

PROPERTY NEWS

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

How to sell quick smart

What was the key to this home selling after 3 inspections attracting 4 offers?



Read our full report
on page 3 >>

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WGROUP

8407 9190

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You'll find us in Pennant Hills Market Place, above Harris Farm Markets and next door to Drakes Jewellery.

Letter from the Editor

Dear Readers,

The media's big picture approach to real estate reporting has many potential vendors believing the sky may be in imminent danger of falling.

However, real estate is about neighbourhoods and in Sydney at the moment each suburb is different in terms of sales.

There are even differences between the results of individual agents in this suburbs.

From our perspective, we are still seeing solid demand and our team is delivering strong results for our clients, both in terms of the speed of sales and the prices realised.

Matthew Walsh
Principal



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How to present your home when selling



When prospective buyers come to look at your home, the last thing you want to do is to turn them off!

We begin by suggesting several ways to present your home for sale with the following tips:

- 1. Don't spend a fortune**
Home improvements need not be expensive. The point of the exercise is to improve the appearance, not to have you charging up credit cards or obtaining new loans. Going into debt will not be beneficial nor impress your bank manager.
- 2. Should you paint?**
Depending on the colour scheme you have in place, painting can be your best investment when selling your home. It is not very expensive and often you can do it yourself.
Do not choose colours based on your own preferences. Choose neutral colours that will appeal to the most buyers. Off-white colour because white helps your home appear bright and spacious.
- 3. Do you need new flooring?**
Unless your carpets appear old and worn, just hire a good carpet cleaner. If you do decide to replace your carpets, choose a neutral coloured carpet. As for replacing smashed or older style floor tiles, spend as little money as you can. Remember, you are not fixing up the place for yourself – you want to move.
- 4. Landscaping**
Like all other aspects of preparing your home, the first impression a buyer is left with when they drive up to your home has a lot to do with the style of landscaping you choose to set off your property.
Does that mean a complete revamp? No. In most cases it simply means mowing the lawns, trimming the edges and weeding the garden.
- 5. How do you decide on what you should and shouldn't do when it comes to investing money on home improvements at sale?**
Seek the advice of someone who has walked down the same path many times already, consult your real estate agent.
They deal with home owners every day and see first-hand the results of spending too little and too much on home improvements.
Their advice could possibly save you a great deal of hassle and extra effort! Remember, they sell homes at both the top and bottom scales of the market and can advise you on what your next steps should be.

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Agency's Commitment The Key To Successes

The W Group's Amanda Woods obtained offers on 42 Dean St, West Pennant Hills so quickly that the vendors were amazed as the home had sat unsold with another agent for three months.

Amanda says that stories like this are common place for the team at the Pennant Hills agency.

What do they do differently to other agents when selling a property?

"We hold longer open homes than most agencies and ensure that we speak with everyone at these inspections. Then we follow them up diligently," she said.

"It is all about the firm's commitment to its clients.

"Basically we are able to take this extremely thorough approach because each W Group agent intentionally takes on fewer listings to ensure our level of service is never compromised.

"We do not overburden ourselves at the expense of individual clients and we can thus ensure that every client gets an optimum result by having our full attention on their property."

Marketing of the home to attract genuine buyers was a big feature of the W Group's success in selling it so quickly.

Attention was drawn to its location in a sought-after area and to the fact that it



is an 18-year-old, one owner, master built provincial home on a 1412m² (approx) block.

The home has both informal and formal living spaces and an enormous outdoor covered entertaining area.

Only two Saturday open homes and one mid-week open home were required to elicit four offers, much to the delight of the once jaded vendors who cannot fault

W Group's efforts in selling their home.

Amanda said that too many real estate businesses simply play a numbers game, getting as many listings as they can and almost leaving them to sell themselves.

For quality service and top results contact W Group Real Estate on 8407 9190.

FREE REPORT: YOUR HOME'S TRUE VALUE

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Market Trends for West Pennant Hills



There have been 221 houses sold in West Pennant Hills in the past 12 months with a median sale price of \$1,234,000, up 1.25% annually. 8 sales on average, 16 days to sell with median price change of +1.11%.

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



RENOVATING YOUR RENTAL

By offering a rental property in good condition you are more likely to attract the right tenants

There are three major advantages to spending some time and money preparing your property before you offer it to tenants.



1. A property in good condition will achieve a better rental figure than one that is fit for occupation but in need of a fair bit of TLC.
2. It will be more likely to attract a better quality tenant, who will look after it.
3. By carrying out some renovations and keeping your property in good condition, you will maintain and increase its value, always an advantage if you plan to sell down the track.

Areas to renovate

The main rooms to consider for renovation are the **kitchen** and **bathroom**. If these are old, tatty and badly maintained and equipped, your property is unlikely to be attractive to good calibre tenants.

It's worth renovating or replacing these rooms and not in the cheapest way possible, either. While you don't have to buy the latest designer equipment, make sure you're getting good quality, or it will soon be worn out and need replacing again.

New **carpet** also makes a big difference to the appearance of a property but you don't have to spend a king's ransom on it. Rather than purchasing something plush it's better to buy standard, medium grade carpet in a neutral shade and add some high quality padding underneath. This helps the carpet to last longer and gives it that plus feeling without the extra cost.

A coat of **paint** in a light, neutral colour is another good way to freshen up a property. If you use the same colour throughout, you will find it easier in the future if you need to spot paint.

Getting organised

If you decide to renovate, you'll want it done as quickly as possible, in order to get tenants in. That's fine if you're able to do the work yourself but, if not, you'll need to make sure you have things organised. Work out the order in which the work needs to be done and try to line up the necessary tradespeople accordingly.

Once this is all done you can take in your tenants, sit back and let your newly renovated property work for you.

Want to rent your property?

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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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