

PROPERTY NEWS

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

HOMES SELLING FAST

DON'T MISS OUT - if you want to sell, now is the time to act as we have buyers lining up to purchase property



In this Issue of Property News:

- How to find the right home
- Agent enjoys 100% sales clear out rate
- Improve for bigger profits

W

WGROUP

8407 9190

www.wgroup.com.au

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

Letter from the Editor

Dear Readers,

The strength of the real estate market in the past 12 to 18 months has dramatically increased the opportunities for a whole new sector of buyers to become investors.

Market activity has pushed up home values and the higher the values go, the more equity you have in your home, and the more borrowing power.

The equity is the difference between what you owe on your home and its value.

With the lowest interest rates in 60 years and predictions that the market will continue to grow, perhaps you should come and see us to find out if you are in a position to buy your first investment property.

Matthew Walsh
Principal



Finding the RIGHT home

Tips for navigating the house hunting trail



Sometimes it's hard to see the wood for the trees when you're house hunting.

Rather than looking at everything, however, it's a good idea to narrow down your search before you start, by deciding what's important to you.

Location

For example, will your life be easier if you are within walking distance of work, schools, shops, transport or other amenities? If these are crucial factors, you can narrow down your search.

If your purpose in buying is to have an asset that you can sell at a profit in a few years, location is also a vital factor in your purchase. The old saying about the advantages of buying "the worst house in the best street rather than the best house in the worst street" has been tried and proved true over time.

List

Making a list about what you really want in a home can save lots of time when you're looking. It also helps to note down what you like and don't like about living in your current home and location. This assists in focusing on what you really want from your new home. Then, when you're looking, check your list against the features of the homes you inspect and see if they tick all or most of the required boxes.

Loan

The best way to break your heart when house hunting is to find the house you want, only to learn you can't secure the required finance. Find out first how much you will be able to borrow, and don't be tempted to look at properties outside that range. This saves time and disappointment when you're on the house hunting trail.

W
WGROUP

Shop 15, 5 Hillcrest Road,
Pennant Hills

P: (02) 8407 9190

F: (02) 8411 2515

E: info@wgroup.com.au

W: www.wgroup.com.au

Disclaimer Notice: Neither W Group Estate Agents, Matthew Walsh, nor Newsletter House Pty Ltd, or the publishers/editors of articles herein, accept any liability for the contents of this newsletter or for any consequences arising from its use or any reliance upon it. The information contained herein has been provided to us by various parties. We do not accept any responsibility for its accuracy and do no more than pass it on. All interested parties should make their own enquiries in order to determine the accuracy of the information.
©Newsletter House Pty Ltd 2012 Ph: 02 4954 2100
www.newsletterhouse.com

Take the Stress Out of Home Loans

- Committed to obtaining the best home loan or finance deal for you.
 - Our services are free to you.
 - Home Loans, Business Loans, Car Finance, Other Finance
- 44 Castle Hill Road West Pennant Hills NSW 2125**

0404 874 296


Gleeson Loans

100% Sales Success Rate Stands Agency Apart

Few, if any, real estate agencies in Sydney can match the WGroup's 2013 sales record. The agency literally sold every home on its books

Pennants Hills, West Pennant Hills, Thornleigh, Westleigh and Cherrybrook - every suburb, every property.

Agency Principal, Matthew Walsh, is justifiably proud of his team's achievement, particularly as his is the only agency in the area that can lay claim to a 100% success rate last year.

Matthew said that all of the signs are positive for 2014 as well.

"There's an immense strength in the Sydney real estate market generally, but it seems to be magnified here, particularly with the North West Rail link to Cherrybrook fast becoming a reality," he said.

Due to open in 2019, the North West Rail Link is Australia's largest public infrastructure project. On completion the suburb will be served by a rapid transit train every five minutes at peak times.

Matthew said that there is no doubt this project has turned buyer attention to the Cherrybrook and surrounding suburbs.

"Anyone even thinking of selling in this area at the moment would be foolish not to act now. With this project's impetus and record low interest rates, buyers are literally clamouring for property here.

WGroup Cleared The Books In 2013



RPData's analysis is that the current strong seller's market is reason enough for prospective vendors not to hold off any longer.

Matthew said that the WGroup's service philosophy was very much behind the firm's success last year.

"We simply do things better, treating each property individually, listening to our vendors and purchasers and leaving no stone unturned to get a result.

"Anyone can sell in a buoyant market, but only one agency sold every single property.

"That says we must be doing something right," he said.

Real estate industry analysts RPData have predicted that the strong market will continue in the first half of 2014, but warn that the economy could have an impact later in the year.

Our sales team is ready to help you

Matthew Walsh
Principal



0416 115 993

David Walsh
Licensed Agent



0419 225 893

Brian A Donnelly
Licensed Agent JP



0411 622 645

Priscilla Walsh
Sales



0400 527 404

James Andrews
Sales



0421 441 276

Amanda Woods
Sales



0418 248 989

W
WGROU**P**
wgroup.com.au

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.

Improve your property & market for big profits



With availability of rental properties at an all time low and the situation not expected to improve for years to come there are opportunities for landlords to maximise their returns as never before.

For the first time in many years expenditure on improvements to rental properties, and even money spent on their marketing, can generate real returns rather than a mere tax advantage.

Investors have long known that property improvements can bring two or threefold returns when selling, but now the market is right for a whole new approach to rental properties.

Whenever the rental vacancy rate drops below a benchmark of around 3% the rental cycle swings in favour of the property owner. Nationwide now the vacancy rate is way below that level with some markets almost at crisis point. Bowral's vacancy rate is currently 1.9%.

Economists are predicting that this situation will not change in the near future as it is endemic of a national housing shortage.

Government building incentives so far have failed to make an appreciable impact on this shortage, which runs across the board from Government stocks to the private sector.

This remarkable situation has created an opportunity for owners who are now

Ideas to maximise your rent returns

able to make improvements that will not only increase the value of their property, but increase the rents, giving both long and short term gains.

And with the building industry relatively quiet, there is no shortage of tradesmen ready, willing and able to slash and burn their charges.

But what to do? Where to start? What improvements will give the best return? Sure, you could go all out and add another bedroom - a surefire way to increase the rental return. But that's a high cost that will take a while to amortise.

The clever approach is to look at ways to cost effectively increase the desirability and livability of your property.

A new benchtop in the kitchen, perhaps some splashbacks and cupboard doors, is a good way to start.

Less than \$500 will get you a pretty impressive BBQ for an outdoor entertaining area and a verandah extension or even a

new deck is not expensive if you approach it in the right way.

Even the bathroom can be given a whole new look for less than \$1500 with a vanity and shower.

In all of these things the trick is not to shop where you would for your own home, but to shop smart at factory outlets, seconds stores and even via e-bay online stores.

Throughout the process, from planning to shopping and installation, don't lose sight of the fact that you are aiming to make the place desirable.

When you are done, talk to your agent about marketing. Good photos (not a few happy snaps), well thought out copy and the right approach will paint a picture of your rental property that will in itself justify adding another \$50 a week to the rent.

Your other consideration with your improvements and your marketing is the target market - aim for young professionals in an upper demographic.

Want to rent your property?

W. 8407 9190
WGROUP www.wgroup.com.au

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.



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