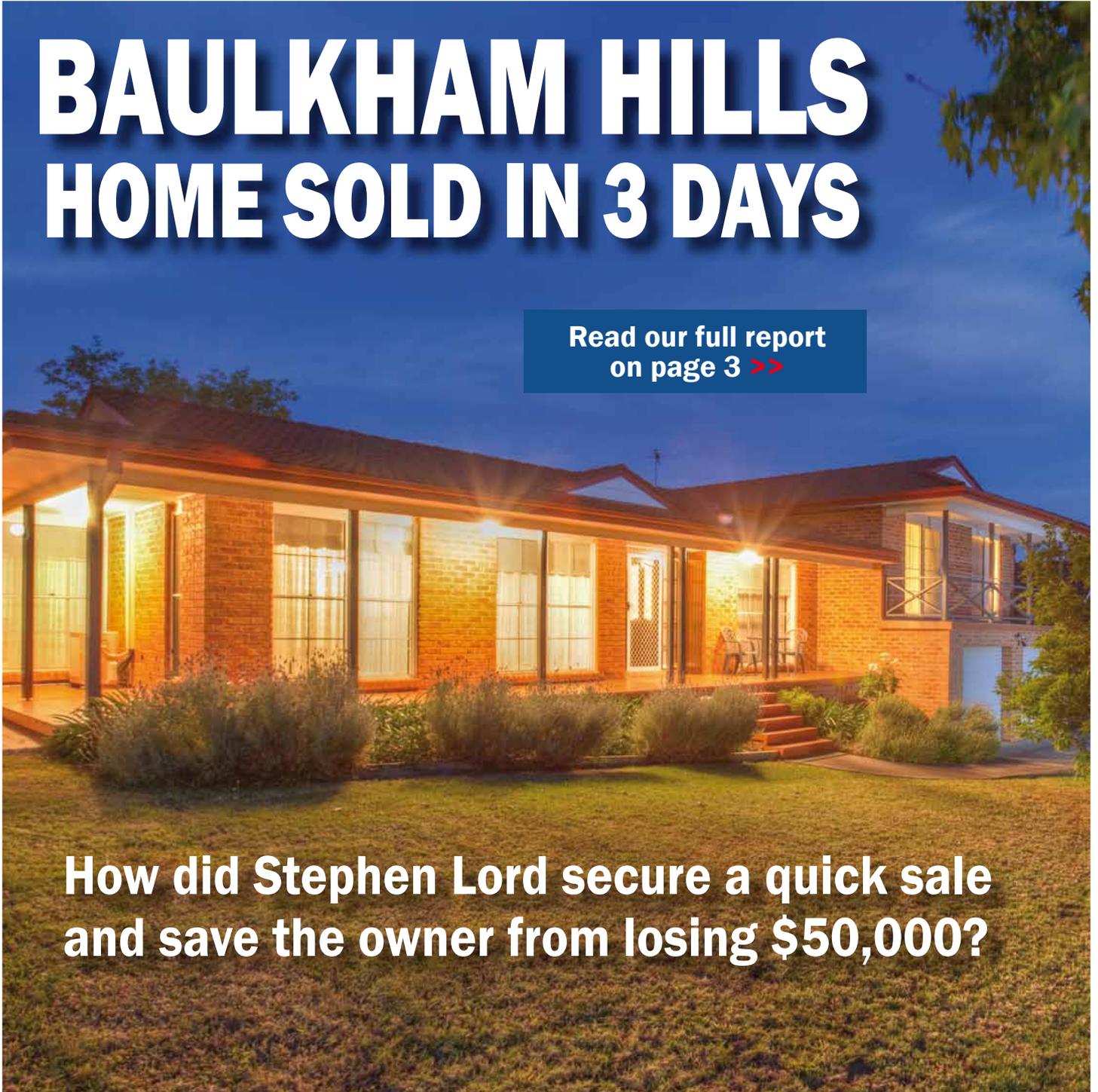


PROPERTY NEWS

Ideas to help you when you're Buying or Selling

BAULKHAM HILLS HOME SOLD IN 3 DAYS

Read our full report
on page 3 >>



**How did Stephen Lord secure a quick sale
and save the owner from losing \$50,000?**

In this issue of *Property News*:

- Steering buyers up the garden path
- Baulkham Hills home sold in 3 days
- How hard is it to buy an investment property?

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House 2 Home
Realty

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Dear Readers,

The year is drawing to a close, 2013 has certainly been an interesting and successful year in our business.

Overall though we have had a wonderful year with great results. We have increased our market share in both sales and property management which only happens when you are focused on delivering the best outcomes for your clients.

Looking forward, we're expecting market activity to increase through 2014 as a couple of exciting local announcements take effect.

We look forward to seeing you in the new year. In the meantime, I'd like to wish you a safe, happy and prosperous Christmas and holiday season.

Thank you for your ongoing support of House 2 Home Realty.

Kind regards,

Stephen Lord
Principal



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How does presentation help to entice potential buyers to inspect your home?



Steering buyers up the garden path

Most people know that ensuring your home is immaculately presented for inspections is vital when trying to attract a buyer.

Many people do not realise that the appearance of your front yard is just as important.

The front yard should draw people into your home, so you need to make sure it appears inviting not repelling.

1. Letterbox presentation

Ensure the letterbox is clean and make sure the street number is clearly visible. In some cases a brand new letterbox can add to the value of your home.

2. Clean driveway

The driveway should be clean, so remove any oil stains or tyre marks to immediately improve the initial presentation.

3. Create neat pathways

Pathways should be clear and safe to walk on. People should not be ducking

and weaving tree branches on their way to the front door.

However, it is a great idea to plant smaller plants or position potted flowers on each side of the path, to create a more inviting feel.

4. Garden maintenance

Prune trees, weed the garden and rake up fallen leaves from the lawn. If you have an empty garden bed, it will not take you long to plant something small and the end result is worth the effort.

5. Off-street parking

If your property does not have off-street parking it is a good idea to create a designated space with gravel or pavers. In city areas, off street parking is a huge selling factor so take this into consideration.



Baulkham Hills Sale in 3 days



How did House 2 Home's Principal Stephen Lord sell this Baulkham Hill's home in three days and for a good price?

At the outset the sale could have been a disaster if Stephen hadn't been running the sale. Originally the owner wanted to sell the property themselves to save a few dollars on the agent's fee.

"The elderly owner had lived there for 23 years and thought the property was worth \$50,000 less than what I sold the property for," says House 2 Home's Principal Stephen Lord

"The vendor was referred to me and they entrusted me to get top dollar. Yes we could of taken the 1st 2 or 3 offers in the 1st day, but my job is to some times hold back and wait for the right buyer to make the correct higher offer. Which is what happened."

Listed for sale this property at 21 Miriam Court, Baulkham Hills, attracted so much intense interest just 3 days after going onto the market

"The atmosphere at the first open home was electric, it was exciting to witness first-hand over 18 groups of people visiting our first home open.

"It proves the point that with the right marketing approach and a dedicated agent working to assist the homeowner the sale of your home has a good chance in the current market."

What does this mean for you if you are considering selling?

Firstly, choose an agent with a solid track record.

If you are like the owners of this property they knew that Stephen Lord was the right person as his record in selling

has stood the test of time.

Secondly, as this owner found out trying to save a few dollars on agents fee can cost you thousands of dollars if you inadvertently under sell it on price.

It is a reminder to all potential owners looking at selling their property, choose an agent that markets your property as they know more about selling it for top dollar than you do.

Stephen Lord spent hours on the phone ensuring each and everyone of the 18 groups who attended were treated properly and given the attention they needed.

That's the difference between selling it yourself and using the professional services of a caring professional like Stephen Lord who is willing to go the extra mile and get you the best possible price.



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 hard is it to buy an investment property?



Purchasing an investment property to be rented out is quite different to buying a home for you to live in

In this report, we discuss some of the things you must consider when purchasing an investment property. If you consider your options wisely, your return on your investment property may be far greater than you thought possible.

Where do you start looking for a good investment property?

People often think of their local real estate agent as the last port of call in the chain of buying a property. When investing in a rental property, your local agent is a phenomenal resource to be called upon.

Remember, week in and week out your local real estate agent is involved in dealing with many rental properties ranging from the cheapest bedsit through to the executive home. With this experience comes a vast array of knowledge as to what makes a good rental property. Don't forget at the end of the day it is a local real estate agent who will be called upon to get you the best rental return. As the local agent knows what most tenants are looking for in their area, it is wise to stop and take the

time to chat with your real estate agent's property manager as to what they consider is the best property to rent out in the local area.

They may even have on their books, a property that is for sale, which fits the possible criteria of what makes a good rental property. Several minutes with your local real estate agent may save you many hours of hard work looking for the right rental property.

What type of property is best for renting?

In some of the more upmarket exclusive areas, five bedroom executive homes may be what most people are looking for. Where as, an inner-city area may attract more tenants looking for a one or two-bedroom apartment. You have to assess your investment based on what the majority of tenants would be after.

Is the property close to public amenities? In this day and age of high petrol prices, and longer working hours, the average tenant is looking for an easy to care property

and close to shopping and recreation amenities.

Will your property attract the right tenant? Are you looking for a secure long-term rental? Then it is probably not wise to purchase an investment property in an area that attracts a transient population, where people only stay for a few months at the most. Similarly, it is no use purchasing the most expensive property in the area attracting the highest rents, because it may limit the number of likely tenants who can afford such a property.

Stick to the middle ground

In most cases, it is wise when investing in a rental property to purchase a dwelling which will attract the highest number of quality tenants. The type of property that the average tenant is looking for will usually give you the greatest long-term return on your investment.

Speak with one of our property management team. We will be happy to answer your questions, so you can invest confidently.

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!