

PROPERTY NEWS

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

RECORDS SET IN THREE STREETS



**New Benchmarks
for Cherrybrook**

Read our full report
on page 3 >>

In this Issue of Property News:

- Make the most of a buyers market
- Local knowledge key to record prices
- Get a good return on your investment

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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 reader,

We at W Group Real Estate are proud to bring you this exciting edition of *Property News*.

Over the past few months we have been working very hard to deliver outstanding results for our clients and in this edition we decided to share one of these remarkable stories.

Learning from others' experiences is the best way to make the right decision when it is your turn to buy or sell and this is why this informative publication is so useful.

As we can only cover a limited amount of detail in our newsletter, we would be delighted to assist you with any of your real estate enquiries.

Yours faithfully,



Matthew Walsh
Principal



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FETE: May 27 10-3pm Pennant Hills Public School



Pennant Hills Public School's annual P & C school fete will be held on Sunday May 27 from 10.00 am to 3.00pm.

Made possible by generous sponsorship from local businesses such as W Group Real Estate, the fete is a major fundraiser for the school and is open to the entire community.

There will be rides and activities for all ages, international food stalls, second-hand clothing, books, toys and a white elephant market.

Coffee and cakes at Café Bellthorn are sure to be a hit, so much so that the school is expecting a big demand for take-home cakes and sweets.

There will even be a good old fashioned chocolate wheel and a silent auction.

The P&C, through its fundraising initiatives, of which the fete is the major event, provides resources over and above those provided by the Department of Education and Communities.

In 2011, in addition to \$39,000 the P&C gave to the school to help cover the

costs of the learning support program, the fete raised money for the P&C to fund large projects such as building a kitchen for the school hall. The money raised from this year's fete will go towards much needed playground renovations.



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Cherrybrook Records Set

Pennant Hills born and raised father and son real estate agency team, David and Matthew Walsh's commitment to personal service and the attention to detail with each property handled by their W Group Real Estate agency has resulted in no fewer than three street price records in Cherrybrook.

"The records were set for homes in Priory Close, Lawson Place and now, Pedit Place," said W Group's Cherrybrook agent Brian Donnelly.

\$2.693m in just three sales has put the kybosh on excuses by non-performing agencies that the market is depressed.

The most recent record price of \$880,000 was achieved for 3 Pedit Place, a fully renovated, single storey, home of four double bedrooms that included a master bedroom with both a walk-in robe and ensuite.

Other recent Cherrybrook street records by W Group were:

- 14 Priory Close - \$888,000
- 20 Lawson Place - \$925,000

Pedit Place was sold on April 29. It boasted an expansive formal lounge and dining area, new caesar stone kitchen with European appliances, a covered alfresco entertaining area and a family/rumpus room with access to an outdoor area.

Agency On A Roll With Records

A new bathroom and en-suite with quality inclusions and fittings added to the appeal as did a large laundry with caesar stone bench top and a double garage with electric doors, workshop area and internal access.

Beautiful lawns, landscaped gardens and a fenced private rear yard completed the appealing picture for this 765m² block.

Other pluses included Carrier 3-phase, 4-zone ducted air-conditioning, state of the art alarm system, 32 litre commercial instantaneous hot water system and gas supply for both heating and cooking.

Priory Close in Cherrybrook's Abbey Estate area was on a marginally smaller block and had also been extensively renovated. It boasted five bedrooms – four formal and the other available in what was a large study.

A cul de sac position on a private road and a shared tennis court were two big plusses as were the short stroll to Tangara, Cherrybrook Public School and city buses and parks.

W Group's David Walsh, a 40-year veteran of the real estate industry, attributes the agency's record breaking spree to their perseverance in bringing personal service back to an industry for too long dominated by generic take-it-or-leave-it marketing.

He said that while his son, agency principal Matt, ensured W Group was at the forefront of technology in terms of the latest marketing through a powerful web presence and the use of strong signage and brochures, his own role was to ensure interpersonal skills were not lost.

"We really do make a good team and we are ably supported by hand-picked staff," David said.

"Plus we do not over stretch ourselves. We are happy to concentrate on the suburbs we have known since children – those centred around Pennant Hills, West Pennant Hills, Thornleigh and Cherrybrook.

"In all modesty I'd say that with three successive street records we must be doing something right," David added with a wry smile.

Our sales team is ready to help you

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Principal



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

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How to get a **good return** on your investment property

When you buy an investment property, you're investing a lot of money in your future.

So you want to make sure you do everything you can to ensure you achieve a good return on your investment.

Some of the ways to do this include:

Do your homework

You're investing a lot of money in this venture and you don't want to risk your financial future by acting too hastily. Do some research before committing. Check valuations and recent prices on reputable real estate websites to ensure you're making a wise decision.

Watch your finances

Don't get your hopes up before knowing you have the wherewithal to buy. You could waste a lot of time looking in the wrong price bracket and then finding you can't borrow enough money.

Check the demand

There's no point buying an investment property unless you can be sure it will be tenanted. One way to do this is to buy close to facilities such as shops, schools and transport. People usually want to live close to such facilities and will look for rental accommodation nearby.



Think long term

Don't buy an investment property hoping to cash in on a boom in the next couple of years. Rather than trying to predict what the market will do, you're better to set your sights on buying the type of property for which there is an established demand so that it will bring in the returns you want.

Find a good property manager

Once you have your investment property, you want to make sure it is

managed properly. A good property manager can take the worry out of such things as finding the right tenants, collecting rents and seeing that the property is well maintained. Make sure your property manager is licensed, has local knowledge and understands the importance of communicating regularly with you about your investment property.

Follow these tips and you'll be well on your way to a happy future as a property investor.

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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.

