

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Negotiation Key To \$50,000 Price Rise



Sold After Just One Open House And Patient Negotiations

In this issue of *Property News*:

- Turning an Offer into a Sale
- **FOR SALE:** Blacktown family home
- Have you checked your smoke detectors

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HOUSE 2 HOME
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02 8883 3553

LETTER FROM THE PRINCIPAL

Dear Readers,

Time has a way of sneaking up on us and that is definitely the case in real estate.

If you have been waiting for the traditional Spring selling season to put your property on the market, you need to act now.

To do justice to a property we need to organise photography, copy, signage and much more, all of which takes time.

At your end you need to get your property in order so it presents at its very best and, regardless of how well cared for your house or apartment may be, there are always a myriad of things to do.

But don't be overwhelmed. Just telephone or call into our office and we are only too happy to assist you in all aspects of the process.

Kind regards,
Stephen Lord
Principal



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Spring into action!

It's the season for buying and selling

When is the best time to buy or sell a property?

There are quite a few answers to this question, with replies relating to the state of the market, your finances, your requirements, interest rates and other such matters coming thick and fast.

But while it is, of course, best to buy or sell when it suits your individual needs, there's something about Spring that seems to start the market ticking over.

And this "Spring effect" has flow-on benefits for buyers and sellers alike.

Buying in Spring

The weather has a lot to do with it, of course. If you're planning to buy, there is much more incentive to get out and about now that the weather is warmer, rather than shivering through inspections in the winter cold. This anticipated increase in inspections during Spring encourages people to put their homes on the market, providing you with many options to choose from.

Selling in Spring

Planning to sell in Spring also makes sense from the point of view that this is usually the time when your house and garden are looking their best. It is also the time when people are keen to buy because they hope to be able to move and settle into their new home before the Christmas break, so there is more chance of attracting genuine buyers.

One well-known real estate principle is that it is wise to be a buyer when other people are selling, and to be an owner when other people are buying. The great thing about Spring is that this applies both ways. It's a time when some people are selling and others are buying, resulting in it being the prime real estate season.

So whether you plan to buy or sell property, make up your mind to make the most of Spring and look forward to an outstanding result!



Family Delighted With Agent's Efforts For Their Elderly Mum

There are times when House 2 Home Realty Principal Stephen Lord absolutely loves being a real estate agent. The sale of 18 Highlands Crescent, Blacktown was just such a time.

Stephen had been charged with selling a home occupied by the one family for decades.

"After 47 years, and raising three daughters, it was time for Angelo and Amalia to make the move to a retirement village," Stephen explained.

"The couple were sad to leave and the family was very conscious of the pressure on them, particularly due to the need to get a price that made the move affordable.

"Selling was a big deal and I understood this. The owner needed a 12 week settlement and a top price to make that move to a retirement village. "

At the first Open House, Stephen had eight groups through and received two offers that were below the target price.

Naturally, the family was disappointed, but Stephen knew his market and his craft.

He knew he had found the right buyer and that it would all come down to negotiation.

During the next three days he kept the family fully informed, every step of the way to ensure that they were not under any strain as he went backwards and forwards with the negotiation process.

Much to the delight of the family, after three days he secured an additional \$50,000 and the 12 week settlement.



18 Highlands Crs, Blacktown sold after one Open House

"Taking the time to negotiate with the buyer and keeping the owner inform was the best way to reach top price," Stephen said.

"Sellers need to understand that it is the right buyer who will pay the most and the agent's skill is the ability to identify that buyer.

The agent then needs to be patient negotiating with buyers."

Stephen said if there was a lesson to be learned, it was that owners should not feel like they need to negotiate with their agent if they do they need to get an agent they can trust.

Hi Stephen,
It was so nice (but sad) to see the SOLD sign out.
Having had only one open house and you have managed to get THE genuine buyer is amazing.
I hope the exchange was a smooth transaction.
Thank you for all that you have done for our Mum, Amalia.
We, the whole family, all really appreciate the smooth sale. It has made this period as easy as could be.
Again, many thanks.
Kind regards
Sandra Tosolini



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
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INSURING

your investment property

Are you protected?

It often takes years of saving, months of planning, weeks of looking and days of preparing before your investment property can begin to earn you an substantial income.

However, without the right insurance, in a split second you could lose the lot.

Making sure you have the right insurance is a vital part of the investment property purchasing process, so you need to make sure you are covered from all angles.

In this article we provide a simplistic guide on things you should keep in mind, however, it is important to discuss your insurance needs more extensively with an expert.

How do you find the right insurance company that will meet your needs?

Before selecting an insurance corporation, it is important to get a few quotes so you can compare costs and value for money.

Contact an insurance company directly or enlist the help of an insurance broker who can research the available deals and get you the best one.



Landlords should look into investing in:

- Loss of rent/tenanted property/ landlord property insurance in case the tenant does not pay the rent or you cannot find tenants for the premises.
- Fire insurance to financially protect you against fire damage.
- Personal insurance including income protection and life insurance that will provide a safety net if you can't meet loan repayments.
- Public liability insurance to protect you if someone hurts themselves while on the property.
- Workers compensation insurance, in case employed workers do not have their own cover.
- Building and contents insurance to protect you if your investment property is robbed or damaged.



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!