

Property News

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



**Sold In
Weeks At
Full Asking
Price**

Record low interest rates and unrelenting buyer demand are putting real heat into Winter sales with vendors discovering that fewer homes in the market means less competition and higher prices.

Ray White Cairns Beaches Principal, Paul Stirling, said vendors who have been thinking of holding off until Spring would do well to reconsider their position.

"Recent sales have seen some strong results and, with no signs of demand letting up, we see no reason for this not to continue," he said.

"Throughout Summer there were more buyers than sellers and this situation has been exacerbated in Winter by vendors holding off.

"As a result there is intensified competition for the properties that are available."

According to most industry observers, buyers at the moment will not hesitate to dig deep to secure a dream property because the cost of mortgage debt has simply never been lower.



Agents Advise: Sell While Market Demand Is Strong ...Details P.3

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Letter from the Principal

Dear Reader,

Properties sell all year round. The trick is to take advantage of the seasons.

In the cooler months Cairns witnesses an influx of national and international visitors to this region.

Some of these visitors, particularly if they have visited before, may buy an investment property for mainly rental purposes but also for their personal use in future visits.

Towards spring and during summer, Cairns experiences the traditional "Transfer Period" often during which the greatest number of sales annually occur.

I believe the current level of interest rates offer outstanding opportunities to secure property

Kind regards,

Paul Stirling
Principal



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Quick and easy ways to increase value

Tips to help your home stand out from the competition

When you're about to put your home on the market, you want to make sure it will attract the attention of buyers.

And as long as it's well presented generally, you don't have to spend a lot of time or money doing this.

Just a little attention to detail will help it to stand out from the competition, thereby increasing its appeal and adding to its value. Some of the ways you can do this are:

Say it with paint

A coat of paint throughout the interior will freshen up your home and make it look and smell good to prospective buyers. Avoid the temptation to be adventurous with colours: buyers will have their own tastes and furniture, so a neutral shade is the best option.

Dress up your doors

If the cupboard doors and drawers in your home look a little tired, it doesn't take much to dress them up. New knobs and handles for all your doors, drawers and cabinets will modernise your rooms and add sparkle to your home.

Revamp your light switches

You've probably been flicking them on and off for years without even noticing them, but a newcomer to your home could find them aged, yellowing and old-fashioned, to put it mildly. You can pick them up for a song at your local hardware store. An electrician will be needed to replace them, but this is not a costly exercise.

Do up your entrance

There's no arguing with the fact that first impressions are important, so make sure the entrance to your home gives the right message to prospective buyers. If your front door needs painting or replacing, this is not an expensive exercise. Keep fresh flowers on any furniture in the entryway and buy new entrance mats if the current ones look even a little shabby.

Check your windows

It's easy to live with your windows without noticing them but they can also affect the important first impressions of prospective buyers. Make sure you keep them clean and sparkling, and replace any tired-looking curtains or blinds. It doesn't cost a fortune and makes a massive difference to the appearance of your home.

Tap into your bathroom

You don't have to break the bank to update your bathroom. By fitting modern, attractive taps to replace outdated ones you will enhance its appearance.



Winter Vendors Can Reap Big Rewards

A recent standout sale by Ray White Cairns Beaches' Stuart Harold demonstrated the current market strength.

Stuart sold a four bedroom, two bathroom home at 113 Roberts Drive, Trinity Beach at full asking price of \$410,000 in just weeks.

After just five inspections the spacious 8 year old family home in a prime position within Bluewater Estate had attracted a number of offers.

Rented at \$410 per week, the property is fully air conditioned and features quality fixtures and fittings, stainless steel appliances including gas cooking and very large open plan living and dining areas.

It is on a generous 600m² block with side access a short distance to schools, beach, shops, boat ramp and marina.

Stuart said that in a strong market such as this, the key is to keep marketing strongly until contracts are unconditional

He believes that against a background of sales results like this there is no reason for vendors to hold out.

"As a result of these and other recent auctions we have a database of qualified buyers who are currently in the market for properties.

"Many of them are prepared to make more than realistic offers for properties rather than risk missing out."



RAY WHITE CAIRNS BEACHES & SMITHFIELD

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Now is the perfect time to invest!



Purchasing an investment property to rent is quite different to buying a home for you to live in.

In this report, we discuss some of the things to consider when purchasing an investment property. If you consider your options wisely, your return on your investment property may be far greater than you thought possible.

Where do you start looking for a good investment property?

People often think of their local real estate agent as the last port of call in the chain of buying a property. But when investing in a rental property, your local real estate agent has the professional resources and is trained to maximise your return and minimise complications.

Remember, week in and week out your local real estate agent is involved in dealing with many rental properties ranging from the cheapest bedsit through to the executive home. With this experience comes a vast array of knowledge on recognising a good rental

property.

The local agent knows what most tenants are looking for in their area, it is wise to stop and take the time to chat with your real estate agent's property manager as to what they consider is the best property to rent out in the local area.

They may even have on their books, a property that is for sale, which fits the possible criteria of what makes a good rental property. Several minutes with your local real estate agent may save you many hours of hard work looking for the right rental property.

What type of property is best for renting?

You have to assess your investment based on what the majority of tenants would be looking for.

Is the property close to public amenities? Considering petrol prices

and longer working hours, the average tenant is looking for a property close to public transport, shopping, and other recreational amenities.

Will your property attract the right tenant? Are you looking for a secure long-term rental? Then it is probably not wise to purchase an investment property in an area that attracts a transient population. Similarly, it is no use purchasing the most expensive property in the area attracting the highest rents, because it may limit the number of likely tenants who can afford such a property.

Stick to the middle ground

In most cases, it is wise when investing in a rental property to purchase a dwelling which will attract the highest number of quality tenants. The type of property that the average tenant is looking for will usually give you the greatest long-term return on your investment.

Speak with your local real estate agent's property manager. They will be able to help you answer all the above questions and most likely will have rental properties on their books ready for sale which the average tenant would like to rent!



Take the hassle out of buying & selling



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Kerry Suthers



Mark Carmady



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