one which we are all very proud of."

If you've been thinking about selling your home and would like to employ an agent who can market your property with great results, talk to the experienced and driven team from Oz Combined Realty.

Let our team of experts help you sell your property **CALL US TODAY!**



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House vs Unit

**What makes a better investment
- a house in the suburbs or a centrally located unit?**

As the great Australian dream is pushed further and further out of reach for many people, renting is their only option.

Poor affordability is continuing to lock tenants out of buying their own property and as a result vacancy rates have plummeted to 40-year lows in most areas.

While this is disheartening news for renters, it is excellent news for investors – the demand for rental properties is skyrocketing and many landlords are reaping the rental rewards.

In this report, we look at the difference between buying houses or smaller dwellings as investment properties.

Is a house or a unit a better investment, when you are looking for the perfect rental property?

Apart from choosing the location of your future investment property, the other important decision when buying an investment property is deciding whether to buy a house or a unit.

And don't forget duplexes, townhouses and villa apartments are also part of your property choices.

Changes to Strata Title laws in recent years have allowed for greater diversity in dwelling and their design, therefore there is a whole smorgasbord of properties out there for you to choose from.

But the biggest difference between houses and smaller down-sized dwellings, is the purchase price.

Units are generally more affordable as investment properties, and another important factor to consider is the holding costs.

In most cases, the maintenance costs are greater on houses, whereas maintenance costs are most usually shared amongst owners of a unit complex.

Ideally owners should consider the property on its own merits and what it has to offer.

You should look at the quality of construction, the ongoing costs, location and the competition experienced from other similar properties in the area."

In most cities and towns, the demand for rental accommodation is evenly spread across units and houses.

Private investors provide 80% of dwellings for tenants, therefore they can help to elevate the rental crisis and make the most of the increasing demand for available properties.

Once you have purchased an investment property, it is then extremely important to employ a property manager who can look after your property and your best interests.

When you engage a Property Manager to manage your investment you should be hiring a professional, trained to maximise your return and minimize complications.

Achieving the highest possible return is the primary objective of our experience and dedicated management team.

If you are thinking about buying an investment property and would like to know what is available in the area, contact our office today.

Oz Combined Realty look after your property as if it were their own!

If you would like to rent your property without the fuss then call our property management team of experts on **(02) 4441 7261** and rest easy!



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