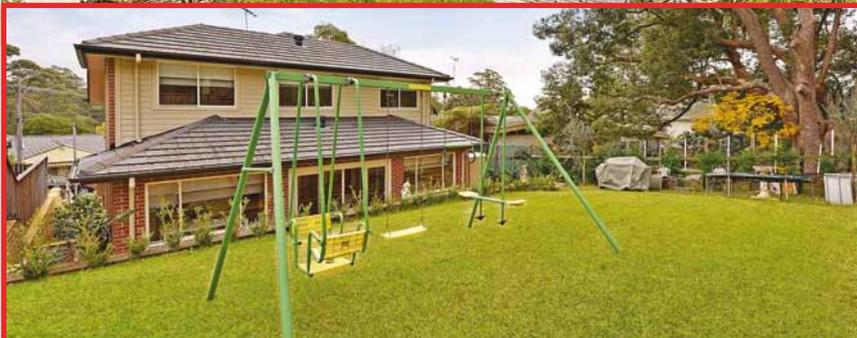


# PROPERTY NEWS

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

## It's A Sellers Market

**14 Day Sale, \$1,420,000 Record Price**



**Record prices and rapid sales are becoming the norm for the W Group team, pointing to a record Spring-Summer selling period for vendors.**

Agency Principal, Matt Walsh, says there has never been a better time to sell but warns some vendors may be missing out on premium prices.

**DETAILS P.3**

**In this Issue of Property News:**

- **Gardens Make Vital First Impression**
- **FREE - Market Appraisal Of Your Home**
- **Invest For The Long Term**

# W

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## Letter from the Editor

Dear Readers,

The Reserve Bank has again kept interest rates on hold at the all time record low of 2%, further encouraging buyers.

There is a positive feel in the market that is being reflected in the speed of sales and the prices being achieved.

On top of that, stocks are still relatively low, making it a perfect time to sell when there is less competition and more than enough buyers.

In fact, buyers easily outnumber sellers and for vendors that's a very good thing.

As we get further into Spring and Summer, more properties are likely to come onto the market, so the message is 'act quickly'.

**Matthew Walsh**  
Principal



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**For your home  
to look its best  
when selling  
try these**

**SPRING  
GARDEN TIPS**

**Spring presents a fantastic opportunity to sell.**

It's the one time of the year where the garden presents a showcase of colour, highlighting your property's best attributes.

***How do you capitalise on this change in climate as we enter the spring months? How far should you go in making your home look that little bit extra special?***

It is not unheard of for homeowners to add considerable value to the selling price of their property thanks to some well planned landscaping, but a complete revamp of the garden doesn't necessarily need to be taken to ensure a good sale price. In this article we share with you some simple ideas on the most basic understanding of gardening that you will find easy to implement.

Similarly to selling a motorcar, you don't need to undertake a complete respray of your car's paintwork. Many people selling cars have simply added some elbow grease in order to give their car a good detail and polish to make sure that their car has the best chance of selling.

***What steps should you take in the garden?***

As soon as you decide to sell, take a walk in the garden and take a big hard look at what really needs fixing immediately. Selling your home does not mean a

complete garden makeover, far from it, all you need to do is take away the unsightly elements.

**REMOVE UNSIGHTLY WEEDS** if there is one thing most people hate, it would have to be the thought of pulling out weeds. It may take a little extra effort, but time spent weeding will lift your garden dramatically.

**REMOVE RUBBISH** from your backyard. Buyers want to purchase a home that is maintenance free from the start, the added burden of clearing out junk piled up in the back yard will have most buyers looking elsewhere.

**GIVE YOUR LAWN A LIFT** – it is amazing how a little fertiliser can revitalise an otherwise tired lawn.

**ADD SOME COLOUR TO YOUR GARDEN** – head out to your local garden centre and buy a few established plants brimming with colour. This extra investment can add a little zing to the front yard - after all, first impressions count. A buyer sees the front garden first.

**CLEAN DIRTY PATHS AND GIVE YOUR FENCE A PAINT JOB** – as soon as a buyer steps out of the car to inspect your home, the two things likely to create a poor impression are a dirty path or fence. Adding some elbow grease and a vigorous wash will make a pathway clean and inviting. Same as adding a fresh coat of paint to a dilapidated fence. The whole exercise is not to give your garden a complete makeover – simply give it a spring lift.

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# Vendors Should Act Quickly To Get Into The Market

CONTINUED FROM P.1

The market is almost a perfect storm for vendors with a range of factors combining to increase demand and, hence, the speed of sales and the prices being achieved.

W Group Estate Agents Principal, Matt Walsh, fears that the market is moving so fast many prospective vendors may be seriously under estimating the sales value of their properties.

“Just a few weeks ago record low interest rates were the prime market drivers,” Matt said.

“Now, stock market nervousness is coming into play plus there is a supply shortage.

“Also, Spring has bought out buyers keen to upgrade their lifestyles with a better home while interest rates are low and these people are all keen to be into their new homes before Christmas

“There are a number of drivers in this current market, he said.”

**Matt believes that the speed of change is making it harder for some agents to realistically appraise properties.**

“To ensure our clients are on top of the market, we offer a full statistical analysis combined with our own local market knowledge,” he said.

W Group’s wealth of local market experience paid off for the vendor of 17 Thompson Close, West Pennants Hills, a four bedroom, two bathroom home with enormous family appeal.

“We know how discerning the buyers are in this particular market segment so

# Get Into The Market



we ensured they were catered to with extended opening times, taking a strategic planning approach to both the scheduling of these open times and the presentation of the home.”

“The market reacted more than favourably to this approach, enabling us to take various offers to the vendor, ultimately selling for \$1,421,000 - a new suburb record price for a house on a block of less than 550m<sup>2</sup>.

Matt said that it takes an experienced agent to identify all of the factors that go to boosting a homes sales potential.

“Many vendors are missing out if they don’t have that expertise on their side.

“We would urge vendors to speak with us before going with an appraisal that may be robbing them of the true worth of their home.

**“We will happily provide a free statistical profile detailing recent sales, area demographics and other factors. Using this, together with our own extensive local market knowledge, we will then give you a realistic appraisal of your property’s price expectations.”**

## FREE REPORT: YOUR HOME’S TRUE VALUE

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- The likely highest and best price for your property
- An analysis of comparable sales

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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 \$1,258,000, up 23.00% annually. 8 houses on average 30 days to sell with an average discounting of -0.11%.

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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 long term property investors will do well on the back of the same tight vacancy rates and steady rent growth they enjoyed in 2014.**

Nationally, advertised rents were 2.6% higher in December 2014 than they were in December 2013 for both houses and units, while across the combined capital cities house rents rose by 1.2%, compared to a stronger level of growth for unit rents which rose by 2.5%.

News Limited painted these figures as dire, but their sensationalism failed to take into account the simultaneous dramatic increase in property values and the fact

that the rental market is not going to ease any time in the near future because first home buyers have been priced out of the market and immigration numbers easily exceed the rate at which we are building accommodation.

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, 2015 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.

**If you're dreaming of securing your future through property investment, come in and have a chat. Your investment property is waiting for you and there's no better time than now to secure it.**

Want to rent your property?

**W. 8407 9190**  
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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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