

YOUR PROPERTY



Edition 3, 2014

New Year special – 1.8% offer!

After 10 years of being in business in Bassendean I want to celebrate and to do this I'm offering a New Year special for property sellers – a low 1.8% selling fee on all houses and units listed with us in January and February 2015.

This will save you hundreds if not, thousands of dollars on your sale.

We have been in Bassendean since 2005 and it would be fair to say we know the area well.

First and foremost we're a family business - run by myself; husband David (sales) and son Jason, who looks after property management.

I believe this is the best way to get outstanding results – by providing a personally responsible, and reliable service in all aspects of real estate.

Most of our clients come via word of mouth referrals and we're not looking to become a franchised operation where how you operate is dictated by 'outsiders'.

We offer a more personalised service committed to getting the best possible results and as a consequence many clients have become very good friends I know most of our tenants and investment property owners by their first names which is important when it comes to running a good business: because we're acting as a team to achieve the best outcome for all.

As this is our final report for the year may we give you early best wishes for Christmas and the New Year. We look forward to communicating with you again in 2015.

Lyn Callaghan
Principal/
Licensee



Tight rental market easing as more properties BECOME AVAILABLE

After quite a few months with few rental properties available, the rental market appears to be easing and we're seeing some rental properties become vacant.

Out of about 100 rental properties on our books we would normally have nearly 100% occupancy.

However, as new rental properties come into our management portfolio, they're staying available for slightly longer, although demand in this area is still high compared with many other localities within the metropolitan area..

On occasions some rentals have had to undergo slight reductions to avoid having

to keep a property unoccupied. Astute investors will be aware that dropping the rent by a few points when vacancies rise is far better than having a property sit unoccupied for a time.

It is always important for rental property owners to be aware of the need to maintain their properties, keeping them well-presented so as to guarantee long-term occupancy and good tenants.

As always in Bassendean, due to its proximity to the domestic airport, both the FIFO rental and sales markets remain strong - particularly for the 'lock-up and leave' properties such as two-bedroom units.

MERRY CHRISTMAS!

SUBURB WATCH - Sept. 2014

Suburb	Median price yr to Sept '14	Qtrly change	Avg annual % change 1 year	Median House Rental (W)	Houses sold in 1 year
Bassendean	\$540,000	0.5%	3.8%	\$440	209
Bayswater	\$625,000	3.3%	5.9%	\$450	226
Eden Hill	\$502,000	2.4%	19.0%	\$448	56
Lockridge	\$395,000	1.3%	9.7%	\$380	69
Morley	\$560,000	1.8%	8.7%	\$445	421

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Rental Market

P4

Summer selling

SHOULD BE FINE

As always, in order to achieve a successful sale in real estate, there are many factors in play.

In summer there are usually more buyers around for many reasons including: the onset of school holidays when parents want to move and get the kids settled in before school starts again. Furthermore, the general improvement in the weather also usually helps.

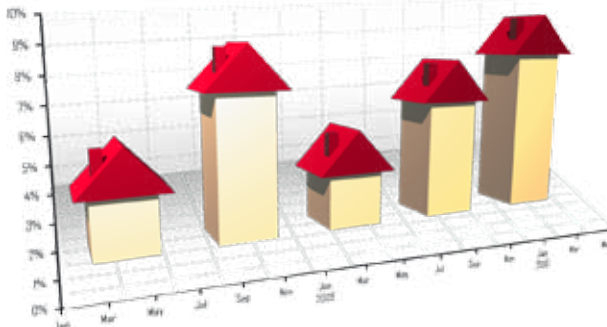
We also find that both buyers and sellers have more time to peruse the market and make decisions they have sometimes been putting off for months.

REZONING LOCKRIDGE

The upcoming City of Swan rezoning has ignited quite a bit of interest in the local area, particularly in Lockridge where a zoning change is likely to have a marked impact on block values by enabling subdivision on what are currently single use blocks.

However, zoning approval is proving to be a slow process and one complicated by the upcoming council mergers which are likely to have a significant impact on when and where changes can be implemented.

Property market prices predicted to stabilise



A GOOD THING?

Market forecasters are predicting the property market cycle to enter a phase of greater price stability over the next three years.

Values are generally expected to stay in line with inflation but do little more.

Those who have invested for capital gain may perceive a lack of significant further price growth as a negative factor to their objectives, but as property is regarded as a long term investment rather than short term, they shouldn't be too dismayed.

On the other hand, there is the viewpoint that for property owners who have enjoyed the recent surge in property values, the coming period will be an exceptionally good time for making a move.

The reasoning is that a stable market enables you to sell first and not lose what you've gained because of property prices racing ahead before you make your next purchase.

The key to making a successful move is to be astute with your pricing.

In a stable market, pricing ahead of the market is likely to result in a definite lack of action because it's unlikely to rise to your price. You need the pricing to be spot on.

In a rising market you can price ahead because prices will come up to you.

So whatever the situation, the market will never be doom and gloom for everyone. It has a lot to do with your objectives at the time.

And one further note: Forecasters BIS Shrapnel has recently indicated they're expecting interest rates to stay on hold until 2016.

This would represent the greatest level of interest rate stability Australia has ever experienced – great news for those with a mortgage!

Presenting your home – GET OUR FREE REPORT

If you're thinking of selling in the near future - do feel welcome to call us for the Free Report that we have on home presentation.

We can email it to you so that you can have it immediately. It contains many valuable hints and tips on how best to prepare and present your home for home opens.

The report prioritises some of the best

ways to present your home to its maximum advantage.

Even the cosmetic aspects of a home have a bearing.

For example: eliminating clutter and ensuring there's plenty of light entering a home at the time of a buyer's inspection can have relevance.

It also itemises things that are over the top



– and what not to spend money on.

For the full list of things to do to make your home look its best, please feel welcome to call us.

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