

PROPERTY NEWS

Ideas to help you when you're buying or selling

R&W Gladesville Referral Leads To Empire Bay Sale

Network Works



SOLD

4 Kendall Rd,
Empire Bay
Sold for \$1,100,000

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MILLION DOLLAR SALES TESTAMENT TO AGENCY'S MARKET STRENGTH

In this issue of Property News:

- Presentation Is Everything
- Agency Network, Database Key To Sales
- This Month's Hot Properties

R&W

Umina Beach (02) 43 444 666

Setting the Stage

Dear Readers,

The market has, quite simply, never been more dynamic.

Record low interest rates translate to a low cost of mortgage debt and property buyers of all classes are taking advantage of this.

First home buyers, first time investors, mums and dads taking the opportunity to upgrade the family home ... we are seeing them all.

There are more buyers than sellers and that is positively impacting both prices and the speed of sales.

We have buyers galore on our database and need more homes to meet this demand.

Kind regards

John Carey

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Principal



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First impressions can make all the difference as to whether the “For Sale” sign in front of your house becomes a “Sold” sign after an inspection.



For that reason you need to set the stage for purchasers, so that they can imagine themselves living there.

This is where some home staging tips can help you and give you a more competitive edge in the market.

“Home staging” refers to the knack of preparing a house for sale so that it still looks attractive and comfortable but doesn’t have such a strong personal stamp on it that potential buyers feel they wouldn’t belong there.

That doesn’t mean launching into expensive interior decorating. In fact,

home staging is really the opposite. While interior decorating involves dressing up a house so that it has personal meaning for the owners and reflects their own tastes and interests, home staging refers to removing the strongly personal element from a home while helping it to appeal to the broadest possible range of buyers.

In addition to the usual preparation for sale, such as keeping the home clean and tidy, and ensuring there is as much light and air as possible, home staging involves two main points of action.

DECLUTTER

This refers to removing your ‘personal footprint.’ If you have lots of family photographs, ornaments, souvenirs, children’s drawings and such things throughout the house, take most of them away. Sporting trophies, personal hobby materials and most of your books can be stored in boxes until you set up in your new home. If you’ve turned the study into a craft room, clear it up and turn it back into a study while the house is on the market.

CREATE SPACE

This is another form of decluttering but relates to the interiors of drawers, cupboards and any other storage you have. People often look in cupboards when inspecting a home and if they find them filled to bursting they will assume there is not enough storage space. Give things away, sell them or store them elsewhere, so that you have well presented cupboards and even a few empty shelves here and there. Don’t put everything in the garage either – prospective buyers need to see the space it provides.



Million-Plus Sales



SOLD

40 Pomona Rd,
Bensville
Sold for \$1,240,000

An estimated 90% of Richardson & Wrench Umina Beach's current buyers are from the Sydney market - underscoring the strength of the Richardson and Wrench network and the agency's own database.

The network and the database have respectively been the key to two recent million dollar plus sales by the agency, both listed by Phil McCord and sold by Paul Climpson.

4 Kendall Road, Empire Bay was advertised with a price range of \$1-\$1.1M and sold for \$1.1m to a buyer referred by Richardson and Wrench Gladesville.

The property attracted 26 inspections and six offers.

The price achieved was very much down to the experience of Phil McCord who gave the property time to reach the best price and was not tempted to sell after just two or three weeks of marketing.

40 Pomona Road, Bensville was marketed with an Expression of Interest campaign. It also attracted 32 inspections, more than enough to create competition and allow the agents to negotiate the price up to \$1.24M.

In this case the agency's database was the key to the sale.

The comprehensive database is used to inform customers of new listings even before conventional marketing begins.

Phil said that due to the extraordinary success of this campaign, Richardson and Wrench Umina Beach has six qualified buyers who are desperate for acreage property in the Bensville area.

"If anyone is thinking of selling we have qualified buyers still looking to buy in the area.

"Our recent sales results should be more than enough incentive, clearly showing that the current market is hot and demand high," Phil said.

Richardson & Wrench Umina Beach's team drives a business culture of pure service. We work together on each and every property to ensure that you receive the best outcome.



John Carey
Principal
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Phil McCord
Sales Manager
0417 260 056



Scott Wilson
Sales Executive
0438 179 323



Paul Climpson
Sales Executive
0432 222 306



Damien McPherson
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R&W

THIS MONTH'S HOT PROPERTIES

WOY WOY - 93 Moana Street



2 Homes Under One Roof!

- 5 double bedrooms all with built in robes & 3 bathrooms
- Formal and informal living areas
- Gourmet kitchen with island bench
- Sun drenched courtyard with pergola
- 4 car remote garage, alarm, automated c bus system
- Plus an attached council approved flat – perfect in-law accommodation or teenage retreat

Sandy Kogan 0416 006 006
FOR SALE: Expressions of Interest

UMINA BEACH - 1 Tapestry Way



Immaculate Family Home

- Four oversized bedrooms with built-in wardrobes, the main with an ensuite
- Kitchen is large with breakfast bar, dishwasher, wall oven & ceramic cook top
- Main bathroom has a shower, corner bath tub & separate toilet
- Air-conditioned living room with separate spacious dining room
- Outside fully covered entertaining area
- Double lock up garage has automatic panel lift door & covered access into home

John Carey 0417 683 925
FOR SALE: \$760,000-\$850,000

UMINA BEACH - 11 McManus Close



Family Home In South Umina

- Three bedroom home all with built-in robes & ceiling fans
- Freshly painted internally & new carpet throughout the home
- Slightly elevated position to capture a district outlook & the ocean breezes
- Spacious kitchen with good bench & cupboard space
- Modern bathroom with new vanity, mirror & a separate toilet
- Double garage with auto door with separate workshop & under house storage

Scott Wilson 0438 179 323
FOR SALE: \$650,000-\$710,000

WOY WOY - 55 Phegan Street



Great First Home Or Investment

- Two generous sized bedrooms
- A modern kitchen with electric oven & cooktop & ample cupboard space for storage
- The lounge space is generous in size and air-conditioned
- Tidy bathroom with a shower/bathtub. 2nd toilet in the laundry
- Great side access to the backyard and a brand new garden shed

Damien McPherson 0468 866 852
FOR SALE: \$480,000-\$530,000

WOY WOY - 71 Boronia Avenue



Bring The Family

- Large two storey four bedroom family home
- Galley style kitchen
- Short stroll to the Golf course
- Large undercover entertainment area
- King single garage with rear lane access, perfect for a large car with room left over for a huge workbench

Paul Climpson 0432 222 306
FOR SALE: \$620,000-\$680,000

**We have qualified buyers looking to buy on the Peninsula.
We need more properties to Sell.**

If you are considering selling please call the Multi Award winning team at
Richardson & Wrench Umina Beach on (02) 43 444 666.

Richardson & Wrench

R&W