

PROPERTY NEWS

Ideas to help you when you're Buying or Selling



Market Finding Its Own Level

Sydney's property market is showing signs of cooling, signs that make the choice of agent vital for anyone thinking of selling.

The overheated market of the past 18 months has made selling as easy as falling off a log for a great number of agents.

But a cooling market will quickly sort the wheat from the chaff.

House2Home Realty Principal, Stephen Lord, said that Open home numbers have dropped 85% from eight weeks ago.

Rail Developments Will Help Insulate The Hills From Falls

House prices increased 58-63% from 2008 to 2015 but in the past eight weeks prices have dropped 7-9% in the Hills area.

Stephen said he believed prices could fall as much as 15% over the next five months.

"But it's not all bad news. We are lucky in The Hills. There is the potential for rail developments, including the

proposed light rail, to bring prices back in the next four years.

"Improved transport historically gives impetus to property prices and there is no reason to believe this will not be the case in the hills.

"But the reality for now is that vendors need to be astute when it comes to agent choice."

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LETTER FROM THE PRINCIPAL

Dear Readers,

In real estate it is easy to be caught up in the moment. You see a home you love and let your heart rule your mind.

With the cost of borrowing so low at the moment, there are many buyers in the market looking to upgrade the family home and their lifestyle.

The clever buyers aren't just looking randomly. They have made a checklist and are looking for a home that ticks all of their boxes.

Clever sellers take much the same approach. They stand back and look at the home through the eyes of a buyer, working out what are the most desirable features.

They then go to great lengths to improve and accentuate those.

Have you made your list yet?



Kind regards,
Stephen Lord
Principal

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Feng Shui

your home for sale

How does this method turn an unfamiliar house into an inviting home?

When you walk into a house for the first time, your senses take in absolutely everything – the sight, sound, smell, taste and feel.

Many sellers mistakenly believe that preparing your home for sale is all about the way your home looks.

However, many other aspects can affect the way your home 'feels' to a potential buyer.

By applying Feng Shui methods and by creating the right mood, a buyer will be able to see themselves living in your home – and once you have achieved this, you can start filling out the paper work!



SOUND A simple way to appeal to the sound sense is to play some soft relaxing music during inspection times. Installing a wind chime at the front door will also provide something extra to stimulate a buyer's imagination.

There is nothing better than hearing the sound of birds twittering in the backyard. If you're feeling adventurous install a bird feeder to encourage them.

SMELL When a potential buyer walks into



your home, the last thing they want to smell is the remains of cleaning products, freshly painted walls or floor polish. So to mask these smells you need to create your own scents, to lure the buyers into your home. The smell of freshly baked cookies is a wonderful way to make potential buyers feel at home, burn essential oils or place a large bunch of aromatic flowers in the living area of your home.

TASTE Providing food is an overlooked



method, when sellers are trying to make people feel at home during an inspection.

Place a bowl of



individually wrapped lollies or chocolates in the front entrance and encourage potential buyers to help themselves. This method will instantly make them feel more comfortable in their surrounds and encourage them to picture living in your house.



TOUCH This is a tricky one, as you do not want people running their hands over every part of your clean house.

But the sense of touch can be created visually by adding texture.

Use a combination of different plants in your garden, place different textured pillows on the sofa and vary the floor surfaces by using textured mats and rugs.

If it is a hot day, open the windows to allow buyers to feel a cool breeze on their skin, however if it is cold make sure you trap the warm air inside the house.

Ensuring the potential buyers are comfortable with the temperature inside the house helps them to feel more at home.

If you follow these few simple tips, it is easy to transform the Feng Shui of your home and make a buyer fall in love with your property.

Agent Choice Vital If Vendors Are To Profit

Banks moving independently of the RBA on interest rates and some media hype have seen buyer numbers drop recently.

Numbers are down at Open Houses and the reduced buyer competition has taken a little of the shine from auctions.

House2Home Realty Principal, Stephen Lord, says that this doesn't mean the sky is falling.

But it is a warning to vendors that more than ever they need an agent with very real, well established skill sets.

"The truth is that the market in the past 18 months has been so hot that virtually anyone could sell a property.

In Stephen's opinion, with investors particularly taken from the market due to the hard line of the banks, there is less competition and the agent must use all of his or her skills.

So how should buyers approach the search for an agent? What should they look for?

Stephen said the most important thing is the communications process.

"It is not good enough for an agent to just say 'this is what your house is worth and this is how we are going to sell it.'

"The agent must be able to justify these decisions based on analysis, facts and, most importantly, experience in the market.

"They should be able to develop a sales strategy specific to your house - a strategy designed to attract more buyers.

"They must be able to justify the sales



House2Home Realty consistently proves its credentials as one of the Hills District's leading agencies for all price brackets. Principal Stephen Lord sold this Kenthurst Property for \$2.05m.

method chosen, either Auction or Private Treaty, explaining why it is the most appropriate for your property.

"They should be prepared to advise on presentation and must involve you in every aspect of the selling process, giving you constant feedback on everything from web site hits to feedback from open house inspections."

Stephen says that there is no substitute for local market experience

and results speak for themselves. Vendors should look at the history and track record of their local agents.

"The good news is that this is a market adjustment, and one that had to come.

"People are still buying houses and interest rates are still at record lows.

"Prospective vendors investing a little time and effort researching agents will ultimately be rewarded with an optimum sales result."



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

ABANDONED GOODS

When can you put the rubbish out?

What do you do when your tenants leave goods behind?

Under reforms to the Residential Tenancies Act 2010, which came into force at the end of January 2011, there is now less red tape involved for landlords in regard to this problem.

Any rubbish or perishable items can be disposed of immediately. You do not need to notify the tenant or get permission for this.

If your tenants leave anything that is not rubbish, you can dispose of it after a certain time. You must try to notify the former tenants about this either in writing or over the phone. If you cannot contact them after two days, you should put this information in writing and display it prominently at the rental premises, such as on the front door.

Goods of value, such as furniture and clothing, should be kept for at least 14 days.



Old Laws	New Laws
Disposal of perishable items after 2 working days.	Immediate disposal of perishable items and rubbish.
Advertisement in state-wide newspaper.	Advertisement no longer required.
Storage period: minimum 30 days.	14 days minimum storage period for ordinary goods. 90 days for personal documents.
No dispute resolution.	Any party can seek Tribunal orders.

During that time they must be stored in a safe place, such as locked up in the rental premises.

Personal documents, such as birth certificates, passports, bank books, photographs, licences and memorabilia such as trophies or medals must be kept safely for at least 90 days from time the tenant is notified that you have them.

Former tenants can reclaim the goods in the allotted time even if they still owe you money. You can, however, charge an "occupation fee" if enough goods were left to prevent you from renting the premises. This fee, equal to a day's rent, can be charged for each day the goods have been held, up to a maximum of 14 days.

After the various times have elapsed you can dispose of the goods by donating them to charity, taking them to the tip, keeping them in the property if appropriate or selling them. Proceeds of any sale should be given to the tenant (less the occupation and sale fees) or sent to the Office of State Revenue after six years as unclaimed money. Personal documents should be returned to the issuing authorities or shredded.

For more information speak to your property manager.

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!