

# PROPERTY NEWS

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

## DOES YOUR AGENT PASS THE TEST?

**How do you know that the agent selling your property is actually doing the best for you?**

**When selling your property how do you choose the best agent? What is a sign that one agent will work harder for you than another?**

When it comes to selling property, as a property owner our greatest fear is signing up with a real estate agent who promises the earth only to leave us with a list of broken promises.

**How do you tell which agent you should sign with?**

An agents focus should be on always achieving the best result which essentially is delivering the best market price for a property.

For far too long now there has been no improvement in the process of selling homes, as most agents get bigger and busier, the exact opposite often happens.

Open home times get shorter, junior staff are used and properties are advertised as appointment only on the recommendation of the agent, not the



**Read our full report  
on page 3 >>**

**In this Issue of Property News:**

- Does your agent pass the test?
- How safe is your swimming pool?
- Ten Tips for the New Investor

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## Letter from the Editor

Dear Readers,

When it comes to selling property, as a property owner our greatest fear is signing up with a real estate agent who promises the earth only to leave us with a list of broken promises.

**How do you tell which agent you should sign with? In this issue we provide you with a guide to signing with the right agent.**

People laws have changed. Checkout what this means to you.

If you are considering selling your property, please contact us as we are constantly taking calls from eager buyers wishing to live locally.

If you have any queries, please drop in and see us at our centrally located office in Pennant Hills.



**Matthew Walsh**  
Principal



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# How safe is your swimming pool?

*For many people, summer weather means fun in the backyard pool.*



## **But is your swimming pool safe?**

It's a question that people who are selling, buying or leasing a property with a pool will need to be able to answer.

Under changes to law, and after an 18-month phase-in period, vendors and landlords will be required to have a valid swimming pool compliance certificate before offering a property for sale or lease.

This follows the introduction of the Swimming Pools Amendment Act 2012 designed to ensure the safety of backyard pools throughout New South Wales and to reduce the numbers of drownings that occur in pools each year.

The Minister for Local Government, Donald Page, said amendments to the Act were designed to address concerns about the high rate of non-compliance with swimming pool barriers.

"The amendments will identify where swimming pools are, educate pool owners about pool safety, and enable inspections to be carried out to ensure that pools, particularly those that pose the highest risk to children, are made safe," he said.

Anyone who owns a private swimming pool will be required from April 2013 to register the pool free of charge on an online Swimming Pool Register which the NSW

Government is expected to make available by then. Anyone unable to register online will be able to have their pools registered on their behalf by their local council for a fee of no more than \$10.

To ensure pool owners have sufficient time to register their pools, there will be a six-month phase-in period during which all private pools in New South Wales must be registered.

Failure to register a swimming pool can attract a penalty notice of \$220 with a maximum court imposed penalty of \$2,200.

As part of the registration process, owners will be required to certify that, to the best of their knowledge, their pool complies with the relevant requirements. Pool owners can choose to have their pools inspected by certifiers accredited under the Building Professional Act 2005, and compliance certificates will be valid for a period of three years.

Councils will be required to develop inspection programmes in relation to the new amendments.

**Future rates notices from councils are expected to include explanations of the amendments and the obligations of pool owners.**

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# Choosing the right agent

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vendors request.

The way buyers search for homes and look at property has changed. Internet and property information websites now allow buyers to know much more about what is on the market, location, and specific property details.

The W Group has realised that the deliver the best market price for any property, there needed to be several changes. One of those changes is open homes.

“Every time we hold an open for inspection the agent who listed the property for sale, plus two other members of staff - not junior staff, spend a minimum of 1.5 hours at every open for inspection.

“If we have to stay longer, that’s exactly what we do to ensure everyone who turns up gets as much time as they need to view your property.

“If people are showing interest in your home, we invest the time to ensure they walk away from your open for inspection with the best viewing possible,” says Matt.

“It is really important that we create as much competitive interest in your property. If you only hold short open for inspections, you only attract a limited number of people and nobody has the chance to fall in love with your property while attending the open for inspection - it’s all over before it starts.”

**“We believe the sign of a good agent is the results they deliver to their customers.”**

**Matt Walsh**



### Results speak louder than words

“Having worked in the real estate industry for the past 12 years you soon realise that the only thing that counts is results,” says Matt.

“The main reason we publish this newsletter is that we want to share with you our results (see above illustration) about people like you successfully selling in our area using our office. So many

real estate agents focus their marketing on how large their team is, what a great website they have, how many awards they have won. None of that matters if the agent can’t sell your property for a good price, with the least amount of hassle in the shortest time possible.”

“That’s why this newsletter only reports the sales results we have made. Those results are the real reason our clients keep coming back time and time again.”

## Our sales team is ready to help you

**Matthew Walsh**  
Principal



0416 115 993

**David Walsh**  
Licensed Agent Director



0419 225 893

**Brian Donnelly**  
Licensed Agent JP



0411 622 645

**Priscilla Walsh**  
Sales



0400 527 404

**James Andrews**  
Sales



0421 441 276



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**Why not let our team of professionals help you sell your property? Call us today!**

*You'll find us in the heart of Pennant Hills ~ Shop 15, 5 Hillcrest Road, Pennant Hills.*

## How to make the right choices when launching your property portfolio

**Buying your first investment property is one of the most important financial steps you'll ever take.**

While it's an exciting time, it's also essential to give careful thought to this new venture to ensure you are making the right choice.

Here are some things to consider before the purchase that will launch your property portfolio.

**DO YOUR HOMEWORK** Don't rush in and buy without doing some research. Read up on property investment and make enquiries about market values and rental incomes in areas where you are considering buying.

**POPULATION** Choose an area where the population is stable or increasing. This should indicate a need for rental properties, making it easier for you to keep your property tenanted.

**ECONOMY** If a town's population largely depends on one or two major industries, tenants could leave and property values fall if those industries closed down. Therefore, it could be risky to buy there.

**FACILITIES** A property located close to shops, schools and transport is well worth considering. These facilities make it appealing to tenants and assist its capital growth prospects.

**LOCATION** It's an old but true story that there are great advantages to good locations. If you can tick the boxes in regard to neighbourhood, street and facilities, you're well on your way to a good investment.

**AGE** Decide whether you want something new or near new, or something that will need repairs but will cost less. Remember that an older property could require ongoing maintenance down the track.

**KEEP IT AVERAGE** An average property and neighbourhood make financial sense. A prestige property would bring in bigger rent but could be left vacant in a recession, and low-end properties could attract a lower class of tenant.

**AFFORDABILITY FOR TENANTS** Check the average household income for the area and aim for a property whose rent will be about 30 per cent of that average. At the most, it should not exceed 40 per cent.

**COVER YOUR COSTS** Try to ensure your rental income will cover mortgage repayments and other costs such as insurance, maintenance and rates. If not, negative gearing helps but you may prefer to look for a less expensive property.

**RESALE PROSPECTS** There could come a time when you want to put your investment property on the market. Think about why it appeals to you now as an investor, and ask yourself whether that appeal will apply to future purchasers.



Want to rent your property?

**W.** 8407 9190  
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## Let us take the worry out of renting your investment property

**W Group Estate Agents are committed to protecting your investment and obtaining the best possible return. For an obligation free appraisal of your rental property call today on 02 8407 9190 and we'll look after you.**



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