



**NEWS - DECEMBER 2012**

## Marketing Your Home - When A Picture Is Worth A Thousand Words . . . . .

**Whether you're selling your house, or renting it out, you'll need to set aside money to advertise. While your real estate agent may write a beautiful description of your home, buyers and renters are unlikely to read it if the accompanying photos are not up to scratch.**

Professional photography can be a fantastic use of marketing dollars. While it's against the law to retouch photographs to remove undesirable features, they are able to use lenses that enable them to capture whole areas, optimise all available lighting, and most will help stage your home specifically to appear at its best.

However, if you don't have access to a professional real estate photographer, or can not squeeze the cost into your marketing budget, there are still a few things you can do to help make the most of what you have.

Common photo faux pas include:

- dim lighting;
- a dreary or messy background;
- using the wrong lens to try to capture a small room
- simply not using enough pictures to give the buyer a reasonable feel for the house.

When your home is being photographed make sure the exterior is looking tidy- have lawns mown, edges trimmed, and rubbish removed. Try to keep living areas as uncluttered as possible to help the camera better capture their size and spaciousness.

If you want to go a step further, you can use your staging skills to hint at the fantastic lifestyle your home affords. Set the places at your dining table, leave a bottle of wine and glasses on your outdoor setting, and enhance the comfort of a room with added cushions and rugs.

Whether you're able to have a professional real estate photographer create a sensational online presence for your home, or you use these tips to help portray your home beautifully on camera, you will be helping to give your home a great start to its online campaign.

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# Caveat Emptor!

If you're considering purchasing a new home, make sure you read this first! With a financial services company recently hitting the headlines for overvaluing second-rate housing under the guise of 'independent financial advice', and a series of companies pushing second-rate products to unsuspecting investors, we thought it appropriate to let you all know exactly what you need to be looking out for in order to avoid the traps of property scammers.

- Any company pledging to offer financial advice in Australia must have an Australian Financial Services License and disclose their remuneration including any commissions they make off referrals by way of a Financial Services Guide.
- Buying property through a Self Managed Super Fund can be a great way of accumulating wealth if done properly. Unfortunately, many people are not seeking professional financial advice to ensure their fund is compliant, and are subsequently left paying the penalty.
- When you are buying a house, make sure you go through a real estate agent who respects your opinions and needs. Do not buy from an agent who tries to pressure you into buying a property; the decision to buy should always be yours, and should always be one you feel good about.
- When you're considering purchasing an investment property, your real estate agent needs to tell you why they are recommending a specific house to you; is the property promising a better return, or lack of risk?
- Real estate agents are required to disclose to you any additional commissions they will be making off the sale from third parties.

Be sure not to get caught out with dodgy brokers and agents. Your local Professionals Real Estate team will be happy to educate you about the local market, and help you to make the right choice for your family.



## 4 Ways To Attract Buyers To Your Home

These 4 ways of attracting buyers to your home will ensure that your efforts in getting your house ready for sale will not go to waste.

- Begin by making a list of 10 (or more) things you love about your house, neighbourhood and community facilities. Give a copy of the list to your real estate agent to use in their marketing of your home and to help answer buyer queries.
- By making it easy for people to inspect your home, you won't miss out on the busy buyer who may rule houses out of consideration if they're simply too hard to view. Issuing the listing real estate agent with their own key or allowing them to contact you at short notice with a potential buyer will optimise your chances of finding the right buyer sooner.
- Spend your marketing dollars wisely! In today's digital age many buyers will begin their search online. Quality professional photography and video production will be the first thing online buyers see, and will set your house apart from the other hundreds of online listings bringing more buyers to your home sooner.
- Use a picture signboard with high quality internal photography at the front of your home to attract those buyers who like to do their own reconnaissance before contacting the agent directly.

Remember, your best offer will likely come in the first 4 to 6 weeks of your house going on the market. Make the most of its 'new listing' status by ensuring you're doing all you can to attract buyers to your door, and secure your first inspection.

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