

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Units selling fast with targeted marketing

How does Amsure Realty manage to secure such excellent sales results for clients?



**FULL REPORT
PAGE 3**

In this issue of Property News:

- Choosing the right agent to sell your home
- Waterloo homeowners thrilled with sales result
- What's involved in owning a unit?



www.amsure.com.au **9698 8689**

A letter from the Editor

Dear Reader,

Amsure Realty is excited to bring you our newsletter.

It's our hope that this newsletter will start to help you plan your next move when buying or selling real estate.

In the space available, we are only able to take you through the basics of each concept discussed.

That's why we are happy to meet with you, so that we can impart our local knowledge and experience to help you.

Please don't hesitate to call us anytime at our centrally located office in Waterloo on 9698 8689.

Yours faithfully,

Iris Leong
Director



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Disclaimer: This newsletter is not to be treated as advice! Neither Iris Leong, Amsure Realty nor Newsletter House Pty Ltd accept any form of liability, be it contractual, tortious or otherwise, for the contents of this newsletter or for any consequences arising from its use or any reliance placed upon it. The information, opinions and advice contained in this newsletter are of a general nature only and may not relate to or be relevant to your particular circumstances. There are many issues involved with buying and selling real estate so it is important that you get specific advice prior to making any decisions on your next real estate transaction.

How to turn an offer into a sale

We examine some simple steps you should take to ensure that your agent is the best qualified person to sell your home.



While you are worrying about getting the right price, the buyer is concerned as to whether they are paying too much or maybe even having doubts about the property they are buying. In this heated market it takes a cool head to see the sale through to finalisation.

Which is why even agents who have been selling property for years, turn to another agent to sell their own home. They know from experience what is involved with the sale of a property and they want a person who is not emotionally attached to the sale acting on their behalf.

When you have so much riding on the sale of your property, sometimes the stress of converting an offer into a sale can become too great. But how could this be, surely selling a home is no more complicated than writing out a cheque for a new motor car?

Selling a home is a far more complicated process than most people understand. Let's take a walk through some of the steps involved.

NEGOTIATING

The buyer decides that your home is the one they want – they make an offer – but unlike the past, today's buyer is quite savvy. They understand the negotiating stage to a greater part and start haggling from the moment they make the first offer.

With this type of pressure, a home owner selling their own property can often react the wrong way. They may take the offer of a lower price as an insult, and instead of trying to counteract with appropriate salesmanship they could react badly putting the buyer in a position where they have no alternative but to

walk away from the sale.

Whereas a trained agent knows that this is just part of the process and acts appropriately advising the buyer on why the property is worth the asking price. Plus, an agent knows that the buyer is using any ploy they can think of to get a better price, which leads to our next point.

EXPERIENCE

We all know that the more you do something the better you get. We don't try and mend our best pair of shoes, because we know that we are likely to do more damage than good. We just don't have the experience in boot repair so we take our best set of shoes to a professional.

The same applies to selling a property. We've had people walk into our office frustrated at the fact that they did everything to sell their home and still could not get a sale. They advertised their property in the local paper, put up for sale signs in the front yard, even had people ready to buy, but still they could not get their property to sell.

Talk to these people and they will tell you that as soon as they turned their property over to a professional agent it sold fast. But why did the agent get a result and the home owner did not?

Experience, in a nutshell. When the buyer negotiated, the agent knew exactly what to do. Like the boot maker, the agent had been down the selling path so many times before that they instinctively knew how to turn it into a sale.

What's more, the agent may even get the seller a better price making their commission a worthwhile investment on the seller's part.

Vendors delighted with top results

They listed their property with Amsure Realty, and were thrilled when it sold within just days

When you have a property to sell, the right kind of marketing is crucial and is your best chance of achieving a fast sale. In this edition we talk to Principal of Amsure Realty, Iris Leong, whose team is recording some fantastic sales results in the Waterloo area, despite claims of conservatism within the property market.

"The ability to sell a property quickly and at the right market value comes down to an agent's marketing skills, industry knowledge and ability to judge the changing market conditions," says Iris.

"By tailoring a marketing campaign to suit each property, we are able to generate maximum buyer interest among prospective buyers."

Iris continues, "As soon as we receive a listing, we carefully examine what the property has to offer, and then develop an individual marketing plan to attract the right kind of buyers to the property."

"Our ability to accurately market each property and our commitment to providing the highest quality professional services in the industry has been the

cornerstone to our success, as our recent sales results prove."

What are some recent sales results in the area?

67/9 Broome Street, Waterloo

"The owners of this property came to see us after listing with another agent had failed to produce any results," says Iris. "With a failed auction and private sale behind them, the owners were feeling extremely disillusioned and let down by the entire selling process - and after so much time waiting for a buyer, it was understandable."

"After appraising the property, my thoughts were it had been undervalued, and decided to increase the sale price."

How did the team attract buyer interest in the property and what was the result?

"We began a targeted marketing strategy as soon as we received the listing, contacting several prospective buyers from our extensive client database and invited them to inspect the property," explains Iris.

"Within 1 week from listing, and at the first inspection, the property was sold for \$525,000."



501/5 Potter Street, Waterloo

"This unit also sold in an extraordinarily short timeframe," says Iris.

"Upon receiving the listing, we again applied a compelling marketing strategy and buyer activity began almost immediately, leading to the sale of \$405,000 after the first inspection."

Says Iris, "We keep hearing about rises in interest rates and property price increases, at the end of the day, fluctuations in the property market certainly don't override what a powerful marketing campaign can achieve. Our recent sales are proof that there is still a strong demand out there for all kinds of properties."

If you're in the market to sell and would like to employ an agent who can market your property with great results, talk to the experienced and driven team from Amsure Realty.

View properties for sale at www.amsure.com.au

Some recent properties sold by Amsure Realty

Building	Address	Beds	Date	Sold For
Tiara	268/9 Crystal Street, Waterloo	1	25/03/2008	\$378,000
Atarah	23/28 Crystal Street, Waterloo	1	25/03/2008	\$340,000
Aria	135/4 Lachlan Street, Waterloo	1	26/02/2008	\$350,000
Tiara	176/804 Bourke Street, Waterloo	1	12/02/2008	\$320,000
Tiara	302/9 Crystal Street, Waterloo	2	12/05/2008	\$505,000
Jewel	72/7 Broome Street, Waterloo	2	06/05/2008	\$620,000
Aria	911/5 Potter Street, Waterloo	2	25/03/2008	\$500,000
Aria	606/5 Potter Street, Waterloo	2	25/03/2008	\$500,000
Atarah	74/9 Broome Street, Waterloo	2	20/02/2008	\$770,000
Tiara	123/804 Bourke Street, Waterloo	2	12/02/2008	\$495,000
Tiara	306/9 Crystal Street, Waterloo	3	08/05/2008	\$570,000
Jewel	67/7 Broome Street, Waterloo	3	25/03/2008	\$675,000



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INVESTMENT UNITS

What's involved with ownership?

Many intending purchasers do not understand their rights and or responsibilities of owning a strata unit.

It is important to have a basic understanding and hopefully this article will help you work through the steps you will need to take.



But don't forget, our job is to make life easier for you; so at any stage don't hesitate to contact our office for any assistance you may need.

In our business we pride ourselves on being a step ahead of the game and will endeavour to make the whole process of buying a unit a pleasant experience.

Strata schemes range from a block of units to large communities with private roads, security and extensive recreational facilities such as marinas and golf courses.

When you become an owner you are immediately a member of the Body Corporate and share the ownership of common areas such as pools, lifts and stairways.

All members of the Body Corporate share the financial responsibility for the maintenance of common property along with other anticipated long term costs such as painting.

How are fees paid?

In most cases contributions are usually paid quarterly in accordance with the contribution schedule set out by your Body Corporate.

What are the benefits of owning an investment unit?

Unlike many other investments, in most cases, your unit is an ongoing money maker. Once your property manager has a good tenant in place in your unit, each week you get a regular flow of income. It is not uncommon to find happy tenants remaining in your units for years to come. In a sense your unit is a business that requires no day-to-day hands on involvement.

How do you find a good investment unit in our area?

Before you rush off and buy the first unit you see, please speak with our property management department as they can provide you with valuable help.

They know what tenants in our area are looking for when they are renting.

The information our team can provide you may help you in buying a good unit.

Plus, they will be able to put you in touch with one of our sales team, who may know of a good investment unit about to come onto the market.

We provide this assistance free of charge and are keen to see you succeed.

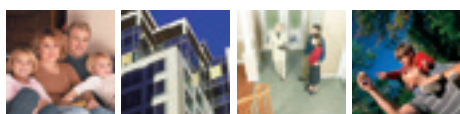
Before purchasing an investment unit, you need to be aware of:

1. Adequate monies in your fund
2. Cost of levies
3. Approval of any past alterations
4. Adequate building insurance
5. Additional planned work
6. Any renovations required.

Before purchasing a unit, it is wise to arrange for a professional inspection of the Body Corporate's records by a suitably qualified consultant. There are many items not apparent from a visible inspection of the unit. There are a number of factors, which can impact on you once you become the owner. It is better to be informed about these so a prudent decision can be made before purchasing.



Want to rent your property?



Call us today on 9698 8689!

Amsure Realty Property Management staff are committed to protecting your investment and obtaining the best possible return. For an obligation free appraisal of your rental property contact us and we'll look after you.

www.amsure.com.au

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Specializing in the Waterloo Area