



NEWS - DECEMBER 2013

How to Make a Great First Impression

In a competitive real estate market, it's really important that we give the right advice to our vendors. After all, what's the point in assigning an agent to sell your most valuable asset if they're not going to help you achieve the best price possible? Our team at Professionals take our responsibility very seriously, and pride ourselves on our knowledge of our local real estate market and our ability to share the tips that work – the little things you can do to help your home sell faster, and for the maximum possible sale price.

When selling in a competitive market, the process begins long before the front door swings open at the first open house. We all know the importance of making a good first impression. Well the same is true for your home. When buyers search for a home, there are two places they'll often go before making it to an inspection, and it's typically not to an agent. They will usually begin their search online, and then if they're not currently living too far away, they may do a drive-by. Rather than worrying about what people are going to think, why not view these pre-inspection visits as opportunities to impress?

Making the most of your home's street appeal is essential, as this is could make or break a sneaky drive-by visit. You'll need to decide how much effort is required to make your home appear inviting from the street – this could be anything from mowing the lawns, edging the garden beds and pulling out a few stray weeds, to a weekend working bee with all your family and friends. Our advice is to do what you can. At the very least your garden should be tidy, mown and edged. Your

house number should be clearly visible, and all fencing in good repair. Make sure spider webs are swept away and overgrown trees and shrubs and trimmed back to let the light in.

Now onto the big one – how your property will be appearing on the internet. It's true, a picture says a thousand words, so it's really important that the pictures we put on the internet to show off your property actually do show it off. The last thing buyers want to see when they check out an online listing is the owners mess strewn across each room. A good declutter, a clean and tidy, and minor repairs are all that's required to prevent your home from scaring away potential buyers. There's no need to spend lots of dollars on repairs, but if the curtains are torn, wardrobe doors have fallen off their tracks or light fittings aren't looking their best, get these looking sharp before the photographer starts snapping.

For more tips on how to present your home for sale, please contact your local Professionals Real Estate agent.



MERRY CHRISTMAS
&
HAPPY NEW YEAR

From all the entire Professionals team.



How to Choose an Investment Property?

When it comes to choosing a home to live in we all have our own wish list - a double vanity ensuite, pool, large shed and the list goes on... However, when you're choosing an investment property it's a little different. An investment property is bought for one purpose, to generate an income and appreciate over time. You'd be surprised by the number of people who go into investment properties with the wrong attitude, so we thought we'd share a few tips on how to get it right.

- Look in the price bracket most people will be able to afford – to rent, and buy. Consider the fact that most tenants want to pay less each month for a rental home than they would for a mortgage. By choosing an investment property that's not stretching your budget, you're more likely to choose a property within the budget of others, and therefore not excluding buyers based on affordability.
- Look in an area you'd like to live in. While tenants may not want to spend a fortune on their rental property, they will most likely want to live in the same area as you. Most people want to be closer to schools, public transport and shops, so buying nearer to facilities will help maintain the value of your home in a down market, and help its value to grow in a hot market.
- Once you've bought a home that doesn't break the budget, but that's in a good spot, you can go one step further by adding instant value. Small repairs, a coat of paint, the removal of dated fixtures, and a freshening up of the exterior will add instant value to your new investment property.

If you'd like more advice about choosing the right property to add to your portfolio, or would like to know suitable properties for sale, simply contact your local Professionals Real Estate agent.



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Having Trouble Saving?

Throughout Christmas we know many families are madly trying to save enough money to finance all that the silly season offers. Over the summer months you'll be faced with countless new expenses, including Christmas shopping, lunches, parties, taxi fares to and from the parties, and maybe even a new outfit or two.

We want you to be able to spend your money on the fun things the season has to offer – so we've put together these tips to help you be more spend-savvy in other areas:

- Start by making your work lunches or taking leftovers from dinner the night before, rather than buying sandwiches and coffee from the café each day.
- Start watching petrol prices. Instead of driving around while the light is on and waiting until the needle flops down to empty before filling up each week, fill your tank when the price is right.
- Use a shopping list, and don't deviate. If you're anything like us, you can begin your shopping trip needing a bit of milk and bread, and walk out with a trolley full of groceries, stationery, magazines and chocolate bars. Spontaneous purchases are the enemy of the budgeter. Before shopping, make a list of the essentials and don't let yourself buy anything not on the list.
- Make use of off-peak rates. Whether it's electricity, water, phone or gym memberships you're talking about, many of our monthly bills reveal a difference in costs for peak and off-peak usage. Try to take advantage as much as possible. If you're able to head to the gym during your lunch breaks rather than after work, an off-peak membership will often cost less. Consider running your dishwasher in the evening, making any non-urgent calls during off-peak hours and even traveling in your car outside of peak traffic times when you're likely to be on the road for less time (using less petrol). It won't always be possible, but if you're at least thinking about it, you're likely to start save a little cash.

