

PROPERTY NEWS

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

Market Easing

Agent Choice Vital To Sales Success



SOLD

51 Boyd Ave, West Pennant Hills...\$1.75m

Some agents are continuing to get great results despite a cooling market. We reveal what to look for in an agent to make your sale a success.

As a third generation Pennant Hills real estate agent, Matthew Walsh, has seen most of the industry's cycles and knows better than most how to get the best results for clients.

The Principal of W Group Estate Agents says that in a cooling market, vendors must choose their agent carefully.

Cont. P.3

In this Issue of Property News:

- Feng Shui For Vendors
- How To Win In A Cooling Market
- Spring And Sales Are Blossoming

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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,

In real estate it is easy to be caught up in the moment. You see a home you love and let your heart rule your mind.

With the cost of borrowing so low at the moment, there are many buyers in the market looking to upgrade the family home and their lifestyle.

The clever buyers aren't just looking randomly. They have made a checklist and are looking for a home that ticks all of their boxes.

Clever sellers take much of the same approach. They stand back and look at the home through the eyes of a buyer, working out what are the most desirable features.

They then go to great lengths to improve and accentuate those.

Have you made your list yet?

Matthew Walsh
Principal



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Feng Shui

Turn an unfamiliar house into an inviting home for buyers?

When you walk into a house for the first time, your senses take in absolutely everything – the sight, sound, smell, taste and feel.

Many sellers mistakenly believe that preparing your home for sale is all about the way your home looks.

However, many other aspects can affect the way your home 'feels' to a potential buyer.

By applying Feng Shui methods and by creating the right mood, a buyer will be able to see themselves living in your home – and once you have achieved this, you can start filling out the paper work!

SOUND A simple way to appeal to the sound sense is to play some soft relaxing music during inspection times. Installing a wind chime at the front door will also provide something extra to stimulate a buyer's imagination.

There is nothing better than hearing the sound of birds twittering in the backyard. If you're feeling adventurous install a bird feeder to encourage them.

SMELL When a potential buyer walks into your home, the last thing they want to smell is the remains of cleaning products, freshly painted walls or floor polish. So to mask these smells you need to create your own scents, to lure the buyers into your home. The smell of freshly baked cookies is a wonderful way to make potential buyers feel at home, burn essential oils or place a large bunch of aromatic flowers in the living area of your home.

TASTE Providing food is an overlooked method, when sellers are trying to make people feel at home during an inspection.

Place a bowl of individually wrapped lollies or chocolates in the front entrance



and encourage potential buyers to help themselves. This method will instantly make them feel more comfortable in their surrounds and picture living in your house.

TOUCH This is a tricky one, as you do not want people running their hands over every part of your clean house. But the sense of touch can be created visually by adding texture.

Use a combination of different plants in your garden, place different textured pillows on the sofa and vary the floor surfaces by using textured mats and rugs.

If it is a hot day, open the windows to allow buyers to feel a cool breeze on their skin. However, if it is cold make sure you trap the warm air inside the house.

Ensuring the potential buyers are comfortable with the temperature inside the house helps them to feel at home.

If you follow these few simple tips, it is easy to transform the Feng Shui of your home and make a buyer fall in love with your property.

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Agency's Longevity, Track Record Key Signs

CONTINUED FROM P.1

Banks moving independently of the RBA on interest rates and some media hype have seen buyer numbers drop recently.

Numbers are down at Open Houses and the reduced buyer competition has taken a little of the shine from auctions.

W Group Estate Agents Principal, Matthew Walsh, says that this doesn't mean the sky is falling.

But it is a warning to vendors that more than ever they need an agent with very real, well established skill sets.

"The truth is that the market in the past 18 months has been so hot that virtually anyone could sell a property.

In Matthew's opinion now, with investors particularly taken from the market due to the hard line of the banks, there is less competition and the agent must use all of his or her skills.

So how should buyers approach the search for an agent? What should they look for?

Matthew said the most important thing is the communications process.

"It is not good enough for an agent to just say 'this is what your house is worth and this is how we are going to sell it.'

"The agent must be able to justify these decisions based on analysis, facts and, most importantly, experience in the market.

"They should be able to develop a sales strategy specific to your house - a strategy designed to attract more buyers.

"They must be able to justify the sales method chosen, either Auction or



Private Treaty, explaining why it is the most appropriate for your property.

"They should be prepared to advise on presentation and must involve you in every aspect of the selling process, giving you constant feedback on everything from web site hits to feedback from open house inspections."

Matthew said that there is no substitute for local market experience and results speak for themselves. Vendors

should look at the history and track record of their local agents and not rule out boutique agencies.

"The good news is that this is a market adjustment, and one that had to come.

"People are still buying houses and interest rates are still at record lows.

"Prospective vendors investing a little time and effort researching agents will ultimately be rewarded with an optimum sales result."

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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 \$1.24M up 21.50% annually. 8 houses are currently for sale with a median discounting of -8.11%.

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It's the season for buying and selling



Is Spring the best time to buy or sell a home?

There are quite a few answers to this question, with replies relating to the state of the market, your finances, your requirements, interest rates and other such matters coming thick and fast.

But while it is, of course, best to buy or sell when it suits your individual needs, there's something about Spring that seems to start the market ticking over.

And this "Spring effect" has flow-on benefits for both buyers and sellers alike.

Buying in Spring

The weather has a lot to do with it, of course. If you're planning to buy, there is much more incentive to get out and about now that the weather is warmer, rather than shivering through inspections in the

winter cold. This anticipated increase in inspections during Spring encourages people to put their homes on the market, providing you with many options to choose from.

Selling in Spring

Planning to sell in Spring also makes sense from the point of view that this is usually the time when your house and garden are looking their best. It is also the time when people are keen to buy because they hope to be able to move and settle into their new home before the Christmas break, so there is more chance

of attracting genuine buyers.

One well-known real estate principle is that it is wise to be a buyer when other people are selling, and to be a vendor when other people are buying. The great thing about Spring is that this applies both ways. It's a time when some people are selling and others are buying, resulting in it being the prime real estate season.

So whether you plan to buy or sell property, make up your mind to make the most of Spring and look forward to an outstanding result!

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