

W Group Publication - Issue Seventeen

PROPERTY NEWS

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

CHERRYBROOK RECORD PRICE



**SOLD
FOR
\$1.425M**

Agent Choice Critical To Top Price

See Story P.3

In this Issue of Property News:

- Agent's Secret - Database Marketing
- Agency Sets Cherrybrook Record At Auction
- Investment Property Funds Home Ownership

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

Letter from the Editor

Dear Readers,

Many readers were excited about our revelation last month that rising property values could have given them enough equity in their respective homes to allow them to enter the property market as investors by borrowing against that equity.

Some saw it as an opportunity to buy a rental property while others saw it as a way of helping their children get a start.

Even if that article did not prompt you to start searching for a purchase, it should have prompted you to do one very important thing - look at how much your current home is insured for.

The way values have soared, you could be under-insured by 10% or even more.

Matthew Walsh
Principal



Does your agent have the contacts?

How are buyers found when a property has only been on the market for a few hours?.

The secret to this phenomenon is database marketing, a method W Group Estate Agents have been using to achieve outstanding selling results for local vendors.

In this exclusive report, we discuss the valuable use of an extensive client database featuring potential buyers who are currently seeking property.

When a buyer contacts the agent or attends an open home inspection, they can be added to the database for future reference.

From the moment the listing is received for a property, a simple referral back to the buyer database can match the property to a suitable buyer.

An inspection is organised with a qualified buyer straight away and the buyer can make an offer even before the property is advertised.

This can prove a valuable source with the benefits of having active buyers and investors on your books - through understanding the requirements of valued clients, you can match and introduce prospective purchasers to available properties.

If you've been reading *Property News*, you'll have noticed a consistent set of stories each issue demonstrating regular sales success in your local area.

With the average homeowner purchasing once every seven years, a satisfied customer, will return to use the services of the agent that helped them successfully buy a property last time.

Why is an agent's ability to use a client database so important when you are looking to buy and sell property?

The benefits of holding a large



database are twofold - the agent can instigate inspections on behalf of the vendor in a very short time frame, often prior to advertising, helping to create competition and the purchaser benefits from the first bite of the cherry, allowing for early assessment of a property.

By using a database method potential buyers can be found quickly and inspections can be organised from day one - using a client database eliminates the need to implement costly advertising campaigns and allows agents to sell to the right buyer.

It is so important that you appoint a selling agent with an established network of clients. Having sold a property once, if they feel your property will meet the buyer's criteria, a sale can happen extremely quickly.

Successful agents always try to match properties to purchasers before taking them to look at properties on their books. If they don't have a long list of clients the sales process can be extremely slow.

Plus, it is good to have an agent negotiating on your behalf who has already had the experience of selling to the buyer in the past!

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Record Sale Before Auction

From P.1

The right choice of agent can be the difference between a sale and reaping a record price, something the owners of 8 Holly Rd, Cherrybrook know only too well.

Situated on an 825m² block in a cul de sac, opposite a park, this magnificent 380m² residence was always going to attract enormous interest and sell, particularly in a hot property market.

Equally, there was every likelihood prospective buyers would be keen to secure a purchase before the auction proposed for May 3.

And therein lay the problem. The owners were astute enough to realise that critical to this sale would be an agent with strong local knowledge and tenacious negotiating skills, someone who could identify the true worth of the property and get the buyer to that benchmark.

In just two opens days their summation of the property's market appeal proved correct.

More than 70 groups passed through the grounds, with the result some 30 contracts were issued and numerous offers made.

Agent, Brian A. Donnelly, of Pennant Hills' WGroup Estate Agents, quickly sorted the tyre kickers and bargain hunters from the real buyers and set about on an exhaustive round of negotiations, with an amazing tenacity.

Result Demonstrates The Importance Of Choosing The Right Agent



Ultimately he repaid the owners' faith in the agency with a record Cherrybrook price of \$1,425,000, secured almost two weeks before the proposed auction.

"Naturally the owners were delighted. They certainly had no qualms about not holding off for the auction," Brian said.

"To their credit, they had done their research and were confident that our agency's local knowledge and experience was behind our recommendation to accept the offer."

Retire Right

WGroup Estate Agents has become to go-to agency for those looking for retirement or Over-55's village options.

The agency has properties available to buy at Woodlands Retirement Village, The Lakes of Cherrybrook and Lutanda Manor, Pennants Hills.

A range of affordable properties is available for inspection from self-care to serviced accommodation.

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

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

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Becoming a landlord can be your entry point to property ownership



How can you get a foothold in the property market if prices keep on spiralling up the way they are?

Why are so many Australians missing out on fulfilling the Aussie dream of owning their own home and what can they do about it?

Unfortunately, in many parts of Australia the thought of buying your own home is out of reach for many young people entering the property market for the first time.

Even though these people have saved and given up many luxuries to put together a deposit and raise the finance to enter the property market, they are finding their dream home is out of reach as property prices keep spiralling skywards.

But buying your first home is only one approach to property ownership and in this article we are going to share another alternative that will enable you to get a foothold in the market and could down the track lead to a greater chance of long-term wealth.

We would like to suggest that you change your focus and consider becoming a landlord instead.

This may mean you may have to continue living at home with mum or dad or renting for several years to come.

Why should you become a landlord?

11 years ago, a mate of mine – let's call him Richard for privacy reasons – decided to take his deposit for a family home and use the finance he was able to arrange to purchase two small investment properties.

The two bachelor pads he purchased, were already rented to long-term tenants and gave him an immediate source of rental income to pay off his loan with the bank.

11 years later, both of those units have been paid off and provide him with an income stream for life.

Richard did not stop there, once he had built up enough equity in these two investment properties he borrowed more money and purchased several more investment properties.

At current count, Richard has a portfolio of investment properties covering several states. Not once has he had put his hand in his own pocket to pay off the various loans he has acquired to build his portfolio of properties.

What about his dream family home?

To this day he is still renting a property to call home. But the return on all these investments has allowed him to rent properties out of the reach of any of his friends. Richard is living a millionaire's

lifestyle thanks to shrewd investment decisions. He has calculated that in another 10 years he will be able to buy a home of his choice with cash and no mortgage thanks to being a landlord.

How can you apply this?

It is not possible in this article for us to give you a step-by-step plan that would enable you to replicate the success of my friend Richard. Everybody's financial position is different and we would suggest you speak with your accountant or financial adviser to see if this strategy of becoming a landlord is a good fit with your situation.

However, as a starting point we would also like to suggest you also speak to our property management team and they will be able to give you an idea of the types of properties people are renting in the Hills area. Then our sales team may be able to show you some investment properties that suit your budget and fit your plans.

Want to rent your property?

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Let us take the worry out of renting your investment property

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