

ISSUE
DEC – JAN
2021

THE INVESTOR

HAPPY NEW YEAR

2021... THE YEAR OF INCREASED EQUITY AND GROWTH

Welcome to 2021, a fresh start... putting behind us a year like no other that for many passed in the blink of an eye.

Our team has loved being of service to you, and we would like to take this opportunity to thank you for your trust and confidence in allowing our agency to manage your investment property/s.

The philosophy of our 'Year of Increased Equity and Growth' is our positive statement contribution to the New Year of believing that things are going to get better and that you as an investor are going to prosper.

WHAT DOES EQUITY MEAN?

Equity is the difference between what you owe on your mortgage and what your home is currently worth. If you owe \$250,000 on your mortgage and your home is worth \$700,000, you have \$450,000 of equity in your property. As you pay down your mortgage, the amount of equity in your home will rise.

Do you know how much equity you have in your property/ies?

Did you know that you could utilise this equity to purchase further investment properties without outlaying any money?

We encourage you to take the time to investigate the potential 'equity' in your property/ies.

You could be in a better financial position than you think.

If you are looking at buying or selling... we are here to assist and support you through the process of creating long-term wealth.

The only person you should try to beat

IS YOU

Run your own race

THE REAL ESTATE POWERHOUSE

What is it?

Our focus for this first 2021 issue of *The Investor* is for you to be successful and to make money from investing in real estate.

So, what is the secret? What is the real estate powerhouse? How can you be a smart, successful, and wealthy investor?

The secret is... 'data, information and knowledge,' and the real estate powerhouse is the Internet.

The Internet houses the most powerful source of data and information at your fingertips, providing you with the knowledge to assist you in becoming successful*.

OUR TOP 5 INTERNET POWERHOUSE INVESTOR TIPS

1. Dedicate the time each week to search and read about property investing or subscribe to leading investment media platforms to receive automatic news updates
2. Join an online Facebook community group in your investment suburb/s to keep up to date, be able to ask the locals questions, and request referrals and recommendations for different services that you may require
3. Search and subscribe to property investing Podcasts, and listen to them each week (If you are time-poor, you can always utilise your driving time in the car)
4. Search your property address/ies online to see what results appear
5. Register a 'Saved Search' with online property listing portals utilising your current property/ies detail types (E.g., 4 brm, 2 bath, 2 car, pool) to receive automated regular market updates on similar investment property to yours

For example, realestate.com.au, domain.com.au, rent.com.au.au.

If you would like to discuss your 2021 property investment goals, are looking to buy or sell, want to transfer/consolidate other rental management properties to us or want to refer a family member or friend to our agency, please reach out to one of our friendly and experienced team members.

* *Ensure that you quantify and validate the data and information that you read on the Internet*

DID YOU KNOW...

THERE ARE 4 WAYS TO SELL A PROPERTY? *

With business and our day-to-day life starting to return to normal (*post-COVID*), the real estate industry, investment economists, data analytics companies, and the media, in general, are reporting growth and opportunity as we transition into a new year.

While 2020 was a year of uncertainty, presenting unprecedented challenges to many across the nation and globe... in moving forward, the property investment sector has been very fortunate to have maintained and stabilised during very volatile times.

With social distancing laws being relaxed and borders re-opening, the real estate market has ignited, and there is a new buzz in the air again. People are getting excited buying and selling.

If you are looking at buying or selling in 2021, then you need to know the different ways to sell (buy) a property.

No. #1 AUCTION

Auctions are becoming increasingly popular and a great way to sell. Particularly if there is a lot of interest in the property or unique features about the property, you cannot put a price on. When selling a property by auction, an advertising campaign and auction date will be established to create the greatest buyer interest. The seller will set their terms and conditions and a reserve (being the lowest price they will sell the property at the auction). If a property is sold at auction, there is no cooling-off period, and the buyer must pay a 10% deposit. The property is purchased as-is (generally with no subject to conditions, such as finance, building, or pest inspection approvals).

No. #2 EXPRESSION OF INTEREST EOI/s (TENDER)

An expression of interest sale is essentially a form of a closed, silent auction. The property is marketed with no list price, and buyers are invited to submit their highest & best offer in writing to purchase a property on/or before a nominated closing date & time. This property sale process can attract a greater scope of buyers who cannot meet the strict auction conditions of a sale. Sellers are not allowed to accept any offer before the pre-specified deadline has been reached. Following the closing date, the seller and their agent will review the submitted offers based on price and the terms and conditions. The main difference between an expression of interest and an auction is that offers are made private, and the buyer has one chance to submit their best offer. Effectively, the marketplace is unaware of the number of offers that have been placed or the expected price level. If the seller does not receive an acceptable offer, the property may be placed on the market as a private treaty sale, or EOI's may be called for again.

No. #3 PRIVATE TREATY – THE TRADITIONAL 'FOR SALE'

Investors can sometimes get confused when they see the terminology *Private Treaty*. However, it is simply a different way of saying the traditional 'For Sale.' This is where a property is listed and marketed for a specific price (E.g., \$987,000), and then buyer offers are submitted to the seller. Once a buyer places an acceptable offer, the process commences of exchanging a contract. Generally, with a private treaty sale, the buyer will request finance, valuation, building, and pest inspection clauses to the contract. There is no sale deadline or timeframe; the process is generally straightforward, with minimal pressure of a deadline date, and allows a seller to consider multiple offers.

No. #4 DO IT YOURSELF *DIY* – PRIVATE SALE

Lastly, there is the option to sell a property privately. This is where the seller will not engage a real estate agent and sell the property independently. The seller becomes responsible for appraising, listing, and advertising the property, negotiating the sale with the buyer, and establishing the contract terms. While a private sale can be enticing to a seller, there is always the risk that the optimum conditions or maximum sale price are not achieved, resulting in lost property sale dollars/income or potentially the sale falling over if not managed correctly.

If you are thinking about selling or buying, we are here to assist, support, and guide you through the process. Contact us to talk through your needs with one of our friendly, knowledgeable, and professional team members.

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Thank you for your partnership and support in 2020. We're looking forward with optimism to a brilliant new year. Wishing you and your family a well earned, restful holiday. Let's make big things happen in 2021. Please stay safe!

PROPERTY MARKET RENTED

**105 Broadarrow Road, Narwee
54 Lawrence Street, Peakhurst
3/19 Pitt Street, Mortdale**



Olive Li

Peter Bennett

SUDOKU COFFEE BREAK

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