

PROPERTY NEWS

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

SOLD IN JUST 10 DAYS!



Why did this Thornleigh property sell so quickly?

Read our full report on page 3 >>

In this Issue of Property News:

- What makes a great home?
- Sold in just 10 days!
- Reap the rewards of a tight rental market

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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 are very proud to bring you this edition of *Property News*.

With so much happening in the industry, we had no trouble filling this edition with interesting and informative articles to help you with your real estate needs.

As we only have a limited amount of room to cover the basics of each topic we would be only too happy to meet with you and discuss your individual needs.

Getting involved in the real estate market can be overwhelming but with the right guidance and information, we can make the process more enjoyable.

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

Yours faithfully,



Matthew Walsh
Principal



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What makes a great home?

Investing in the Australian dream of owning your own home still proves to be a wise investment

Australians have traditionally had one of the highest home ownership rates in the world.

Sinking money into 'bricks and mortar' has been seen by most Australians as the means to create wealth and prepare for a comfortable retirement.

What effect will increasing consumer debt, higher petrol prices and rising interest rates have on the desirability of investing in property?

There is no doubt that Australians have been more reluctant to invest in property in the past 12 months than previously, especially in the wake of recent interest rate rises.

As we all know, it's great to be able to rent a property when the vacancy rate is high, but when rentals become scarce on the ground who wants to be at the mercy of the landlord? There is no doubt that owning your own home provides you with a strong sense of security.

Real estate may bring lower returns in the short term than some other forms of investment, but purchasing a property is still according to most experts a sound long-term investment.

Finding a suitable property that represents good value and will provide you with capital growth potential can be difficult.

The internet is a great source for property hunting but there are huge variations in affordability even between adjoining suburbs in the same area, that make it hard for an amateur investor to determine what represents a bargain.

It is a far better strategy to engage the services of a reputable real estate agent, who can help you to find a home to suit your requirements and your budget.

Not every buyer has the same needs or circumstances.



By far the most common reason given by Australians for investing in real estate is to provide a secure long-term future.

A significant number of younger Australians today are purchasing real estate while still living rent free at home, effectively renting out their future home and increasing their equity and wealth.

Many older people find it reassuring to have the security of a property rather than rely on the uncertainty of financial markets.

Among the other advantages of purchasing property in today's market is shopping around for good deals on finance.

It is probably best to seek financial advice on your plans. You should think about the long-term implications of buying, including the potential effects of interest rate rises or the loss of income, for instance. Legal advice is also recommended before purchasing property.

When all the sums are done and you have made the decision to buy real estate, make sure you speak with your local agent about what properties are available that meet your needs.

So whatever your situation in life, and as long as you take good advice and approach the purchase as a business decision, real estate still represents a great long-term investment in Australia today.

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- 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

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A fast sale was essential for the owners of this Thornleigh property.

In fact the owner, having purchased elsewhere, had only three weeks in which to sell.

The property had already languished on the market for 10 weeks in the hands of another agent and it was now time to make a change.

The owner therefore turned to W Group Real Estate for help.

And they quickly found out they had made a good move. In fact, listing and selling agent, Matt Walsh from W Group, moved so rapidly and efficiently that the property, at 8 Tillock Street, Thornleigh, sold in just 10 days.

This was at a time when the average selling time for similar properties is five weeks, meaning that the W Group was able to achieve the sale in less than a third of the average time.

“The agent definitely is the difference,” said Matt. “The other agent said there was no interest in the property and even tried to auction it but then the auction was pulled.”

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 in addition to the home itself, the property included a detached, self-contained studio. Among the features of the home that were highlighted were its high ceilings, polished timber floors, open plan lounge/dining with fireplace and a parking area for up to three cars.

W Group agent shows how!

10 WEEKS with one agent,
10 DAYS with W Group!



Combined with two open days, the marketing attracted 38 groups through the property, with two offers made in the short time it was available for sale.

Added to this was W Group’s attention to customer service, which also helped to ensure the sale.

“Returning calls and emails promptly, and being honest and upfront, gets results,” said Matt.

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

Our sales team is ready to help you

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Principal



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Licensed Agent Director



0419 225 893

Brian Donnelly
Licensed Agent JP



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Reap the rewards of a tight rental market

Question: *When is a good time to invest in property?*
Answer: *Now!*

The prediction is that property investors will do well in 2012 on the back of the same tight vacancy rates and soaring rents they enjoyed in 2011.

During 2011, investors throughout Australia enjoyed a landlords' market. The Australian Bureau of Statistics has indicated that over the 12 months there was a 4.6 per cent-plus rise in rents. Sydney recorded the fastest rising rents while Melbourne was at the other end of the spectrum with zero rental growth, and even declines in some areas.

With the exception of Melbourne, the positive news is expected to continue, with

the rental market still doing exceptionally well and rents continuing to increase.

This is good news for those who already have an existing investment property portfolio. For those who are still thinking about taking the plunge, the situation suggests that it is the right time to start.

Along with the high demand for rental accommodation, the combination of relatively low interest rates with the long-term potential for strong yields and capital gains presents the ideal conditions for property buyers looking to get into the market. As long as you have the finances to buy, 2012 will provide you with some

great opportunities to get your property investment under way or to add to a portfolio already established.

Once you've bought your property, you want it to work for you. A good strategy is to buy blue chip, median-priced properties in areas where there is always that high demand. And don't forget that proximity to facilities such as shops, transport and schools is always an advantage in ensuring your property is tenanted.

So if you're dreaming of securing your financial future through property investment, start checking the real estate agency windows, advertisements and websites.

Your investment property is waiting for you and there's no better time than now to secure it.

Want to rent your property?
Let us make it easy for you...

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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.

