

PROPERTY NEWS

Ideas to help you when you're Buying or Selling

Dowling Real Estate Mayfield - Issue 22

TWO PROPERTIES SOLD WITHOUT ADVERTISING



Off the Market sales success

See page 3 for details

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Message from the Principal

Dear Readers,

Is it possible to sell a property with no marketing campaign? Yes it is. To find out what can make this scenario possible, please read the story on page 3.

Your property's garden, whether big or small, can influence potential buyers first impressions. Our page 2 story provides some simple tips on how to make gardens look their best.

If you have an investment property remember it is important that it is maintained. We have some helpful tips on renovating your rental in our page 4 story.

Please remember if you are considering selling, buying or leasing property, please give us a call. We have an experienced team with great local knowledge, ready to help.

Kind regards,

Joe Di Claudio

Licensee



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Believe... Achieve

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When selling a property it is easy to see the garden as an afterthought, but buyers can be very discerning when it comes to outside space and won't forgive a messy and unappealing garden.

There are some simple and easy ways to ensure the outside space adds to the desirability of your property.

CLEAN AND TIDY

A clean, tidy and uncluttered space is desirable, so as not to put off buyers before they even reach the front door.

Do a general clean and tidy first and foremost. Pull weeds, trim hedges and discard any dead plants or branches. Throw out rubbish and debris and remember to check paths, fences and the clothesline then make any repairs and ensure everything is clean. Ensure your house number is visible.

WELL PRESENTED AND ATTRACTIVE

A neat and beautiful garden can win over potential buyers who are looking for a low maintenance, yet stunning outdoor space.

LAWN

A neat, well-kept lawn should be a top priority. At a bare minimum the lawn needs to be kept mowed. If the lawn is in poor condition, think about replacing it. An untidy, brown lawn can scream high maintenance to potential buyers, as well as being a visual turn-off.

Fertilise the lawn and ensure it is green and sparking before taking photos.

PLANTING

The garden should feature some greenery with a smattering of colour for the best appeal. Before planting, visit a garden centre for advice on what to plant, bearing in mind maintenance, climate and the size of the garden.

Don't try and skimp and just buy a few small plants. Go for larger, more mature plants. The appearance of an established

garden will have a much better impact.

You can consider using some large pots as you can take those with you, and decorative pots can add to the appeal. Large potted plants at the front door can make an attractive addition.

Think about including some citrus, rosemary, or lavender to entice buyers with aroma as well as stunning visuals.

Remember the lawn and new plantings will need maintenance during the sale period.

FINISHING TOUCHES

Adding mulch to garden beds helps keep gardens tidy and has a great visual impact.

Think about some lighting to highlight the outdoor space.

Remember that having outside entertainment space is an added bonus. If you have the space include clean, neat outdoor furniture to show buyers the potential.

WHAT ABOUT APARTMENTS?

Remember, with an apartment you may not be able to provide a yard but you can provide some garden. Think potted plants scattered indoors and strategically placed outdoors. Even in the smallest space, you can use hanging baskets and vertical gardens to add greenery, aroma and atmosphere.

A small balcony filled with flowers and a small table and chairs can make a huge difference and really set your apartment above the rest.

CONCLUSION

Give your outside space the attention it deserves. It will create a dramatic first impression and give buyers a further incentive to choose your property.



Great price achieved with no marketing

To achieve the sale of a property at the highest possible price for a vendor would normally entail a marketing campaign, aimed at promoting the property and encouraging potential purchasers to take a further look.

But this is not always necessary, properties don't always have to be officially on the market to achieve a good sale, as the team at Dowling Real Estate Mayfield proved recently. They sold two properties in the area before they were even advertised.

Even with no marketing they were still able to achieve good sales prices for both.

How is this possible? The sale of each property happens under different circumstances, Dowling Real Estate explain that some owners prefer a "shush campaign" while in other sales a possible purchaser approaches the agent direct when the house has not even been advertised.

The first of the properties sold by agent Joe Di Claudio, was close to the Pacific Highway in Mayfield with shops and public transport nearby. This was a tenanted property and a prospective purchaser asked Dowling Real Estate to approach the owner to see if they were interested in selling.

The answer from the owner was yes and a sale of \$600,000, which is above the median price for the area, was



achieved without the house even being on the market or advertised in any way.

The second sale achieved by Joe was in the neighbouring suburb of Warabrook. This property had been signed up but marketing had not begun. This was a vacant property in a bad condition but perfect for renovation. The potential purchaser, who lived in the same street, approached the agent expressing an interest and a successful sale was negotiated.

Joe explains, "Dowling Real Estate would normally encourage owners to put their properties on the market as there is a wider range of buyer enquiries which

creates more interest. Due to the nature of these properties though, one was in a very bad condition and the other was a buyer wanting to purchase a specific property, we were able to secure the sales for the right purchasers."

Even though there was no marketing whatsoever involved for either property good sale prices were achieved for both.

So if, for whatever reason you don't want your property advertised, or if you're a buyer wanting to purchase a specific property contact Dowling Real Estate and let them work their magic.

We Have The Experience And Local Market Knowledge You Need



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Licensed Real Estate Agent
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Call one of our sales specialists to sell your property. You won't regret the decision.

Dowling Mayfield
Sales 4960 0499 Rentals 4960 0117

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RENOVATING YOUR RENTAL



By offering a rental property in good condition you are more likely to attract the right tenants

There are three major advantages to spending some time and money preparing your property before you offer it to tenants.

1. A property in good condition will achieve a higher rental figure than one that is fit for occupation but in need of a fair bit of TLC.
2. It will be more likely to attract a better quality tenant, who will look after it.
3. By carrying out some renovations and keeping your property in good condition, you will maintain and increase its value, always an advantage if you plan to sell down the track.

Areas to renovate

The main rooms to consider for renovation are the kitchen and bathroom. If these are old, tatty and

badly maintained and equipped, your property is unlikely to be attractive to good calibre tenants.

It's worth renovating or replacing these rooms and not in the cheapest way possible, either. While you don't have to buy the latest designer equipment, make sure you're getting good quality, or it will soon be worn out and need replacing again.

New carpet also makes a big difference to the appearance of a property but you don't have to spend a king's ransom on it. Rather than purchasing something plush it's better to buy standard, medium grade carpet in a neutral shade and add some high quality padding underneath. This helps the carpet to last longer and gives it that

plush feeling without the extra cost.

A coat of paint in a light, neutral colour is another good way to freshen up a property. If you use the same colour throughout, you will find it easier in the future if you need to spot paint.

Getting organised

If you decide to renovate, you'll want it done as quickly as possible, in order to get tenants in. That's fine if you're able to do the work yourself but, if not, you'll need to make sure you have things organised. Work out the order in which the work needs to be done and try to line up the necessary tradespeople accordingly.

Once this is all done you can take in your tenants, sit back and let your newly renovated property work for you.

We Have The Property Management Team You Have Been Looking For

Our trained, professional property managers will look after your property as though it were their own



Deanne Morrall
Senior Property Management
Administration & Accounts



Teresa Stefanoff
Property Manager



Blake Nugent
Property Officer



Franca Cannone
Property Management Admin Assistant



Jeanette Jones
Property Manager



Janine Rivett
Property Manager

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