

PROPERTY OF THE MONTH



43 CURRAWONG AVENUE, NORMANHURST

GREAT FAMILY HOME IN TOP LOCATION

Open Saturdays 2 - 2.40pm

This sparkling single level house is set in the eye of a pretty cul-de-sac close to the station, shops and schools. There are four bedrooms (all with built-ins) plus a study or fifth bedroom. The kitchen and bathrooms are "as new". The spacious family room (which has a reverse cycle air-conditioner) opens to a covered verandah overlooking a private and pretty back garden. The large irregular shaped garage is drive-through. Inspect by appointment.



JOAN THOMSON
0419 494 896

LOOKING AFTER YOUR INVESTMENT

A well maintained rental property not only ensures respectful tenants, but also higher rental returns. There are many things an owner can do to increase their property's appeal to prospective tenants and increase the rental return in the process. Renovating an old kitchen or bathroom, a fresh coat of paint or just tidying up the gardens makes a big difference. Keeping your property well-maintained makes it attractive to tenants and ensure that the does not go down in value though neglect.



SUE ELLIS
9483 9113
Property Manger

THIS MONTH'S MARKET WRAP

July, we have seen continued strength in the overall sales market. It seems that the first home buyers are not the only purchasers keen to jump on new listings, buyer activity in all sections of the market has improved. In July we have achieved sales from studio units in Hornsby at \$180,000 to luxury homes on the North Shore that this time a few months ago were very quiet.

Due to the lack of homes on the market and the volume of buyers we would certainly recommend that any property owner thinking of selling should give serious consideration to Auctioning. It is really the only way to keep up with an improving real estate market and ensure your property is not undersold.

Should you have any questions relating to real estate please feel free to contact me on kms@keithsoames.com.au or 0414 819 199.



KEITH SOAMES
Principal

REAL ESTATE TERMINOLOGY EXPLAINED:

NEGATIVE GEARING

Negative gearing is when the income generated from the rental property is less than the costs of mortgage repayments, council and water rates, repairs and maintenance and other management costs. Negative gearing allows you to use the shortfall from your rental income as an offset against other assessable income such as salary, wages, business and any other investment income to reduce the overall tax you have to pay.

Please consult your accountant for more advice on negative gearing.

ACKNOWLEDEMENT TO: Real Estate Institution website



MICHAEL KAS
9483 9114
Property Manger

PRESENTATION - THE KEY TO ACHIEVING A PREMIUM PRICE

Presentation is one of the most important factors in achieving a premium sale price for your property. The effort that goes into presenting your home at its very best, really does translate to money in your pocket at sale time.

Interior stylists and display furniture for vacant properties are great tools to ensure you leave no stone un-turned with the presentation of your property. We have a team of people to assist you if you would like to take advantage of their services: stylists and a display furniture company, through to gardeners, landscapers, painters, cleaners etc.

Minor repairs and cosmetic issues that most of us just live with in our day to day lives should be fixed prior to inspections commencing on your property. Clean and clutter free rooms are important and if required, it is worth hiring a storage unit or "POD" to move some items out or clear out the garage or garden shed.

Lawns and gardens should be weed free and manicured. Garden beds should be mulched with bark chip or the like to give a neat finished look. Pools and pool surrounds should be clear and clean. It's not easy getting your property ready for weekly inspections - especially if you have young kids around BUT it is worth it.

Good Luck.



BRETT COAKES
0400 844 363
Sales Manager & Auctioneer

SUBURB FOCUS - THORNLEIGH

TOP 10 Sales for the last 12 months

9b Yaralla Crescent	\$850,000
25 Nicholson Avenue	\$775,000
7 De Saxe Close	\$770,000
75 Nicholson Avenue	\$761,000
111 Norman Avenue	\$729,000
9 Janet Avenue	\$722,000
11 Crestwood Avenue	\$680,000
12 Janet Avenue	\$678,000
31 Morgan Street	\$665,000
22 Loch Maree Avenue	\$630,000

Triple your exposure = higher selling price



Hornsby 9987 0011



Thornleigh 9481 9199



Wahroonga 9487 1500

3 offices 1 team

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STEADY RENTS GIVE TENANTS AN ADVANTAGE

Rents in Sydney stayed flat in the three months to June, giving tenants the upper hand in negotiations. The typical rent proposed by owners in Sydney stayed at \$450 a week in the June quarter as rents stalled in all capital cities, but analysts said the good times for tenants could be short lived. It is the second quarter in a row during which asking rents have been flat, as property investors adjust to economic conditions where tenants have more housing options. This limits the scope for rent rises. Asking rents have still risen 7.1% over the year to June, but this compared with a 15% rise recorded last year, according to the figures from Australia Property Monitors. An economist at APM, Mathew Bell, described it as the biggest shift in favour of renters since figures were first collected in 2003. "It's a lot easier for tenants to move into ownership than it has been for a long time. Renters have that alternative open, and landlords know it." Mr. Bell said the dwindling labour market - which shed 21,000 jobs last month, according to figures published yesterday—also limited tenants' ability to pay rent increases.

ACKNOWLEDEMENT TO: Clancy Yates from Sydney Morning Herald



SUZANNE WHELAN
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Property Manager

PROPERTY STILL LEADING THE WAY

Residential property, Australia's most popular investment type, has proved the strongest performer in today's volatile markets, outstripping almost every other asset class and super fund. According to an analysis of investment returns, residential property has offered the highest total returns during the past three years.

While the global financial crisis and the economic downturn have taken their toll on share markets, managed funds and commercial property, Australia's love affair with residential property have paid off.

Most residential landlords are still sitting on a strong capital gain, while other assets have fallen by up to 40 per cent. Landlords also have the added benefit of rising rental income as population demand for housing continues to increase.

ACKNOWLEDEMENT TO: Karina Barrymore from The Courier Mail



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