

# Property News

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

Ray White Orange - Issue 2

## SUCCESSFULLY SOLD WITHIN A MONTH

SOLD! 5/130-132 WOODWARD STREET, ORANGE



Read our full report on page 3

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**Ray White**<sup>®</sup>

[www.raywhiteorange.com.au](http://www.raywhiteorange.com.au)

# Letter from the Principal

Dear Reader

Just when we thought it couldn't get any better, we have closed off October with record results in sales and property management, proving that Orange is in high demand.

We have seen strong growth in prices and the competition to purchase or rent has created a very buoyant market.

As the year comes to a close, we look forward to a couple of exciting months. We would like to wish all of our clients and friends a very Peaceful and Joyous Christmas and an outstanding 2018.

Kind regards

Libby Seaman  
Principal  
0414 820 049



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# Congratulations Sue & Sharon 10 years working at Ray White!

Two of our staff have celebrated their 10 year anniversary over the last few months.

Sue Willding and Sharon Cole are well known faces at Ray White in Orange. Here's to another 10!



## Selling Your Property Over the Christmas Holiday Season

**Traditionally, Christmas has been seen as one of the worst times of year to sell, with buyers seeing vendors as desperate or worse.**

**But the tide has turned and experts now agree there are advantages to selling your home over the festive season.**

If you do it properly and stage your home correctly, you can in fact get a better price at this time of year.

There are quite a few distinct advantages to selling your home over Christmas.

If you are hesitant about selling, then let me convince you otherwise.

### Less Competition

There are still less properties on the market during the festive season, which means your home will stand out.

This gives a unique selling point in your favour, which is that competition is high among buyers but low among sellers.

There are potentially more buyers wanting your home, which means a better price for you.

### After Spring

After the wind down of the spring selling season, there are people who have sold their home seeking a new property.

Also, there will be buyers who missed out during spring.

Only one buyer can successfully purchase a house meaning there are always some, often many who are left disappointed.

These people are still browsing online, maybe not expecting to find anything, who will be pleasantly surprised when your home pops up.

### Traditional Appeal of the Season

The festive spirit can work in your favour when selling.

You can use the romantic elements of the season to attract and delight potential

buyers, especially if your target is families.

What better way to attract attention than to have your home decked out for Christmas, smelling like gingerbread?

So work the angle as much as you can, without going overboard.

### Buyers are available and keen

While we may think of Christmas as hectic, many people have time on their hands, which means more time for perusing online and visiting open houses.

Also, buyers who want to buy this time of year are often very decisive.

Many of us see the approach of a new year as a time to make positive changes and being in a new home for the start of a new year has a positive appeal for many.

Take advantage of the fact that buyers are eager to wrap up a sale quickly, and start their new year off in a new home.

### General tips

Find a good local agent who will be contactable over the Christmas period and will respond to enquiries.

Make sure you obtain someone who will work just as hard for you over the Christmas period as they would any other time of year.

Ensure photos are taken before the Christmas decorations go up.

If by chance you don't sell over the festive season, you don't want photos that are dated by Christmas decorations.

Otherwise just go for it, as you can achieve a great result selling your home during the festive season.

**To find out how we can help you over the holiday season or any other time, give our team of friendly sales professionals a call.**

**They are ready to help in any way possible and our entire team would like to wish you all the best - happy holidays!**

# Honest Approach Achieves Best Results

**Extensive marketing, effective communication and an honest approach proves a winning combination. When properties need to be sold quickly, efficiently and at the best possible price, the team at Ray White Orange gets the job done, with total commitment to each and every sale.**

The recent sale of 5/130-132 Woodward Street, Orange, is a prime example. When Margaret found that she had to organise the sale of her father's home, she approached Ray White principal Libby Seaman, who was happy to offer excellent advice on pricing and presentation, before the property was even listed with the agency. Margaret appreciated Libby's straightforward approach and felt immediately comfortable in dealing with Ray White Orange.

The property, a well-presented two-bedroom villa with a sundrenched north east facing garden, offered immediate liveability, as well as enormous scope for future updates. In a convenient location close to town and fitted with new blinds, curtains, cooktop and oven, it presented as an ideal opportunity for investors, downsizers or first home buyers. It just needed the right person to appreciate the opportunity.

Through extensive marketing, including premium listings on websites, print advertising, letterbox drops and signage, Ray White Orange was able to attract strong



interest in a very short amount of time. After just 3 open homes and 30 inspections with 2 offers made, Libby achieved an impressive sale price of \$312,500, an amount which more than met with the vendor's expectations. And this was all done within a month, in an area where properties usually take up to 90 days or more to sell.

Libby worked tirelessly during the whole process, marketing the property effectively and ensuring it was immaculately presented. She also created a great rapport with Margaret, offering sound well-considered advice and keeping her informed of all activity throughout the process – and Margaret could not have been happier.

"Libby was able to achieve the price

we were looking for and it was a weight off my mind when the property sold within four weeks of listing," she says. "Clearly Libby's advice about the price and presentation were on the mark and I am confident this, in conjunction with her efforts, contributed to the home selling so quickly; I would have no hesitation in recommending Ray White Orange to friends and colleagues."

**The sale of Woodward Street shows exactly what can be achieved when an agent is honest, approachable and available – and above all committed to getting the job done as quickly and efficiently as possible.**

**We have the experience and local market knowledge you need**



**Libby Seaman**  
Principal  
0414 820 049



**Lan Snowden**  
Director  
0402 941 611



**Allison Davis**  
Licensed Real Estate Agent  
0427 270 396

**Specialising in residential sales, our team is ready to help. Call our Orange office for an obligation free appraisal on (02) 6362 0211**

# Traps to managing a rental property

**Long-term landlords will tell you that a good Property Manager is worth their weight in gold**



“Surely it can’t be that complicated?” asked a potential landlord who was considering using a Property Management Service.

Having decided to rent out their property themselves, it wasn’t long before they returned to the Property Management Team to help them get their investment back on track.

In the land of Utopia, renting out property seems straightforward, with every tenant paying their rent on time. The thought of a troublesome tenant is a myth.

Having managed numerous rental properties over the years, our Property Management Team can tell you that the land of Utopia does not exist, and that every cent spent on having a property professionally managed can mean the difference between your investment making a profit or loss.

**If you don’t believe me, let’s have a look at three traps do-it-yourself landlords have problems with when it comes to managing tenants:**

**Firstly, failing to ask for a bond**

This is a security deposit held in case the tenant doesn’t meet their obligations in maintaining your property to a reasonable standard, or damages the

property.

Like the saying, “You can’t judge a book by its cover,” it can be very easy to misjudge tenants. Often it is found that those who many would consider to be tenants of outstanding character, leave rental properties in a state that resembles the inside of a garbage truck.

Unfortunately, you just can’t tell who will stick by the rules, and who won’t. At least when you have a rental bond in place, when the tenant leaves you have the security of four weeks rent to offset any liabilities created by a tenant.

**Secondly, not having a lease**

This is a legally enforceable contract which spells out all the terms both the landlord and tenant have agreed to. It is a safe-guard for both the landlord and the tenant.

Without this type of contract, if anything goes wrong and the tenant disputes the claim, it is the landlord’s word against the tenant as to what was agreed upon when entering the tenancy.

The absence of a Tenancy Agreement leaves a landlord open to potentially going down the road of litigation and an expensive solicitors bill, in trying to rectify the problems caused by the misunderstanding between landlord and

tenant.

**Thirdly, interpretation of Tenancy Laws**

Each State is governed by its own Property Management Laws and can change without notice from time to time.

With a proper professional Property Manager on the case, they are always up to date with changes in legislation and how they apply to both tenants and landlords alike.

However if you decide to manage your own property, by the time you can find out changes to legislation it can mean facing fines or penalties simply because you did not act quick enough to make changes.

**These three traps are just a few things that need consideration before self-managing a rental property.**

If you speak to long-term landlords who own a number of properties, they will tell you that a good Property Manager is worth their weight in gold, freeing them up to enjoy the benefits of their investment without the day-to-day hassles.

**To discuss your options when it comes to managing your rental property please give our Property Management Team a call as they are available to help you make the most of your investment.**

**We have the Property Management Team you have been looking for**



**Vicki Aveyard**  
0403 580 023



**Kerrienne Kelly**  
0422 837 715



**Grant Cole**  
0401 963 918

Ray White Property Management is committed to looking after your investment.

Pease contact the staff for any inquiries. Call the office on (02) 6362 0211