

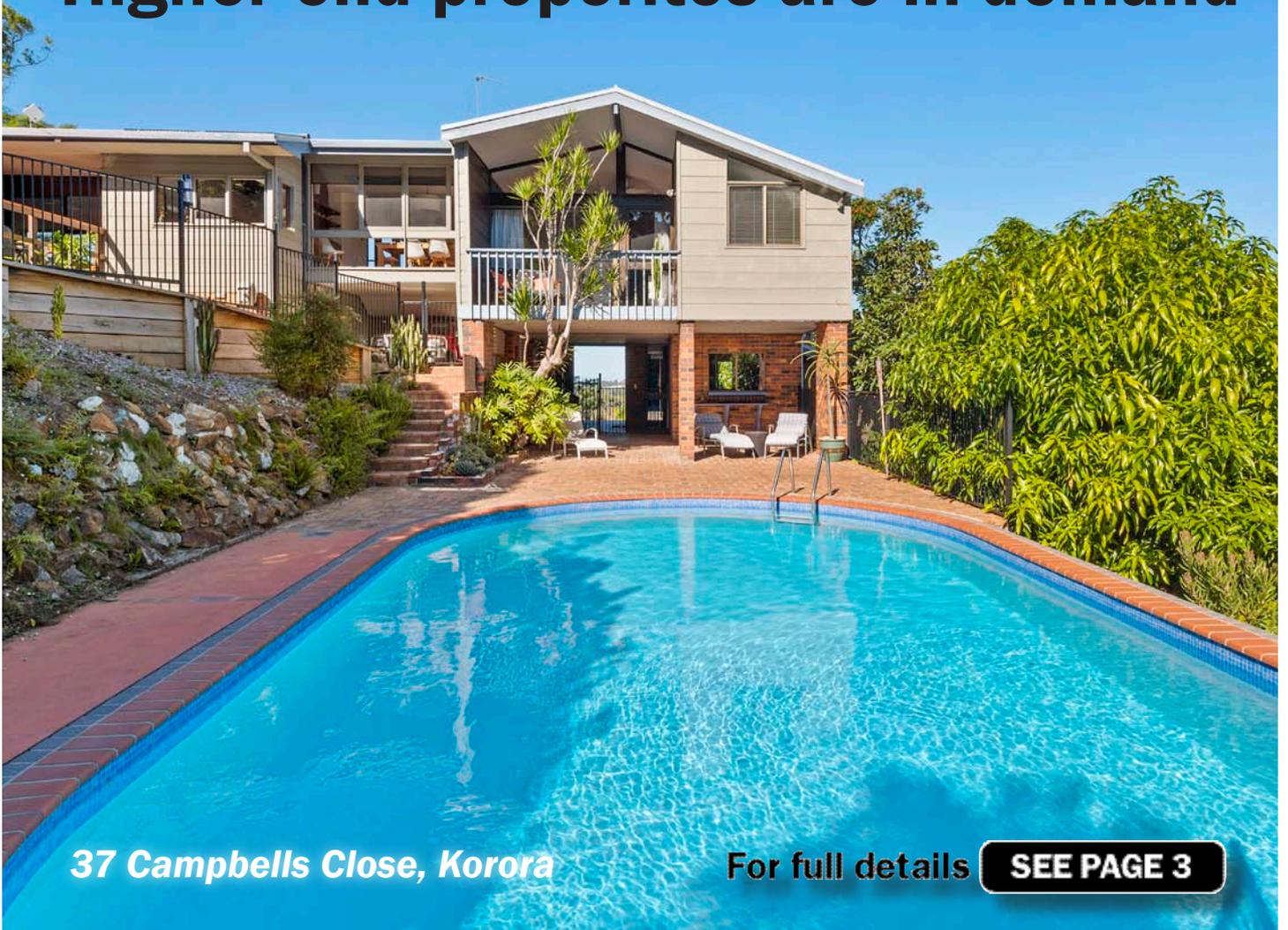
# PROPERTY NEWS

*Ideas to help you when you're Buying or Selling*

Langlands Property Publication - Issue 8

## SOLD IN 11 DAYS

Higher-end properties are in demand



**37 Campbells Close, Korora**

For full details **SEE PAGE 3**

In this issue of Property News:

- Selling? Pitfalls and Helpful Hints
- Sold in 11 days, faster than local average
- Top tips for first time investors



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## LETTER FROM THE PRINCIPAL

Dear Readers,

In this issue of Property News we are featuring a higher-end property that sold within 11 days for a great price. For more details about the sale please see our story on page 3.

If you are considering selling, an experienced professional agent can give you some guidance in preparing your home for sale. First impressions are very important when selling property.

For those people who are considering investing in property for the first time, our page 4 story looks at some tips to help you in your new role as a landlord.

If you are considering selling or buying a property please give us a call or drop in and see us at the office.

Kind regards,

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# Selling?

## Pitfalls and Helpful Hints

### Appointing a professional agent is the first step to success!



**Selling your home is a  
special time for the family.**

**Are you concerned that if you sell today you are not going to maximise your profits? Regardless of what happens over the next 12 months few people would deny that we are experiencing a sellers' market.**

This is basically brought about by a surplus of buyers over sellers.

If this is so, how do you go about selling your property at a premium and really benefit from the market?

The short answer is you need to make your property more saleable than your competition through better presentation, better marketing and by offering better value.

This doesn't mean you have to offer it at the lowest price because not every buyer is driven solely by the desire for a bargain.

For a start, a sellers' market is likely to attract more purchasers, thereby providing more potential buyers for your home! But this is not enough in itself to ensure a sale for you.

The first secret to an effective sale is to assign an agent to the task, because you need someone who is not emotionally involved in the sale.

You cannot afford to take personally comments and rejections that some buyers will inevitably make when viewing your property. The agent is there to shield you from all the hassle involved in selling.

Once you have appointed an agent you need to evaluate the presentation of the property.

A professional agent will guide you about the best way to present your home to the market. Follow their advice and you will find it most helpful. Remember, as in all business matters, first impressions are most important.

The next step is to devise a marketing campaign. Once again an experienced agent will discuss this with you and if they really know what they are doing they will tailor a marketing strategy that is specifically designed to suit your property.

During the campaign your agent will probably market the property through a window display, on the Internet, through signboards, in media advertisements and possibly through other types of advertising such as leaflets and brochures.

**Because of the agent's experience they will ensure that the property's special features are highlighted so that the buyer feels they are getting good value for money!**

# Sold on first weekend Much faster than local average

The recent speedy sale of 37 Campbell Close, Korora, reveals three interesting local market insights.

Higher-end properties are still selling quickly, a well-rounded marketing approach remains key, and happy vendors return to a property team that delivers results.

As a start, agent Amanda Langlands of Langlands Property shares more on 37 Campbell Close's swift change of ownership.

"This property sold on the first weekend, and for almost full price. Local buyers bought the property to upgrade."

Selling by Private Treaty for \$1,000,000, this property sold close to the top of its listing price range, which was \$985,000 - \$1,080,000.

And it sold fast. An offer was made after just one open inspection, selling in only 11 days compared to the local area average of 84 days to sell.

But how did the Langlands Property team make this sale happen?

Solid and forward-thinking marketing played a crucial role. "A strong marketing campaign with professional photography. A strong internet presence with top listing on all portals. Social media marketing using Facebook and Instagram. And experienced negotiation skills to secure almost full price," explains Amanda.

"We market a property and present a strong presence straight from the start of



the campaign. We utilise all platforms to reach buyers, including social media."

And finally, to complete the circle of success, happy vendors return to a strong property team for consistently top results.

For vendor Teena Swinburne, 37 Campbell Close was the second property sale within two years through the Langland's team.

Amanda explains: "We sold Teena's last property very quickly after having it with another agent for a long time."

Teena also shares her side of the selling story. "I can't help but recommend Amanda Langlands and her team in securing a quick and seamless sale of my property. This is

now the second time I have engaged the services of Amanda and each time it has been more than a pleasant experience working with a professional with such integrity. Once again I say thank you."

So if you're looking to sell, the local and experienced team at Langlands Property would love to assist.

"Local buyers still have the cash to purchase higher-end properties," adds Amanda.

**And with the median price of property in the area of \$478,864, and rising over the past three months, no buyers should miss out. So for all your property needs, contact us today.**

## We Have The Experience And Local Market Knowledge You Need



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Call one of our sales specialists today  
on 02 6651 2822 to sell your property



# Top tips for first-time property investors

Planning, research and good management will help you to enjoy your investment

## The purchase of your first investment property marks an exciting new financial phase in your life.

It may also cause some butterflies as you venture into this unfamiliar territory.

As with any first-term venture you may well encounter some problems but here are some tips that should help you to avoid, or at least reduce, some of the issues associated with being a landlord.



### Screen tenants

Check their details carefully and contact their referees and former property managers. It takes time but it helps to ensure your property is in good hands.



### Watch the money

Don't let tenants get behind with payments or you'll set an unfortunate precedent and find yourself out of pocket. If payments are late take immediate action to show you mean business.



### Insure yourself

A landlord insurance policy can cover you against potentially expensive payouts and loss of rental income. Among its benefits is the protection it can provide if tenants damage your property.



### Do your sums

Rental income yields are below home loan interest rates, so make sure you can cover the interest cost differential. Other expenses could include council, land and water rates, and maintenance.



### Plan for a rainy day

As well as planning financially for the expected, you need to anticipate and provide for the unexpected, such as an unplanned vacancy or a sudden interest rate rise.



### Put things right

Failure to attend to maintenance issues could prove a legal liability risk for you if tenants are injured. Have repairs done as quickly as possible, and keep an eye on general maintenance.



### Keep your distance

Resist any temptation to become your tenant's new best friend; otherwise it could be difficult to take action if issues arise. This is a business relationship and should stay that way.



### Inspect regularly

A minor maintenance problem now could become a costly repair job in the future. Regular inspections by you or your property manager can save a lot of time and trouble.



### Don't be greedy

If you try to squeeze every last dollar of rental income from your tenants, you might lose them. This could result in a vacancy that can be more expensive than taking less in rent.



### Consider delegating

Many people dream of owning investment properties but don't want the work of managing them. In that case, for a small percentage of the rental income it's worth appointing a property manager with time and expertise to look after your investment.

**We Have The Property Management Team You Have Been Looking For**

Our locally based, trained professional Property Management team will look after your property as though it were their own.

Phone them today on  
02 6651 2822



Emily Harmer  
Property Management

Ashlee Downton  
Administration

