

# PROPERTY NEWS

Ideas to help you when you're Buying or Selling

# Controlling the Sale

## Avoiding the Stress and Pressure

Buying and selling real estate can be one of the most stressful projects you embark on. For many people, the majority of their wealth is tied up in their home. This creates enormous pressure on them to get it right. A real estate mistake can take years to recover from. Whenever you are dealing with markets, it is wise to accept that markets go up and they go down. This is a reality that you have no control over.

Whilst you have no control over the direction of the market, you can still control the sale process if you are aware of some real estate success principles.

### Controlling the sale when buying

A *cooling off period* means you have agreed on a price with the owner and have contractually secured the property. As the buyer, you have 5 business days in which you can rescind the contract. The owner is unable to sell the property to another buyer during the cooling off period. It allows you the time and space to conduct checks, searches & finance without the fear of being gazumped.

**Bait pricing is an integral part of the auction process.**



**30 Lawson St Balmain sold for \$1.35 million.**

If you become an *expert on prices* within the area that you are looking to purchase, you are less likely to get caught out by bait pricing. Bait pricing is when agents deliberately quote a low price on

the property, in order to attract bidders to the auction. It is common for agents to quote a price 15 to 20% below the seller's reserve price.

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- No need to break the bank
- Recent sales
- Discovering the market value of your home

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### 9818 2133

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## Letter from the Editor

Dear Readers,

Welcome to the July edition of Property News. In this edition we look at some ways that buyers and sellers can avoid the stress and pressure of real estate. Even though the tips are simple, they can have a huge impact on the ease of transaction.

On page 4 we explore the best way to defining true market value for your home. In an environment where prices and key indicators are bouncing around, it pays to be informed.

If the team at Harris Partners can assist in anyway, contact us on 02 9818 2133.

Best wishes,

**Peter O'Malley  
and the team  
at Harris Partners**



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# There's no need to break the bank!

**Even when you're on a budget, you can dress up your home**

**When you're getting your home ready for the market, it's natural to want it to look its best.**

If, however, you have a limited budget for improvements, you need to plan them carefully, rather than wasting money on work that may not make any difference to whether you sell your home or not.

There are quite a few inexpensive things you can do to both the exterior and interior of your home to make it attractive and inviting to prospective purchasers without breaking the bank.

As many people who are looking to buy a property often want to drive past it first, to check whether it has any appeal for them, it's best to start with the exterior. If the first impressions are favourable, they are likely to want to arrange a full inspection.

**Some low cost improvements to make the EXTERIOR look good include:**

- Repair anything that looks rickety such as a gate or the letter box.
- Keep the lawns and garden tidy at all times.
- Paint the front door.
- Buy a new welcome mat for the entrance
- Buy an inexpensive but attractive outside light or clean up the existing one
- Keep your windows clean and remember to open the blinds and curtains during the day to give the home a welcoming and cared-for appearance.
- Use a power spray and/or broom to clean dirt from the exterior of the home and to get rid of cobwebs.



**Some cost effective tasks you can do on a budget to improve the INTERIOR of your home:**

- Get rid of clutter and furniture you don't need. You can store it if you want to keep it.
- Tidy cupboards and drawers and remove or store items to leave some space, creating the impression that the home has plenty of storage space.
- If handles of cupboards and drawers are old, replace them with new ones to create a fresher look.
- Get new mats for inside the front door and the bathroom floor, and keep them fresh and clean.
- Replace any tired or stained taps to give a new sparkle to the kitchen and bathroom.
- Try to keep fresh flowers in the house, either from your garden or bought if necessary. It's worth the small outlay to have the benefits of their fragrance and colours.



# Avoiding the Stress and Pressure

► *Continued from page 1*

**Now that agents face stiff penalties for dummy bidding, agents have resorted to bait pricing to ensure there are a sufficient number of bidders at the auction. If you are really well researched on prices within your target location, you are less likely to get hooked by a bait price.**

Buying a home is an intensely emotional experience. Because of this, it can be difficult to remain objective. To maintain control of your emotions and the sale, *employing an advisor* can be a great idea to ensure you are grounded and considered. An advisor is someone acting on your behalf during negotiations that does not have a vested interest in the outcome. They are an advisor who objectively provides sound logical advice during the process. The purpose of an advisor is not to secure you a bargain. If they manage to do so, that's great. An advisor is a buffer between emotion and logic – they are there to help you secure the right property. Sometimes, they may even suggest that you increase your offer to secure a property. If they help you secure the right property today, the extra few thousand dollars that you paid won't bother you in years to come.

An advisor can be paid or unpaid. Ideal candidates that may be able to assist you are friends with a track record of real estate success, your solicitor, a buyer's agent or even the agent who is selling your current home. They are people that understand real estate through years of experience.

## **Controlling the sale when selling**

Only *sign short exclusive agency agreements* with the agent. When you interview agents with the view to signing exclusively with one firm, you do so on the

basis of a number of promises made by the salesperson. If you sign up for 90 days, you are unable to change agents, even if the agent does not live up to their promises. It is common for agents to tell the client a high (seductive) price to get the listing. The seller overlooks the fact that they are signing with the agent for 90 or 120 days. The only thing the seller hears is the big price the agent appraised the property at. As the motivation to sell rises, the price comes down. The agent knows if they have a long listing term, the seller will eventually "meet the market". In such instances where the seller has been misled about the sale price, it is easier to list with another agent if they only signed a 40 or 50 day agreement with the first agent.

Structure the agent's remuneration so that you *only pay for the advertising on a sale*. Don't bet your money on the agent's word. When an agent assesses your home at a price and then asks you to pay for an advertising campaign in advance of the end result, you have unwittingly thrown thousands of dollars down on the agent's word. If the agent gets it wrong, you lose. Agent's mistake, seller's loss. This is a complete lack of control for the home seller. Agents know that home sellers are more likely to "meet the market" if the seller has invested large amounts of advertising money upfront. The agents call it "hurt money". If an agent wants to sell your home, they will carry the cost of the campaign.

*Meet regularly with your agent* during the campaign. Focus on the key indicators that need to be monitored before beginning the campaign and track them each week. The 4 best indicators to track whilst you are on the market are internet hits, specific



**Maintain control: Only sign up with an agent for a maximum of 60 days.**

enquiries, inspections and offers. The agent will be getting feedback from buyers via all 4 indicators. When you meet with your agent, firstly you need to know what the buyers are saying about your property, not what the agent thinks. Then you can control the sale via buyer feedback in conjunction with your agent.

Letters and teleconferences are not an ample substitute for meeting in person with your agent to discuss progress of the sale campaign. Maintain a direct line of communication with the agent where the facts (good, bad or indifferent) are put on the table.

**Buying & selling real estate will always have an element of stress and pressure. It is up to the individual to take control and not be controlled.**

## Want to auction your property?

Call us today before the hammer falls and find out how to **GET THE HIGHEST PRICE** using a proven and better method than auction. Guaranteed No charges until you are happily sold.

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# Discovering the true market value of your home



**Most of us have a price in mind as to what we feel our home is worth. However, unless a genuine buyer offers this number or higher, it is hard to really know what the true value on the open market maybe. If you don't want to sell your home, the value of it is largely irrelevant.**

If you would like to make a move but the move is dependant on the true value of your home, finding out the true value is crucial. There are a few different ways that you can discover the true market value.

The **first** is to call a reputable independent valuer that knows the local market. Valuers are often mistakenly accused of being conservative in their assessments. Valuers are not trained to be conservative, they are trained to be accurate. Their research is evidence based without any emotion around the final number they assess the property at. A valuer does not have a vested interest in the property.

The **second** option to working out the market value of your property is to call real estate agents & ask them. Valuers will usually look at a property and ask, at what price will this property definitely sell? Real estate agents will usually look at a property and ask at what price could this property sell? It is a reality that a real estate agents chance of being selected to market the home increases if they are optimistic around the possible selling price. Therefore agents can have a vested interest in the number they put on your home.

Valuers will focus on the price point at which many buyers will be interested in the property. Agents will focus on the highest price one buyer could pay.

The **third** avenue to identifying true market value for your property is to list it on the market. When genuine buyers begin making offers, you will then know

what your property is really worth. If the best offer allows you to achieve your plans, it would make sense to sell your property. If it does not, decline the offer and stay put.

The most common mistake sellers make when it comes to identifying the true market value of their home is they sign up for an expensive advertising campaign. If the desired price is not reached during the campaign, the seller is wedged. They either sell for less than they had originally hoped to achieve or they pay for an expensive advertising campaign that did not result in a sale.

**With auction clearance rates currently at 50%, every second seller is wasting thousands of dollars on a campaign. It is a reality that not every seller will achieve the price they want & it is also a reality that you don't need to spend thousands of dollars to find this out.**















## Recent Sales

211/1-3 Larkin St, Camperdown \$472,000  
13 Wardell Rd, Lewisham ..... \$895,000  
30B Janet St, Drummoyne ..... \$1,205,000  
37 Station St, Petersham ..... \$1,085,000  
9 Denison Rd, Lewisham ..... \$1,200,000

49 Curtis Rd, Balmain ..... \$1,150,000  
31 Robertson St, Campsie..... Confidential  
4/259 Johnston St, Annandale.. \$565,000  
77/8 Water St, Birchgrove ..... \$590,000  
540 Darling St, Rozelle ..... \$1,060,000

# RECENT SALES

SOLD		<p>9 Denison Rd Lewisham \$1,200,000</p> <p>🛏️ 3 🚿 2 🚗 0</p>	SOLD		<p>49 Curtis Rd Balmain \$1,150,000</p> <p>🛏️ 3 🚿 2 🚗 0</p>
SOLD		<p>540 Darling St Rozelle \$1,060,000</p> <p>🛏️ 4 🚿 1 🚗 1</p>	SOLD		<p>13 Wardell Rd Lewisham \$895,000</p> <p>🛏️ 3 🚿 2 🚗 1</p>
SOLD		<p>371 Balmain Rd Lilyfield \$799,000</p> <p>🛏️ 3 🚿 1 🚗 1</p>	SOLD		<p>30B Janet St Drummoyne \$1,205,000</p> <p>🛏️ 3 🚿 3 🚗 2</p>
SOLD		<p>4/259 Johnston St Annandale \$565,000</p> <p>🛏️ 2 🚿 1 🚗 1</p>	SOLD		<p>37 Station St Petersham \$1,085,000</p> <p>🛏️ 3 🚿 2 🚗 0</p>
SOLD		<p>113 Francis St Leichhardt \$Confidential</p> <p>🛏️ 3 🚿 2 🚗 3</p>	SOLD		<p>78 Jarrett St Leichhardt \$730,000</p> <p>🛏️ 2 🚿 1 🚗 1</p>
SOLD		<p>8 Evan St Gladesville \$1,065,000</p> <p>🛏️ 5 🚿 2 🚗 3</p>	SOLD		<p>211/1-3 Larkin St Camperdown \$472,000</p> <p>🛏️ 2 🚿 1 🚗 1</p>

For a complimentary market appraisal on your property phone Harris Partners ☎️ 02 9818 2133  
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# RECENT SALES

 	<p>19 Mullens St Balmain \$1,110,000</p> <p>🛏️ 3 🚿 2 🚗 1</p>	 	<p>31 Robertson St Campsie \$Confidential</p> <p>🛏️ 2 🚿 1 🚗 2</p>
 	<p>25 Cometrowe St Drummoyne \$1,100,000</p> <p>🛏️ 4 🚿 1 🚗 1</p>	 	<p>64 Salisbury Rd Stanmore \$1,150,000</p> <p>🛏️ 4 🚿 3 🚗 2</p>
 	<p>44 Gottenham St Glebe \$1,050,000</p> <p>🛏️ 3 🚿 2 🚗 1</p>	 	<p>60 Quirk St Rozelle \$665,000</p> <p>🛏️ - 🚿 - 🚗 1</p>
 	<p>94 Hay St Leichhardt \$740,000</p> <p>🛏️ 2 🚿 1 🚗 -</p>	 	<p>7 Reserve St Annandale \$745,550</p> <p>🛏️ 2.5 🚿 1 🚗 -</p>
 	<p>26 Carlisle St Leichhardt \$850,000</p> <p>🛏️ 2 🚿 1 🚗 1</p>	 	<p>77/8 Water St Birchgrove \$590,000</p> <p>🛏️ 1 🚿 1 🚗 1</p>
 	<p>4/67 Louisa Rd Birchgrove \$630,000</p> <p>🛏️ 2 🚿 1 🚗 1</p>	 	<p>28 Francis St Enmore \$650,200</p> <p>🛏️ 2 🚿 1 🚗 -</p>

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