

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

KELLYVILLE RIDGE PROPERTY **SOLD** IN FOUR WEEKS

How did they secure a quick sale when it normally takes 80 days to sell a home?

Stephen Lord promoted the sale of this Kellyville Ridge home in his Property News newsletter and then worked hard to negotiate a sale for the owner as several people competed to buy this property.

Read our full report to find out the steps you need to take to sell as the market heats up in our area.



In this issue of *Property News*:

- Kellyville Ridge **SOLD** in four weeks
- Finding the best person to sell your property
- How to get it right as a new landlord

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Realty

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Letter from the Editor

Dear Readers,

It is with great excitement I bring you this month's issue of Property News, as we have SOLD a home in Kellyville Ridge which we promoted four weeks ago in this newsletter!

We have featured it as our main editorial in this month's newsletter, as we believe the sale reveals the difference between a good and a bad agent.

We would also like to point out that we are increasingly getting more and more buyer inquiries. So if you are thinking of selling then don't hesitate to contact me directly on 0412 260 022 as I have people ringing me from time to time wanting to buy in our local area.

Kind regards
Stephen Lord
Principal



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Finding the best person to sell your property quick smart



But how do you know who is the right agent for you?

When you're selling your property, you want the experience to be as pleasant and profitable as possible. Choosing the right agent to help you is a big step along the way to achieving these two aims.

Ask around

If you haven't dealt with a real estate agent before, a good starting point is to talk to anyone you know who has sold a property and ask the name of the agent who helped them. You can also check recent local sales of properties similar to yours, and contact the agents who sold those properties. As well as providing you with information about the local market, talking to these agents will help you to decide on the one with whom you feel you have the right rapport and trust.

Be businesslike

You need to feel comfortable with your agent but you also need to remember it is a business relationship, with both parties hoping to benefit from a successful result. Don't be afraid to check the agent's experience and to ask for testimonials.

An agent can offer expert help in various areas, from giving you tips as

to how to present your property for the market to advising you about the price that is most likely to achieve a successful sale.

Be realistic

As well as being guided by your agent's knowledge of the market, you should also do some homework yourself to make sure you have some idea of the top and bottom prices you could expect for your property. An agent who suggests a price that seems unrealistically high may not be the best person to sell your home.

Ask questions

The right agent should be able to communicate well and to explain the selling process to you. Ask about costs such as advertising, check the proposed marketing program, enquire about whether open houses would be beneficial and get your agent's opinion about the presentation of your home. The answers should help you to know whether you will be happy to entrust your valuable asset to this agent.

Why was this home sold fast when the norm is 80 days?

We reveal the two keys that point to an agent who will get you a good result

Beware not all agents are willing to put in the extra effort necessary to ensure your property gives you the best return. In this report, we reveal two things to look for in a good agent:

1. Negotiating a good price

Unfortunately, some agents are so desperate that they are known to accept the first offer simply so they can cash a commission cheque.

Whereas House 2 Home Realty, Principal, Stephen Lord was approached by five buyers interested in buying 29 Fyfe Street, Kellyville Ridge. Instead of accepting the first low offer he held out until finally one of the buyers offered to pay the best price for the property.

Fortunately these owners had chosen Stephen for his consistent track record of integrity in his business dealings.

It is well known in the real estate industry for unsuccessful agents to accept the first offer, not willing to let time take its course where another buyer may arrive offering a higher price.

No these agents are only focused on their own needs - a quick commission.

Whereas, Stephen held out for the best price as one buyer after another until finally one of the buyers offered a price worth taking.

Leaving the owner with a delighted result and the buyer walking away with



SOLD: spacious design in excellent location

their dream home for a fair price.

2. Investing in Marketing

Fortunately for Stephen's clients, they are in safe hands as Stephen is known for investing heavily in local marketing. Take for example the newsletter you are holding now - Property News.

Only four weeks ago two pages of this publication were devoted to promoting the sale of the Kellyville Ridge home which resulted in five buyers lining up to purchase the property.

It is this sound investment in well

thought out marketing that has enabled Stephen to grow his business while offering his valued clients marketing methods that can make or break a sale.

The difference of selling in 80 days or in the case of the Kellyville Ridge property selling in only four weeks, has set Stephen apart from the other commission hungry agents in our area.

For help with all your real estate needs, Stephen Lord can be contacted on 8883 3553 or 0412 260 022.



Would you like to have your home sold by the best in the business?

Stephen Lord has a proven record of success and an impressive portfolio of clients who are totally satisfied by his outstanding level of service.

Ph 02 8883 3553 or 0412 260 022
www.h2hrealty.com.au

How to get it right as a new landlord

Avoid these mistakes:

To succeed as a property investor, you need to avoid certain pitfalls

Mistakes made by some new landlords include:

Treating it as a hobby

The best investors remain unemotional about their properties. If you drive past each week to check the roses, perhaps you need to consciously distance yourself from the property.

Making friends with tenants

It's not easy to serve an arrears notice on someone with whom you have a close relationship. The same applies to rent increases and bond claims.

Thinking of it as home

Good investment opportunities can be missed if investors judge properties by their own needs. For example, you may choose not to live in an apartment with no parking, but one close to public transport may be a great investment.

Neglecting the property

Improvements such as a coat of paint or necessary repairs can make a big difference to the value of your property and increase the rental yield substantially.

Not having a depreciation schedule

A depreciation schedule is the inventory of items that can be depreciated to claim a tax deduction. By investing a few hundred dollars to have a schedule prepared you can save thousands of dollars in tax.

Not increasing rents regularly

A small, regular rent increase is much better than a large, infrequent one that shocks the tenant so much they move out. As long as the increase is reasonable you should have no problems with your tenant.

Forgetting the bigger picture

In the excitement of buying your first property, you may forget the bigger picture of building a portfolio. Remember, the greater your equity and rental returns, generally the more you can borrow towards that portfolio.

Paying down in the wrong order

It can be tax effective to pay down non-tax deductible debts (such as home loans) before a tax deductible investment debt. Most investors have their investment properties in interest only loans until they



eliminate non-tax deductible debt.

Using the wrong accountant

Good accountants who understand property are worth their weight in gold. Such an accountant can advise you as to how to structure your property portfolio around your plans.

Failing to use an experienced property manager

For a couple of dollars a day a property manager can save you thousands by ensuring your vacancy rate is low and your property obtains the highest possible rent.

Looking to rent your property?

Let us take the worry out of renting your property with one phone call

Speak to any local and they will tell you that House 2 Home Realty, Principal, Stephen Lord has a track record of providing quality service and understanding when it comes to successfully managing rental properties.

Please phone 0412 260 022 to secure your new tenant today!