

PROPERTY NEWS

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

Mandurah Estate Agency - Issue November 2018

CHOOSING THE RIGHT AGENT TO SELL YOUR HOME



Mandurah Estate Agency is right for YOU!

See page 3 for full details

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- Setting the stage for a great sale
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Mandurah Estate Agency

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Message from the Principal

Dear readers,

In this issue of Property News we look at what it takes to get top results and hear from a couple of very satisfied sellers. For more details please see our page 3 story.

Presentation of the home and garden is a key factor in getting a great price for your property. Our page 2 article provides some suggestions for what you can do to help make your property look its best.

For those people who are considering investing in property for the first time, our page 4 story looks at some tips to help you in your new role as a landlord.

If you are thinking of selling or buying property, please give us a call or drop in to see us at the office today.

Kind regards,

Kent Murphy
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Setting the Stage

First impressions can make all the difference as to whether the “For Sale” sign in front of your house becomes a “Sold” sign after an inspection.



For that reason you need to set the stage for purchasers, so that they can imagine themselves living there.

This is where some home staging tips can help you and give you a more competitive edge in the market.

“Home staging” refers to the knack of preparing a house for sale so that it still looks homely and comfortable but doesn’t have such a strong personal stamp on it that potential buyers feel they wouldn’t belong there.

That doesn’t mean launching into expensive interior decorating. In fact,

home staging is really the opposite. While interior decorating involves dressing up a house so that it has personal meaning for the owners and reflects their own tastes and interests, home staging refers to removing the strongly personal element from a home while helping it to appeal to the broadest possible range of buyers.

In addition to the usual preparation for sale, such as keeping the home clean and tidy, and ensuring there is as much light and air as possible, home staging involves two main points of action.



DECLUTTER

This refers to removing your ‘personal footprint.’ If you have lots of family photographs, ornaments, souvenirs, children’s drawings and such things throughout the house, take most of them away. Sporting trophies, personal hobby materials and most of your books can be stored in boxes until you set up in your new home. If you’ve turned the study into a craft room, clear it up and turn it back into a study while the house is on the market.



CREATE SPACE

This is another form of decluttering but relates to the interiors of drawers, cupboards and any other storage you have. People often look in cupboards when inspecting a home and if they find them filled to bursting they will assume there is not enough storage space. Give things away, sell them or store them elsewhere, so that you have well presented cupboards and even a few empty shelves here and there.

Get top results with an evolving agency

Selling your home comes with many decisions to be made. Firstly, which real estate agency to list your home. Mandurah Estate Agency understands the stress and emotions involved when listing your property for sale, which is why they are committed to personal, boutique-style customer service.

Mandurah Estate Agency, which was established in 1956, is led by company director Kent Murphy. Kent offers more than 30 years of real estate sales experience and is consistently recognised as one of Western Australia's top salespersons.

In 2005, when Kent became the director, he changed the image of the longstanding real estate company when he pledged to offer unique, individual service to all clients.

When you list with Mandurah Estate Agency, you don't get one dedicated agent, you get the entire team of experienced, knowledgeable and committed salespersons.

Assisting Kent in sales and marketing is office manager Rochelle Poultney, and sales consultants Jon Kenny-Levick and Andre Manzoni. Collectively, the sales team offer over 60 years of award-winning experience and skill.

Kent says the key to the agency's success is being able to adapt and change with the times, something Mandurah Estate Agency does well.

In 2017, Andre studied social media marketing and is now a Certified Digital

Marketer. This is a handy skill to have in 2018, and one that will only benefit your property's listing. Andre comes highly recommended by his clients.

"Andre was recommended to us by others and managed to sell our home where others had failed in a somewhat difficult housing market. He kept us fully informed of market movements throughout the sale process and we would have no hesitation in recommending Andre to anyone wishing to sell their home," said vendors Merv and Patricia.

Achieving success in difficult times is something the agents at Mandurah Estate Agency pride themselves in and something clients are grateful for.



"Faced with the difficult challenge of selling my mum's house when she was unwell, Kent and Rochelle had our confidence from the moment we first met them. Their integrity and warmth were a breath of fresh air. They both worked hard to negotiate a great price for mum's home after being on the market for less than three weeks. A huge thanks to them both and I would not hesitate to recommend them in the future," said Tanya.

Maximise your Property Value Reduce time on the market

Call a member of our team for professional, personal and good old fashion service



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"Mandurah's No.1 Boutique Agency"



Top tips for first-time property investors

Planning, research and good management will help you to enjoy your investment

The purchase of your first investment property marks an exciting new financial phase in your life.

It may also cause some butterflies as you venture into this unfamiliar territory.

As with any first-term venture you may well encounter some problems but here are some tips that should help you to avoid, or at least reduce, some of the issues associated with being a landlord.



Screen tenants

Check their details carefully and contact their referees and former property managers. It takes time but it helps to ensure your property is in good hands.



Watch the money

Don't let tenants get behind with payments or you'll set an unfortunate precedent and find yourself out of pocket. If payments are late take immediate action to show you mean business.



Insure yourself

A landlord insurance policy can cover you against potentially expensive payouts and loss of rental income. Among its benefits is the protection it can provide if tenants damage your property.



Do your sums

Rental income yields are below home loan interest rates, so make sure you can cover the interest cost differential. Other expenses could include council, land and water rates, and maintenance.



Plan for a rainy day

As well as planning financially for the expected, you need to anticipate and provide for the unexpected, such as an unplanned vacancy or a sudden interest rate rise.



Put things right

Failure to attend to maintenance issues could prove a legal liability risk for you if tenants are injured. Have repairs done as quickly as possible, and keep an eye on general maintenance.



Keep your distance

Resist any temptation to become your tenant's new best friend; otherwise it could be difficult to take action if issues arise. This is a business relationship and should stay that way.



Inspect regularly

A minor maintenance problem now could become a costly repair job in the future. Regular inspections by you or your property manager can save a lot of time and trouble.



Don't be greedy

If you try to squeeze every last dollar of rental income from your tenants, you might lose them. This could result in a vacancy that can be more expensive than taking less in rent.



Consider delegating

Many people dream of owning investment properties but don't want the work of managing them. In that case, for a small percentage of the rental income it's worth appointing a property manager with time and expertise to look after your investment.



Anne



Pauline



Donna



Mandurah Estate Agency



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ATTENTION LANDLORDS

- WHY DO WE HAVE THE LARGEST RESIDENTIAL RENT ROLL?
- WHY DO WE HAVE THE LOWEST VACANCY RATE?
- WHY DO WE RENT OUR PROPERTIES FASTER?

“Mandurah's No.1 Boutique Agency”