

Property News

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

Sold In 10 Days

With Four Written Offers!



Presentation, Target Marketing Key To Fast Sale, Top Price...Details P.3

IN THIS ISSUE OF PROPERTY NEWS:

- Choosing The Right Property Manager
- Four Offers In Just Eight Days - SOLD
- Inexpensive Value Adding Ideas

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Letter from the Principal

Dear Reader,

Yet another cut in interest rates is expected to further strengthen the real estate market.

Investors earning low returns from cash investments and scared by the vagaries of the stock market will turn in increasing numbers to the security of bricks and mortar.

And it is not just investors out searching.

Owner occupiers have realised that it is now or never if they are to upgrade the family home.

And a lot of mums and dads have decided that they can now afford to help their children get into their first home.

It is an exciting time for buyers and sellers alike.

Kind regards,

Paul Stirling
Principal



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Choosing the right Property Manager

Buying an investment property is an important step forward in your financial future

It also represents a major outlay that needs to be managed carefully. The right management helps to minimise the risks and maximise the returns associated with your new ownership.

One of the best ways to do this is to employ a property manager to help you.

The right property manager can take most of the work and worry out of owning and running an investment property, leaving you free to enjoy the financial benefits. Some of the tasks a property manager can take off your hands include finding and screening suitable tenants, conducting regular inspections, advising you when maintenance and repairs are needed and organising that work on your behalf.

So far so good. But how do you choose the right property manager?

First, make sure you select a property manager who is a licensed real estate agent. This should ensure that your manager understands real estate law as it applies to rental property.

The right manager will know the importance of keeping your property tenanted so that it continues to generate income for you.

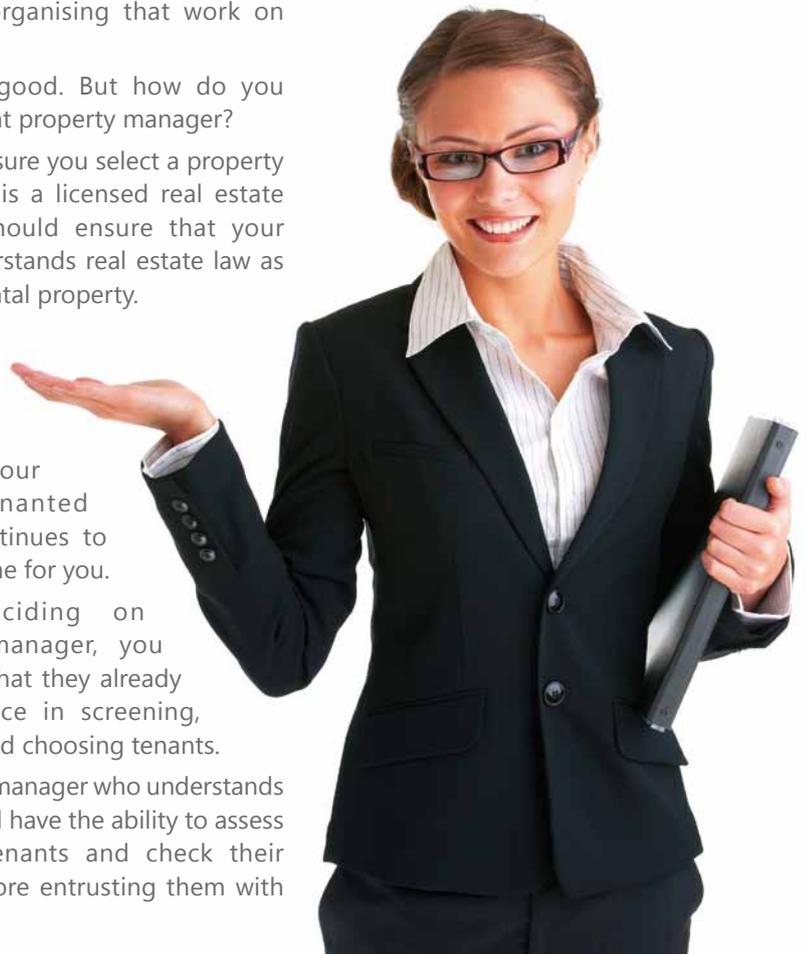
When deciding on a property manager, you should check that they already have experience in screening, interviewing and choosing tenants.

A property manager who understands this process will have the ability to assess prospective tenants and check their references before entrusting them with your property.

It's also important to feel confident that you will be able to communicate with the property manager you choose. A manager should be prepared to keep you fully up to date in relation to matters affecting your investment property. In turn, you should know that your property manager will be easy to contact and approachable whenever you want to discuss anything about your property and tenants.

Don't be afraid to ask questions when you are assessing the person who will be managing your investment property.

In this way you'll both know where you stand and can work together to make a success of your investment.



Private Sale vs Real Estate Agent Sale

After five weeks trying a DIY approach to sell a three bedroom Smithfield property, the owner of 1 Lamb St turned to Ray White Cairns Beaches and it was sold in just 10 days.

Selling agent, Rachel Blok, took one look at the home and knew just what was needed and even identified the type of buyer who would be attracted.

How? Rachel says that it all comes down to experience.

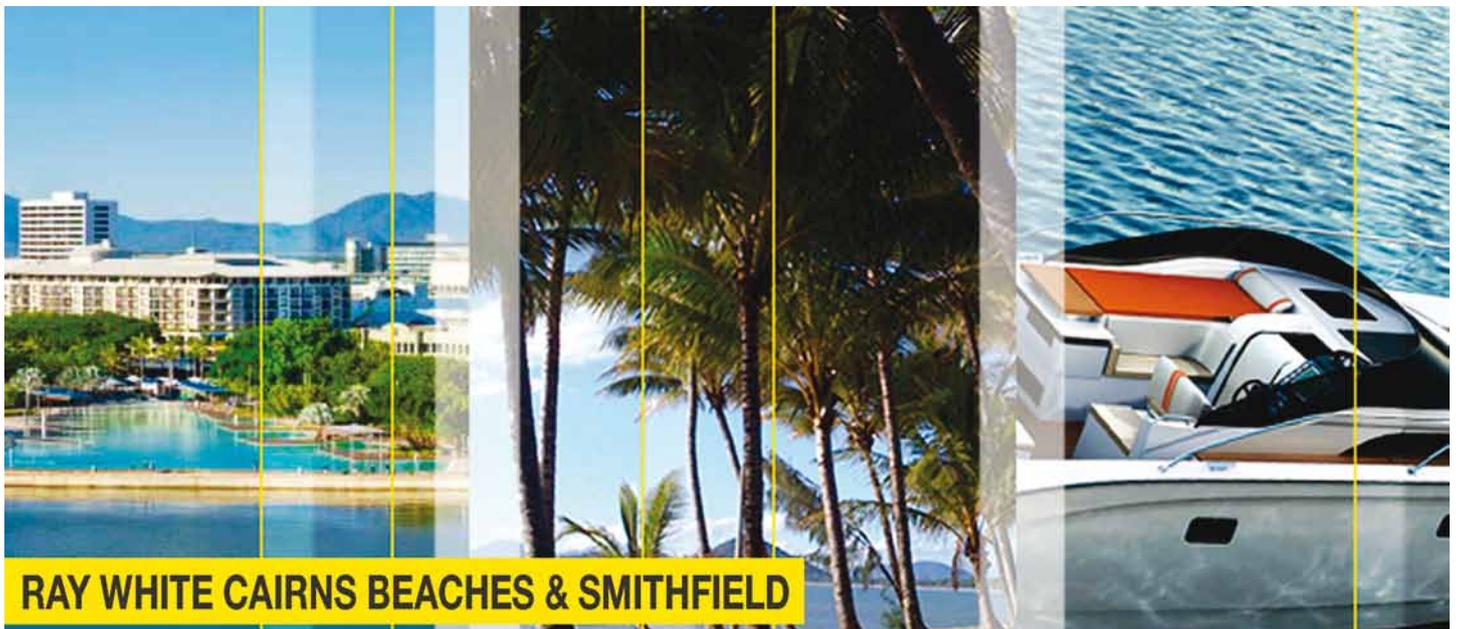
"From day one we worked with the owner, providing presentation tips to improve the home's appeal and arranging professional photography.

"We then agreed on a price point that would attract interest and created a campaign aimed at a particular demographic. Within eight days we had four offers."

Neat, tidy and fastidiously maintained, the three bedroom, two bathroom home within walking distance to James Cook University, public transport and close to a wealth of facilities and amenities, was marketed particularly to investors, retiree's, first home buyers and small families.

It ultimately sold for \$350,000, much to the delight of the relieved owner.

Rachel said that the agency has many buyers keen for similar properties, in both Smithfield and the surrounding areas.



RAY WHITE CAIRNS BEACHES & SMITHFIELD

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Fast, easy ways to increase the value of your property



You only get one shot at a first impression!!

As gimmicky as this line is ... it's 100% true! The better your property is presented, the better the outcome will be.

Great presentation aids for a quicker sale, more inquiry, more offers and helps achieve the "premium price".

Combine this with a solid marketing strategy and an experienced successful pro-active agent and agency and a successful sales result is guaranteed.

Presentation tips that any reputable agent would offer you include:

Finish off any jobs, tasks, projects that may have been started and are still incomplete!

Street appeal is ULTRA important - people do judge a book by its cover! Whipper snip and mow the lawn regularly. A garden cut back, fresh mulch - pressure cleaning fences and pathways will enhance the property's look immensely

Before you invest any large sums of money on renovations or refurbishments ask your agent for their opinion. Sometimes it's best to make the most of what you have rather than make alterations that may not even be to the liking of the majority of buyers

Keep it clean, keep 'em keen!! It goes without saying that properties present better if they are clean and tidy. Areas that are often overlooked are skirting board's, fans, light switches and inside kitchen cupboards

Mouldy grout in bathrooms and kitchens is often mistaken by buyers as potential leaks and its not and easily forgotten. These items are easily rectified prior to sale and eliminate any cause for concern.

Space sells - When selling your property it is essential to have the property appearing as spacious as possible. This can be achieved by removing as much as possible in the way of excess furniture and personal effects. De-clutter, de-personalise!



Take the hassle out of buying & selling



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