

# PROPERTY NEWS

*Ideas to help you when you're Buying or Selling*

# SOLD ONE WEEK

**Sold For \$500,000 More Than  
Failed Agent's Listing Price**



**11 Lyrebird Court, Kenthurst had been listed unsuccessfully with two other agents before the owners turned to Stephen Lord of House2Home Realty.**

Stephen advertised the home for \$300,000 more than the most recent agent and sold it in just a week for a \$200,000 premium on that advertised price.

**STORY P.3**

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- **Spring Gardens - Good First Impressions**
- **\$500,000 Bonus In Agent Choice**
- **Is Your Agent Up To Scratch?**

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**HOUSE2HOME  
REALTY**

**02 8883 3553**

## LETTER FROM THE PRINCIPAL

Dear Readers,

The Reserve Bank has again kept interest rates on hold at the all time record low of 2%, further encouraging buyers.

There is a positive feel in the market that is being reflected in the speed of sales and the prices being achieved.

On top of that, stocks are still relatively low, making it a perfect time to sell when there is less competition and more than enough buyers.

In fact, buyers easily outnumber sellers and for vendors that's a very good thing.

The further we get into Spring and Summer, the more properties that will come onto the market so the message is to act quickly.



Kind regards,  
Stephen Lord  
Principal

**HOUSE2HOME**  
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To help your home look its best when selling try these simple...

# SPRING GARDEN TIPS

## What steps should you take in the garden?

As soon as you decide to sell, take a walk in the garden and take a big hard look at what really needs fixing immediately. Selling your home does not mean a complete garden makeover, far from it, all you need to do is take away the unsightly elements and make what you have look its best.

**REMOVE UNSIGHTLY WEEDS** if there is one element to a garden that we hate the most, it would have to be the thought of pulling out weeds. It may take a little extra effort on your part, but time spent weeding will lift your garden dramatically.

**REMOVE RUBBISH** from your backyard. Buyers want to purchase a home that is maintenance free from the start, the added burden of clearing out junk piled up in the back yard will have most buyers looking elsewhere.

**GIVE YOUR LAWN A LIFT** – it is amazing how a little fertiliser can revitalise an otherwise tired lawn.

**ADD SOME COLOUR TO YOUR GARDEN** – head out to your local garden centre and buy a few established plants brimming with colour. This extra investment can add a little zing to the front yard - after all, first impressions count. A buyer sees the front garden first.

**CLEAN DIRTY PATHS AND GIVE YOUR FENCE A PAINT JOB** – as soon as a buyer steps out of the car to inspect your home, the two things likely to create a poor impression are a dirty path or fence. Adding some elbow grease and a vigorous wash will make a pathway clean and inviting. Same as adding a fresh coat of paint to a dilapidated fence. The whole exercise is not to give your garden a complete makeover – simply give it a spring lift.

**Selling a home on a cold winter's day may not be much fun, but with the change in season, spring presents a fantastic opportunity to sell.**

It's the one time of the year where the garden presents a showcase of colour, highlighting your property's best attributes. There is nothing like a vase of fresh flowers to make your home stand out from the harshness of the winter months.

**How do you capitalise on this change in climate as we enter the spring months? How far should you go in making your home look that little bit extra special?**

It is not unheard of for homeowners to add considerable value to the selling price of their property thanks to some well planned landscaping, but a complete revamp of the garden doesn't necessarily need to be taken to ensure a good sale price. In this article we share with you some simple ideas on the most basic understanding of gardening that you will find easy to implement.

Similarly to selling a motorcar, you don't need to undertake a complete respray of your car's paintwork. Many people selling cars have simply added some elbow grease in order to give their car a good detail and polish to make sure that their car has the best chance of selling.

# Styling, Marketing And Know How Behind Sale

**Anthony and Carolyn Freckleton were almost at their wits end after dealing with agents who were not only unable to sell their Kenthurst home, but who simply would not listen to the pair.**

“Our experience with two agents, had been very disappointing and frustrating,” the pair wrote in a subsequent reference for House2Home Realty and its principal, Stephen Lord.

“They would not listen to us and attracted the wrong people. They attracted ‘tyre kickers’.

‘We took out property off the market and eventually, made contact with Stephen Lord.

“Stephen explained his approach and we were confident that his approach would attract the genuine buyers.

“Stephen also provided value in suggesting changes to the presentation of our property. We adopted all of the suggestions.

“The marketing was very good and we had input. We felt that we were part of the process.

“Communicating with Stephen was very easy and all of our calls were returned in a timely manner.

“The open day was a success, with many genuine buyers. We sold in one day.

“Stephen was a very good negotiator and we were very pleased with the outcome.

“We built our home, raised our children and were pleased that the new owners will continue to look after the property.”



Stephen looked at the property and suggested introducing a property stylist to bring the best out of the home.

While this involved many hours of work for the owner and the stylist, the end result justified advertising the property for \$300,000 more than previously.

And the market obviously agreed. The home was advertised for offers above \$2.2m and was immediately inspected by 47 groups, resulting in 13 offers, the lowest of these \$2m.

From this basis Stephen had more than enough interest around which to negotiate and build up competitive pressure, resulting in him ultimately selling the home by week’s end for \$2,500,000.



## 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](http://www.h2hrealty.com.au)**

# Is your agent up to scratch?



## Why is selecting a good agent so important when selling your property?

So, you have decided to make the move but what do you do next?

You want to sell your home for a good price in the fastest amount of time.

But how do you make this happen?

You may believe that the first potential buyer that walks through your door will immediately fall in love with your home and ask where to sign.

However, this is rarely the case.

What you need to do next is find a real estate agent who can utilise their marketing expertise and industry knowledge to get you the fantastic results you deserve.

**How do you select an agent who will make selling your home as simple as possible?**

A real estate agent's role is to help you achieve your aims in the most efficient manner possible.

Your real estate agent should provide you with advice on what the market may pay for your home and how to effectively

reach any potential purchasers.

**Why is it important for your real estate agent to have an excellent database of contacts?**



With the average homeowner purchasing once every seven years, a satisfied customer will return to the agent that helped them successfully buy a property the last time.

A long-term relationship in real estate between both buyer and agent means a great deal when you are looking to sell.

If your agent has a potential buyer in mind, then a sale can happen very quickly.

Before you decide on who to list your home with, you need to ask yourself one question – does this agent have the contacts and client database to make a sale possible in the shortest period of time?

**What other attributes should your agent have?**

Honesty, integrity and a dedicated attitude are essential qualities you want in your real estate agent.

They should be open about the process and be willing to keep you fully informed throughout the process.

Choosing your real estate agent is integral in making sure the selling process is a happy one as making the wrong decision could end in heartache.

**It is important to do your homework and appoint an agent who has a good track history, an extensive database of clients, a genuine approach to selling your home and is dedicated to getting the best results for you.**

## *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!**