

# Property News

*Ideas to help you when you're buying, selling or renting*

## MARKETING KEY TO REAL PROFITS



**Optimum selling prices only come from marketing that reaches all buyers.**

**For Details See Page 3**

### IN THIS ISSUE OF PROPERTY NEWS:

- New Regulations For Windows, Balconies
- FREE BOOK: A Guide To Maximising Profits
- A Professional Property Manager Is Vital

**Ray White**<sup>®</sup>  
[raywhitedennypartners.com.au](http://raywhitedennypartners.com.au)

# LETTER FROM THE PRINCIPAL

Dear Readers,

Real estate is again proving itself a powerful investment.

In the last 12 months it has created excellent gains for many people who simply had not realised how much their homes had increased in value.

Some are using their equity to help their children gain a foothold in the property market. Others are using it to buy an investment property.

There's yet another segment, those selling up, taking the money and using it to down size as well as buy a unit or a house to rent out.

Right now, with the lowest interest rates in 60 years, your alternatives are many. If you can't decide which is the best option for you, feel free to contact us for obligation free advice.

Kind regards,

Paul Denny  
Principal



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## Free Book Will Maximise Your Profits

Ray White Denny Partners has produced a 27 page booklet that focuses purely on guiding home owners how to maintain a property throughout its lifetime to protect and grow its value.

It is all about receiving the best possible cash profit from your investment.

It covers everything from repairs and maintenance to improvements and presentation, all with a view to maximising the tax free benefit of a home sale.

To arrange your **FREE** copy, contact any of the sales team at Ray White Denny Partners on 02 4388 8888 or call into either of their offices.



## Children Don't Fly

### New Safety Rules For Windows And Balconies

Each year, some 50 children fall from windows or balconies, often suffering serious, sometimes fatal, injuries. Children 1-5 years are most at risk.

#### Window Safety for Children

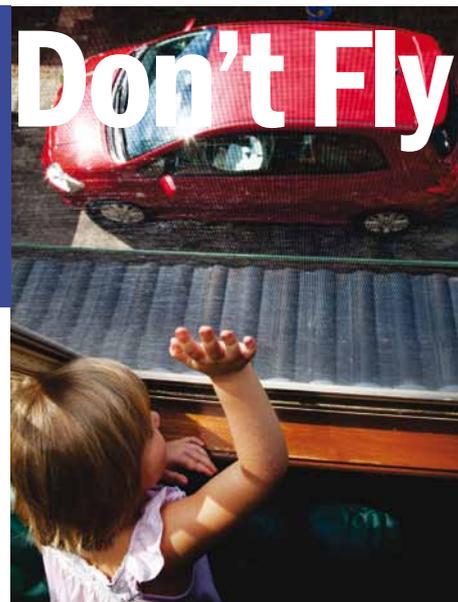
Children can fall out of a window which is open more than 12.5cm. To prevent children falling from your windows:

- All windows above the ground floor to be opened no more than 12.5cm.
- All windows have window locks/latches to stop them opening more than 12.5cm, or guards to protect the opening.
- Where possible, open windows from the top.
- Beds and other furniture are kept away from windows, so that children cannot climb up to windows.
- Do not rely on flyscreens to prevent a child from falling out of a window.
- Teach children to play away from windows and ensure they are always supervised.

#### Balcony Safety for Children

To prevent children falling from your balcony:

- Railings be at least one metre high.
- Ensure vertical bars in the balustrade are no more than 12.5cm apart.
- Balustrades should not have horizontal parts that allow children to climb.
- All furniture, pot plants etc should be kept away from the edge of the balcony.



- Remove furniture light enough for children to drag to the balcony edge.
- Keep doors leading to balconies closed so children can't gain access.

**The NSW Government has developed a range of measures to help prevent the incidence of falls. These measures include:**

- requiring strata schemes with residential lots to install safety devices on all windows that present a risk.
- allowing individual strata owners to install window safety devices regardless of their scheme's by-laws
- changes to the Residential Tenancies Regulation 2010 to include window safety devices in the prescribed condition report for rental premises.

Changes to the Prescribed Condition Report for rental premises apply from 1 March 2014. The new version includes the addition of 'window safety devices' wherever 'windows/screens' appears.

Child window safety requirements for owners corporations commenced on 11 December 2013. If window safety requirements have not been met by 13 March 2018, owners corporations risk fines.

# Presentation, Marketing The Keys To Real Profits

Ray White Denny Partners principal, Paul Denny is warning vendors of the dangers of looking for rapid sales at the expense of top prices.

"While there is nothing wrong with a sale on the first day a property hits the market, the agent and vendor have to be convinced that they have achieved the best possible price," Paul said.

"In Sydney the market has gone so crazy that vendors are increasingly going to auction to ensure this. In fact, 27% of all sales there have been by auction this year compared to just 17% last year .

"While our market is nowhere near that extreme, vendors should be convinced of their agent's experience and local market knowledge when it comes to deciding if the price is right."

Paul said that the key to ensuring the right price is a level of marketing that ensures all potential buyers are aware of the property.

"Get that right and present the property well and you need have no qualms," he said.

Paul's most recent sale, 15 Jane Ellen Crescent, Chittaway Bay, was a case in point.

Advertised extensively for offers above \$400,000, it ultimately sold for \$430,000 after many groups had inspected it. Paul says competition bidding in this market ensures the best price. He said that is the only way to achieve an over market price

"The property was exposed to the market both through extensive conventional advertising and our database marketing and it was extremely well presented."



A four bedroom, two bathroom, brick and tile property, it features a flexible and spacious open plan living/dining/kitchen area, walk-in pantry, polished floorboards throughout, split level air-con and both covered and open seated out-door entertaining areas.

On a 550 sq.m. block, it is close to the public school, sports fields, shopping centres and the M1 Freeway.

Because the home was not a standout externally, high quality photography was essential to do justice to the immaculate, modern interior that had been very much conceived around

the free and easy the Central Coast lifestyle.

"The photos generated the inspections and the numbers of those inspecting created the price competition," Paul said.

Paul is quite convinced that the local property market is going to continue strongly even after Sydney's wanes.

"Naturally, that will be dependent on the Reserve Bank maintaining interest rates. But even if they go up, our comparative pricing makes this a very attractive market."

He added, though, that Spring and Summer are definitely the seasons in which to sell and he sees no pricing advantage in potential vendors delaying any longer.

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**FOR SALE** **KILLARNEY VALE**  
**LIVING AT ITS BEST**

This family sanctuary at Killarney Vale is waiting for the right buyer

For Details See Page 3

IN THIS ISSUE OF PROPERTY NEWS:

- Choosing the right Property Manager
- FOR SALE: Fabulous Killarney Vale Home
- Berkeley Vale Home Sold in Five Days

**Ray White**  
raywhitedennypartners.com.au

## Don't Miss Out !!!

### A new way to promote the sale of your property

To have your home promoted in the next monthly issue of **Property News** please contact Paul Denny at **Ray White Denny Partners - 4388 8888**

There's real value in having a professional

# PROPERTY MANAGER



**Managing a property by yourself can be a recipe for time consuming hassles most of us don't need.**

With government legislation often on the side of the tenant, you can find yourself in hot water that could leave you thousands of dollars out of pocket.

*So why do some owners choose to manage property themselves?*

The answer is also simple. They think they can do the job as well as the trained professional. And they also think they will save money in the process.

The reality is that the number one reason why people decide to unload their investment property is because they are unable to handle the complexities of managing their property.

Managing a property is time consuming and it's hard to remain emotionally detached if you have tenants ringing you up complaining about every little thing.

*Most long-term property investors will tell you a story about their tenant from hell.*

The simple solution to successfully managing your property is to get a professional property manager to do it for you.

Because property management is their field of expertise, a qualified property manager will stay abreast of changes to property legislation and inform you of relevant changes affecting your investment.

They will negotiate on your behalf with a minimum of fuss and make you significant gains that you may have missed out on if you had been doing it yourself.

Another important part of managing a property is carrying out regular inspections to make sure that the property is being properly looked after.

When owners do this, they tend to remember their property in better condition than it originally was, and can forget that there were stains in the carpet and chips in the paintwork.

The presence of these normal signs of wear and tear can lead to conflict with the tenant which can lead to costly

tribunal proceedings that could easily have been avoided with an experienced Property Manager to ensure that correct procedures have been followed throughout the tenancy.

Plus, a good property manager will have access to a large number of competent tradespeople that they regularly work with.

This means you will receive discounted service fees, representing a significant saving for you.

In addition to all this, your property manager will maintain full records on the property and account each month for all rent paid as well as any money spent.

If you see the value in investing in property and want a team of experts to take away the hassles then we can help.

Since we first opened for business we realised that to have the reputation we wanted we would need to employ topflight property managers.

When you deal with our team you will see that our goal of the best service will be more than met!

## Would you like your property sold by the best?



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**Lynn Hilton**  
Salesperson  
0432 461 378



**Louise Hackmann**  
Salesperson  
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