

THE PROPERTY SHOP PUBLICATION - ISSUE THREE

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Local business leads the way

The Property Shop joins top real estate network



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 **THE PROPERTY SHOP**

www.thepropertyshop.com.au **6372 2222**

A letter from the Editor

Dear Reader

What an exciting time it has been for The Property Shop team in the past few weeks.

Relocating to our new, modern, purpose-designed Real Estate Office has been invigorating albeit at times trying (with no phones for 2 weeks and sifting through 35 years of records).

We're delighted with the comments from the community regarding our new premises and I'm very happy to report that since relocating our surveys show that our "walk in" buyer enquiry has increased by a massive 30%. We thought we had a large "walk in" enquiry level at our old premises!

Needless to say this is largely due to our new location; the exposure provided; and The Clock Café and Bar adjoining the business. The café has been extremely popular, particularly the upstairs terrace.

Our business has been very active as well and we are pleased to report that we are now the exclusive marketing agents for Fairways Estate, the Mudgee Golf Club Limited's exciting and prestigious land development.

The first lots on release all have frontage to the Golf Course and indeed will be absolutely a once in a lifetime opportunity to acquire a magnificent golf course position.

On Thursday, November 20 we will be conducting a home buyers/investment seminar at our new office. Given the debacle in world share and financial markets recently, people are now realising that real estate is a stable investment area to be in; particularly as owners can see, feel and touch their investment (unlike shares and some other investments).

It is a fantastic time to buy into real estate, and we invite you to attend this home buyers/investment night to obtain some clues and ideas. Call us to book in.

In the meantime,
Love where you live!

Regards,

Hugh Bateman
Principal



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Why is this season the best time of the year to sell your home?

As the flowers begin to bloom, the trees sprout new growth and the rest of the natural world leaps into life, something else is changing.

The For Sale signs are popping up all around the neighbourhood and the crisp springtime air is feeding their sudden growth.



Most homes hibernate during the colder months and then leap into selling action when spring arrives.

So why is spring the busiest season for selling?

The most wonderful thing about selling in spring, is the way the season adds an extra sparkle to your home.



The superfluous sunlight streaming through the windows, the vibrant blooming flowers in the garden and the tweeter of birds outside, comes together to create a magical experience for potential buyers inspecting your property.

It is one of those times of the year when you can make your home look outstanding with very little effort.

Why are the seemingly small things like gardens, important when you are selling your home during spring?

You can only make a first impression once, and the front garden is where it all happens.

A blooming and lush front garden will forge a lasting impression in the minds of buyers and will set the mood for the rest of the home.

Spring time encourages growth, so you may need to trim the trees and shrubs, mow the lawn and weed the garden.



A fresh coat of paint on the letterbox, fence or guttering will also spruce up the overall look.

How can spring cleaning give your home the extra boost it needs to sell in the current market?

If you have decided to put your home on the market, now is also the perfect time to give your home a spring clean.

Give the outside of your house a good wash down and remove all cobwebs from inside and out.

Get the carpets cleaned professionally, polish the floors and replace any broken or chipped tiles.

If you have just put your home on the market, chances are you will be moving soon, so clear your house of all those items that add clutter to your life.

The market is the busiest during Spring. Does this help or hinder?

Spring is a time when most homeowners take the plunge and put their property on the market. While the season works magically for the presentation and feel of your home, the increased amount of property can create an over supply.

Most sellers do not realise, most potential buyers do not wait for the warmer seasons to look for their new home. They continue to search the market all-year-round.

Spring weather can give your home the extra appeal it needs to sell but you should not put too much importance in the season.

With an excellent marketing campaign and professional attention to detail, a home can look its best during winter, autumn, summer and spring.

New network will boost service to clients

The Property Shop joins exclusive group

The Real Estate Results Network is a progressive and highly-skilled real estate group which focuses on delivering outstanding results and six-star client service through continued training and development.

This may sound like a contradiction in terms to many people who have experienced the norm in real estate service while leasing, selling or buying real estate. Yet this is exactly what the Real Estate Results Network is creating.

Developed by Australia's leading business strategist and real estate coach, Michael Sheargold, the network offers a select group of independent real estate professionals access to the most advanced learning and development systems in the world today.

And, now Mudgee, Gulgong, Kandos and Rylstone have their own Real Estate Results Network member - The Property Shop.

Speaking to Property News, director Hugh Bateman said: "We are delighted and somewhat humbled to be part of this outstanding group and we are incredibly excited that our valued clients will reap the rewards.

"Our entire team will be better skilled in all aspects of negotiation, effective buyer management, property marketing, client reporting, communication and so much more. Plus, they'll have access to the best in the business when seeking advice for a specific client situation. It's a win for everyone," Hugh said.

With just one in approximately 30 agencies being invited to participate throughout Australia and New Zealand, the network is an exclusive one. The information, strategies and framework that members benefit from give them an even greater competitive edge in their local areas.

"For this select group of agency principals and their teams, the Real Estate Results Network represents a powerful new direction for leadership, advice and competitive edge strategies," Michael said.

"One of the many benefits of the Real Estate Results Network is connecting with like-minded real estate professionals who are committed to growth and to developing themselves and their business for the benefit of their clients."

Unlike franchise groups, the Real Estate Results Network supports the independence and branding of individual businesses. It also requires a real commitment to performance excellence and business development through ongoing professional development and professional peer interaction throughout Australia and New Zealand.



View properties for sale at www.thepropertyshop.com.au



*Put it in the hands
of The Property Shop!*

Are you selling for the right price?

If you would like to sell your property please call our sales team on 6372 2222 and rest easy in the knowledge that our team of experts will look after you!



Hugh Bateman
Principal



Scott Fittler
Property Consultant



Damian Kearns
Property Consultant



James Maurice
Property Consultant

www.thepropertyshop.com.au

Achieving a good return on your rental property?

7 steps to improving on your investment

You have worked hard to have your own investment property, but how do you increase your return on your investment while maintaining a happy relationship with a valued tenant?

In this article we are going to briefly suggest steps that will help you get the most out of your investment property.

We strongly suggest that before acting upon the information provided in this article, you speak with one of our property managers as well as seeking guidance from your accountant or financial adviser.

Please call any of our property managers at any time for further clarification.

1. Increasing the rent

Depending on how long it has been since you last raised the rent, if market conditions have changed in your favour, it may be worth while having one of our property managers reassess the amount of rent you charge your tenants. But in saying that, be careful – you don't want to raise the rent to the point that you finish up with a reliable tenant looking for somewhere else to rent.

2. Add a fresh coat of paint

Like many of us, our surroundings can make us feel good or bad about the place we live in.

For the sake of a quick paint job you

can save yourself the hassle of having to find a new tenant, because your old tenant found themselves a more attractive property to rent.

Like most things in life, it's the little touches that often make the most difference.

3. New carpets and floor coverings

Its amazing the number of times a prospective tenant has been turned off from renting a property as soon as they see that the carpet is worn out.

New carpet is considered a depreciable plant, but remember to choose a neutral colour that will match most furnishings.

4. Outside appearance is just as important in creating a good first impression

A clean and tidy entrance way, a tidy garden, and a mowed lawn are just as important in creating a good first impression as a new coat of paint inside your property.

5. Fix up broken things

One couple looking at renting a large apartment which offered among other things a spa bath, immediately changed their positive thoughts about the apartment when they found out the spa bath hadn't worked for the last six months. If you advertise extras like a spa bath - they must work.



6. Maximise your tax deductions

With the tax laws changing on a yearly basis, it is worthwhile speaking to a tax specialist who deals with property investment. Plus, you can speak with our property managers who can give you the benefit of their understanding.

7. Common deductions you can claim immediately:

- advertising for tenants
- bank charges
- body corporate fees
- cost of repairs
- cleaning expenses
- council rates
- land tax
- insurance
- legal charges

As with any investment, each persons circumstances can demand a different approach. Which is why our team of highly trained property specialists are available to assist you on a regular basis to help you get the best return on your investment property. Please phone us today if you would like some help!



Put it in the hands of The Property Shop!

Want to rent your property?

Call us today on 6372 2222!



June Lewis
Commercial/Strata
Manager

Tony Bibb
Property
Management

Ray Peters
Property
Management

Jason Martin
Commercial/Strata
Management

The Property Shop Property Management staff are committed to protecting your investment and obtaining the best possible return. For an obligation free appraisal of your rental property contact us and we'll look after you.